

# Numeris - Loyalty Program Report

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Number of Households</b>	27,275		17,566		
<b>Population of Age 15 and Up</b>	51,426		39,463		
<b>Members of the Loyalty Programs</b>					
Loyalty programs: Aeroplan	8,937	32.77%	7,459	42.46%	130
Loyalty programs: Air Miles (excl. airline frequent flyer programs)	14,022	51.41%	9,524	54.22%	105
Loyalty programs: Other airline frequent flyer program	3,306	12.12%	2,833	16.13%	133
Loyalty programs: Canadian Tire money/points	7,279	26.69%	4,553	25.92%	97
Loyalty programs: Hudson's Bay Rewards	7,972	29.23%	6,000	34.16%	117
Loyalty programs: Shoppers Drug Mart Optimum	15,287	56.05%	9,972	56.77%	101
Loyalty programs: Grocery store card(any)	9,713	35.61%	6,076	34.59%	97
Loyalty programs: Other store program	2,567	9.41%	1,857	10.57%	112
Loyalty programs: Esso Extra program	2,061	7.56%	1,260	7.17%	95
Loyalty programs: Petro Points	4,744	17.40%	2,683	15.28%	88
Loyalty programs: Other gas program	1,553	5.69%	828	4.72%	83
Loyalty programs: SCENE (Cineplex)	7,178	26.32%	3,865	22.00%	84
Loyalty programs: Other loyalty program	2,501	9.17%	1,772	10.09%	110
Loyalty programs: Credit card with loyalty rewards	12,094	44.34%	8,071	45.95%	104
Loyalty programs: Costco membership (paid)	11,089	40.66%	7,510	42.75%	105
<b>Collected Loyalty Points in the Past Week</b>					
Loyalty points collected past week: Aeroplan	1,774	6.51%	1,521	8.66%	133
Loyalty points collected past week: Air Miles (excl. airline frequent flyer programs)	5,609	20.56%	3,604	20.52%	100
Loyalty points collected past week: Other airline frequent flyer program	558	2.05%	418	2.38%	116
Loyalty points collected past week: Canadian Tire money/points	1,597	5.86%	968	5.51%	94
Loyalty points collected past week: Hudson's Bay Rewards	1,208	4.43%	1,151	6.55%	148
Loyalty points collected past week: Shoppers Drug Mart/Pharmaprix Optimum	7,292	26.73%	4,362	24.83%	93
Loyalty points collected past week: Grocery store card (any)	3,316	12.16%	1,861	10.59%	87
Loyalty points collected past week: Other store program	596	2.18%	341	1.94%	89
Loyalty points collected past week: Esso Extra program	350	1.28%	180	1.03%	80
Loyalty points collected past week: Petro Points	1,131	4.15%	623	3.55%	86
Loyalty points collected past week: Other gas program	333	1.22%	154	0.88%	72
Loyalty points collected past week: SCENE (Cineplex)	1,325	4.86%	543	3.09%	64
Loyalty points collected past week: Other loyalty program	748	2.74%	308	1.75%	64
Loyalty points collected past week: Credit card with loyalty rewards	4,763	17.47%	2,928	16.67%	95
<b>Redeemed Loyalty Points in the Past Year</b>					
Loyalty points redeemed past year: Aeroplan	1,719	6.30%	1,612	9.18%	146
Loyalty points redeemed past year: Air Miles (excl. airline frequent flyer programs)	2,382	8.74%	1,466	8.34%	95
Loyalty points redeemed past year: Other airline frequent flyer program	571	2.10%	514	2.92%	139
Loyalty points redeemed past year: Canadian Tire money/points	1,438	5.27%	794	4.52%	86

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Loyalty points redeemed past year: Hudson's Bay Rewards	1,120	4.11%	984	5.60%	136
Loyalty points redeemed past year: Shoppers Drug Mart Optimum	4,870	17.85%	2,977	16.95%	95
Loyalty points redeemed past year: Grocery store card (any)	1,671	6.13%	816	4.65%	76
Loyalty points redeemed past year: Other store program	386	1.42%	200	1.14%	80
Loyalty points redeemed past year: Esso Extra program	166	0.61%	124	0.71%	116
Loyalty points redeemed past year: Petro Points	714	2.62%	367	2.09%	80
Loyalty points redeemed past year: Other gas program	340	1.25%	168	0.96%	77
Loyalty points redeemed past year: SCENE (Cineplex)	1,621	5.94%	687	3.91%	66
Loyalty points redeemed past year: Other loyalty program	566	2.07%	348	1.98%	96
Loyalty points redeemed past year: Credit card with loyalty rewards	2,678	9.82%	1,909	10.87%	111

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

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**Data Source:** Manifold Data Mining Inc.

This report is based on consumer demographic and behaviour data products at the 6-digit postal code level. No confidential information about an individual, household, organization or business has been obtained from Statistics Canada or Numeris.