

# CANADIANS ARE BUGGED BY REWARD PROGRAM EXPIRY DATES AND ANNUAL FEES!

*And for many, redeeming those rewards is too complicated.*



## Ipsos Reid

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*And for many, redeeming those rewards is too complicated.*

**Toronto, ON** – In an Ipsos Reid survey conducted on behalf of Capital One Canada Canadians were asked what bugs them about reward programs. 42% chose expiry dates on rewards and points, 42% chose annual fees and 40% the process to redeem rewards is too complicated and 40% said restrictions on where and how they can earn rewards. Only one-in-ten said that “nothing” bugged them about rewards programs.

When asked what types of rewards they preferred, cash back to spend on anything they want was the most popular choice (53%), followed by airline tickets or travel rewards (39%), gift certificates (26%), merchandise (24%) and tickets to shows or entertainment (18%). One in eight (13%) said they were not interested in rewards programs.

When asked if they had a free vacation to anywhere in the world, Europe/Asia was the most frequently mentioned (30%) followed by the Caribbean (12%), Australia (10%) and Hawaii (10%).

*These are the findings of an Ipsos Reid poll conducted for Capital One with Ipsos-Reid’s online panel from August 28-30, 2007. For the survey, a representative randomly selected sample of 1,002 adult Canadians was interviewed online. The sample used in this study has been weighted according to Census data to accurately reflect the population of Canadians. With a sample of this size, the aggregate results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had this entire population been polled. The margin of error will be larger within each sub-grouping of the survey population.*

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