ENVIRONICS ANALYTICS

DATA VINTAGE
2021

BASE LEVEL GEOGRAPHY
Postal code

WEALTHCARE DIMENSIONS
Leverage
Spending
Planning
Financial Acumen

WHAT IT IS

WealthCare measures the financial health and wellness of an organization's customers by evaluating both financial behaviours and attitudes across four key dimensions. This approach provides financial institutions with the intelligence they need to engage customers in relevant conversations and help them manage their financial goals in a way that meets their financial wellness profile. WealthCare is built by integrating over 100 data variables across 10 data sources including financial holdings, spending patterns, social values and attitudes related to financial health in Canada.

WealthCare provides an overall indicator of financial wellness by age to help identify the challenges and opportunities customers are likely to experience and to highlight the differences in wellness scores by lifestage.

WealthCare's overall score is comprised of four component grades:

1. **Leverage**: Evaluates whether your customers have a balanced relationship between assets and debt

2. **Spending**: Determines the likelihood of your customers living within their means

3. **Planning**: Assesses whether households are making their financial future a priority

4. **Financial Acumen**: Analyzes the degree households self-invest, seek advice or hold a diversity of investments

WHAT'S NEW

This release of WealthCare 2021 improves upon our estimated scores to better reflect financial health and wellness. The improvements are the result of the enhancements to our data input sources and have led to an adjustment of the ranges that define the low, medium and high scores. The definition of the updated ranges can be found in the WealthCare Score Glossary.

HOW IT'S USED

Align resources and programs to the financial needs of the community and Identify profitable strategies by differentiating your service offerings from your competition.

Arm your advisors and coaches with tools to engage customers proactively with advice and programs to improve their financial wellness and put them at ease.

Integrate with other data analytical tools to evaluate financial health and wellness through the lens of segmentation, geography and other behaviours.

SAMPLE QUESTIONS IT CAN ANSWER

- What is the financial health and wellness of my customers?
- How can I help improve the financial situation of my customers?
- Who should I target financial literacy and education programs to?
- How should coaches and advisors develop financial plans and programs?