

HOW TO READ

Executive Dashboards - Behavioural - Vividata - Loyalty Programs

Provides behavioural data regarding loyalty program usage for the selected trade area. Vividata is based on survey data with respondents aged 14 or older.

Note: *Loyalty Programs Used in Past Week*—Top 3 variables are chosen from the top indices with a minimum threshold of 5% composition.

Behavioural - Vividata | Loyalty Programs

ENVIRONICS ANALYTICS

Trade Area: Toronto, ON

Household Population 14+: 5,667,852

The Trade Area selected for analysis and the total household population aged 14+ within the trade area.

MEMBER OF LOYALTY PROGRAM



80.3%
Index: 98

LOYALTY PROGRAMS USED IN PAST WEEK - TOP 3*



6.7%
Index: 106

Department Stores



19.9%
Index: 105

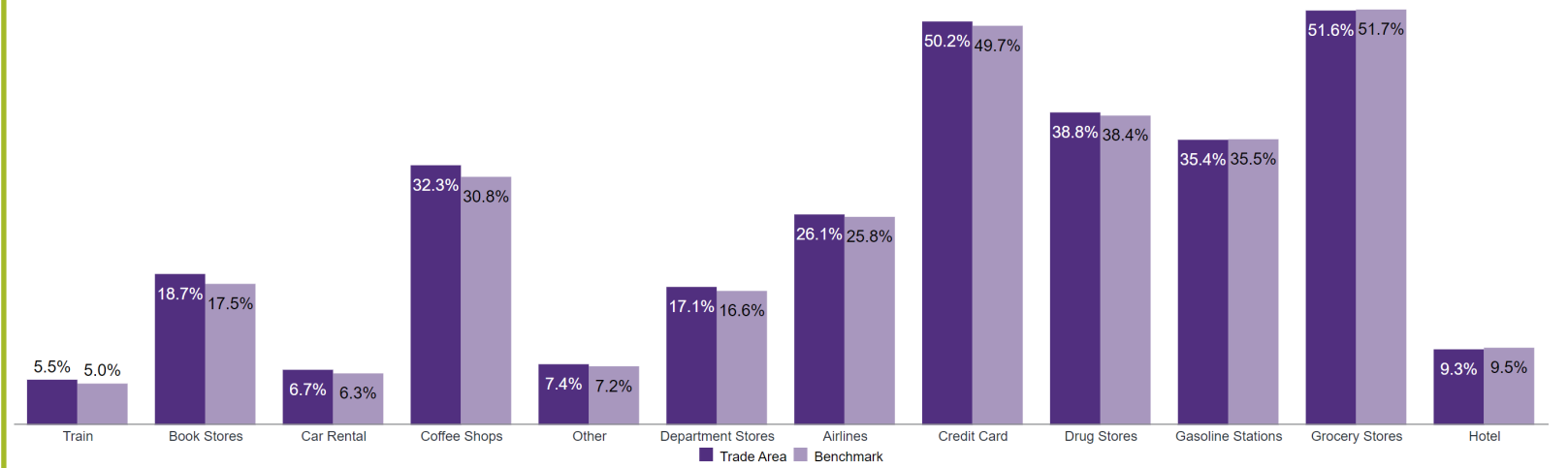
Coffee Shops



21.5%
Index: 102

Gasoline Stations

LOYALTY PROGRAMS USED IN PAST YEAR



Benchmark: Ontario

A benchmark is a point of reference that is compared to the trade area. Benchmark data is used as the denominator in the index calculations.

This report outlines key loyalty program data, including the proportion of the trade area loyalty program members and the top loyalty programs used in the past week and used in the past year.

In this example, **19.9%** of the trade area used **coffee shop** loyalty programs in the past week. With an index of **105**, this group is **5%** more likely than the benchmark of Ontario to have used this loyalty program in the past week. Department Store loyalty programs are ranked just slightly ahead with an index of **106**, but fewer people use this loyalty program at **6.7%**.

The bar chart compares the percentage of the trade area who have used various loyalty programs in the past year to the benchmark. For example, **5.5%** of households population 14+ used a **Train** loyalty program vs. **5.0%** in the benchmark.

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* Chosen from index ranking with minimum 5% composition.