

## DATA VINTAGE

2018

## BASE LEVEL GEOGRAPHY

Postal code

## VARIABLES

89

To view the complete list of variables please visit:

[environicsanalytics.com/en-ca/variables](http://environicsanalytics.com/en-ca/variables)

## WHAT IT IS

This national database features an age-by-income cross-tabulation of household maintainers detailing six age classes and 10 income classes for every postal code in Canada. The household maintainer age classes are: under 35 years old, 35 to 44, 45 to 54, 55 to 64, 65 to 74, and 75 and older. The income classes categorize consumers in increments up to \$200,000+. Derived from custom Statistics Canada tables, AgeByIncome is created using sophisticated statistical processes to accurately model the data at the postal code level. All AgeByIncome counts are consistent with our maintainer age classes and inflation-adjusted-dollar income classes used in DemoStats 2018.

## WHAT'S NEW

With this product update we are migrating to the geographic framework used for the 2016 Census. This significant adjustment is required to reflect actual changes on the ground and ensures that our clients are working with the best estimates available.

## HOW IT'S USED



Real estate developers seeking residents for a seniors' community use AgeByIncome to identify markets filled with 65- to 74-year-olds, whose annual income is more than \$80,000.



Financial services companies use AgeByIncome to analyze customers of their various products, giving them the ability to target their messages, products and services according to customers' lifestyle and income levels.



Marketers use AgeByIncome as an overlay with our PRIZM5 segmentation system to further refine their consumer targeting efforts. Users are able to locate those under-35-year-olds with incomes of \$60,000 to \$80,000 for any PRIZM5 segment of interest.

## SAMPLE QUESTIONS IT CAN ANSWER

- What areas contain many 55- to 64-year-olds whose annual income is over \$100,000?
- Where can I find 15- to 34-year-olds with an income between \$80,000 and \$100,000 who are members of the Pets & PCs segment?
- Compared to the general population, are there more or less 35- to 44-year-olds in my trade area who earn between \$150,000 and \$200,000?
- Where can I find Millennials who earn more than \$100,000 in income?