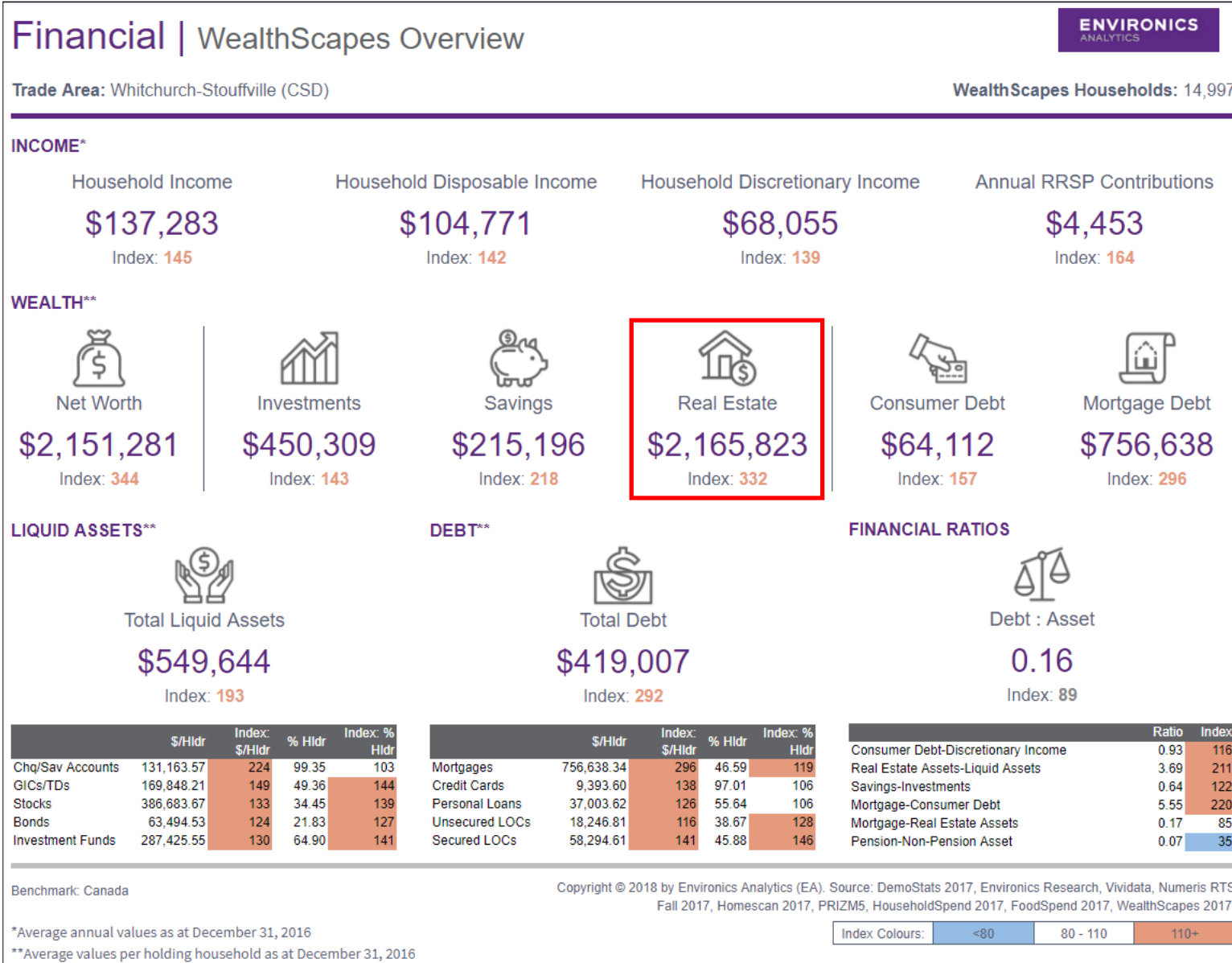


Executive Dashboards - Financial - WealthScapes Overview

Provides financial data (including assets and debt) for the selected trade area. WealthScapes is based on total WealthScapes households.



The Income and RSP variables are the average annual values based on the previous year.

The Wealth variables are the average values per holding household based on the previous year. Holding household indicates a household that actually holds that financial product, rather than all the households in the trade area.

Focusing on the Real Estate variable, the total value of real estate in the trade area, based on the households that own real estate, is a little over \$2 million. The index value of 332 indicates that the real estate holdings in this trade area are a little over three times higher than the real estate holdings in the benchmark, among those households that own real estate.

The tables show more specific asset and debt items, with values based on the number of households that actually hold those products. Various ratios are shown as well.