Canadians want certain features, particularly flexibility and simplicity, in a rewards program:

Feature	Percentage
Having points that don't expire	96%
Having a program that's easy to understand with minimal restrictions	93%
Being able to earn rewards more quickly	93%
Having a variety of different reward redemption options available	87%
Being able to use points to pay for retails goods at the store or merchant	86%
Being able to convert points from a credit card rewards program to another loyalty program	54%
Being able to use your points to pay down a line of credit, a mortgage or to invest in an RRSP, RESP or Tax Free Savings Account	44%
Being able to use points to redeem for digital options like e-books and music	31%

Atlantic: 99%

B.C., Alberta, Prairies, Ontario: 98%

Quebec: 90%

Alberta, Ontario: 97%

B.C., Prairies, Atlantic: 96%

Quebec: 80%

Ontario, Atlantic: 97%

B.C., Prairies: 95%

Alberta: 93%

Quebec: 86%

Q6. There are a variety of reward program and redemption features. When choosing a rewards program, how important are the following features to you?
Base: All respondents (n=1,507)

Ipsos Reid

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