

Detailed Tables

(Merchandise rewards) - I am going to read you a list of different types of rewards programs. For each type please tell me how appealing this is to you. Please use a scale of 1 to 5 where '5' means very appealing and '1' means not at all appealing, or you could use any number in between.

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J

* small base

	Total	GENDER		AGE			REGION/ PROVINCE				
		Male	Female	<35	35-54	55+	BC	Pra	Ont	PQ	Alt
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	1200	457	743	316	582	297	157	204	458	290	91
Weighted	1200	540	660	315	584	295	157	206	459	288	90*
(5) - Very appealing	157 13%	51 9%	106 16%	45 14%	76 13%	35 12%	16 10%	24 12%	66 14%	39 13%	11 13%
(4)	246 21%	104 19%	142 22%	77 24%	127 22%	42 14%	31 20%	44 21%	89 19%	58 20%	24 26%
(3)	318 26%	138 26%	179 27%	93 30%	171 29%	52 18%	45 28%	54 26%	129 28%	74 26%	16 18%
(2)	194 16%	98 18%	96 15%	62 20%	83 14%	46 16%	26 17%	41 20%	70 15%	42 15%	15 17%
(1) - Not at all appealing	278 23%	147 27%	131 20%	37 12%	124 21%	116 39%	38 24%	43 21%	101 22%	74 26%	21 23%
(DK/NS)	8 1%	2 0	5 1%	1 0	3 0	4 1%	1 1%	0 -	4 1%	1 0	2 3%
											GI
Summary											
Top2Box (4,5)	403 34%	155 29%	248 38%	122 39%	204 35%	76 26%	47 30%	68 33%	156 34%	97 34%	35 39%
Low2Box (1,2)	472 39%	245 45%	227 34%	99 31%	207 35%	162 55%	64 41%	84 41%	171 37%	116 40%	36 40%
Mean	2.8	2.7	3.0	3.1	2.9	2.4	2.7	2.8	2.9	2.8	2.9
Median	2	2	3	3	2	2	2	2	2	2	2

Detailed Tables

(Automotive purchase rewards) - I am going to read you a list of different types of rewards programs. For each type please tell me how appealing this is to you. Please use a scale of 1 to 5 where '5' means very appealing and '1' means not at all appealing, or you could use any number in between.

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J

* small base

	Total	GENDER		AGE			REGION/ PROVINCE				
		Male	Female	<35	35-54	55+	BC	Pra	Ont	PQ	Alt
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	1200	457	743	316	582	297	157	204	458	290	91
Weighted	1200	540	660	315	584	295	157	206	459	288	90*
(5) - Very appealing	107 9%	50 9%	58 9%	28 9%	52 9%	27 9%	9 6%	17 8%	35 8%	36 13% FH	9 11%
(4)	153 13%	71 13%	82 12%	54 17% E	73 13% E	24 8%	14 9%	20 10%	68 15%	41 14%	9 11%
(3)	237 20%	100 19%	137 21%	80 25% DE	107 18%	50 17%	29 19%	43 21%	97 21%	49 17%	20 22%
(2)	217 18%	86 16%	131 20%	57 18%	120 21% E	39 13%	33 21%	47 23% H	74 16%	50 17%	13 14%
(1) - Not at all appealing	471 39%	226 42%	245 37%	93 29%	224 38% C	152 52% CD	71 45%	77 38%	181 39%	106 37%	35 39%
(DK/NS)	15 1%	7 1%	8 1%	4 1%	7 1%	4 1%	1 1%	1 0	4 1%	6 2%	4 4% GH
Summary											
Top2Box (4,5)	260 22%	121 22%	139 21%	82 26% E	126 22%	50 17%	23 15%	38 18%	104 23% F	77 27% FG	19 21%
Low2Box (1,2)	688 57%	312 58%	376 57%	150 47%	344 59% C	191 65% C	104 66% HIJ	125 61%	255 56%	156 54%	48 53%
Mean	2.3	2.3	2.4	2.6 DE	2.3 E	2.1	2.1	2.3	2.3 F	2.5 F	2.4
Median	2	1	2	2	2	1	1	2	2	2	2

Detailed Tables

(Travel points or travel miles rewards) - I am going to read you a list of different types of rewards programs. For each type please tell me how appealing this is to you. Please use a scale of 1 to 5 where '5' means very appealing and '1' means not at all appealing, or you could use any number in between.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J

* small base

	Total	GENDER		AGE			REGION/ PROVINCE				
		Male	Female	<35	35-54	55+	BC	Pra	Ont	PQ	Alt
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	1200	457	743	316	582	297	157	204	458	290	91
Weighted	1200	540	660	315	584	295	157	206	459	288	90*
(5) - Very appealing	293 24%	110 20%	183 28% A	73 23%	142 24%	77 26%	53 34% HI	56 27%	104 23%	57 20%	23 26%
(4)	250 21%	121 22%	130 20%	86 27% DE	115 20%	48 16%	35 22%	48 23% I	104 23% I	45 15%	19 21%
(3)	240 20%	113 21%	126 19%	67 21%	120 21%	53 18%	24 15%	46 23%	93 20%	57 20%	20 22%
(2)	151 13%	71 13%	80 12%	41 13%	82 14% E	25 9%	15 9%	21 10%	52 11%	56 19% FGHJ	7 7%
(1) - Not at all appealing	261 22%	124 23%	137 21%	48 15%	124 21% C	88 30% CD	29 18%	33 16%	105 23%	72 25% G	21 23%
(DK/NS)	6 0	1 0	4 1%	0 -	1 0	5 2% CD	1 1%	1 0	1 0	2 1%	1 1%
Summary											
Top2Box (4,5)	543 45%	230 43%	313 47%	159 50% E	257 44%	125 42%	88 56% HI	104 50% I	207 45% I	102 35%	42 46%
Low2Box (1,2)	412 34%	195 36%	217 33%	89 28%	206 35% C	113 38% C	44 28%	55 27%	158 34% G	128 45% FGHJ	27 30%
Mean	3.1	3.0	3.2 A	3.3 E	3.1	3.0	3.4 HI	3.4 HI	3.1 I	2.9	3.2
Median	3	3	3	3	3	3	3	3	3	2	3

Detailed Tables

(Cash rebate rewards) - I am going to read you a list of different types of rewards programs. For each type please tell me how appealing this is to you. Please use a scale of 1 to 5 where '5' means very appealing and '1' means not at all appealing, or you could use any number in between.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J

* small base

	Total	GENDER		AGE			REGION/ PROVINCE				
		Male	Female	<35	35-54	55+	BC	Pra	Ont	PQ	Alt
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	1200	457	743	316	582	297	157	204	458	290	91
Weighted	1200	540	660	315	584	295	157	206	459	288	90*
(5) - Very appealing	441 37%	177 33%	264 40%	125 40%	223 38%	91 31%	55 35%	62 30%	180 39%	114 40%	29 32%
(4)	286 24%	121 22%	165 25%	94 30%	135 23%	56 19%	45 28%	55 27%	105 23%	63 22%	18 20%
(3)	206 17%	103 19%	103 16%	51 16%	110 19%	41 14%	22 14%	36 18%	79 17%	53 18%	15 16%
(2)	96 8%	46 9%	50 8%	23 7%	43 7%	29 10%	17 11%	21 10%	29 6%	23 8%	6 7%
(1) - Not at all appealing	161 13%	90 17%	71 11%	20 6%	69 12%	72 24%	16 10%	32 15%	59 13%	33 11%	21 23%
(DK/NS)	11 1%	4 1%	7 1%	1 0	3 1%	6 2%	2 1%	0 -	6 1%	2 1%	1 1%
Summary											
Top2Box (4,5)	727 61%	298 55%	429 65%	219 70%	359 61%	148 50%	100 64%	117 57%	285 62%	178 62%	47 52%
Low2Box (1,2)	257 21%	136 25%	121 18%	43 14%	112 19%	101 34%	33 21%	53 26%	88 19%	56 19%	27 30%
Mean	3.6	3.5	3.8	3.9	3.7	3.2	3.7	3.5	3.7	3.7	3.3
Median	3	3	4	4	4	3	3	3	4	4	3

Detailed Tables

(Rewards points towards investments, for example, mutual funds, G.I.Cs., R.S.Ps., R.E.S.Ps.) - I am going to read you a list of different types of rewards programs. For each type please tell me how appealing this is to you. Please use a scale of 1 to 5 where '5' means very appealing and '1' means not at all appealing, or you could use any number in between.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J

* small base

	Total	GENDER		AGE			REGION/ PROVINCE				
		Male	Female	<35	35-54	55+	BC	Pra	Ont	PQ	Alt
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	1200	457	743	316	582	297	157	204	458	290	91
Weighted	1200	540	660	315	584	295	157	206	459	288	90*
(5) - Very appealing	196 16%	78 14%	118 18%	56 18% E	105 18% E	34 12%	21 13%	35 17%	79 17%	46 16%	15 17%
(4)	217 18%	98 18%	119 18%	78 25% E	112 19% E	26 9%	28 18%	35 17%	88 19%	49 17%	17 18%
(3)	226 19%	110 20%	116 18%	76 24% E	110 19% E	39 13%	35 23%	43 21%	79 17%	55 19%	14 16%
(2)	165 14%	67 12%	98 15%	46 14%	88 15%	31 11%	22 14%	26 13%	63 14%	44 15%	9 11%
(1) - Not at all appealing	387 32%	187 35%	201 30%	59 19%	169 29% C	156 53% CD	48 31%	66 32%	148 32%	92 32%	34 38%
(DK/NS)	8 1%	0 -	8 1% A	0 -	0 -	8 3% CD	2 1%	2 1%	2 0	3 1%	0 -
Summary											
Top2Box (4,5)	413 34%	176 33%	237 36%	134 42% E	217 37% E	61 21%	49 31%	70 34%	167 36%	95 33%	32 36%
Low2Box (1,2)	553 46%	254 47%	298 45%	105 33%	257 44% C	188 64% CD	70 45%	92 44%	211 46%	136 47%	44 49%
Mean	2.7	2.7	2.8	3.1 DE	2.8 E	2.1	2.7	2.7	2.8	2.7	2.7
Median	2	2	2	3	2	1	2	2	2	2	2

Detailed Tables

And for your primary credit card, what type or types of rewards does that card provide?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J

* small base

	Total	GENDER		AGE			REGION/ PROVINCE				
		Male	Female	<35	35-54	55+	BC	Pra	Ont	PQ	Alt
		A	B	C	D	E	F	G	H	I	J
Base: Primary credit card has rewards or loyaly program	500	183	317	120	257	120	84	80	205	98	33
Weighted	498	216	282	120	256	119	84*	81*	205	96*	31*
Travel points or travel miles rewards	267 54%	124 57%	143 51%	58 48%	138 54%	71 60%	51 61%	56 68%	100 49%	43 45%	16 52%
Merchandise rewards	223 45%	89 41%	134 48%	51 42%	126 49%	46 39%	47 57%	27 33%	83 40%	55 57%	12 37%
Cash rebate rewards	125 25%	61 28%	64 23%	38 32%	57 22%	29 24%	20 23%	15 19%	54 27%	28 29%	8 25%
Credit/ points towards car	18 4%	2 1%	16 6%	4 3%	11 4%	4 3%	1 1%	1 1%	11 5%	4 4%	2 6%
Rewards points towards investments, for example, mutual funds, G.I.Cs., R.S.Ps., R.E.S.Ps.	14 3%	4 2%	11 4%	2 2%	9 4%	2 1%	3 4%	0 -	5 2%	7 7%	0 -
Air Miles	3 1%	0 -	3 1%	1 1%	0 -	2 1%	0 -	1 1%	2 1%	0 -	0 -
Other	17 3%	6 3%	11 4%	5 4%	7 3%	4 4%	4 5%	4 5%	5 2%	3 3%	1 3%
None	3 1%	2 1%	1 0	0 -	3 1%	0 -	0 -	0 -	3 2%	0 -	0 -
(DK/NS)	11 2%	5 2%	6 2%	3 2%	5 2%	2 2%	0 -	3 3%	7 3%	2 2%	0 -