



## MarketBank 2018 Product Definitions

<b>Product</b>	<b>Included in Definition</b>	<b>Excluded from Definition</b>	<b>Institution Types</b>
Checking	Interest and non interest-bearing checking accounts	Money market deposit accounts IRA/Keogh account	Banks, Thrifts, Credit Unions
Savings	Passbook accounts Statemented deposit accounts Christmas (or other) club accounts Credit Union share accounts Floating interest rate accounts, Other Miscellaneous savings/club accounts	Money market deposit accounts Time deposits IRA/Keogh account	Banks, Thrifts, Credit Unions
Money Market	Money market deposit accounts	All other certificates, time deposits, checking, or liquid savings accounts IRA/Keogh account	Banks, Thrifts, Credit Unions
Certificates of Deposit	Time deposits not held in an IRA or Keogh account	IRA/Keogh accounts	Banks, Thrifts, Credit Unions, and Brokerage Firms
Retirement Accounts*	IRA and Keogh Accounts including Roth IRAs, Education IRAs and rollovers. Other misc. IRA accounts.  May include savings and self-directed assets in brokerage accounts, mutual funds, and other capital markets investments	Excludes IRA-SEP and IRA-SIMPLE plans	Banks, Thrifts, Credit Unions, and Brokerage Firms
Stocks	Estimated household assets invested in individual stocks.	Excludes tax-deferred investments in IRA and Keogh accounts	Banks, Thrifts, Credit Unions, and Brokerage Firms



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Annuities	Current income-generating annuities	Excludes employment pensions and retirement accounts	Banks, Thrifts, Credit Unions, and Brokerage Firms
Life Insurance	Individual and group term life insurance policies	Accident policies	Life insurance firms
Mutual Funds	Mutual funds investing in stocks, tax free bonds, government backed bonds, corporate bonds, bond and equity combinations.	Excludes pensions, 401k accounts, and funds held as a part of a trust or annuity	Banks, Thrifts, Credit Unions, and Brokerage Firms
Savings Bonds	U.S. Government Savings Bonds	Corporate and municipal bonds	U.S. Treasury
Bonds	Bonds other than U.S. Savings Bonds	U.S. Savings Bonds	Banks, Thrifts, Credit Unions, and Brokerage Firms
Auto Loans	Loan balances outstanding on new or used cars, trucks, and sport utility vehicles.	Commercial vehicle loans	Banks, Thrifts, Credit Unions, and Brokerage Firms, Dealers, Finance Companies
Mortgages*	1 <sup>st</sup> or 2 <sup>nd</sup> mortgage balances used for purchase or refinance and owed on primary residence	Home equity lines of credit, unsecured credit, construction loans	All lenders
Lines of Credit (Changed from 2008)	Secured HELOCs and unsecured Line of Credit – outstanding balances	Credit cards	All lenders
Home Equity (Changed from 2008)	Installment home improvement loans secured by equity in primary residence	Unsecured lines of credit	All lenders
Credit Cards	Visa, Mastercard, Discover, or Optima cards	American Express, other charge cards issued by department stores, gasoline companies, and other retailers.	All lenders



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Debit Card	ATM cards usable at a point of sale, as well as VISA/Mastercard cards that automatically deduct funds from a deposit account.	EBT, gift cards, and other cards not tied to a specific checking, savings, or other type of deposit account.	Banks, Thrifts, Credit Unions, and Brokerage Firms, Dealers, Finance Companies
Direct Deposit	Money automatically deposited into checking or savings accounts, including transfer payments, such as from social security.		Banks, Thrifts, Credit Unions, and Brokerage Firms, Dealers, Finance Companies
Billpay	Utility or insurance bills, mortgage or rent payments, or other payments automatically deducted from checking or savings accounts without having to write a check or direct the payment using the internet or the phone.	Payroll deductions, such as those deducted for health insurance, etc.	Banks, Thrifts, Credit Unions, and Brokerage Firms, Dealers, Finance Companies
Payday loans	Loans required to be paid in full at the time of the next paycheck.		Banks, Thrifts, Credit Unions, and Brokerage Firms, Dealers, Finance Companies, other lenders
Branch Visits	Visits to any financial institution branch within the past 30 days.	Visits to non-bank, thrift or credit union institutions, such as brokerage offices, etc.	Banks, Thrifts, Credit Unions
Mobile Banking	Likely to access financial services utilizing a mobile phone or other mobile device		Banks, Thrifts, Credit Unions
Mobile Payments	Likely to make purchases, bill payments, charitable donations, or other payments using a mobile phone		Banks, Thrifts, Credit Unions, Vendors, Individuals



Online Banking	Likely to check balance, transfer money, pay bills, or conducting other banking transactions using the Internet		Banks, Thrifts, Credit Unions
Branch Visit Preference	Prefer branch visits as the <i>primary</i> method of accessing financial services		Banks, Thrifts, Credit Unions

*\*Please note beginning in 2010, estimates for mortgage loans and for retirement accounts were revised in order to align estimates more closely with reporting definitions by the Federal Reserve. As a result, 2010 estimates for mortgage loans and retirement accounts are not directly comparable to prior years. Additionally, estimates for home equity loans and automobile loans were revised in 2011 to more closely align with reporting definitions, resulting in values that are not directly comparable to 2010 and prior years.*