

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Number of households</b>	26,850		17,526		
<b>Population of age 15 and up</b>	50,414		37,961		
<b>Members of the Loyalty Programs</b>					
Loyalty programs: Aeroplan	8,564	31.90%	6,526	37.23%	117
Loyalty programs: Air Miles (excl. airline frequent flyer programs)	14,518	54.07%	9,801	55.92%	103
Loyalty programs: Other airline frequent flyer program	3,138	11.69%	2,520	14.38%	123
Loyalty programs: Canadian Tire money/points	6,546	24.38%	3,855	22.00%	90
Loyalty programs: Hudson's Bay Rewards	7,132	26.56%	5,595	31.92%	120
Loyalty programs: Shoppers Drug Mart Optimum	12,489	46.51%	7,854	44.81%	96
Loyalty programs: Grocery store card(any)	12,183	45.38%	7,825	44.65%	98
Loyalty programs: Other store program	1,686	6.28%	978	5.58%	89
Loyalty programs: Esso Extra program	2,223	8.28%	1,604	9.15%	111
Loyalty programs: Petro Points	3,611	13.45%	2,259	12.89%	96
Loyalty programs: Other gas program	1,198	4.46%	807	4.61%	103
Loyalty programs: SCENE (Cineplex)	7,188	26.77%	3,667	20.92%	78
Loyalty programs: Other loyalty program	2,362	8.80%	1,411	8.05%	91
Loyalty programs: Credit card with loyalty rewards	11,144	41.50%	7,802	44.52%	107
Loyalty programs: Costco membership (paid)	10,495	39.09%	7,513	42.87%	110
<b>Collected Loyalty Points in the Past Week</b>					
Loyalty points collected past week: Aeroplan	1,979	7.37%	1,690	9.64%	131
Loyalty points collected past week: Air Miles (excl. airline frequent flyer programs)	5,915	22.03%	3,906	22.29%	101
Loyalty points collected past week: Other airline frequent flyer program	587	2.19%	534	3.05%	139
Loyalty points collected past week: Canadian Tire money/points	987	3.68%	625	3.57%	97
Loyalty points collected past week: Hudson's Bay Rewards	1,136	4.23%	929	5.30%	125
Loyalty points collected past week: Shoppers Drug Mart/Pharmaprix Optimum	3,627	13.51%	2,246	12.81%	95
Loyalty points collected past week: Grocery store card (any)	5,134	19.12%	3,135	17.89%	94
Loyalty points collected past week: Other store program	381	1.42%	275	1.57%	111
Loyalty points collected past week: Esso Extra program	396	1.47%	273	1.56%	106
Loyalty points collected past week: Petro Points	791	2.95%	472	2.69%	91
Loyalty points collected past week: Other gas program	310	1.16%	175	1.00%	86
Loyalty points collected past week: SCENE (Cineplex)	1,180	4.40%	590	3.37%	77
Loyalty points collected past week: Other loyalty program	484	1.80%	262	1.50%	83
Loyalty points collected past week: Credit card with loyalty rewards	4,441	16.54%	3,140	17.92%	108
<b>Redeemed Loyalty Points in the Past Year</b>					
Loyalty points redeemed past year: Aeroplan	1,279	4.76%	1,342	7.66%	161
Loyalty points redeemed past year: Air Miles (excl. airline frequent flyer programs)	3,294	12.27%	2,338	13.34%	109
Loyalty points redeemed past year: Other airline frequent flyer program	461	1.72%	391	2.23%	130
Loyalty points redeemed past year: Canadian Tire money/points	1,048	3.90%	564	3.22%	83

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Loyalty points redeemed past year: Hudson's Bay Rewards	990	3.69%	877	5.00%	136
Loyalty points redeemed past year: Shoppers Drug Mart Optimum	2,503	9.32%	1,635	9.33%	100
Loyalty points redeemed past year: Grocery store card (any)	2,629	9.79%	1,483	8.46%	86
Loyalty points redeemed past year: Other store program	371	1.38%	208	1.19%	86
Loyalty points redeemed past year: Esso Extra program	190	0.71%	138	0.79%	111
Loyalty points redeemed past year: Petro Points	479	1.78%	339	1.93%	108
Loyalty points redeemed past year: Other gas program	141	0.52%	88	0.50%	96
Loyalty points redeemed past year: SCENE (Cineplex)	1,346	5.01%	691	3.95%	79
Loyalty points redeemed past year: Other loyalty program	365	1.36%	256	1.46%	107
Loyalty points redeemed past year: Credit card with loyalty rewards	2,322	8.65%	1,707	9.74%	113

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

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

This report is based on consumer demographic and behavior 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.