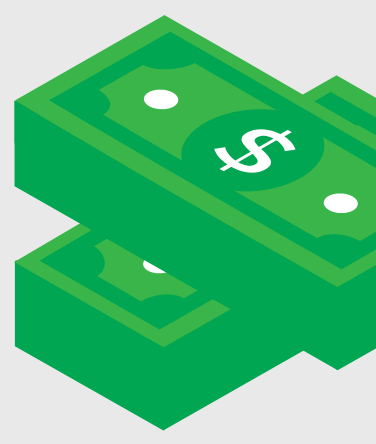




85% of Canadians Redeem Credit Card Rewards

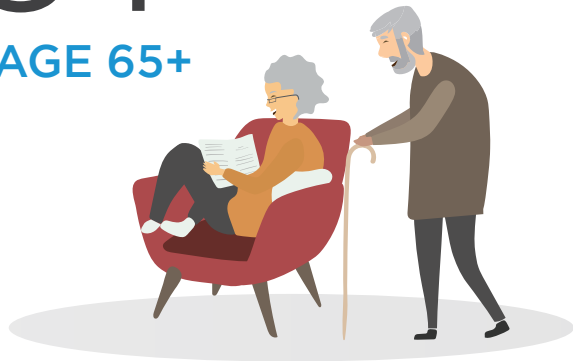


PRESENTED BY
RateSupermarket.ca

Older Canadians are Redeeming More Credit Card Rewards

84%

AGE 65+



Own a rewards credit card



14.8%

Have redeemed
\$1,000 or more

73%

AGE 18
TO 34



Own a rewards credit card



6.7%

Have redeemed
\$1,000 or more

Canadians Reward
Themselves:

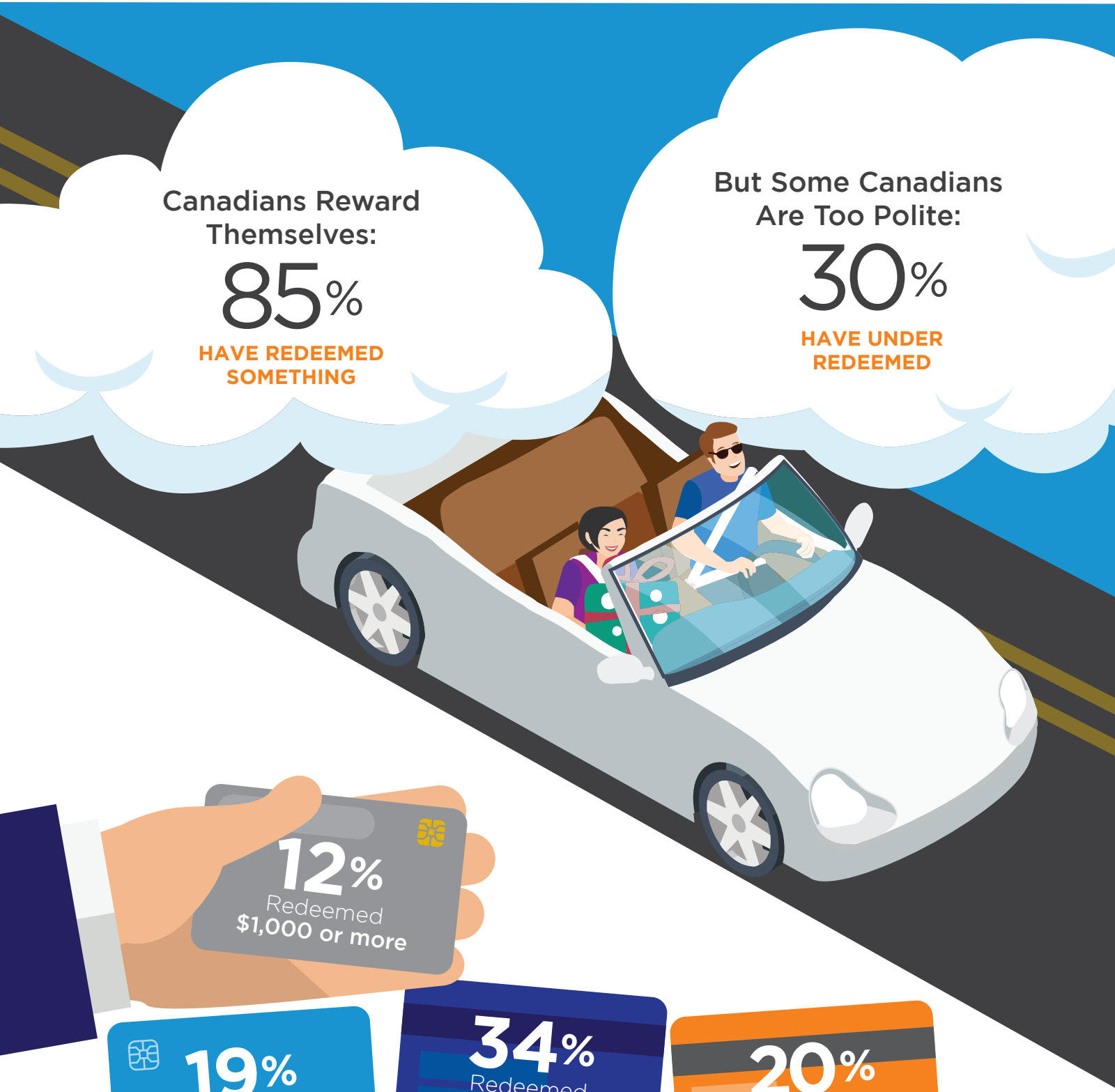
85%

HAVE REDEEMED
SOMETHING

But Some Canadians
Are Too Polite:

30%

HAVE UNDER
REDEEMED



12%
Redeemed
\$1,000 or more

19%
Redeemed
\$500-999

34%
Redeemed
\$100-499

20%
Redeemed less
than \$100

10%
Haven't
redeemed

5%
Said they don't
know or preferred
not to answer

There are **74 million** Active
Credit Card Accounts in Canada



CANADIANS OWN
A **REWARDS**
CREDIT CARDS



THE AVERAGE
CANADIAN OWNS
2 CREDIT CARDS

Canadians That Own
Rewards Credit Cards:



90%

of Canadians with
an income of **\$80K**
or higher own a
rewards credit card

79%

of Canadians
with an income of
\$40K-\$79K own a
rewards credit card

61%

of Canadians with
an income **below**
\$40K own a rewards
credit card