

## WealthScapes - Customers

Financial and investment statistics relating to assets, liabilities, and income. This report shows the customer weighted proportions of dollars per holder for WealthScapes variables.



## WealthScapes | Assets - Savings & Real Estate



Customers: Sample Customer File: Record Count

The customer file used for the report.

	% Hldr	\$/Hldr	Base % Hldr	Base \$/Hldr	Index: % Hldr	Index: \$/Hldr
<b>Assets - Savings</b>						
Total Savings	96.25	168,238	96.09	150,133	100	112
Chequing & Savings Accounts	95.33	103,384	95.17	91,954	100	112
GICs and Term Deposits	29.00	218,551	28.24	200,994	103	109
<b>Assets - Real Estate</b>						
Total Real Estate	76.82	547,764	74.36	510,415	103	107
Primary Real Estate	74.72	407,420	72.04	375,479	104	109
Other Real Estate	20.35	571,783	20.00	545,030	102	105
Net Real Estate Equity	76.82	341,458	74.36	338,490	103	101

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Benchmark: Alberta

The Benchmark—also referred to as the base—indicates the geographic extent for the report.

Index Colours: <80 80 - 110 110+

For example, **95.33%** represents the weighted proportion of households represented by the customer file who live within the benchmark who are likely Chequing & Savings Account holders. Reporting a % Hldr index of **100**, this indicates that the proportion of customer households who are Chequing & Savings Account holders is the same as holders in the benchmark of Alberta, which would be described as average.

The **Index \$/Hldr** measures the customer weighted average values per holder of Chequing & Savings Accounts compared to the average dollar value of Chequing & Saving Accounts per holder in Alberta.

**% Hldr:** The weighted proportion of households represented by the customer file who live within the Benchmark who hold the financial product.

**\$/Hldr:** The customer weighted average value per holder.

**Base % Hldr:** Proportion of the households in the Benchmark who hold the financial product.

**Base \$/Hldr:** The average dollar value of the financial product per household in the Benchmark who holds the financial product.

**Index: % Hldr:**  $((\% \text{Hldr} \div \text{Base } \% \text{Hldr}) \times 100)$  Measures if the customer weighted proportion of households in the Benchmark is above or below average when compared to the total holder households in the Benchmark (average index = 100).

**Index: \$/Hldr:**  $((\$/\text{Hldr} \div \text{Base } \$/\text{Hldr}) \times 100)$  Measures if the customer weighted average dollar value for the holding household in the Benchmark is above or below average when compared to the average dollar value of all the holder households in the Benchmark (average index = 100).