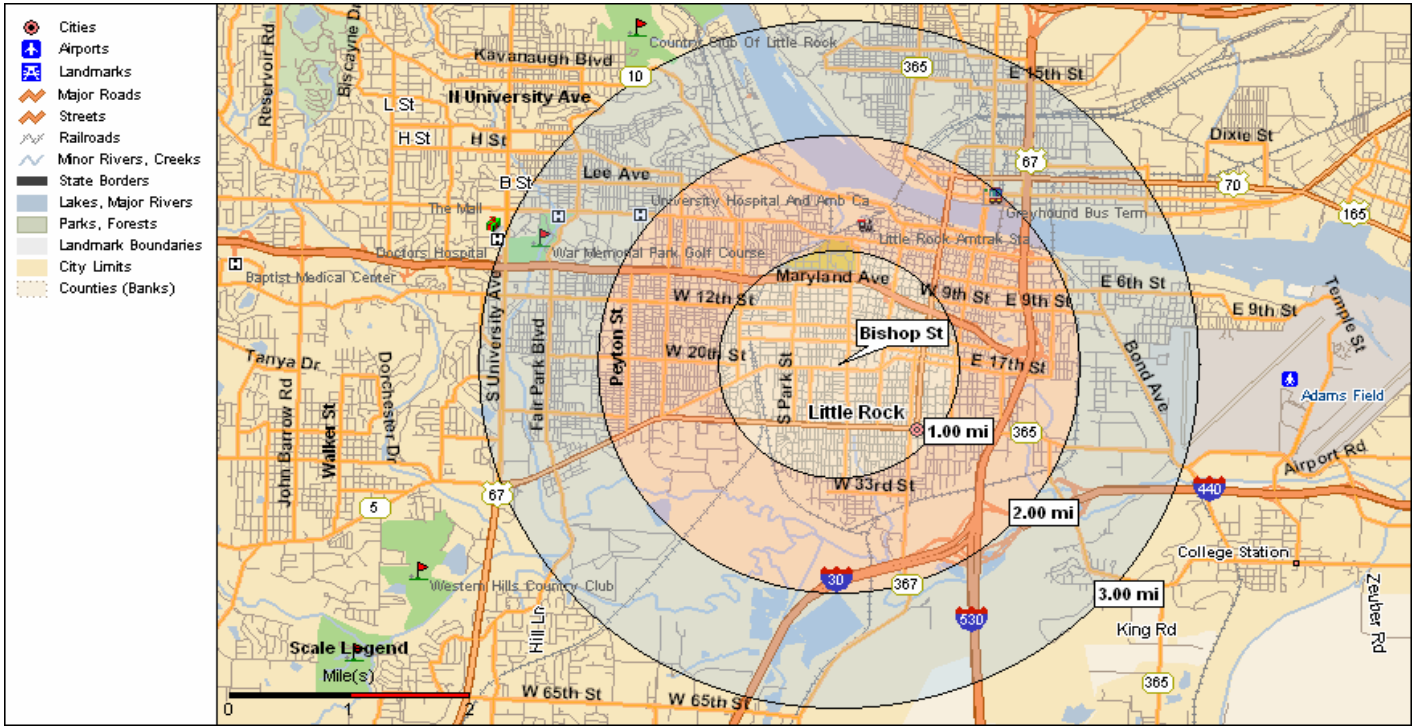
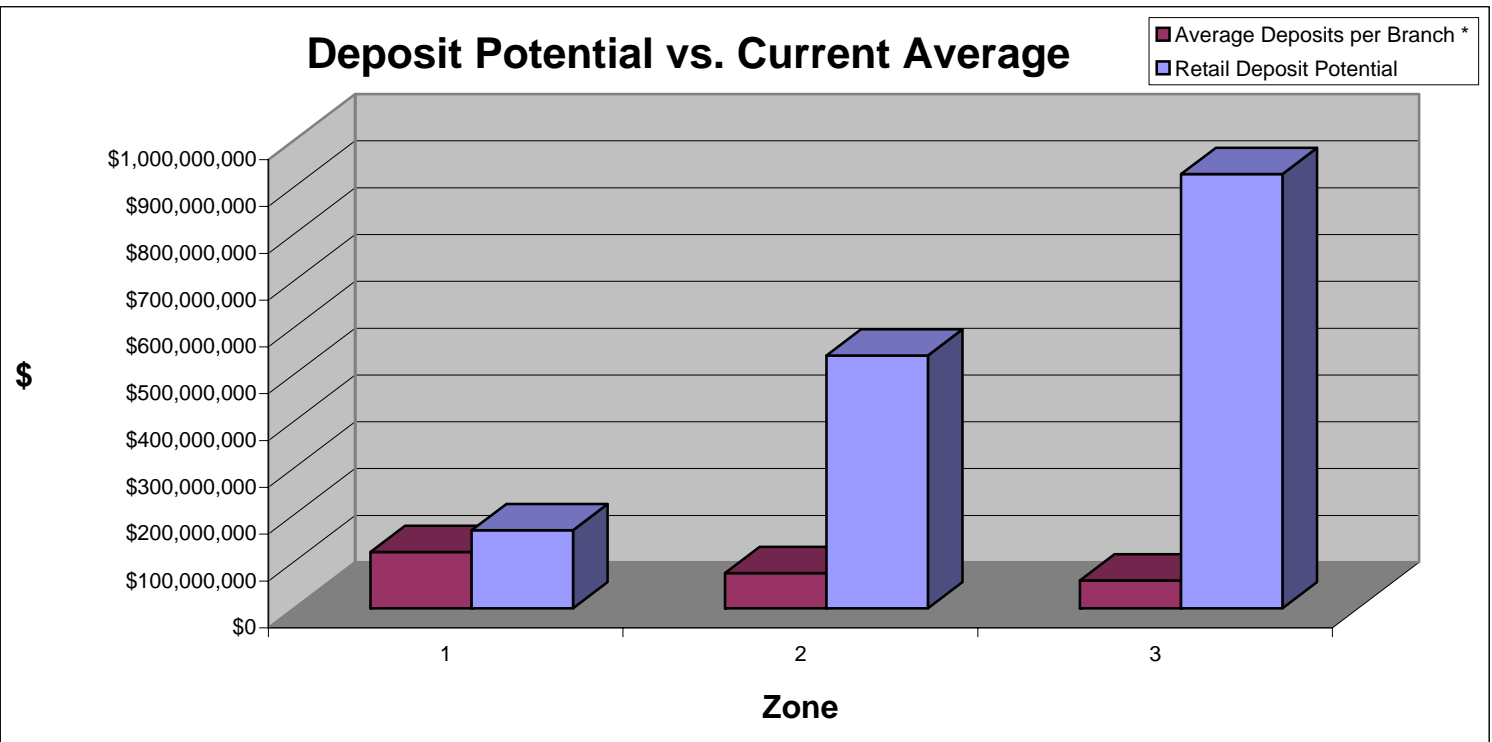


# Retail Deposit Potential



Ring Study	Area	Population	Households	Retail Deposit Potential	Retail Deposit Ptl per HH	Average Deposits per Branch *	Total Branches
1.00 mi	8.53	22,977	9,099	\$166,370,527	\$18,284	\$119,702,905	21
2.00 mi	49.44	70,795	29,427	\$539,420,838	\$18,331	\$74,724,125	40
3.00 mi	62.04	94,473	40,700	\$927,257,219	\$22,783	\$58,925,700	60

## Deposit Potential vs. Current Average



\* Deposit figures include commercial deposits and public funds.