

Dreaming about a Free Vacation?

Honolulu (13%), Paris (11%), Rome (10%) Top List of Cities Canadians with Loyalty or Reward Cards Want to Visit

Public Release Date: Wednesday, November 2, 2011, 6:00 AM EDT



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>***

© Ipsos Reid

***Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John***



Dreaming about a Free Vacation?

Honolulu (13%), Paris (11%), Rome (10%) Top List of Cities

Canadians with Loyalty or Reward Cards Want to Visit

Toronto, ON - A new Ipsos Reid survey of loyalty or reward-card holders reveals that if Canadians could visit any one city among a list of 19 world-class cities, those that rise to the top of the list are Honolulu (13%), Paris (11%), Rome (10%) and London (9%). Following the tropical hot-spot in 1st place, these European heavy-hitters landed 2nd, 3rd and 4th place respectively. Rounding out the top ten include Las Vegas (6%), Dubai (5%), New York (4%), Rio de Janeiro (4%), Madrid (3%), and Tokyo (3%).

The survey, conducted on behalf of RBC, also asked card-holders to pick the one tourist destination they'd most like to visit from among a list of seven contenders. One quarter (26%) would most want to see the Great Pyramids, making these iconic treasures squarely in first place. In a close battle for second place include Disneyworld (15%), the Great Wall of China (14%) and the Eiffel Tower (12%). Rounding out the list are the Taj Mahal (7%), the Acropolis (7%) and the Statute of Liberty (3%).

A majority (78%) of card-holders say that in the last two years they've redeemed their points or miles. Among the 29% who have redeemed points for a trip for themselves, a spouse or friend, six in ten (58%) have done so for a family vacation, making it the most popular type of travel-reward redemption.

Among Canadians who hold a travel or rewards credit card, seven in ten (71%) say they're a member of a retail rewards program (points or discounts from a specific store), while six in



ten (58%) are a member of a travel rewards program. Four in ten (40%) are a member of a program that gives merchandise rewards or gift card rewards, while one in three (35%) collect gas rewards (points or discounts on fuel or fuel-related merchandise). Two in ten (19%) are part of a program that gives cash-back rewards, and 4% say their program gives them financial rewards (money towards RRSPs, loans, etc.).

When choosing a rewards program, most (96%) say it's important that points don't expire. Others say it's important to have a program that's easy to understand and with minimal restrictions (93%), along with the ability to earn points more quickly (93%).

Six in ten (57%) card holders 'agree' (15% strongly/43% somewhat) that they 'find limits on what they can redeem to be frustrating'. Just four in ten (43%) 'disagree' (6% strongly/37% somewhat) that they're frustrated by this.

These are some of the findings of an Ipsos Reid poll conducted between September 1 to September 7, 2011. For this survey, a sample of 1,507 adults who hold a reward or loyalty card from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 2.2 percentage points, 19 times out of 20, of what the results would have been had the entire population of loyalty or reward card holders in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



Ipsos Reid

For more information on this news release, please contact:

*Sean Simpson
Associate Vice President
Ipsos Reid
Public Affairs
(416) 324-2002*

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>

© Ipsos Reid

- 3 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*