

LiquidAssets - Target Group

Provides a deep understanding of a Target Group's overall financial position. The report provides the distribution of households by liquid asset holdings and further classifies the distribution by maintainer age or household income. Liquid assets are holdings readily convertible to cash (i.e. not real estate).



LiquidAssets | Liquid Assets by Household Income

ENVIRONICS ANALYTICS

Target Group: Young Single Urbanites (12, 20, 28, 40, 47)

The Target Group name including the component PRIZM segments.

Total Households: 481,834

The household count of the Target Group.

	Total Hhlds	\$/Hhld	%	Base Hhlds	Base \$/Hhld	Base %	Index: \$/Hhld	Index: % Hhld
Liquid Assets \$0-\$19,999								
Household Income \$0-\$19,999	22,059	3,404.36	4.58	145,138	3,325.10	2.59	102	177
Household Income \$20,000-\$39,999	51,639	5,530.74	10.72	416,483	5,502.61	7.43	101	144
Household Income \$40,000-\$59,999	28,399	6,315.75	5.89	295,186	6,192.61	5.27	102	112
Household Income \$60,000-\$79,999	18,531	7,593.53	3.85	212,613	7,653.03	3.79	99	101
Household Income \$80,000-\$99,999	12,999	7,832.93	2.70	145,807	7,692.34	2.60	102	104
Household Income \$100,000-\$124,999	8,492	9,107.53	1.76	118,090	8,722.59	2.11	104	84
Household Income \$125,000-\$149,999								
Household Income \$150,000-\$199,999								
Household Income \$200,000+								
Household Income \$200,000-\$300,000								
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Liquid Assets \$20,000-\$49,999								
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Liquid Assets \$50,000-\$99,999								
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In this example, 51,639 households in the Young Single Urbanites Target Group (which make up 10.72% of total Target Group households) each have an average household income between \$20,000 and \$39,999 and hold total liquid assets under \$20,000. This equates to an average dollar value for these households' liquid assets of \$5,530.74. In comparison, for the same household income range, 416,486 households in Ontario (the Benchmark), which make up 7.43% of total Ontario households, hold liquid assets with an average dollar value of \$5,502.61.

The **Index: \$/Hhld** metric conveys that the average dollar value of liquid assets for this household income level for the Target Group (\$5,530.74) is slightly above average, with an index value of 101, when compared to the average dollar value of liquid assets for Ontario (\$5,502.61).

The **Index: % Hhld** metric conveys that the proportion of households in the Target Group (10.72%) who fall under this household income level is above average, with an index value of 144, when compared to the proportion of households in Ontario (7.43%) in the same household income level.

Benchmark: Ontario

The Benchmark—also referred to as the base—indicates the geographic extent for the report. Benchmark or base data is used as the denominator in the index calculations.

- Total Hhlds:** The total number of households for the line item in the subcategory (highlighted in grey) in the Target Group.
- \$/Hhld:** Average dollar value of liquid assets per household for the line item in the Target Group.
- %:** The proportion of the total Target Group households.
- Base Hhlds:** The household count of the Benchmark for the line item in the subcategory.
- Base \$/Hhld:** Average dollar value of liquid assets per household for the line item for the Benchmark.
- Base %:** The proportion of the total Benchmark households.
- Index: \$/Hhld:** Metric comparing the average dollar value of liquid assets in the Target Group to the average dollar value of liquid assets in the Benchmark. An index value of 100 is considered average and means that the target group average dollar value is equal to the benchmark average dollar value. Formatting: cell value equal to or above 110 is red, cell value equal to or below 80 is blue.
- Index: % Hhld:** Metric comparing the proportion of households in the Target Group to the proportion of households in the Benchmark. An index value of 100 is considered average and means that the target group household proportion is equal to the benchmark household proportion. Formatting: cell value equal to or above 110 is red, cell value equal to or below 80 is blue.