

Aeroplan Questionnaire

September 2018

Q9. Which of the following customer rewards programs, if any, do you belong to?

An airline reward program (Aeroplan, Airmiles, Avion etc.)

Coffee rewards card (Tim Hortons, Starbucks)

Grocery store rewards card (PC Plus, Shoppers Optimum)

Gas rewards card (Petro Points, Esso Extra)

Hotel rewards cards

Other, specify _____

[Exclusive] None of these

[Ask Airline rewards members only]

Q10 And which of the following airline rewards programs do you belong to? Please select all that apply. If yours is not an option please fill in the space beside 'Other'.

Aeroplan

Airmiles

Avion (RBC)

Mileage Plan (Alaska Airlines)

VIP Porter (Porter)

WestJet Rewards (WestJet)

Other, specify _____

[ASK ALL]

Q11. Aeroplan is a customer rewards program connected to credits cards issued by banks such as Toronto Dominion and CIBC. It is redeemable for air travel on Air Canada, as well as other goods and services.

Air Canada created Aeroplan in 1984, but it has been separately owned and operated since 2005. Last year, Air Canada said it would cut ties with the Aeroplan rewards program in 2020. Recently, however, Air Canada announced instead that it will buy Aeroplan back from its current parent company.

How closely would you say you have been following these issues?

Seeing a lot of media coverage and discussing it with friends and family

Seeing some coverage and having the odd conversation

Just scanning the headlines

Haven't seen or heard anything about it

[ASK Q12, Q13, Q14 of AEROPLAN USERS ONLY]

Q12. Earlier, you indicated that you are an Aeroplan member. Would you say you are generally satisfied or dissatisfied with each of the following?

How easy it is to accumulate Aeroplan miles
How easy it is to spend Aeroplan miles
The Aeroplan program overall

Very dissatisfied
Dissatisfied
Satisfied
Very satisfied

Q13. Given all the recent changes and announcements about the future of Aeroplan, which of the following, if any, are you concerned about? Choose all that apply.

[randomize]

Maintaining the same number of points you have during the transition to the new rewards program
Your existing points carrying the same value under the new program
Not being able to fly when you want to
Only being able to fly on Air Canada and no other airlines
Banking institutions not offering rewards through their cards
Other, specify _____
[Exclusive]None of these

Q14. And, what will you do with your Aeroplan points over the coming months?:

Spend more points now than I would have
Save more points now than I would have
No change in how I will deal with my points

Q15. Ultimately, as an Aeroplan member, do you believe Air Canada buying back Aeroplan will result in:

A better outcome for Aeroplan members
A worse outcome for Aeroplan members
No change really, about the same