

# WEALTHSCAPES

## RELEASE NOTES

### PRODUCT VINTAGE

2023

### DATA VALUES AS OF

December 31, 2022

### BASE LEVEL GEOGRAPHY

Dissemination Area

### VARIABLES

\*218 Total

109 Current Year

109 Historic Year

\*A condensed WealthScapes Lite database is available with 27 variables.

To view the complete list of variables please visit:

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

### WHAT IT IS

WealthScapes is the most comprehensive database available for information on Canadians' assets, liabilities, net worth, and income. Built using authoritative data from a variety of sources—such as the Bank of Canada, Canada Revenue Agency, and Statistics Canada—and sophisticated modelling techniques, WealthScapes is designed for financial planning, marketing, and targeting applications. Updated to December 2022, the latest version features a database of 109 key financial and investment statistics to help financial institutions, charitable organizations, and large retailers better understand their customers' financial and investment behaviour. As in years past, the key variables used in WealthScapes are created to match the best available control totals in Canada so that they will be endorsed by chief economists.

### WHAT'S NEW

This WealthScapes product update adds a new Financial Asset including Employer-based Pension Plans variable that captures the combined balance of liquid assets, unlisted shares, and pensions. This improves on the Financial Asset variable, introduced last year, by including pensions to make the WealthScapes' variable list more intuitive and align with financial industry definitions.

Important methodology changes led to improved projections for several financial assets and debt. RRSPs/RRIFs national control totals were projected up compared to last year, while incidence rates were down. Pensions now rely on newly available quarterly national accounts data and show decreased incidence rates. For licensees of PRIZM®, liquid assets show a drop in balances in wealthy segments caused, in part, by the upward restatement of RRSPs/RRIFs/TFSA's, and the updates made to census geographic boundaries at the last census. This restatement decreased the total unregistered liquid assets, which are disproportionately held by wealthier segments. Unlisted shares were restated upwards significantly in the national accounts, while a new assumption to business equity data resulted in a drop in the incidence rate. There was a reallocation in the consumer debt variables attributed to a recategorization of loans by the data supplier leading to increased credit card and lines of credit and decreased personal loan balances.

### HOW IT'S USED



Banks can use WealthScapes to locate areas where residents have low rates for RRSP and TFSA use, combined with higher disposable income levels. Identifying these areas can help banks make smarter marketing decisions when looking to promote and improve their financial planning business.



Non-profit organizations can use WealthScapes to identify high-value donors from fundraising lists and areas that may be home to new donors. Getting a better sense of a donor's net worth can help organizations more accurately determine potential levels of giving.



High-end car manufacturers can link WealthScapes to PRIZM® and create target groups to identify areas more likely to contain households with high levels of net worth and an affinity for luxury automobiles. These insights can help car brands maximize the return on investment of their advertising dollars.

## SAMPLE QUESTIONS IT CAN ANSWER

- What is the average net worth of households within my trade area?
- What proportions of my customers' assets are held in chequing and savings accounts? Stocks? Bonds? Mutual Funds?
- Which areas within my trade area have a high debt-to-asset ratio?
- What types of debt do my customers have? Are their debts dominated by credit cards? HELOC? Mortgages?
- Are the average real estate values around my business higher or lower than the average real estate values in my base market?
- What proportion of my trade area holds an RRIF vs an RRSP?