

WHERE CANADIANS' LOYALTY LIES

PERCENTAGE OF CANADIANS WHO BELONG TO A LOYALTY PROGRAM



CANADA **89%**
GLOBAL **85%**

Canadians are most loyal to



CANADIANS ARE MORE LIKELY TO BE A MEMBER OF A CREDIT CARD LOYALTY PROGRAM



- 41%** Highest membership of all markets surveyed
- 32%** Closest established market
- 37%** Leader of the Disruptor markets

CANADIANS USE THEIR LOYALTY CURRENCY FOR



- 28%** Treats
- 22%** Essentials
- 45%** Mix of both



Canadians are becoming more comfortable sharing their data. But this new era of consumer openness isn't altruistic; it is based on their expectation that they will be recognized with personalized rewards, offers and experiences in exchange for their data.

OF THOSE CANADIANS WHO ARE EXTREMELY COMFORTABLE WITH COMPANIES HANDLING THEIR DATA (38%), THE HIGHEST RANKING REASONS INCLUDE:



- 52%** it is an organization that I trust
- 44%** I have had a relationship with them for many years
- 33%** they use my data in a way that benefits me



Canadians rate their personal information as "highly valuable"



Canadians expect better service and benefits for sharing personal details



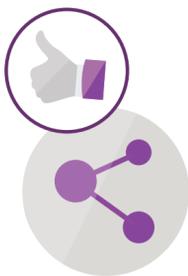
Canadians will share personal information so that companies can send them relevant offers

60% 18-34 YEARS OLD

45% 55+ YEARS OLD

BE CAREFUL WHAT YOU ASK FOR

CANADIANS ARE MORE SENSITIVE ABOUT SHARING SOME PIECES OF DATA THAN OTHERS



MOST WILLING TO SHARE

- 79%** EMAIL ADDRESS
- 79%** NAME
- 72%** NATIONALITY

LEAST WILLING TO SHARE

- 34%** ONLINE PURCHASES
- 30%** MOBILE PHONE NUMBER
- 21%** WEB HISTORY

BRANDS AREN'T HOLDING UP THEIR END OF THE BARGAIN



Only 8% of Canadian consumers feel as though they are actually receiving better offers as a result of sharing their details



THE TAKEAWAY

Brands need to put the data their customers share with them to better use and provide more personalized, relevant experiences

Based on our survey of over 20,000 respondents in 11 countries, the 2015 Aimia Global Loyalty Lens uncovers consumer views on the collection of their personal data, marketers' efforts to personalise messaging and offers and the status of consumer loyalty across the globe.

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