



## Loyalty Programs - Loyalty Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Number of households	26,459		17,553		
Population of age 15 and up	49,892		37,749		
<b>% Households Who Are Members of the Following Loyalty Programs</b>					
Loyalty Programs: Radio station loyalty club	1,186	4.48%	906	5.16%	115
Loyalty Programs: Aeroplan	7,617	28.79%	6,486	36.95%	128
Loyalty Programs: Air Miles (excl. airline frequent flyer programs)	13,937	52.68%	9,753	55.57%	105
Loyalty Programs: Other airline frequent flyer program	2,550	9.64%	2,440	13.90%	144
Loyalty Programs: Canadian Tire Money	7,510	28.38%	4,443	25.31%	89
Loyalty Programs: Hudson's Bay Rewards	7,302	27.60%	5,424	30.90%	112
Loyalty Programs: Sears Club	3,976	15.03%	2,993	17.05%	113
Loyalty Programs: Shoppers Drug Mart Optimum	11,446	43.26%	7,777	44.31%	102
Loyalty Programs: Grocery store card(any)	11,673	44.12%	7,867	44.82%	102
Loyalty Programs: Other store program	1,482	5.60%	1,059	6.03%	108
Loyalty Programs: Esso Extra Program	2,210	8.35%	1,536	8.75%	105
Loyalty Programs: Petro Points	3,656	13.82%	2,445	13.93%	101
Loyalty Programs: Other gas program	1,720	6.50%	1,101	6.28%	97
Loyalty Programs: SCENE (Cineplex)	5,792	21.89%	3,652	20.81%	95
Loyalty Programs: Other Loyalty program	2,070	7.82%	1,512	8.61%	110
Loyalty Programs: Credit card with Loyalty rewards	10,540	39.84%	7,773	44.28%	111
Loyalty Programs: Costco membership (paid)	11,049	41.76%	8,032	45.76%	110
<b>% Households who Collected Loyalty Points in the Past Week</b>					
Loyalty Points Collected Past Week: Radio station loyalty club	187	0.71%	140	0.80%	113
Loyalty Points Collected Past Week: Aeroplan	1,820	6.88%	1,712	9.75%	142
Loyalty Points Collected Past Week: Air Miles (excl. airline frequent flyer programs)	5,774	21.82%	4,246	24.19%	111
Loyalty Points Collected Past Week: Other airline frequent flyer program	424	1.60%	518	2.95%	184
Loyalty Points Collected Past Week: Canadian Tire Money	1,253	4.74%	617	3.52%	74
Loyalty Points Collected Past Week: Hudson's Bay Rewards	827	3.12%	723	4.12%	132
Loyalty Points Collected Past Week: Sears Club	418	1.58%	299	1.70%	108
Loyalty Points Collected Past Week: Shoppers Drug Mart/Pharmaprix Optimum	3,341	12.63%	1,976	11.26%	89
Loyalty Points Collected Past Week: Grocery store card (any)	4,882	18.45%	3,317	18.90%	102
Loyalty Points Collected Past Week: Other store program	244	0.92%	167	0.95%	103
Loyalty Points Collected Past Week: Esso Extra Program	382	1.45%	178	1.01%	70
Loyalty Points Collected Past Week: Petro Points	709	2.68%	462	2.63%	98
Loyalty Points Collected Past Week: Other gas program	393	1.49%	267	1.52%	102
Loyalty Points Collected Past Week: SCENE (Cineplex)	758	2.86%	537	3.06%	107
Loyalty Points Collected Past Week: Other loyalty program	392	1.48%	269	1.53%	103
Loyalty Points Collected Past Week: Credit card with loyalty rewards	3,562	13.46%	2,365	13.48%	100
<b>% Households who Redeemed Loyalty Points in the Past Year</b>					
Loyalty Points Redeemed Past Year: Radio station loyalty club	246	0.93%	127	0.73%	78
Loyalty Points Redeemed Past Year: Aeroplan	1,270	4.80%	1,379	7.86%	164



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Loyalty Points Redeemed Past Year: Air Miles (excl. airline frequent flyer programs)	2,241	8.47%	1,616	9.21%	109
Loyalty Points Redeemed Past Year: Other airline frequent flyer program	441	1.67%	389	2.22%	133
Loyalty Points Redeemed Past Year: Canadian Tire Money	1,168	4.42%	589	3.35%	76
Loyalty Points Redeemed Past Year: Hudson's Bay Rewards	882	3.33%	823	4.69%	141
Loyalty Points Redeemed Past Year: Sears Club	607	2.29%	324	1.84%	80
Loyalty Points Redeemed Past Year: Shoppers Drug Mart Optimum	2,287	8.64%	1,317	7.51%	87
Loyalty Points Redeemed Past Year: Grocery store card (any)	2,260	8.54%	1,546	8.81%	103
Loyalty Points Redeemed Past Year: Other store program	248	0.94%	214	1.22%	130
Loyalty Points Redeemed Past Year: Esso Extra Program	254	0.96%	164	0.93%	97
Loyalty Points Redeemed Past Year: Petro Points	434	1.64%	307	1.75%	107
Loyalty Points Redeemed Past Year: Other gas program	267	1.01%	177	1.01%	100
Loyalty Points Redeemed Past Year: SCENE (Cineplex)	1,296	4.90%	829	4.72%	96
Loyalty Points Redeemed Past Year: Other loyalty program	502	1.90%	373	2.12%	112
Loyalty Points Redeemed Past Year: Credit card with loyalty rewards	2,133	8.06%	1,749	9.97%	124



# Loyalty Programs - Loyalty Report

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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. 2018

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.