

Numeris - Loyalty Program Report

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Population of age 15 and over	57,379		41,761		
Members of the Loyalty Programs					
Loyalty programs: Aeroplan	17,284	30.12%	14,612	34.99%	116
Loyalty programs: Air Miles (excl. airline frequent flyer programs)	25,763	44.90%	19,561	46.84%	104
Loyalty programs: Other airline frequent flyer program	7,078	12.34%	5,756	13.78%	112
Loyalty Programs: Canadian Tire Money/Triangle Rewards	15,937	27.78%	13,008	31.15%	112
Loyalty programs: Hudson's Bay Rewards	11,076	19.30%	9,214	22.06%	114
Loyalty programs: PC Optimum	31,339	54.62%	22,103	52.93%	97
Loyalty programs: Grocery store card (any)	18,664	32.53%	12,790	30.63%	94
Loyalty programs: Other store program	5,591	9.74%	3,075	7.36%	76
Loyalty programs: Esso Extra program	3,955	6.89%	2,648	6.34%	92
Loyalty programs: Petro Points	9,483	16.53%	6,541	15.66%	95
Loyalty programs: Other gas program	3,343	5.83%	2,424	5.80%	99
Loyalty programs: SCENE (Cineplex)	16,096	28.05%	10,694	25.61%	91
Loyalty Programs: Starbucks Rewards	14,214	24.77%	9,857	23.60%	95
Loyalty programs: Tim Horton's (Tim Rewards)	10,083	17.57%	5,706	13.66%	78
Loyalty programs: Other loyalty program	7,830	13.65%	4,772	11.43%	84
Loyalty programs: Credit card with loyalty rewards	21,682	37.79%	17,126	41.01%	109
Loyalty programs: Costco membership (paid)	21,396	37.29%	16,806	40.24%	108
Collected Loyalty Points in the Past Week					
Collected: Aeroplan	3,245	5.66%	3,241	7.76%	137
Collected: Air Miles (excl. airline frequent flyer programs)	8,982	15.66%	6,694	16.03%	102
Collected: Other airline frequent flyer program	1,241	2.16%	747	1.79%	83
Collected: Canadian Tire Money/Triangle Rewards	2,708	4.72%	2,484	5.95%	126
Collected: Hudson's Bay Rewards	1,068	1.86%	701	1.68%	90
Collected: PC Optimum	13,055	22.75%	9,337	22.36%	98
Collected: Grocery store card (any)	7,095	12.37%	4,792	11.47%	93
Collected: Other store program	1,731	3.02%	729	1.75%	58
Collected: Esso Extra program	631	1.10%	399	0.96%	87
Collected: Petro Points	1,970	3.43%	1,121	2.68%	78
Collected: Other gas program	1,165	2.03%	730	1.75%	86
Collected: SCENE (Cineplex)	2,094	3.65%	1,214	2.91%	80
Collected: Starbucks Rewards	3,976	6.93%	2,573	6.16%	89
Collected: Tim Horton's (Tim Rewards)	2,892	5.04%	1,727	4.14%	82
Collected: Credit card with loyalty rewards	8,724	15.20%	6,703	16.05%	106
Redeemed Loyalty Points in the Past Year					
Redeemed: Aeroplan	1,898	3.31%	1,576	3.77%	114
Redeemed: Air Miles (excl. airline frequent flyer programs)	3,965	6.91%	2,650	6.35%	92
Redeemed: Other airline frequent flyer program	766	1.34%	515	1.23%	92
Redeemed: Canadian Tire Money/Triangle Rewards	2,743	4.78%	1,757	4.21%	88
Redeemed: Hudson's Bay Rewards	1,574	2.74%	1,103	2.64%	96
Redeemed: PC Optimum	9,781	17.05%	5,989	14.34%	84
Redeemed: Grocery store card (any)	3,983	6.94%	2,063	4.94%	71

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Redeemed: Other store program	860	1.50%	419	1.00%	67
Redeemed: Esso Extra program	348	0.61%	224	0.54%	89
Redeemed: Petro Points	1,350	2.35%	749	1.79%	76
Redeemed: Other gas program	746	1.30%	255	0.61%	47
Redeemed: SCENE (Cineplex)	1,535	2.68%	724	1.73%	65
Redeemed: Starbucks Rewards	3,467	6.04%	2,128	5.10%	84
Redeemed: Tim Horton's (Tim Rewards)	2,401	4.19%	1,264	3.03%	72
Redeemed: Credit card with loyalty rewards	4,466	7.78%	3,127	7.49%	96

Index	Description
≥ 180	Extremely High
≥ 110 and < 180	High
≥ 90 and < 110	Similar
≥ 50 and < 90	Low
< 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.