

DATA VINTAGE

2022

VARIABLES

548

Current year: 273

Five year: 273

GEOGRAPHY

Block Group

UPDATE FREQUENCY

Annually

To view the complete list of variables please visit:

environicsanalytics.com/en-us/variables

WHAT IT IS

Claritas Financial CLOUT® contains current-year estimates and five-year projections of market penetration and user household dollar balances for a wide range of financial products and services. Products include basic banking and financial services such as checking, savings, CDs, investments, and retirement products, as well as services, such as investment management. Financial CLOUT is based on the Claritas Financial Track questionnaire which includes over 55,000 survey interviews. The robust sample size collected by the survey allows for data modeling at geographic levels from block groups to national estimates.

Financial CLOUT presents financial product usage at a household level and not at the account level. The database tracks residential accounts; business accounts are not included in the survey responses.

This release contains both usage and consumption variables. Usage variables estimate the number of households that use a particular product or service such as

a checking account. Consumption variables measures the average dollar value per product or service for those households that use the product or service (e.g., average account balances).

WHAT'S NEW

The 2022 release of Claritas Financial CLOUT® includes the new category, “Channel Preferences”. It helps users understand consumer preferences for interacting with financial institutions for common services. The 2022 release also includes new variables for AMEX charge cards, Thrift Savings/457 and Non-Traditional Savings accounts.

HOW IT'S USED



Banks can use Financial CLOUT to find areas where residents are more likely to hold retirement and savings products.



Credit card companies can use Financial CLOUT data to identify areas where their competitor cards are more popular than their own.



Financial CLOUT allows financial advisors to optimize their channel offerings by projecting how households in different areas prefer to obtain their mutual funds—in person, online, at a brokerage, etc.

SAMPLE QUESTIONS IT CAN ANSWER

- How much do households in any area have in their IRA or 401(k) plans?
- What type of credit cards do customers prefer?
- What types of investments do households in a given area hold?
- Which households have the greatest share of real estate investments in their portfolio?
- Which institutions have the largest share of savings accounts in your trade area?
- Evaluate spending habits, such as, does spending exceed income in your trade area?

FOR DATA ONLY DELIVERIES

Standard data are delivered in the comma-separated values (.csv) format. For a detailed list of variables, consult the metadata file included with your data delivery.