



Residents of Quebec are less likely to have redeemed for flights and more likely to have redeemed for financial rewards.

	Total (n=2086)	Region					
		Atlantic (n=145)	Quebec (n=569)	Ontario (n=637)	Man/Sask (n=108)	Alberta (n=344)	BC (n=283)
Flights	57%	69%	36%	60%	66%	70%	70%
Merchandise	30%	18%	32%	31%	24%	30%	28%
Gift cards / gift certificates	27%	28%	27%	34%	27%	18%	23%
Hotels, car rental or other travel-related rewards (non-flight)	22%	25%	18%	26%	30%	20%	22%
Financial rewards (e.g. RSP, GIC, etc.)	4%	1%	8%	3%	2%	2%	5%
Other	3%	1%	5%	3%	1%	2%	2%
None of the above - have not redeemed in the past three years	15%	12%	19%	14%	16%	13%	11%

Q9. In the past three years, have you redeemed any reward points or miles for... ?
Base: All respondents (n=2,086)



Residents of Quebec are less likely to save rewards for big purchases and more likely to use their points for smaller rewards throughout the year. Quebec residents are also more likely to use points for financial rewards.

	Total (n=2086)	Region					
		Atlantic (n=145)	Quebec (n=569)	Ontario (n=637)	Man/Sask (n=108)	Alberta (n=344)	BC (n=283)
I save up my points for years for very big rewards like a big vacation or new TV	50%	52%	43%	47%	50%	61%	54%
I use my rewards points for smaller vacations once a year	24%	30%	18%	26%	29%	23%	27%
I use my rewards points for gift cards, movie tickets and smaller items to treat myself throughout the year	18%	12%	25%	21%	12%	9%	10%
I use my rewards points to buy gifts for special occasions like birthdays, weddings and anniversaries	5%	3%	5%	5%	8%	6%	6%
I use my rewards points to save for my future by contributing to an RRSP or TFSA	2%	1%	6%	1%	1%	0%	2%
I use rewards points to pay down my debt on a line of credit or mortgage	2%	1%	3%	1%	-	1%	2%

Q10. Which of the following statements best describes your attitudes towards credit card rewards collecting and redemption?
Base: All respondents (n=2,086)

Ipsos Reid

2



BC residents are more likely than others to want to visit a winery.

	Total (n=2086)	Region					
		Atlantic (n=145)	Quebec (n=569)	Ontario (n=637)	Man/Sask (n=108)	Alberta (n=344)	BC (n=283)
Take a boat tour	44%	41%	35%	48%	40%	50%	45%
Visit a winery	39%	39%	34%	39%	36%	43%	47%
Schedule a massage or spa appointment	33%	28%	32%	36%	32%	26%	38%
Go snorkeling	26%	24%	16%	30%	33%	28%	34%
Go sailing	16%	22%	11%	17%	11%	16%	22%
Take cooking lessons	15%	15%	13%	14%	13%	16%	21%
Go skydiving	6%	8%	4%	7%	4%	4%	8%
None	19%	23%	24%	17%	20%	15%	14%

Q8. Which of the following would you like to do as part of your next vacation?
Base: All respondents (n=2,086)