

WealthScapes

Release Notes

What is it?

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 2024, 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. The key variables used in WealthScapes are created to match the best available control totals in Canada so that chief economists will endorse them.

How is it used?



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.



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.

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?

Data Vintage

2025

Data Collection

December 31, 2024

Base Level Geography

Dissemination Area

Variables

218 Total

109 Current Year

109 Historic Year

*A condensed WealthScapes Lite database available with 27 variables.

*To view the complete list of variables please visit:
environicsanalytics.com/en-ca/variables