

# Projected growth of deposit products in California by county, 2013-2018\*

Limited to counties with over 100,000 people

County	Deposit products										
	Total deposit products		Money market savings products		Regular/liquid savings (excluding IRAs)		CD products (excluding CD IRAs)		Transaction/DDA products		
	2013 (\$B)	Change (%)	2013 (\$B)	Change (%)	2013 (\$B)	Change (%)	2013 (\$B)	Change (%)	2013 (\$B)	Change (%)	
Los Angeles	238.32	6.93	49.13	6.62	91.26	6.35	81.63	7.76	36.00	5.33	
San Diego	63.21	9.78	12.43	9.59	25.11	9.12	21.35	10.69	9.58	7.83	
Orange	96.41	9.51	20.32	9.17	36.81	8.89	33.21	10.31	13.95	7.84	
Riverside	30.95	6.37	6.09	5.94	10.71	5.85	10.64	6.93	4.92	5.48	
San Bernardino	25.05	8.51	4.95	8.05	8.83	7.76	8.31	9.48	4.13	6.56	
Santa Clara	50.07	12.18	10.43	11.84	21.03	11.29	18.45	13.96	7.23	9.80	
Alameda	47.76	12.29	10.14	11.77	18.63	11.48	16.98	13.61	6.46	10.00	
Sacramento	26.06	5.98	5.09	5.58	10.28	5.26	8.84	6.87	4.01	4.51	
Contra Costa	38.56	15.16	8.24	14.95	14.70	14.47	14.10	16.01	4.97	12.72	
San Francisco	28.82	10.72	5.93	10.31	11.77	9.94	9.84	12.48	4.15	8.73	
Fresno	14.39	6.67	2.89	6.55	5.83	6.24	5.45	7.34	2.15	5.67	
Ventura	21.10	13.49	4.38	13.64	8.62	12.89	8.07	14.64	2.95	11.08	
San Mateo	27.75	13.81	5.88	13.35	10.70	13.03	10.09	15.09	3.61	11.28	
Kern	12.86	7.89	2.61	7.66	5.24	7.28	4.83	8.95	1.93	6.49	
San Joaquin	11.42	6.09	2.32	5.85	4.68	5.59	4.26	6.88	1.72	5.08	
Sonoma	8.81	1.38	1.73	0.54	3.54	0.37	2.96	2.62	1.44	0.60	
Stanislaus	6.17	2.64	1.21	2.14	2.52	2.02	1.98	3.49	1.07	1.82	
Solano	7.51	12.56	1.51	12.71	3.08	11.86	2.44	13.84	1.23	9.94	
Santa Barbara	7.24	9.34	1.41	9.68	2.91	9.24	2.45	9.62	1.17	7.80	
Placer	9.61	13.12	1.92	12.83	3.74	12.32	3.34	14.19	1.38	11.14	
Tulare	4.76	10.81	0.93	10.93	1.93	10.49	1.53	11.48	0.82	9.28	
Monterey	5.85	7.42	1.13	7.27	2.36	6.91	1.95	8.10	0.97	6.20	
Marin	11.92	12.14	2.50	11.55	4.48	11.27	4.50	13.31	1.48	9.77	
San Luis Obispo	5.08	8.98	0.99	9.02	2.02	8.53	1.73	9.67	0.82	7.50	
<b>State</b>	<b>845.20</b>	<b>9.13</b>	<b>173.02</b>	<b>8.87</b>	<b>328.91</b>	<b>8.51</b>	<b>294.31</b>	<b>10.17</b>	<b>125.52</b>	<b>7.22</b>	

As of March 26, 2014.

\* Change represents estimated growth in aggregate balance of products between 2013 and 2018, provided by Nielsen.

Ranking based on the number of households provided by Nielsen.

Sources: SNL Financial and Nielsen Fclout® 2013 (Financial Product Demand)

