

HOW TO READ

Executive Dashboards - Behavioural - Vividata - Loyalty Programs

Provides behavioural data regarding loyalty program usage for the selected target group in the benchmark.

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

Target Group: Middle-Class Suburbia (38, 43)

Household Population 14+: 496,906

The **target group** selected for analysis and the **total household population** aged 14+ who belong to the target group and reside in the benchmark.

MEMBER OF LOYALTY PROGRAM



84.0%
Index: 102

LOYALTY PROGRAMS USED IN PAST WEEK - TOP 3*



9.5%
Index: 123

Airlines



35.3%
Index: 105

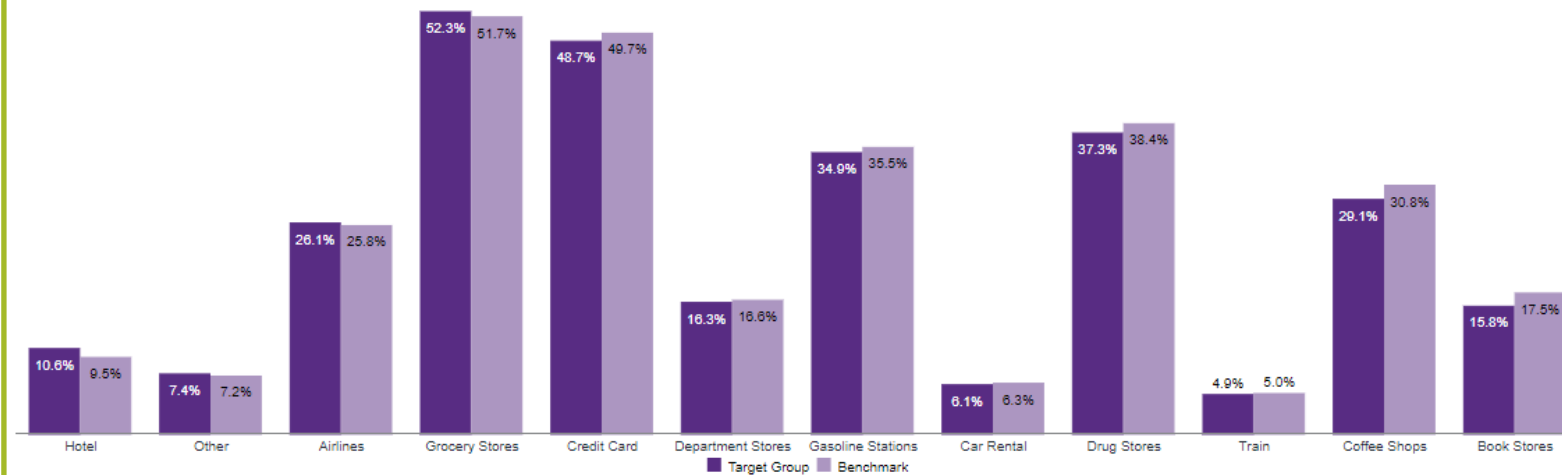
Grocery Stores



31.4%
Index: 101

Credit Card

LOYALTY PROGRAMS USED IN PAST YEAR



Benchmark: Ontario

The **Benchmark** indicates the geographic extent for the report. Benchmark data is used as the denominator in the index calculations.

* Chosen from index ranking with minimum 5% composition.

This report outlines key loyalty program data, including the proportion of the target group who are loyalty program members and the top loyalty programs used in the past week and used in the past year.

In this example, **9.5%** of the Middle-Class Suburbia target group in the benchmark of Ontario used **airline** loyalty card(s) in the past week. With an index of **123**, this target group is **23%** more likely to use this loyalty program type than the average Ontarian.

The bar chart compares the proportion of the target group in the benchmark who have used various loyalty programs in the past year to the benchmark as a whole. For example, the Middle-Class Suburbia target group is slightly below the Ontario average in using **gas station** loyalty programs at **34.9%** vs. **35.5%**.

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