



Ipsos Reid

# RBC Travel Card Study



May 2011



Nobody's Unpredictable



# Methodology

- Online interviews with 2,086 premium travel reward card holders. All respondents held a credit card with an annual fee of at least \$50 that rewarded use with travel points or miles.
- Data collected April 15 – 26, 2011
- An unweighted probability sample of this size, with 100% response rate, would have an estimated margin of error of plus or minus 2.2 percentage points, 19 times out of 20.

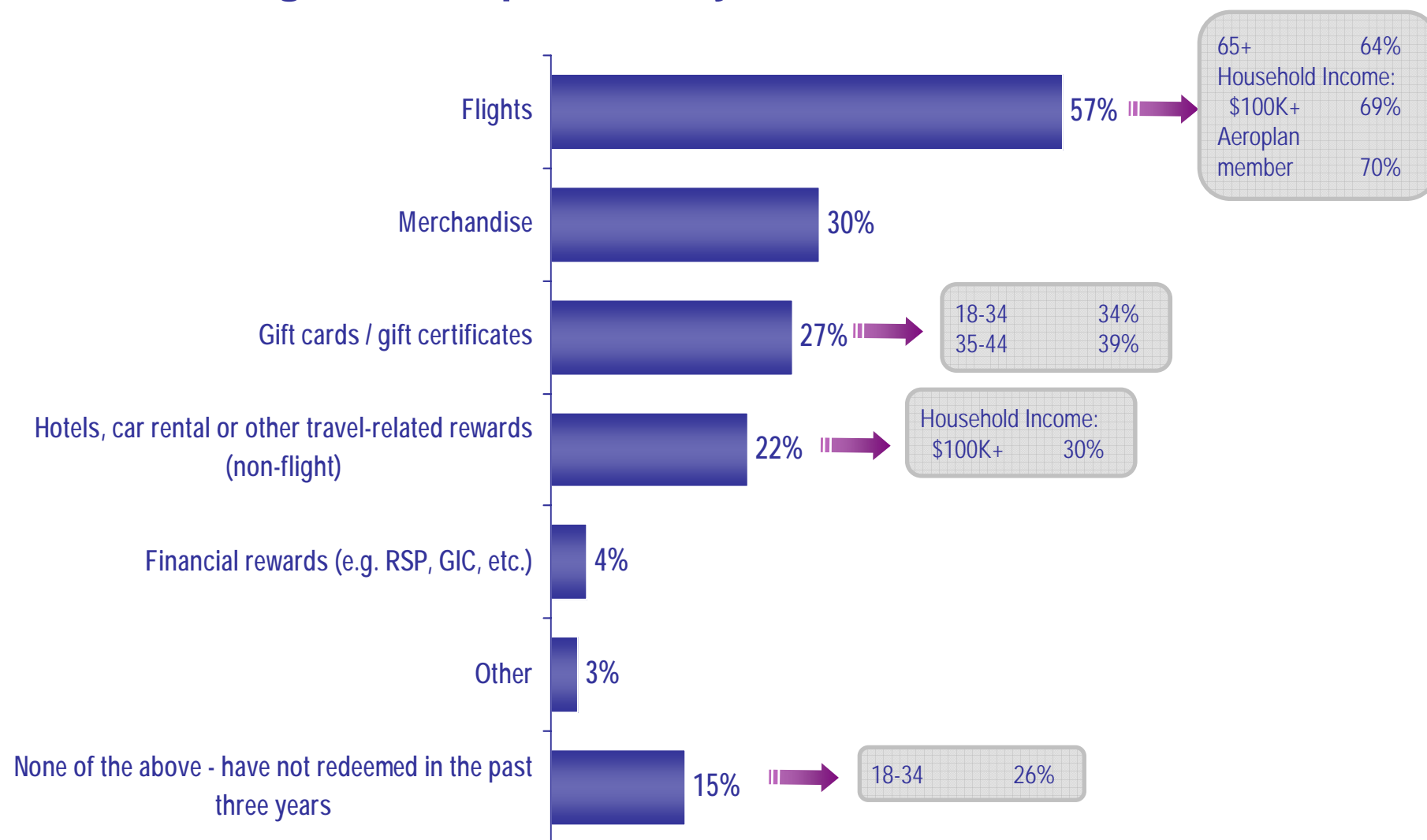


## Key Findings

- Six-in-ten (57%) premium travel reward card holders have redeemed reward points or miles for flights in the past three years, while a further 22 percent have redeemed points for other travel-related rewards.
- One-quarter (25%) of premium travel reward card cardholders have tried to book a flight in the past three years and been unable to do so for some reason.
- Among those that have tried to book a flight, or have redeemed points for a flight, four-in-ten (40%) say that seats have not been available on their desired flight.
- One-half (50%) of premium rewards card holders say that they save points for big rewards, while one-quarter say they use their rewards for smaller vacations once a year.
- Among those that have not redeemed or tried to redeem for flights in the past three years, 40 percent say its because that have not had enough points.
- All (99%) premium cardholders say its important that points don't expire after a set period of time.



## Six-in-ten premium reward card holders have redeemed points for flights in the past three years.



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



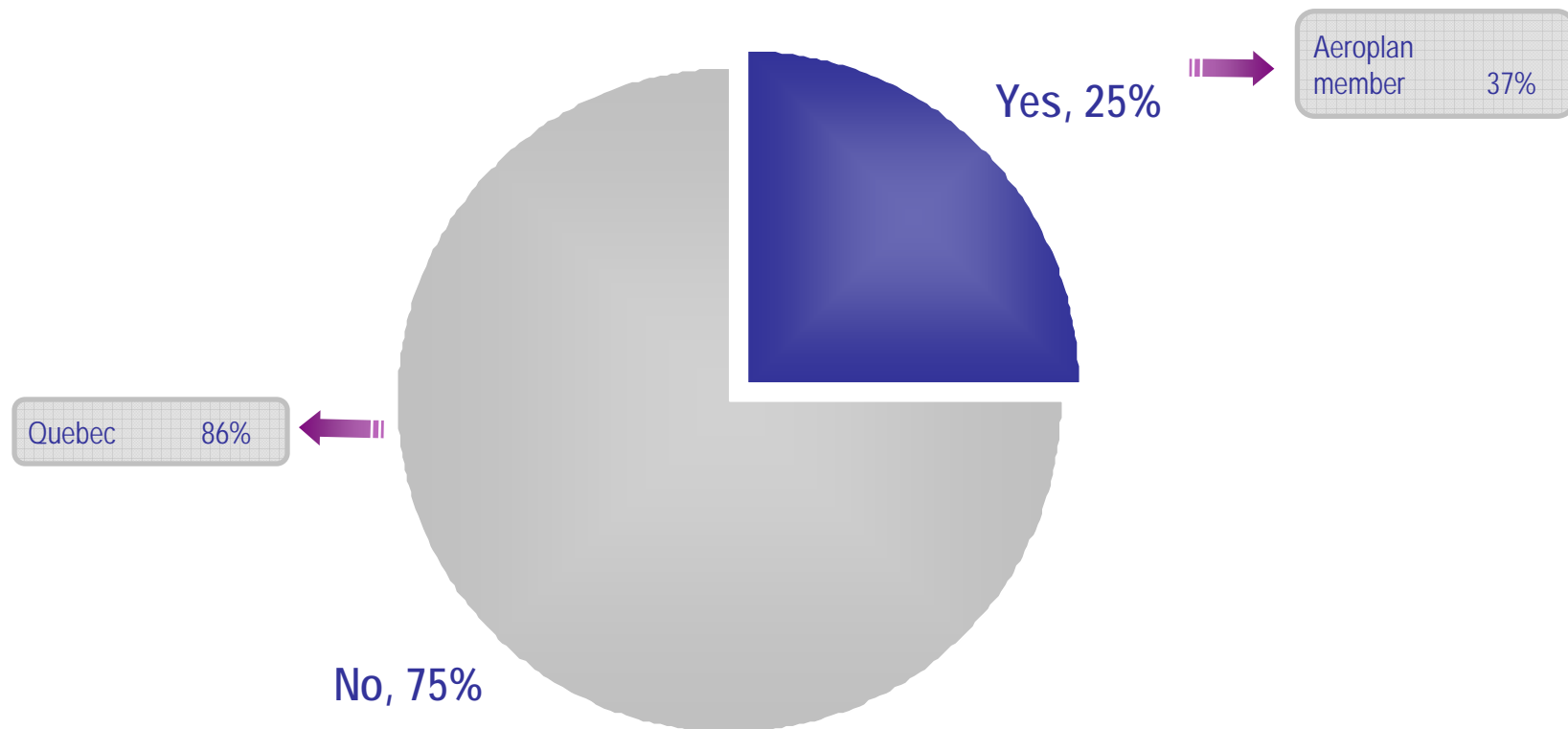
## Residents of Quebec are less likely to have redeemed for flights and more likely to have redeemed for financial rewards.

	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)



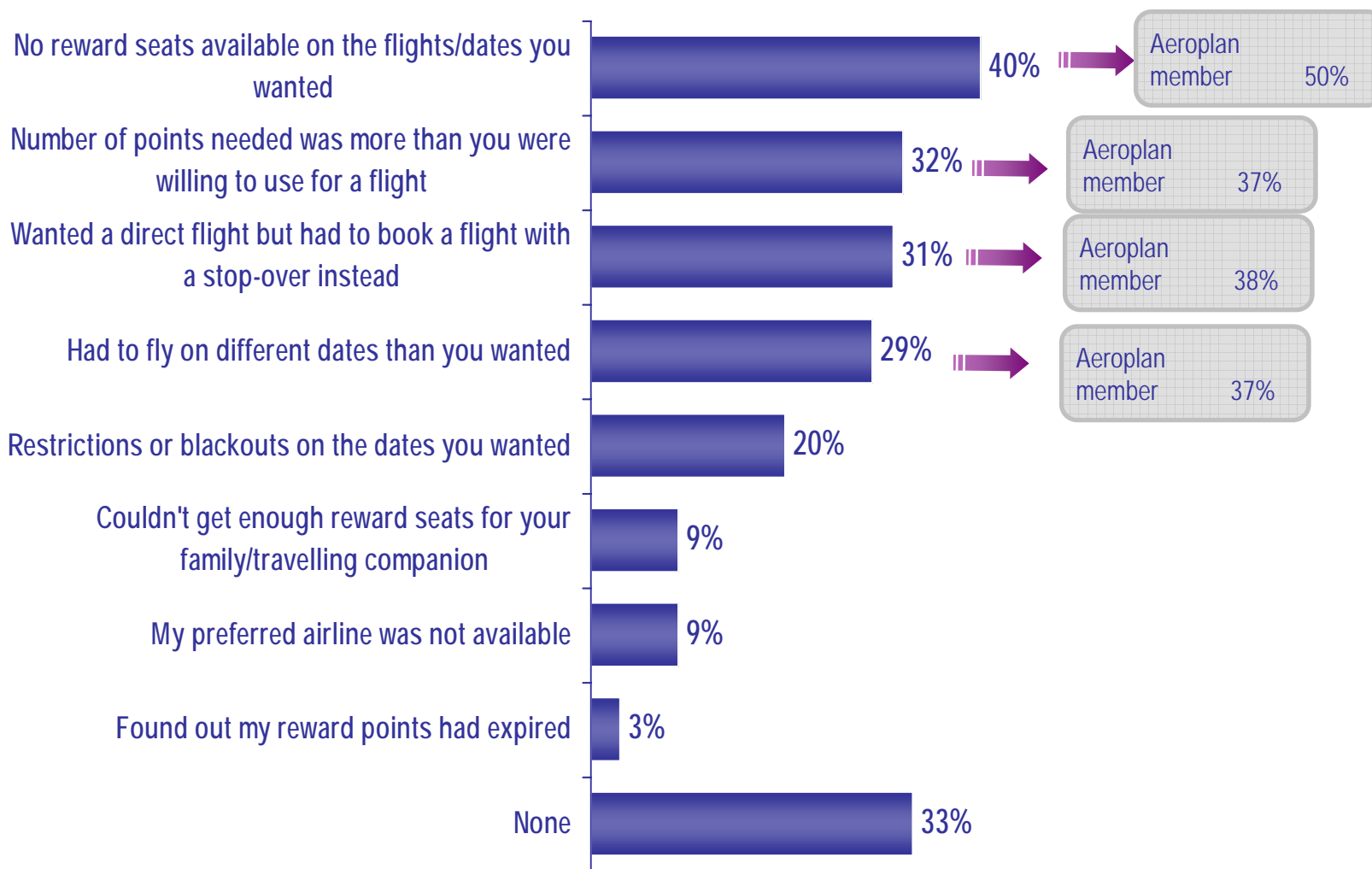
One-quarter of premium reward card holders have tried to book a flight in the past three years and been unable to do so for some reason.



Q11. In the past three years, have you ever tried to book a flight using your reward points and been unable to do so for any reason?  
Base: All respondents (n=2,086)



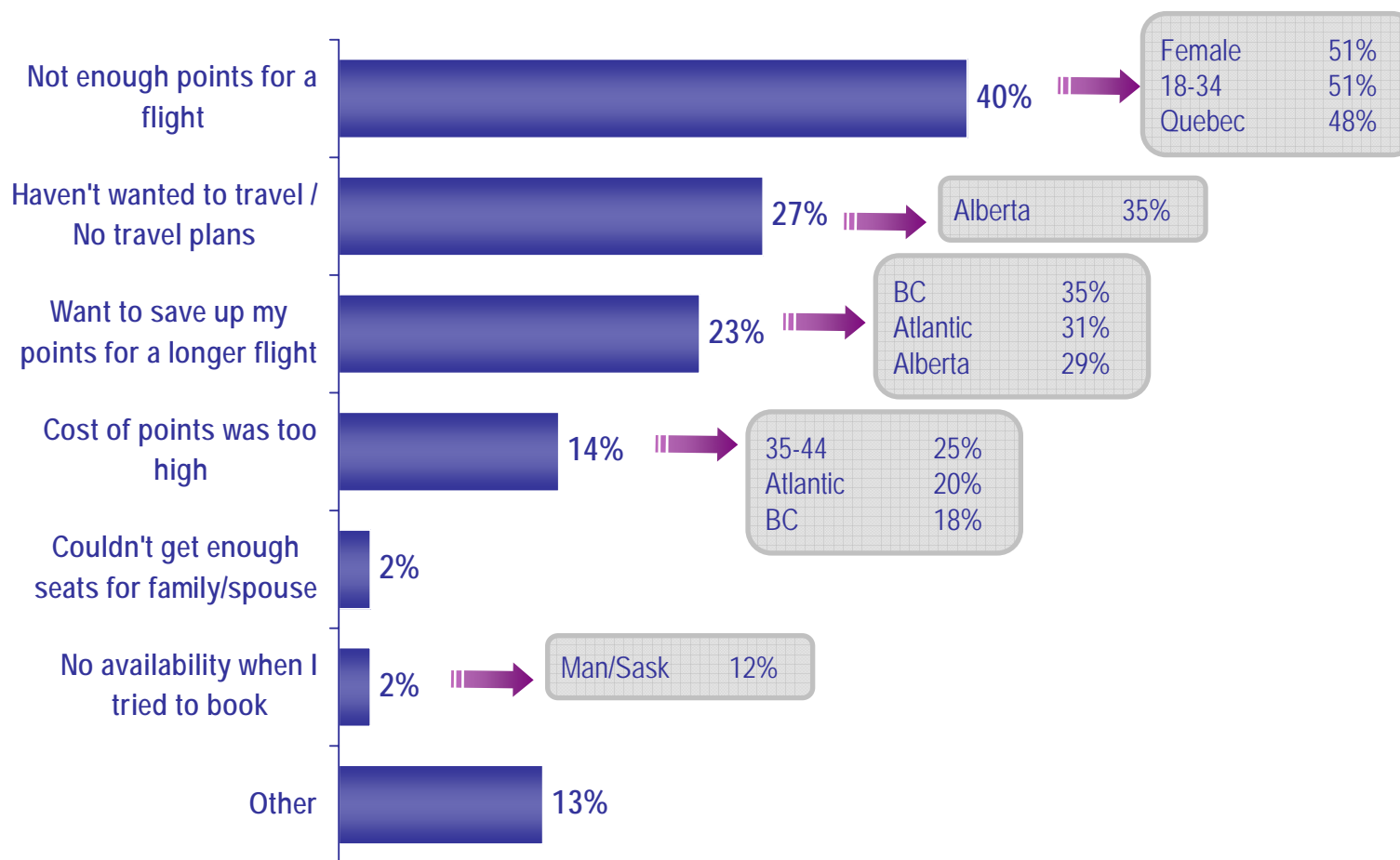
Among those that have booked or tried to book a flight in the past three years, four-in-ten have been unable to book on the flight or dates that they desired and three-in-ten were forced to choose an indirect flight because a direct flight was not available.



Q12. Thinking again about the past three years, which, if any, of the following have happened to you when you tried to book a flight using reward points or miles?  
Base: Redeemed or tried to book flight in the past three years (n=1,296)



Among those that collect rewards but have not redeemed or tried to redeem in the past three years, four-in-ten say it is because they don't have enough points.

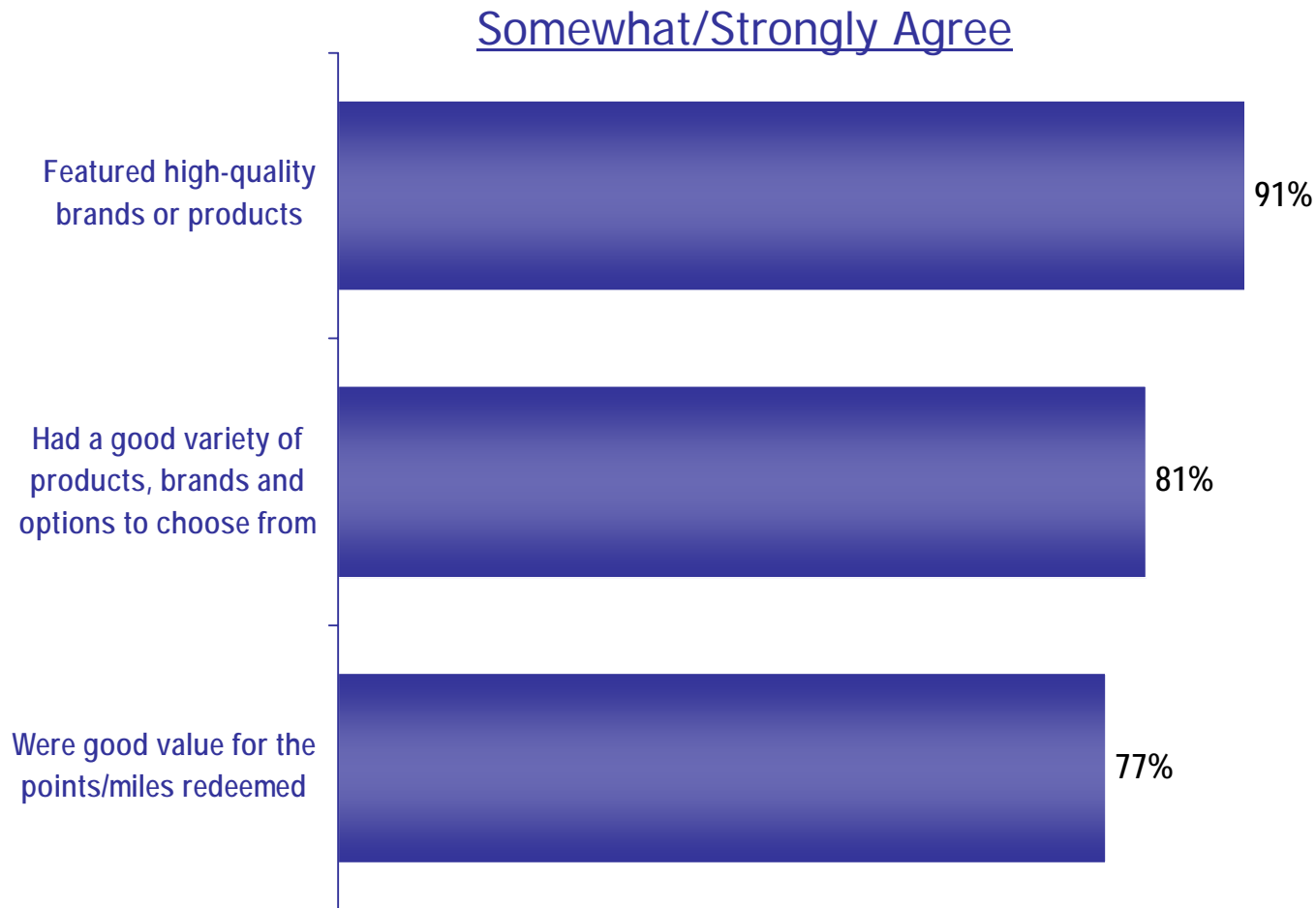


Q13. Why have you not redeemed your points or miles for flights in the past three years?  
Base: Have not redeemed or tried to book flight in the past three years (n=790)





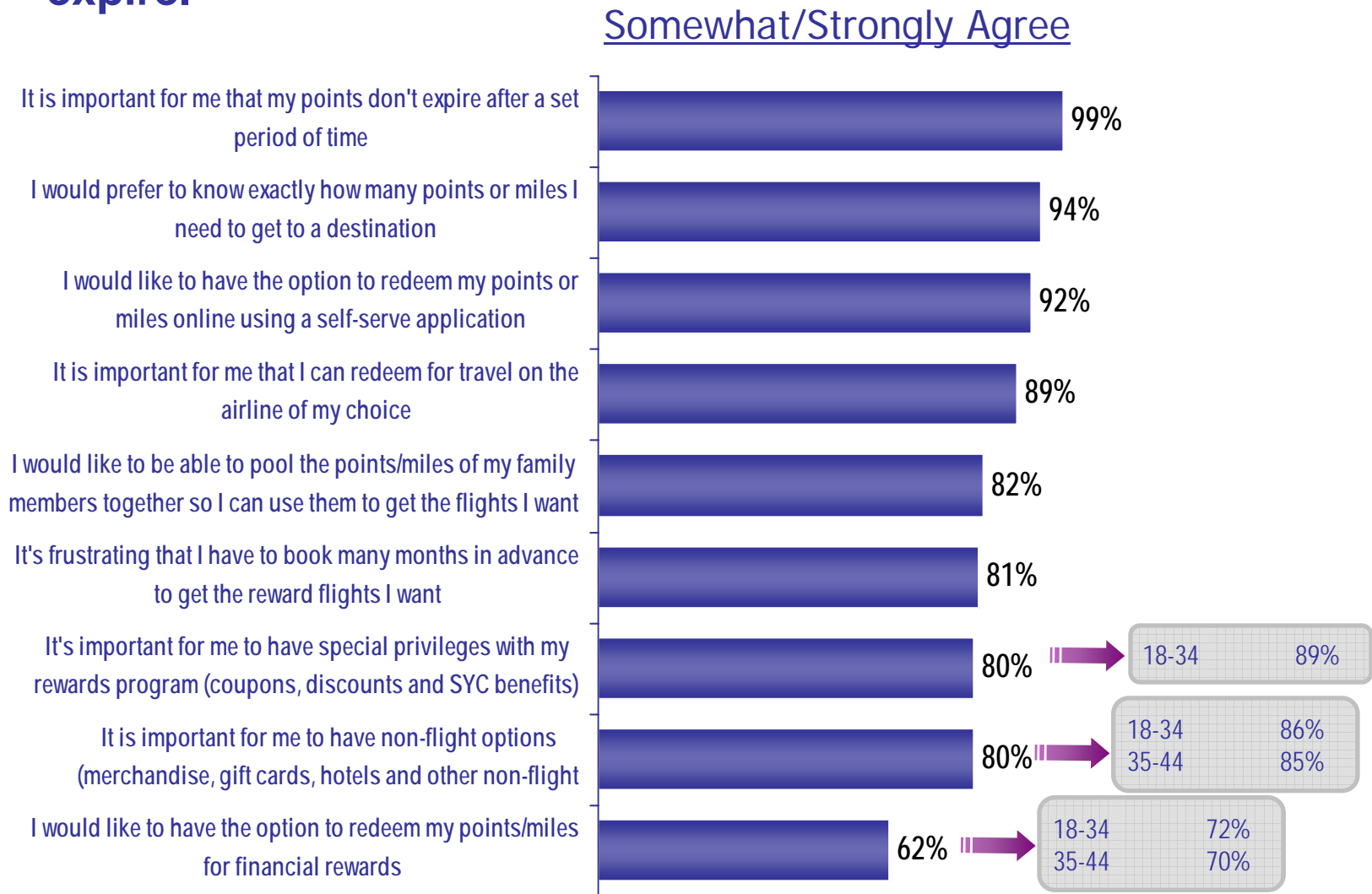
## Reward card holders that booked non-flight rewards tend to have a favourable view of the reward options available.



Q14. Thinking about the non-flight rewards you redeemed for, how strongly would you agree or disagree that the rewards available...  
Base: Have redeemed for non-flight rewards (n=1,228)



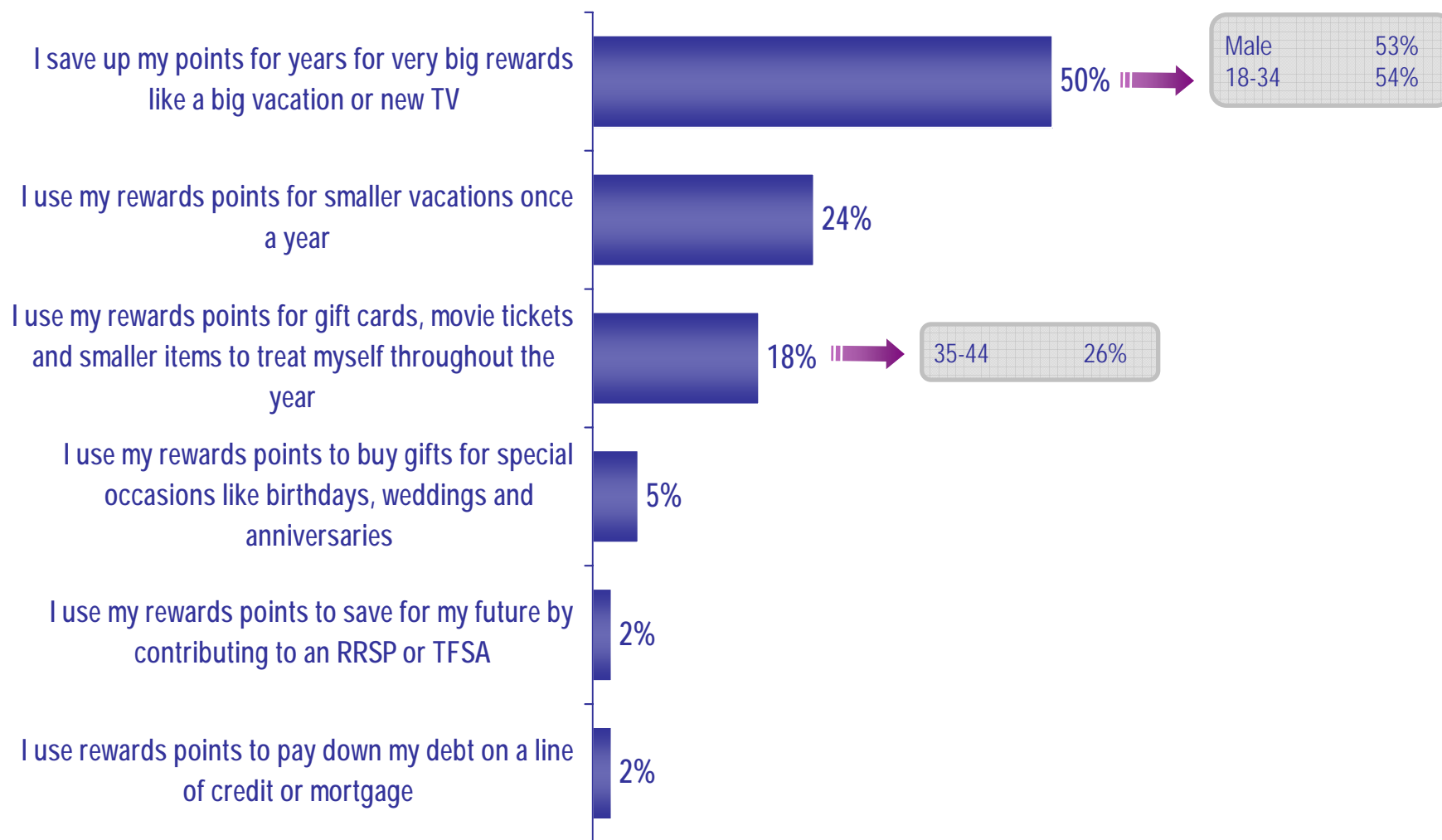
## All respondents agree that it is important that points do not expire.



Q15. How strongly would you agree or disagree with each of the following statements?  
Base: All respondents (n=2,086)



## Fully one-half of premium rewards card holders say they save up their points for very big rewards.



Q10. Which of the following statements best describes your attitudes towards credit card rewards collecting and redemption?  
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%

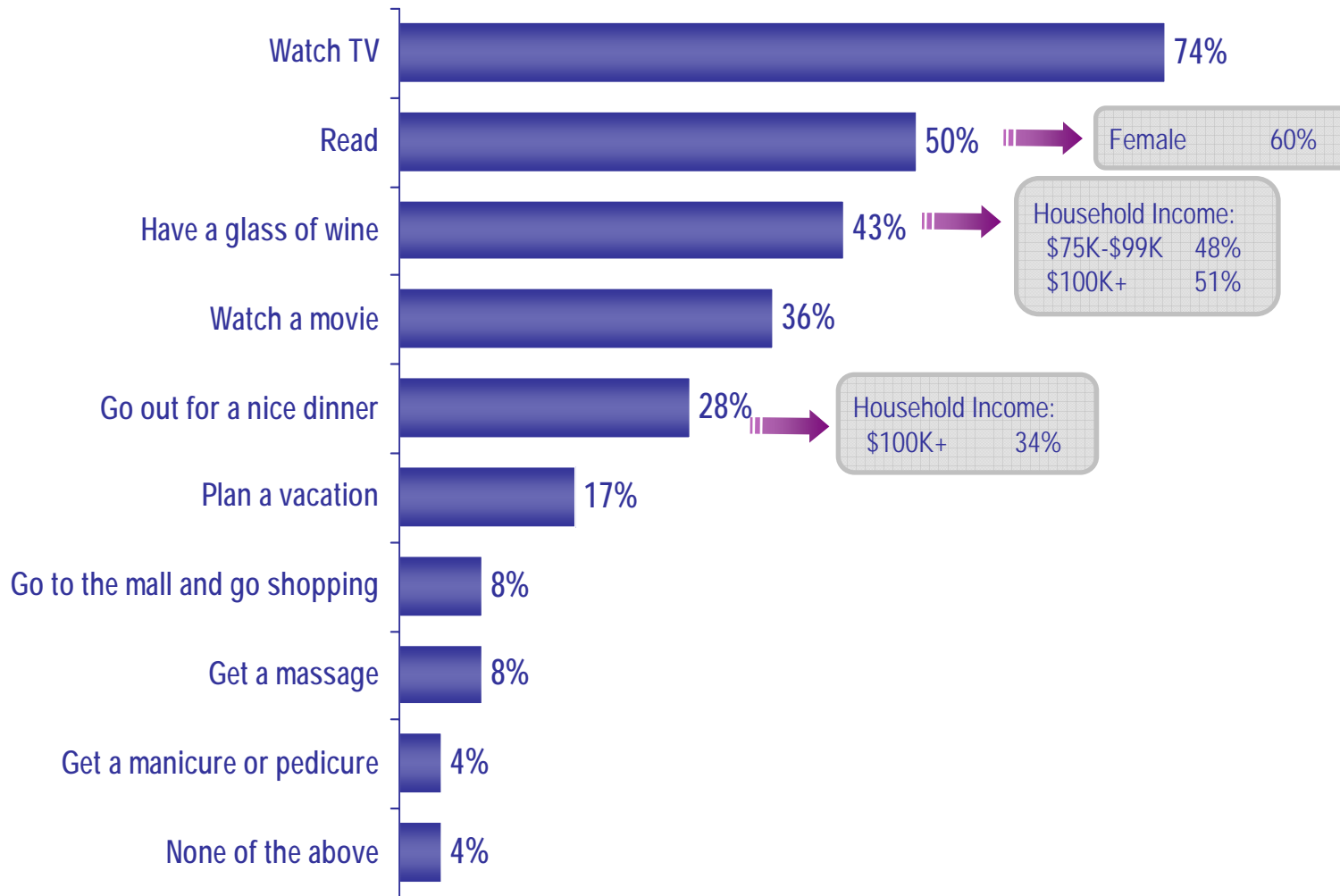
Q10. Which of the following statements best describes your attitudes towards credit card rewards collecting and redemption?  
Base: All respondents (n=2,086)

**Ipsos Reid**

12



## Four-in-ten rewards card holders have a glass of wine or watch a movie to unwind after a tough day, while three-in-ten go out for a nice dinner.



Q7. Which of the following do you currently do to unwind after a tough day?  
Base: All respondents (n=2,086)



## Older respondents are less likely to watch TV and more likely to read than younger respondents.

	Total (n=2086)	Age			
		18-34 (n=196)	35-44 (n=341)	45-64 (n=1052)	65+ (n=497)
Watch TV	74%	78%	77%	75%	70%
Read	50%	44%	44%	48%	61%
Have a glass of wine	43%	30%	43%	43%	46%
Watch a movie	36%	52%	48%	37%	22%
Go out for a nice dinner	28%	32%	34%	26%	25%
Plan a vacation	17%	21%	19%	16%	15%
Go to the mall and go shopping	8%	18%	13%	7%	4%
Get a massage	8%	11%	12%	8%	2%
Get a manicure or pedicure	4%	7%	7%	3%	2%
None	4%	2%	5%	5%	4%

Q7. Which of the following do you currently do to unwind after a tough day?  
Base: All respondents (n=2,086)



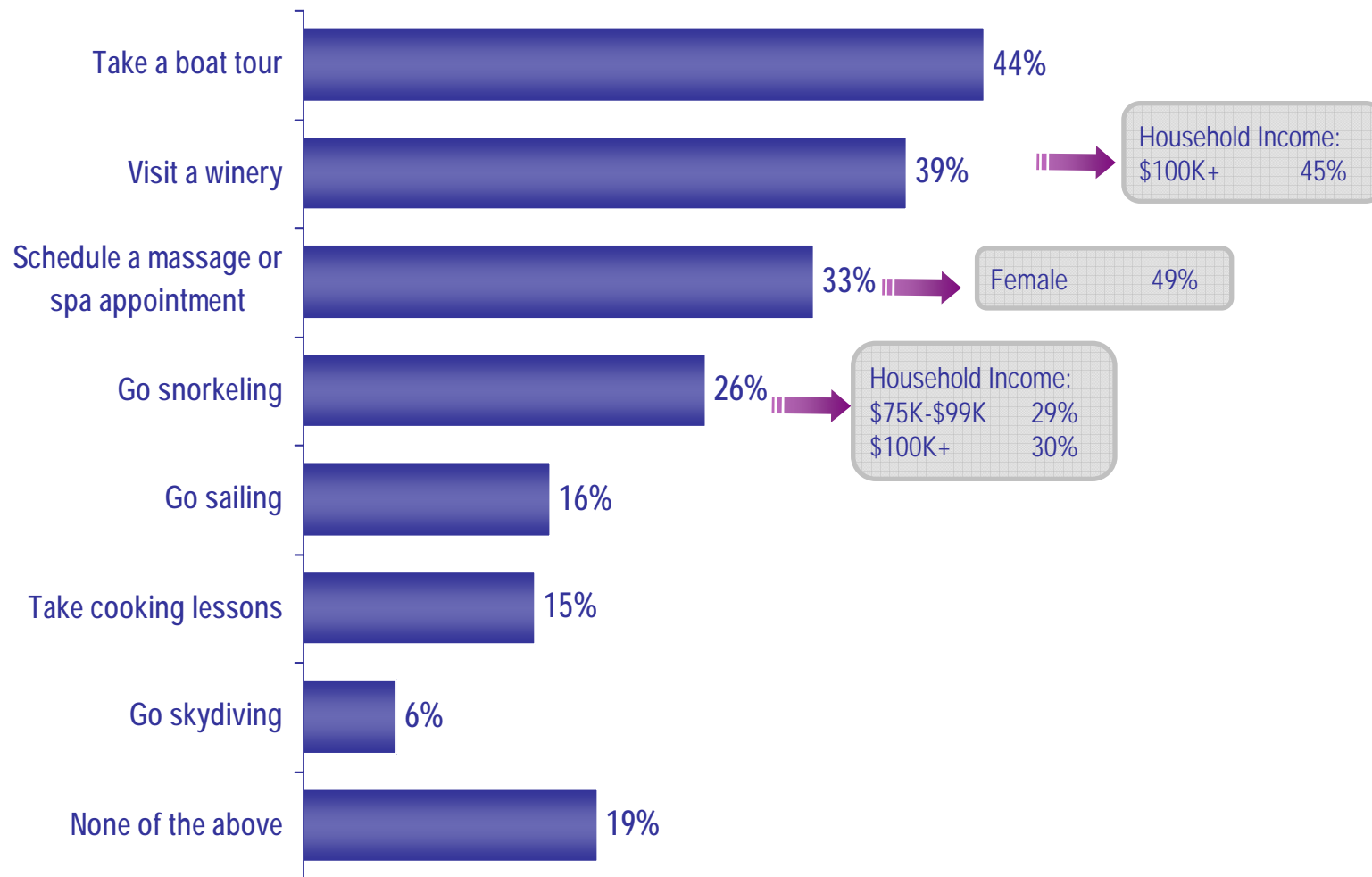
## Albertans are more likely to read and watch TV to unwind, while residents of Quebec, Ontario and BC are more likely to have a glass of wine and/or watch a movie.

	Total (n=2086)	Region					
		Atlantic (n=145)	Quebec (n=569)	Ontario (n=637)	Man/Sask (n=108)	Alberta (n=344)	BC (n=283)
Watch TV	74%	74%	71%	76%	72%	77%	74%
Read	50%	44%	48%	51%	51%	56%	48%
Have a glass of wine	43%	31%	47%	45%	35%	37%	46%
Watch a movie	36%	26%	41%	38%	42%	28%	37%
Go out for a nice dinner	28%	27%	32%	29%	19%	21%	30%
Plan a vacation	17%	10%	21%	16%	17%	15%	17%
Go to the mall and go shopping	8%	7%	8%	9%	5%	8%	8%
Get a massage	8%	2%	9%	10%	7%	5%	9%
Get a manicure or pedicure	4%	2%	3%	5%	3%	2%	4%
None	4%	6%	5%	3%	4%	4%	4%

Q7. Which of the following do you currently do to unwind after a tough day?  
Base: All respondents (n=2,086)



**Taking a boat tour and visiting a winery are the most popular choices of vacation activities, followed by a massage/spa appointment and snorkeling.**



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





**Older respondents are more likely to say they would like to take a boat tour on their next vacation, while younger respondents are more likely to schedule a massage or spa appointment.**

	Total (n=2086)	Age			
		18-34 (n=196)	35-44 (n=341)	45-64 (n=1052)	65+ (n=497)
Take a boat tour	44%	34%	41%	44%	48%
Visit a winery	39%	32%	36%	42%	39%
Schedule a massage or spa appointment	33%	45%	46%	33%	20%
Go snorkeling	26%	36%	34%	27%	15%
Go sailing	16%	17%	17%	18%	12%
Take cooking lessons	15%	18%	14%	17%	11%
Go skydiving	6%	16%	9%	5%	2%
None	19%	15%	17%	18%	22%

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

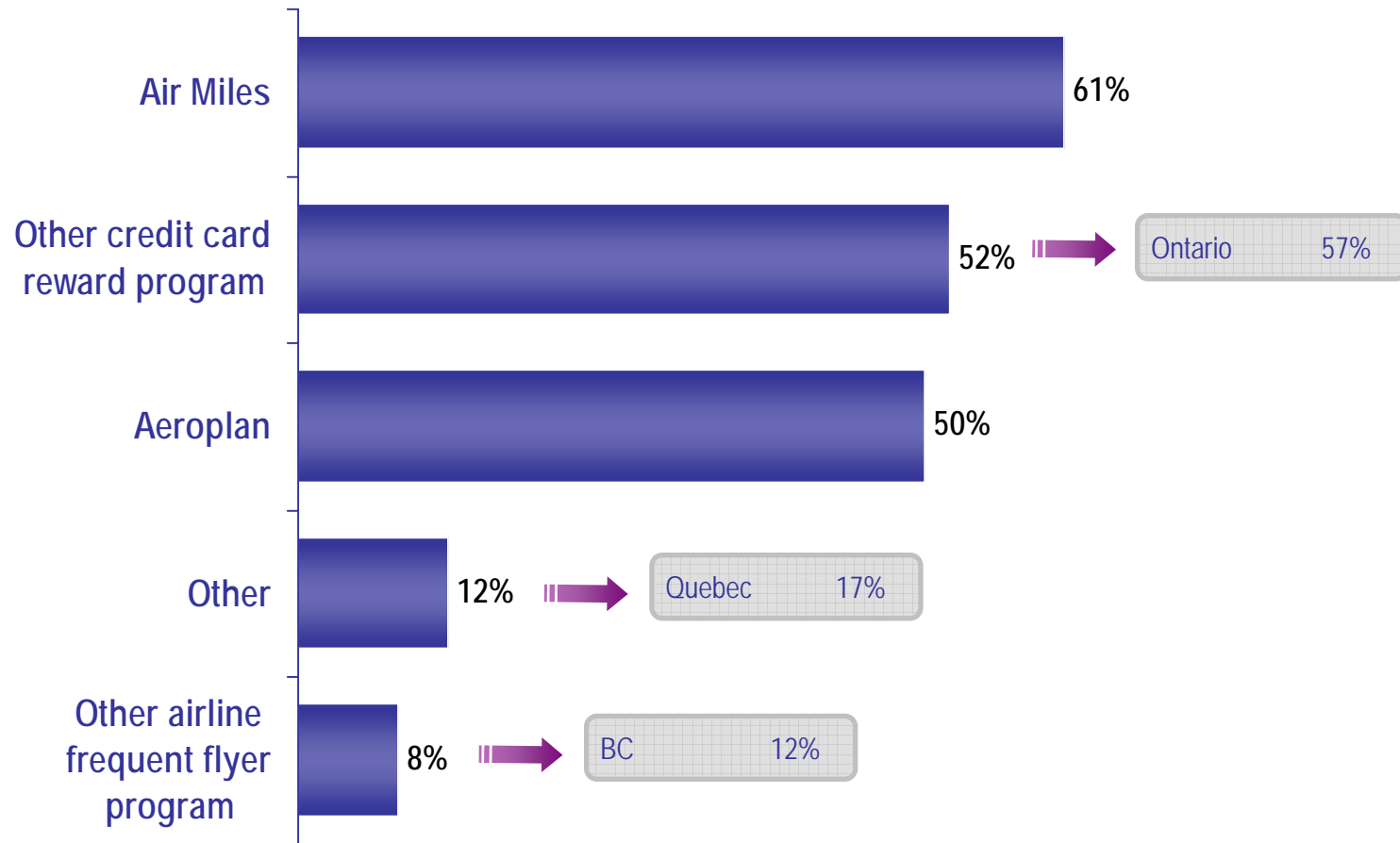


## BC residents are more likely than others to want to visit a winery.

	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)

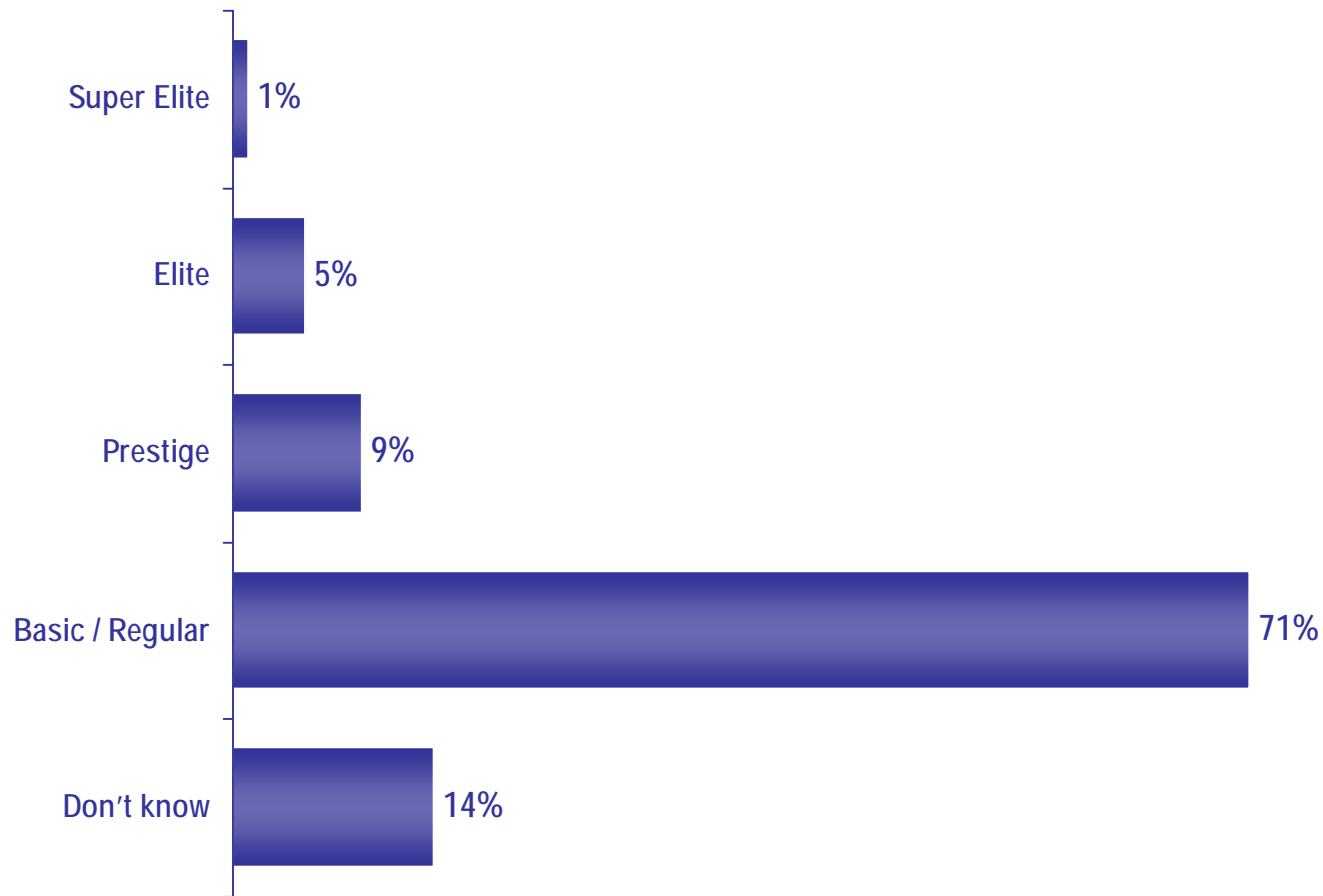
## Six-in-ten premium reward card holders collect Air Miles.



Q3. What rewards programs or types of programs are you a member of through your credit card(s)?  
Base: All respondents (n=2,086)



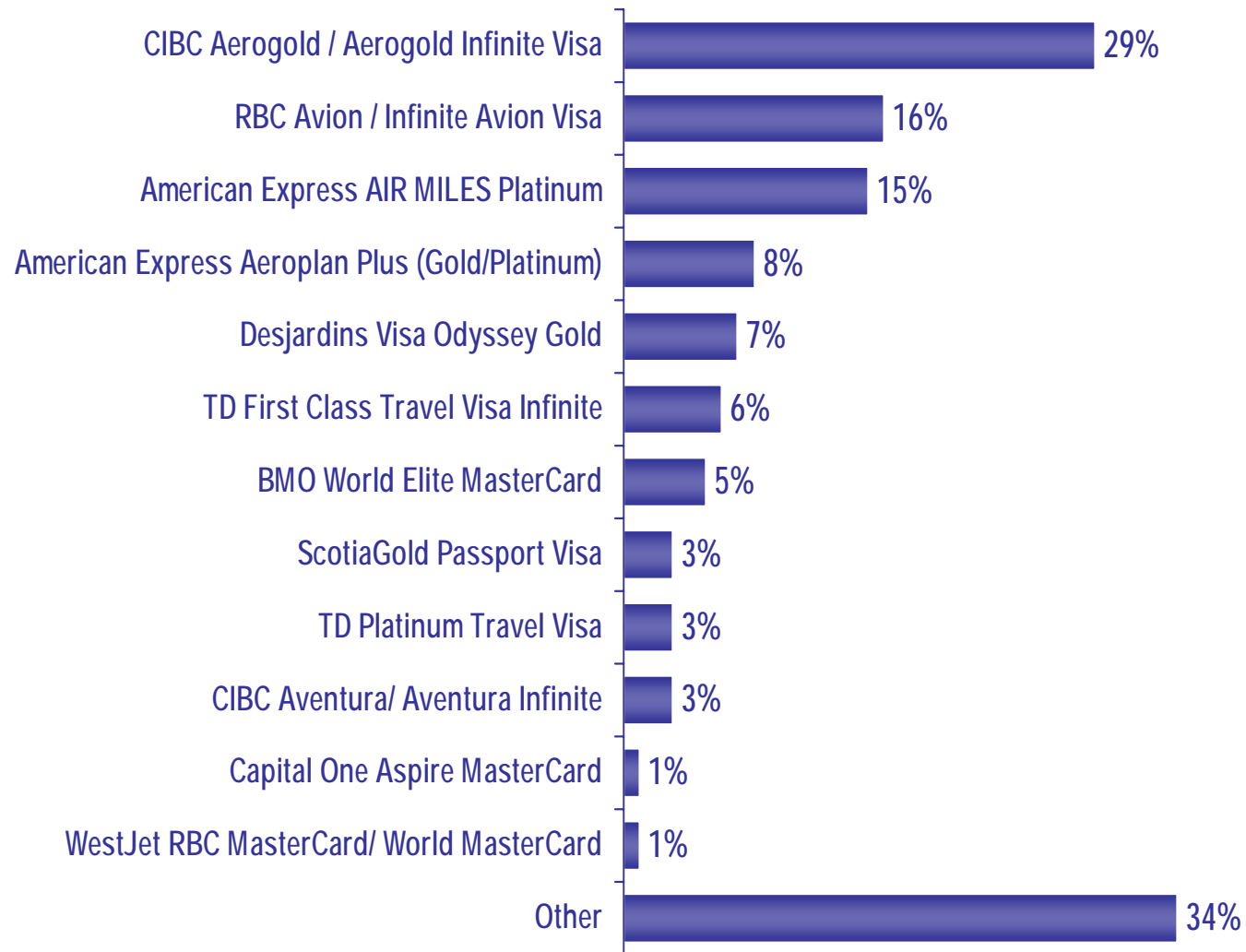
## Fewer than one-fifth of Aeroplan members have Prestige, Elite or Super Elite status.



Q5. You said that you are an Aeroplan member. What is your current Aeroplan status level?  
Base: Aeroplan members (n=1,051)



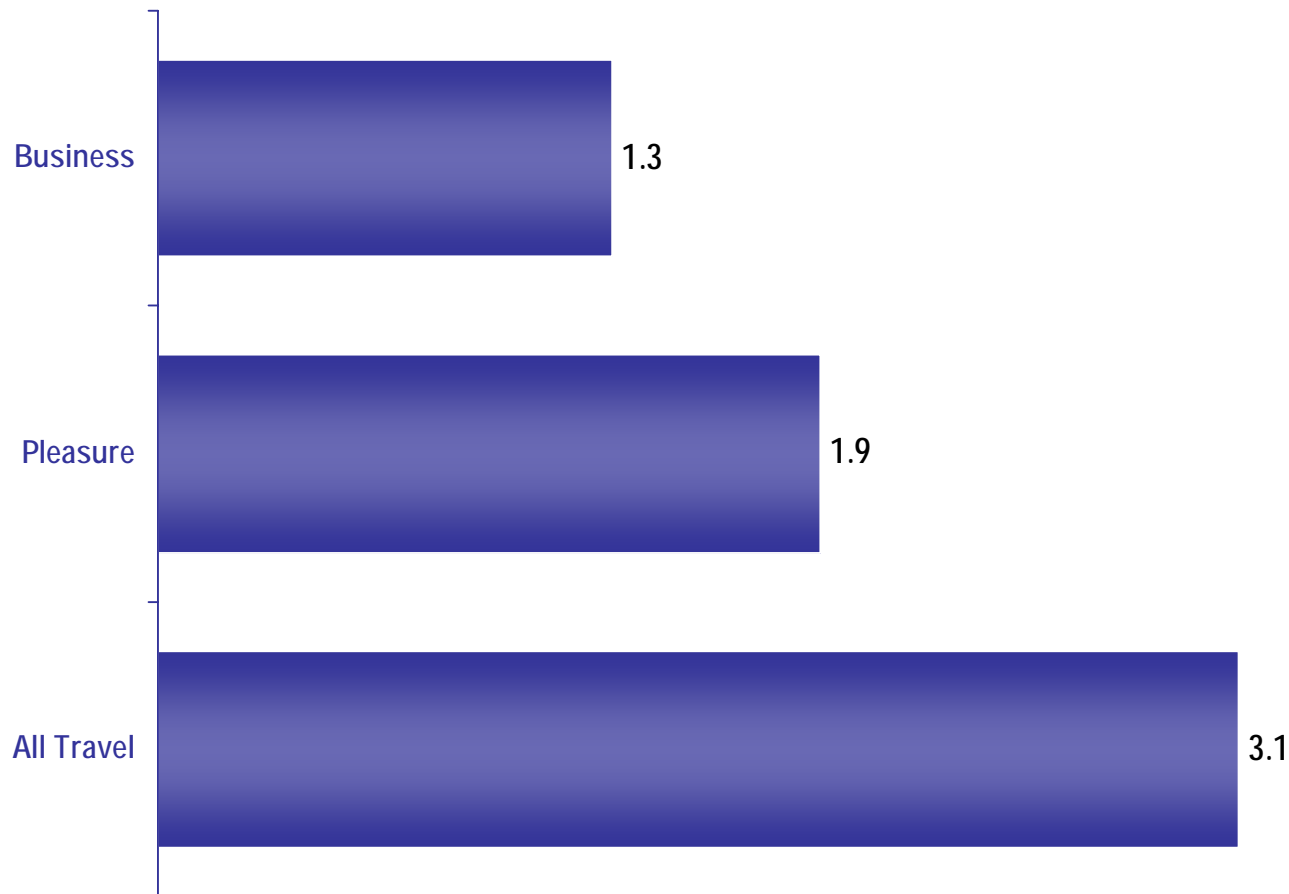
## Sixteen percent of premium credit card holders hold an RBC Avion branded credit card.



Q6. Which of the following travel rewards credit cards do you have?  
Base: All respondents (n=2,086)



Premium travel card holders on average have taken approximately one business flight and two round-trip flights for pleasure within the last twelve months.



Q16. Thinking of your travel in the past year, approximately how many round-trip flights have you taken for...(Total)  
Base: All respondents (n=2,086)

Ipsos Reid



Ipsos Reid

## RBC Travel Card Study



April 2011



Nobody's Unpredictable