

Projected 5-year growth of financial product balances from 2013 to 2018 in Michigan by county*

County	2013 households (actual)	Deposit products	CD products (excluding CD IRAs)	Money market savings products	Credit products (including mortgages)	Fixed rate mortgages	Adjustable rate mortgages (ARMs)	Auto loans
Wayne	690,647	0.98	1.00	0.61	-1.61	-0.65	-0.65	-0.24
Oakland	492,102	-0.34	0.68	0.04	-3.25	-1.54	-1.50	-0.68
Macomb	332,696	-2.90	-1.05	-1.63	-3.89	-2.23	-2.43	-0.99
Kent	232,648	-4.57	-1.56	-2.25	-4.57	-2.70	-2.93	-1.33
Genesee	166,528	-11.66	-6.18	-6.79	-9.08	-5.52	-6.42	-3.33
Washtenaw	140,301	4.64	3.94	2.84	0.07	0.72	1.48	0.44
Ingham	112,273	3.47	3.05	2.28	-0.04	0.77	0.94	0.44
Kalamazoo	102,375	5.91	4.03	3.62	1.46	1.46	1.84	0.93
Ottawa	96,302	-0.23	0.69	0.05	-2.34	-0.96	-0.96	-0.61
Saginaw	78,582	3.74	2.39	2.06	-0.24	0.59	0.49	0.38
Livingston	68,612	3.82	2.79	1.96	-2.06	-0.35	-0.28	-0.16
Muskegon	65,115	-0.57	0.22	-0.29	-2.74	-1.10	-1.62	-0.65
Berrien	63,407	2.66	1.89	1.37	-1.31	-0.06	-0.21	-0.07
Saint Clair	63,038	-4.96	-2.36	-2.97	-5.90	-3.31	-3.91	-1.56
Jackson	60,620	-5.93	-2.77	-3.39	-6.09	-3.27	-3.66	-1.95
Monroe	58,231	-9.90	-4.96	-6.20	-8.62	-5.20	-6.03	-3.03
Calhoun	53,529	7.76	4.87	4.62	1.73	2.11	2.27	1.16
Bay	44,259	4.67	2.93	2.63	0.05	0.98	1.29	0.55
Eaton	44,062	6.01	3.95	3.65	0.15	1.36	1.27	0.73
Allegan	42,114	-11.66	-5.73	-6.64	-10.06	-5.83	-6.74	-3.74
State	3,883,070	0.33	0.94	0.43	-2.60	-1.02	-1.23	-0.50
U.S.	119,206,509	5.10	3.93	3.15	0.15	0.97	1.48	0.62

As of March 7, 2014.

* Analysis limited to counties in Michigan with more than 40,000 households in 2013.

SNL Financial utilized data for financial products on basis of average value per household for this analysis.

All values presented as percentage change from actual 2013 to projected estimates for 2018 unless otherwise stated.

Financial product data for households provided by Nielsen.

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

