

### DATA VINTAGE

2021

### BASE LEVEL GEOGRAPHY

Postal Code

### VARIABLES

8

To view the complete list of variables please visit:  
[environicsanalytics.com/en-ca/variables](https://environicsanalytics.com/en-ca/variables)

## WHAT IT IS

WealthTransfer is a new product from Environics Analytics (EA) that estimates the likelihood of receiving an inheritance within a given year and is considered another source of wealth that contributes to a household's financial position. Inheritance variables can be used as part of your segmentation and trade area analysis but EA also includes a Score and Index so users can also easily create customer or postal code rankings or use these relative scores in economic models. These data are produced using inputs from Statistics Canada's, Survey of Financial Security (SFS) and then modelled to the postal code level using key demographic and economic predictors variables from our comprehensive data warehouse. WealthTransfer is used by financial institutions, insurance companies, real estate companies, big-ticket retailers and dealerships to name a few, to better understand customer and market opportunities that might otherwise be missed. WealthTransfer is available for all postal and census geography and ENVISION users can run dashboards, profiles, rankings and maps.

## HOW IT'S USED



Banks can use WealthTransfer to identify clientele and neighbourhoods that are likely to receive an inheritance. Younger populations may be receiving inheritance early and that money is used for down-payments on new homes or condos whereas older populations may be receiving inheritance due to death and might use that money to pay down debts or make big-ticket purchases.



Non-profit organizations can use WealthTransfer to identify or score donors who are most likely to receive an inheritance.



Big-ticket retailers and car dealerships can use WealthTransfer to identify neighbourhoods and segments that are likely to improve their household financial position through inheritances. These individuals may be more likely to use part of their inheritance to make luxury purchases even though their disposable income would normally prevent them from doing so.

## SAMPLE QUESTIONS IT CAN ANSWER

- What is the average inheritance potential within my trade area?
- What customers, donors or neighbourhoods are most likely to receive an inheritance?
- What segments have the highest inheritance incidence rates and what is their average inheritance?
- Which areas of the city have higher inheritance rates?