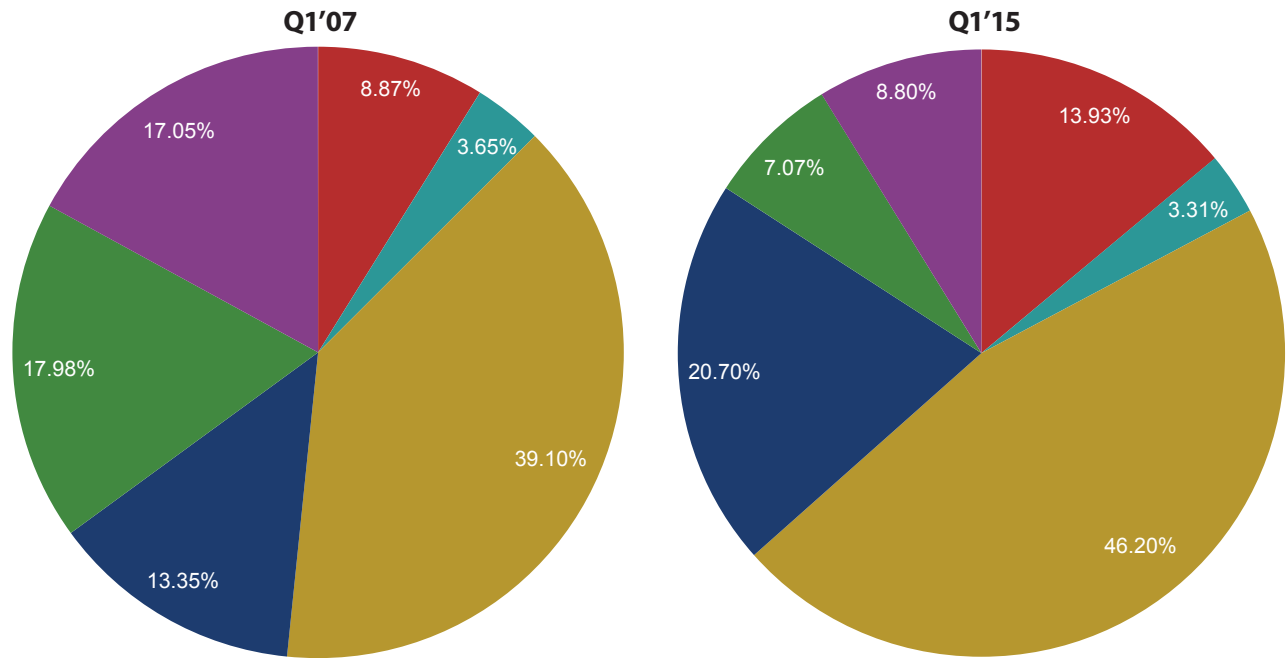


Banking industry deposit mix shift from Q1'07 to Q1'15

■ Demand ■ NOW and other trans* ■ MMDAs^ ■ Other savings ■ Time deposits <\$100K ■ Time deposits >\$100K



Data compiled May 22, 2015.

Includes commercial and savings banks. Savings institutions are excluded from Q1'07 data due to lack of disclosure.

* Represents the composition of total deposit balances held on negotiable order of withdrawal accounts and other transaction accounts.

^ Represents the composition of total deposit balances held on money market deposit accounts.

Excludes foreign deposits.

Data is based on regulatory financials.

Source: SNL Financial

