

LIQUIDASSETS RELEASE NOTES

PRODUCT VINTAGE

2023

VALUES AS OF

December 31, 2022

BASE LEVEL GEOGRAPHY

Dissemination area

VARIABLES

495

To view the complete list of variables please visit:
environicsanalytics.com/variables

WHAT IT IS

The LiquidAssets database measures the distribution of households by liquid asset holdings and further classifies the distribution by maintainer age or household income. Liquid assets are defined as holdings readily converted to cash: mutual funds, stocks, bonds, term deposits, and GICs, as well as chequing and savings accounts (but not real estate). Built at the dissemination area (DA) level, LiquidAssets provides users with a detailed view of the liquid asset value of Canadian households. It features a wide range of household maintainer age groups, income classes, and asset classes; the income-by-asset grid consists of income classes in increments up to \$300,000+. LiquidAssets is designed to provide users with a deeper understanding of consumers' overall financial position.

WHAT'S NEW

An enhancement to the control total methodology resulted in a significant drop in the average liquid asset balance for households with primary maintainers aged 75 or over nationally. These results are now much better aligned with the data from Statistics Canada's Survey of Financial Security (SFS) and provide an improved picture of the financial health of Canadians.

HOW IT'S USED



Banks use LiquidAssets to size markets and calculate potential sales opportunities for specific products like stocks, mutual funds, and GICs.



Fundraisers use LiquidAssets to find those donors with significant wealth beyond what their household incomes would suggest, such as retirees on fixed incomes who still have substantial spending power due to their sizable assets.



Luxury retailers use LiquidAssets to find high-value prospects based on high-income levels and accumulated assets and can develop effective media strategies to target them by integrating our PRIZM® segmentation system.

SAMPLE QUESTIONS IT CAN ANSWER

- What are the average liquid asset holdings in my trade area for households with income between \$60,000 and \$80,000?
- Where can I find seniors with below-average annual incomes but large liquid asset holdings?

- Which LiquidAssets segments are present within my trade area? What wealth and lifestyle characteristics do these segments reveal about the households in my area?