Capital One: Travel Rewards Cards
Table of Contents

CAPITAL ONE: TRAVEL REWARDS CARDS
What bugs you most about current reward programs offered by various organizations such as retailers, financial institutions or travel companies?

	TOTAL
TOTAL MENTIONS	
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Expiry date on the rewards or points	42%
Annual fees	42%
Blackouts or restrictions on redeeming rewards	40%
The process to redeem rewards is complicated	40%
Restrictions on how and where you can earn rewards	39%
Amount of points to get rewards	2%
Don't like rewards/points	1%
Misleading/ fraud/ scam	1%
Other	3%
Nothing	10%
Don't know/Refused	7%

CAPITAL ONE: TRAVEL REWARDS CARDS
What kind of reward is most attractive to you?

	TOTAL
TOTAL MENTIONS	
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Cash back to spend on anything I want	53%
Airline tickets or travel rewards	39%
Gift certificates	26%
Merchandise	24%
Tickets to shows or entertainment	18%
Other	1%
Nothing	0
I am not interested in a rewards program	13%
Don't know/Refused	1%

CAPITAL ONE: TRAVEL REWARDS CARDS
If you had a free vacation any where in the world, what travel destination would be your first choice?

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Europe/Central Asia	30%
Caribbean	12%
Australia	10%
Hawaii	10%
East Asia/Pacific Rim	4%
New Zealand/ South Pacific	3%
Mexico	3%
Atlantic Canada	3%
Florida	3%
Western Canada (Saskatchewan, Alberta, Manitoba)	3%
Central Canada (Ontario/Quebec)	2%
Middle East/North Africa	2%
British Columbia	2%
South America	2%
South Africa	1%
California	1%
Northern Canada (Yukon, North West Territories, Iqaluit)	1%
Other	5%
None	1%
Don't know/Refused	3%

DEMOGRAPHICS
Region:

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
British Columbia	13%
Alberta	10%
Sask/Man	6%
Ontario	38%
Quebec	24%
Atlantic	7%

DEMOGRAPHICS
Province:

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
British Columbia	13%
Alberta	10%
Saskatchewan	3%
Manitoba	4%
Ontario	38%
Quebec	24%
New Brunswick	3%
Nova Scotia	3%
Prince Edward Island	0
Newfoundland	2%

DEMOGRAPHICS
Canadian Markets:

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
WEST (NET)	30%
- British Columbia	13%
- Alberta	10%
- Saskatchewan/Manitoba	6%
ONTARIO (NET)	38%
- GTA	12%
- Central Ontario	10%
- Eastern Ontario	6%
- SouthWest Ontario	7%
- Northern Ontario	3%
QUEBEC (NET)	24%
- Montreal CMA - Quebec	13%
- Other - Quebec	11%
Atlantic	7%

DEMOGRAPHICS
Urban / Rural

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Urban	81%
Rural	19%

DEMOGRAPHICS
Census Metropolitan Area:

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
St. John's	0
Grand Falls-Windsor	0
Corner Brook	0
Charlottetown	0
Halifax	1%
Truro	0
Cape Breton	0
Moncton	0
Saint John	1%
Fredericton	0
Campbellton	0
Edmundston	0
Rimouski	0
Chicoutimi - Jonquiere	0
Alma	0
Quebec	2%
Sherbrooke	1%
Victoriaville	0
Trois-Rivieres	1%
La Tuque	0
Granby	0
Saint-Hyacinthe	0
Sorel	0
Saint-Jean-sur-Richelieu	0
Montreal	13%
Salaberry-de-Valleyfield	0
Rouyn-Noranda	0
Cornwall	0
Ottawa - Hull	2%
Brockville	0
Kingston	1%
Belleville	1%
Cobourg	0
Port Hope	0
Peterborough	1%
Lindsay	1%
Oshawa	2%
Toronto	10%
Hamilton	2%
St. Catharines - Niagara	1%
Kitchener	2%
Brantford	0
Woodstock	0
Tillsonburg	0
Simcoe	0

DEMOGRAPHICS
 Census Metropolitan Area:

	TOTAL
Guelph	0
Stratford	0
London	1%
Chatham	1%
Leamington	0
Windsor	0
Sarnia	1%
Barrie	1%
Orillia	0
Midland	0
North Bay	0
Sudbury	1%
Timmins	0
Thunder Bay	0
Winnipeg	2%
Brandon	0
Thompson	0
Regina	1%
Moose Jaw	0
Swift Current	0
Saskatoon	1%
North Battleford	0
Prince Albert	0
Estevan	0
Medicine Hat	0
Lethbridge	0
Calgary	3%
Red Deer	0
Edmonton	3%
Lloydminster	0
Grand Centre	0
Grande Prairie	0
Wood Buffalo	0
Penticton	0
Kelowna	0
Vernon	0
Kamloops	0
Chilliwack	1%
Abbotsford	1%
Vancouver	6%
Victoria	2%
Duncan	0
Nanaimo	0
Courtenay	0
Campbell River	0
Powell River	0
Not in a CMA/Unknown	23%

DEMOGRAPHICS
Census Division

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
BRITISH COLUMBIA	
East Kootenay Regional District	1%
Central Kootenay Regional District	0
Kootenay Boundary Regional District	0
Okanagan-Similkameen Regional District	0
Fraser Valley Regional District	1%
Greater Vancouver Regional District	6%
Capital Regional District	2%
Cowichan Valley Regional District	0
Nanaimo Regional District	0
Comox-Strathcona Regional District	0
Powell River Regional District	0
Sunshine Coast Regional District	0
Thompson-Nicola Regional District	0
Central Okanagan Regional District	0
North Okanagan Regional District	0
Columbia-Shuswap Regional District	0
Bilkley-Nechako Regional District	0
Fraser-Fort George Regional District	0
Peace River Regional District	0
ALBERTA	
Division No. 1	0
Division No. 2	0
Division No. 3	0
Division No. 5	0
Division No. 6	3%
Division No. 7	0
Division No. 8	1%
Division No. 10	0
Division No. 11	3%
Division No. 12	0
Division No. 13	0
Division No. 15	0
Division No. 16	0
Division No. 17	0
Division No. 18	0
Division No. 19	0
SASKATCHEWAN	

DEMOGRAPHICS
Census Division

	TOTAL
Division No. 1	0
Division No. 5	0
Division No. 6	1%
Division No. 7	0
Division No. 8	0
Division No. 9	0
Division No. 10	0
Division No. 11	1%
Division No. 12	0
Division No. 15	0
Division No. 16	0
Division No. 17	0

MANITOBA	
Division No. 1	0
Division No. 3	0
Division No. 4	0
Division No. 7	0
Division No. 10	0
Division No. 11	2%
Division No. 12	0
Division No. 13	0
Division No. 14	0
Division No. 17	0
Division No. 18	0
Division No. 22	0
Division No. 23	0

ONTARIO	
Stormont Dundas and Glengarry	1%
Ottawa	2%
Leeds and Grenville	0
Lanark County	0
Frontenac County	1%
Lennox and Addington	0
Hastings County	1%
Prince Edward Division	0
Northumberland County	0
Peterborough County	1%
Kawartha Lakes Division	1%
Durham Regional Municipality	3%
York Regional Municipality	1%
Toronto	6%
Peel Regional Municipality	2%
Dufferin County	0
Wellington County	0
Halton Regional Municipality	1%

DEMOGRAPHICS
Census Division

	TOTAL
Hamilton	1%
Niagara Regional Municipality	2%
Haldimand-Norfolk Regional Municipality	1%
Brant County	1%
Waterloo Regional Municipality	2%
Perth County	0
Oxford County	1%
Elgin County	0
Chatham-Kent Division	1%
Essex County	1%
Lambton County	1%
Middlesex County	1%
Huron County	0
Bruce County	0
Grey County	0
Simcoe County	2%
Muskoka District Municipality	1%
Haliburton County	0
Renfrew County	1%
Nipissing County	0
Parry Sound District	0
Manitoulin District	0
Greater Sudbury Division	1%
Cochrane District	0
Algoma District	1%
Thunder Bay District	1%
Rainy River District	0

QUEBEC	
Le Rocher-Percé	0
La Haute-Gaspésie	0
La Matapédia	0
La Mitis	0
Rimouski-Neigette	0
Kamouraska	0
Montmagny	0
Bellechasse	0
La Côte-de-Beaupré	0
Comm. Urbaine de Québec	2%
Les Chutes-de-la-Chaudière	0
Le Granit	0
Portneuf	0
Mékinac	0
Francheville	0
Bécancour	1%
Arthabaska	0
Le Val-Saint-François	0
La Région-Sherbrookoise	1%
Memphrémagog	0

DEMOGRAPHICS
Census Division

	TOTAL
Brome-Missisquoi	0
La Haute-Yamaska	0
Acton	0
Drummond	0
Maskinongé	0
D'Autray	0
Le Bas-Richelieu	0
Les Maskoutains	0
Rouville	0
Le Haut-Richelieu	0
La Vallée-du-Richelieu	0
Champlain	1%
Lajemmerai	0
L'Assomption	1%
Matawanie	0
Montcalm	0
Les Mouulins	0
Laval	1%
Comm. Urbaine-de-Montréal	6%
Roussillon	1%
Les Jardins-de-Napierville	0
Le Haut-Saint-Laurent	0
Beauharnois-Salaberry	0
Vaudreuil-Soulanges	1%
Deux-Montagnes	0
Thérèse-De-Blainville	1%
Mirabel	0
La Rivière-du-Nord	0
Les Pays-d'en-Haut	0
Les Laurentides	0
Antoine-Labelle	0
Comm. Urbaine-de-l'Outaouais	1%
Les Collines-de-l'Outaouais	0
La Vallée-de-la-Gatineau	0
Rouyn-Noranda	0
Abitibi	0
Le Haut-Saint-Maurice	0
Lac-Saint-Jean-Est	0
Le Fjord-du-Saguenay	1%
La Haute-Côte-Nord	0

NEW BRUNSWICK

DEMOGRAPHICS
Census Division

	TOTAL
Saint John County	0
Sunbury County	0
Queens County	0
Kings County	0
Westmorland County	0
Kent County	0
Northumberland County	0
York County	0
Carleton County	0
Madawaska County	0
Restigouche County	0
NOVA SCOTIA	
Yarmouth County	0
Lunenburg County	0
Hants County	0
Halifax County	1%
Colchester County	0
Cumberland County	0
Pictou County	0
Richmond County	0
Cape Breton County	0
P.E.I.	
Kings County	0
Queens County	0
Prince County	0
NEWFOUNDLAND	
Division No. 1	1%
Division No. 2	0
Division No. 5	0
Division No. 6	0
Division No. 8	0
Division No. 10	0

DEMOGRAPHICS
Respondent's Sex:

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Male	48%
Female	52%

DEMOGRAPHICS
Language of Interview:

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
English	78%
French	22%

DEMOGRAPHICS
What age group do you fall into?

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
18 to 24	10%
25 to 34	18%
35 to 44	16%
45 to 54	23%
55 to 64	16%
65+	16%
Refused	1%
STATISTICS	
Average age	47
Standard Deviation	16.8
Standard Error	0.5

DEMOGRAPHICS
What is your current marital status?

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Single or never married	22%
Married	50%
Common-law or living with a partner	11%
Divorced or separated	10%
Widowed	6%
Refused	1%

DEMOGRAPHICS
Including yourself, how many people currently live in your household?

	TOTAL
Base: All Respondents	
Unweighted Base	1002
Weighted Base	1002
1 person	16%
2 persons	36%
3 persons	19%
4 persons	18%
5 persons	6%
6 persons	4%
7 persons	1%
8 persons	0
9 persons	0
Refused	1%
STATISTICS	
Mean	2.77

DEMOGRAPHICS
 Do you have any children under the age of 18 currently living in your household?

	TOTAL
Base: Excludes respondents living alone	
Unweighted Base	819
Weighted Base	827
Yes	41%
No	59%
Refused	0

DEMOGRAPHICS
And what are the ages of each of the children under 18 who are currently living in your household?

	TOTAL
ALL AGES	
Base: Children under the age of 18 currently living in household	
Unweighted Base	336
Weighted Base	339
Under 1 year old	9%
One year old	11%
Two years old	8%
Three years old	10%
Four years old	8%
Five years old	8%
Six years old	8%
Seven years old	7%
Eight years old	8%
Nine years old	11%
Ten years old	12%
Eleven years old	9%
Twelve years old	10%
Thirteen years old	9%
Fourteen years old	11%
Fifteen years old	11%
Sixteen years old	14%
Seventeen years old	15%
Refused	1%

DEMOGRAPHICS
What is the highest level of formal education that you have completed?

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Grade school or some high school	13%
Complete high school	32%
Some community college or university, but did not finish	14%
Complete technical or trade school/Community college	25%
Complete university degree, such as a Bachelor's	10%
Post-graduate degree, such as a Master's or Ph.D.	6%
Refused	1%

DEMOGRAPHICS
Which one of the following categories best describes your current employment status?

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Working full-time	44%
Working part-time	10%
Self-employed	9%
Unemployed, but looking for work	4%
Attending school full-time/A student	3%
Retired	22%
Not in the workforce/A full-time homemaker	7%
Other/Social assistance/Disability	1%
Refused	1%

DEMOGRAPHICS
 And which of the following categories best describes your annual household income?

	TOTAL
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Under $10,000	4%
$10,000 to just under $20,000	8%
$20,000 to just under $30,000	9%
$30,000 to just under $40,000	10%
$40,000 to just under $50,000	9%
$50,000 to just under $60,000	9%
$60,000 to just under $70,000	6%
$70,000 to just under $80,000	6%
$80,000 to just under $100,000	9%
$100,000 and over	15%
Refused	14%