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**Document Type**

Article

**Date of Original Version**

1995

**Abstract**

Patterns of household financial asset ownership were investigated with data from the 1989 Survey of Consumer Finance. In terms of ownership associations between two assets, 22 pairs (61%) of assets showed positive effects on each other. For instance, owning a savings account increases the chance of owning checking accounts and vice versa. Eight pairs (22%) did not affect each other in terms of ownership. Four pairs (11%) negatively influenced the ownership on each other. The remaining two pairs (16%) showed asymmetrical effects. These results may help planners better understand client behavior in owning various financial assets.

**Citation/Publisher Attribution**

Xiao, J. J. (1995). Patterns of household financial asset ownership. *Financial Counseling and Planning*. 6, 99-106. Retrieved from <http://afcpe.org/journal-articles.php?volume=132&article=264>

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