

# WEALTHSCAPES DAYTIME RELEASE NOTES

## DATA VINTAGE

2021

## VALUES AS OF

December 31, 2020

## BASE LEVEL GEOGRAPHY

Dissemination area

## VARIABLES

39

To view the complete list of variables please visit:

[environicsanalytics.com/variables](https://environicsanalytics.com/variables)

## WHAT IT IS

WealthScapes Daytime incorporates key variables from DaytimePop and WealthScapes, such as daytime population at work, daytime population at home, balances, contributions, incomes and values. By using a commuter flow and workplace information, WealthScapes Daytime accounts for both the daytime population at a usual place of work (the commuting population) and at home (the non-commuting population). These DaytimePop ratios can be applied to the 36 WealthScapes variables in the database to help users better understand the daytime demand for financial products and the consumer spending power of an area during business hours.

## WHAT'S NEW

WealthScapes 2021 was completely rebuilt from the ground up to allow a more modular approach to integrating new data sources. The new methodology has also increased stability in our micro estimates and improved the alignment of our product across geographic and demographic dimensions.

A new asset category was created in 2021 for Unlisted Shares. In previous releases of WealthScapes there was no methodological differentiation between listed and unlisted shares. As part of our methodological enhancements, the latest vintage has separated the unlisted shares from the other financial investments, thus removing them from the liquid assets total. Our Assets variable is now made up from Liquid Assets, Unlisted Shares and Total Real Estate.

## HOW IT'S USED



Full-service restaurants can determine which banner or type of restaurant to open based on understanding a trade area's daytime spending potential. It may also help determine the tier or size of restaurant based on population.



Credit unions can use WealthScapes Daytime to analyze their customers to determine which of their branches serve a high at-work or high at-home population. This information can help branch managers introduce more targeted savings and investment services, while identifying potential locations for new branches.



Not-for-profit organizations can use WealthScapes Daytime to improve fundraising efforts by locating high net worth households in areas with high at-home populations. Leveraging our PRIZM segmentation system with the database can help not-for-profits better communicate with targeted households, increasing their likelihood of becoming donors.

## SAMPLE QUESTIONS IT CAN ANSWER

- How many mortgage dollars are associated with the daytime population in this neighbourhood?
- What is the discretionary spending potential of the daytime population in this neighbourhood? Can this neighbourhood support another high-end retailer?
- What is the potential RRSP contributions from the daytime population in this neighbourhood?