

# Projected 5-year growth of financial product balances from 2013 to 2018 in Louisiana's MSAs

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 Orleans-Metairie	486,654	5.62	4.40	3.60	0.07	1.43	1.82	0.69
Baton Rouge	305,872	12.83	7.85	7.14	3.96	3.79	4.51	2.26
Lafayette	182,434	6.87	4.41	3.95	1.49	1.82	2.01	1.12
Shreveport-Bossier City	179,875	9.62	6.16	5.57	2.86	2.87	3.41	1.60
Lake Charles	77,907	3.06	2.14	1.69	-0.49	0.43	0.67	0.33
Houma-Thibodaux	76,387	12.28	7.50	7.06	3.71	3.49	4.08	2.07
Monroe	69,153	11.22	6.53	6.37	3.72	3.31	4.16	1.96
Alexandria	58,558	6.20	3.78	3.67	0.89	1.58	1.84	0.87
<b>State</b>	<b>1,774,060</b>	<b>9.26</b>	<b>5.97</b>	<b>5.46</b>	<b>2.29</b>	<b>2.65</b>	<b>3.14</b>	<b>1.52</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 May 8, 2014.

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

MSA = metropolitan statistical area

Change displayed represents the projected growth in the average value per household of the displayed product.

Financial product data for households provided by Nielsen.

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

