

# Projected 5-year growth of financial product balances from 2013 to 2018 in New York by MSA

Market name	2013 households (actual)	Change (%)						
		Deposit products	CD products (excluding CD IRAs)	Money market savings products	Credit products (including mortgages)	Fixed rate mortgages	Adjustable rate mortgages (ARMs)	Auto loans
New York-Newark-Jersey City*	7,257,726	6.71	4.99	4.02	0.73	1.43	2.14	0.94
Buffalo-Cheektowaga-Niagara Falls	475,653	9.73	5.98	5.71	2.92	2.62	3.14	1.49
Rochester	433,776	8.18	5.19	4.75	1.78	2.06	2.71	1.15
Albany-Schenectady-Troy	357,142	10.96	6.97	6.04	2.98	2.88	3.64	1.71
Syracuse	262,976	10.74	6.58	6.19	3.11	2.89	2.93	1.63
Utica-Rome	119,024	15.06	9.17	8.50	5.02	4.55	4.95	2.44
Binghamton	101,421	10.58	6.36	6.08	3.20	3.10	3.63	1.73
Kingston	71,318	5.18	3.26	2.78	-0.37	0.83	1.04	0.47
Jamestown-Dunkirk-Fredonia	54,052	8.67	4.97	5.11	2.09	2.51	2.42	1.34
Glens Falls	52,494	14.85	9.12	8.81	4.51	4.31	5.09	2.30
<b>State</b>	<b>7,408,730</b>	<b>7.48</b>	<b>5.20</b>	<b>4.27</b>	<b>1.40</b>	<b>2.00</b>	<b>2.42</b>	<b>1.23</b>
<b>U.S.</b>	<b>119,206,509</b>	<b>5.10</b>	<b>3.93</b>	<b>3.15</b>	<b>0.15</b>	<b>0.97</b>	<b>1.48</b>	<b>0.62</b>

As of April 3, 2014.

\* New York-Newark-Jersey City MSA covers areas of New York, New Jersey and Pennsylvania.

Analysis limited to metropolitan statistical areas with over 50,000 households as of 2013 Nielsen projections.

MSA = metropolitan statistical area

Changes displayed are projected growths in the average value per household of the displayed product.

All values presented as percentage change from 2013 to 2018 projections unless otherwise stated.

Financial product data for households provided by Nielsen.

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

