

Projected growth of securities products in California by county, 2013-2018*

Limited to counties with over 100,000 people

| County | Securities products | | | | | | | | | | | |
|-----------------|---------------------------|--------------|--------------------------------|-------------|-----------------------|-------------|----------------------------|--------------|--------------------------------|--------------|------------|--|
| | Total securities products | | Commodities/ warrants/ options | | Government securities | | Corporate/ municipal bonds | | Mutual funds (stocks/ bonds) ^ | | Change (%) | |
| | 2013 (\$B) | Change (%) | 2013 (\$B) | Change (%) | 2013 (\$B) | Change (%) | 2013 (\$B) | Change (%) | 2013 (\$B) | Change (%) | | |
| Los Angeles | 393.58 | 8.48 | 6.92 | 5.80 | 4.02 | 3.88 | 20.49 | 11.04 | 42.12 | 9.05 | | |
| San Diego | 115.84 | 11.60 | 1.55 | 8.48 | 0.45 | 6.28 | 4.15 | 14.16 | 12.58 | 12.32 | | |
| Orange | 167.18 | 11.17 | 2.94 | 8.85 | 1.64 | 6.74 | 8.74 | 14.30 | 18.05 | 11.81 | | |
| Riverside | 48.11 | 6.23 | 0.36 | 5.40 | 0.36 | 4.93 | 0.93 | 8.84 | 5.35 | 6.94 | | |
| San Bernardino | 39.12 | 8.97 | 0.30 | 7.62 | 0.30 | 6.32 | 0.71 | 13.51 | 4.21 | 10.34 | | |
| Santa Clara | 108.99 | 15.09 | 1.37 | 9.93 | 0.46 | 6.47 | 2.47 | 19.02 | 11.33 | 16.18 | | |
| Alameda | 104.10 | 15.17 | 1.51 | 10.81 | 0.74 | 7.86 | 4.40 | 18.91 | 9.00 | 15.97 | | |
| Sacramento | 46.23 | 6.83 | 0.61 | 4.07 | 0.18 | 2.89 | 1.63 | 9.34 | 4.96 | 7.42 | | |
| Contra Costa | 87.73 | 17.86 | 1.20 | 16.10 | 0.57 | 13.30 | 3.85 | 22.59 | 7.71 | 18.68 | | |
| San Francisco | 58.28 | 14.11 | 0.91 | 7.63 | 0.45 | 4.85 | 2.45 | 15.94 | 5.00 | 14.68 | | |
| Fresno | 28.70 | 7.23 | 0.34 | 6.08 | 0.13 | 5.37 | 0.67 | 9.55 | 2.97 | 7.69 | | |
| Ventura | 46.87 | 15.62 | 0.54 | 14.82 | 0.18 | 12.30 | 1.10 | 20.67 | 4.94 | 16.76 | | |
| San Mateo | 62.95 | 16.99 | 0.87 | 12.96 | 0.41 | 9.25 | 2.79 | 20.95 | 5.52 | 17.80 | | |
| Kern | 25.66 | 8.82 | 0.31 | 7.09 | 0.12 | 6.01 | 0.59 | 12.31 | 2.64 | 9.64 | | |
| San Joaquin | 22.67 | 6.55 | 0.28 | 5.49 | 0.10 | 4.42 | 0.50 | 9.64 | 2.29 | 7.01 | | |
| Sonoma | 20.72 | 0.27 | 0.22 | -1.60 | 0.09 | -0.53 | 0.73 | 3.56 | 1.84 | 0.84 | | |
| Stanislaus | 13.49 | 2.30 | 0.16 | 0.87 | 0.07 | 0.68 | 0.44 | 5.15 | 1.14 | 2.69 | | |
| Solano | 17.99 | 14.62 | 0.21 | 13.95 | 0.08 | 12.01 | 0.60 | 19.68 | 1.57 | 15.89 | | |
| Santa Barbara | 17.23 | 10.82 | 0.19 | 11.07 | 0.07 | 9.17 | 0.64 | 12.84 | 1.54 | 11.15 | | |
| Placer | 18.14 | 14.42 | 0.24 | 13.11 | 0.07 | 11.51 | 0.66 | 18.30 | 2.00 | 15.52 | | |
| Tulare | 10.33 | 12.14 | 0.13 | 11.04 | 0.06 | 9.65 | 0.35 | 14.66 | 0.88 | 12.80 | | |
| Monterey | 13.78 | 7.99 | 0.15 | 6.37 | 0.06 | 5.39 | 0.50 | 10.01 | 1.22 | 8.38 | | |
| Marin | 28.68 | 14.05 | 0.35 | 12.39 | 0.15 | 8.95 | 1.34 | 18.35 | 2.58 | 14.32 | | |
| San Luis Obispo | 12.01 | 9.26 | 0.12 | 10.82 | 0.05 | 10.77 | 0.44 | 12.57 | 1.08 | 10.01 | | |
| State | 1,606.67 | 11.06 | 22.86 | 8.41 | 11.22 | 6.10 | 64.62 | 14.17 | 161.54 | 11.66 | | |

As of March 26, 2014.

^ Mutual funds exclude retirement related bonds and stocks.

* 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)

