

# Projected 5-year change in first mortgage and deposit products

Based on select MSAs in North Carolina and South Carolina from 2013 to 2018

MSA	2013 households (actual)	5-year change (%) <sup>^</sup>	
		First mortgages	Deposit products
Charlotte-Concord-Gastonia	882,543	-4.46	-1.83
Raleigh	457,377	6.84	11.71
Greensboro-High Point	297,407	-1.23	0.89
Winston-Salem	260,333	-2.12	0.89
North Carolina	3,853,043	2.93	7.26
Greenville-Anderson-Mauldin	331,112	1.19	3.71
Columbia	303,660	2.93	6.59
South Carolina	1,852,786	2.87	6.91
USA	119,206,509	3.70	8.93

Data is as of May 20, 2014.

Estimated market value of first mortgage and deposit products is calculated by multiplying average balances with estimated households in each MSA, based on Nielsen Financial product demand data.

<sup>^</sup> Represents the projected change in the balances of financial products for households from 2013 to 2018.

MSA = metropolitan statistical area

Charlotte-Concord-Gastonia MSA covers territory in North Carolina and South Carolina territories.

Sources: SNL Financial and Nielsen Fclout® 2013

