

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Sample size	1500	200	150	200	100	100	475	350	125	734	766	424	518	558	185	250	298	239	268	259	573	480	296	621	473	406	403	441	192

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

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
An airline reward program (Aeroplan, Airmiles, Avion etc.)	64%	60%	67%	73%	73%	73%	62%	60%	80%	60%	68%	57%	65%	68%	49%	66%	63%	64%	65%	74%	56%	67%	75%	62%	66%	65%	68%	68%	64%
Coffee rewards card (Tim Hortons, Starbucks)	22%	33%	22%	14%	11%	16%	25%	15%	13%	18%	26%	31%	24%	12%	21%	22%	12%	40%	25%	13%	17%	22%	31%	13%	24%	33%	20%	27%	19%
Grocery store rewards card (PC Optimum)	72%	87%	70%	74%	77%	71%	76%	61%	69%	64%	80%	72%	73%	72%	58%	67%	65%	82%	78%	81%	71%	71%	75%	68%	76%	74%	70%	79%	77%
Gas rewards card (Petro Points, Esso Extra)	39%	37%	45%	40%	41%	40%	44%	27%	46%	42%	37%	30%	44%	41%	26%	51%	44%	34%	38%	38%	30%	43%	50%	40%	42%	35%	45%	43%	34%
Hotel rewards cards	18%	21%	20%	24%	29%	20%	20%	12%	20%	20%	17%	13%	22%	18%	13%	23%	22%	14%	21%	15%	10%	20%	32%	15%	18%	24%	24%	23%	12%
Other	10%	7%	11%	13%	18%	9%	9%	11%	6%	10%	9%	8%	9%	11%	11%	9%	10%	6%	9%	13%	9%	9%	10%	11%	8%	8%	10%	9%	11%
None of these	8%	4%	11%	5%	4%	6%	7%	14%	4%	11%	6%	10%	8%	7%	17%	8%	9%	5%	8%	5%	11%	7%	5%	9%	8%	8%	5%	6%	

	Belong to an airline rewards program	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Sample size	961	130	105	137	67	70	287	206	100	441	519	243	339	378	91	164	186	153	175	192	320	324	221	386	310	264	274	298	122

Q10. And which of the following airline rewards programs do you belong to?

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Aeroplan	40%	45%	34%	30%	24%	34%	42%	41%	38%	43%	37%	44%	36%	40%	49%	38%	44%	40%	35%	36%	28%	41%	49%	33%	37%	53%	38%	46%	31%
Airmiles	86%	72%	91%	81%	73%	88%	86%	91%	94%	83%	89%	78%	90%	89%	70%	88%	86%	83%	91%	91%	90%	86%	82%	91%	89%	75%	87%	87%	85%
Avion (RBC)	6%	12%	6%	11%	20%	4%	7%	3%	3%	8%	5%	8%	6%	5%	13%	7%	6%	6%	5%	5%	4%	7%	11%	4%	7%	10%	8%	8%	8%
Mileage Plan (Alaska Airlines)	1%	6%	1%	2%	3%					1%	1%	2%		1%	3%	2%	1%			1%	1%	1%	1%			2%	1%	*	3%
VIP Porter (Porter)	3%	2%					5%	2%	1%	4%	2%	6%	3%	1%	6%	4%	2%	6%	1%	1%	*	3%	8%	1%	2%	7%	3%	4%	4%
WestJet Rewards (WestJet)	14%	29%	27%	20%	23%	17%	10%	3%	11%	15%	13%	19%	13%	11%	22%	14%	11%	17%	11%	11%	9%	13%	23%	9%	11%	23%	16%	15%	12%
Other	5%	8%	2%	8%	10%	6%	4%	5%	1%	6%	4%	3%	5%	6%	3%	7%	6%	3%	3%	5%	3%	4%	7%	4%	6%	3%	6%	4%	5%

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Sample size	1500	200	150	200	100	100	475	350	125	734	766	424	518	558	185	250	298	239	268	259	573	480	296	621	473	406	403	441	192

Q10. And which of the following airline rewards programs do you belong to?

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Aeroplan	25%	27%	23%	22%	18%	25%	26%	24%	30%	26%	25%	25%	24%	27%	24%	25%	28%	26%	23%	27%	28%	36%	20%	24%	34%	26%	31%	20%	
Airmiles	55%	43%	61%	59%	53%	64%	53%	55%	75%	50%	60%	45%	59%	60%	34%	57%	54%	53%	60%	68%	50%	58%	61%	57%	58%	49%	59%	54%	
Avion (RBC)	4%	7%	4%	8%	14%	3%	4%	2%	2%	5%	4%	5%	4%	4%	6%	5%	4%	4%	4%	3%	2%	4%	8%	2%	4%	7%	5%	6%	
Mileage Plan (Alaska Airlines)	1%	4%	1%	1%	2%					1%	1%	1%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	
VIP Porter (Porter)	2%	1%					3%	1%	1%	2%	2%	3%	2%	1%	3%	3%	1%	4%	1%	1%	2%	6%	1%	1%	4%	2%	2%	2%	
WestJet Rewards (WestJet)	9%	17%	18%	15%	17%	12%	6%	2%	9%	9%	9%	11%	8%	7%	11%	9%	7%	11%	7%	8%	5%	8%	17%	6%	7%	15%	11%	10%	8%
Other	3%	5%	1%	6%	7%	4%	3%	3%	1%	3%	2%	2%	3%	4%	1%	4%	4%	2%	2%	4%	1%	3%	5%	3%	4%	2%	4%	2%	3%
Does not belong to any airline rewards programs	36%	40%	33%	27%	27%	38%	40%	20%	40%	32%	43%	35%	32%	51%	34%	37%	36%	35%	26%	44%	33%	25%	38%	34%	35%	32%	32%	36%	

Q11. How closely would you say you have been following these issues?

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Seeing a lot of media coverage and discussing it with friends and family	8%	6%	6%	4%	5%	3%	9%	8%	9%	10%	6%	10%	6%	7%	12%	8%	10%	8%	5%	4%	7%	6%	13%	6%	8%	10%	9%	11%	4%
Seeing some coverage and having the odd conversation	18%	20%	20%	13%	11%	15%	20%	15%	18%	23%	14%	18%	19%	22%	24%	22%	14%	13%	15%	14%	21%	22%	14%	18%	25%	22%	21%	20%	
Just scanning the headlines	36%	33%	29%	40%	41%	38%	38%	36%	35%	35%	36%	30%	33%	43%	31%	29%	44%	29%	36%	42%	33%	38%	34%	40%	30%	35%	37%	36%	39%
Haven't seen or heard anything about it	38%	40%	45%	43%	43%	44%	34%	41%	38%	32%	45%	43%	31%	35%	39%	25%	49%	46%	38%	47%	34%	31%	40%	43%	30%	32%	32%	37%	
Top2box	26%	26%	26%	17%	16%	18%	29%	23%	27%	32%	20%	27%	25%	26%	34%	32%	32%	22%	17%	20%	20%	28%	35%	19%	27%	35%	30%	32%	25%
Bottom2box	74%	74%	74%	83%	84%	82%	71%	77%	73%	68%	80%	73%	74%	66%	68%	68%	78%	83%	80%	80%	72%	65%	81%	73%	65%	70%	68%	75%	

Aeroplan members	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015			
	BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP	
Sample size	381	63	37	44	19	25	120	87	43	190	191	106	123	152	45	63	83	62	60	69	90	134	107	127	115	139	105	137	38

Q12 - How easy it is to accumulate Aeroplan miles

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Very satisfied	7%	7%	5%	10%	5%	12%	7%	6%	7%	9%	4%	4%	6%	9%	5%	9%	10%	4%	2%	7%	2%	9%	7%	7%	9%	4%	8%	10%	2%
Satisfied	42%	53%	29%	38%	32%	41%	44%	42%	37%	50%	34%	36%	47%	43%	33%	61%	51%	38%	32%	34%	40%	36%	48%	45%	50%	34%	51%	35%	43%
Dissatisfied	29%	21%	30%	36%	58%	22%	32%	26%	35%	24%	35%	36%	24%	29%	33%	18%	23%	39%	29%	36%	33%	27%	28%	18%	40%	25%	34%	35%	
Very dissatisfied	22%	20%	36%	16%	5%	24%	17%	27%	22%	17%	26%	23%	24%	19%	29%	12%	16%	20%	37%	23%	25%	28%	17%	20%	23%	17%	21%	20%	
Top2box	49%	60%	34%	47%	37%	54%	51%	48%	44%	59%	39%	40%	52%	52%	38%	70%	62%	42%	34%	41%	42%	45%	55%	52%	59%	37%	58%	45%	45%
Bottom2box	51%	40%	66%	53%	63%	46%	49%	52%	56%	41%	61%	60%	48%	48%	62%	30%	38%	58%	66%	59%	58%	55%	48%	41%	63%	42%	55%	55%	

Q12 - How easy it is to spend Aeroplan miles

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Very satisfied	7%	9%	5%	10%	5%	12%	7%	5%	9%	8%	6%	4%	10%	5%	6%	12%	7%	2%	8%	11%	3%	11%	5%	9%	9%	4%	6%	11%	5%
Satisfied	40%	42%	38%	40%	34%	43%	39%	44%	36%	43%	38%	44%	43%	36%	38%	53%	38%	49%	32%	33%	47%	33%	39%	43%	49%	30%	48%	33%	39%
Dissatisfied	30%	26%	35%	34%	49%	24%	31%	26%	34%	28%	32%	26%	32%	30%	25%	29%	22%	39%	36%	27%	31%	33%	28%	23%	38%	31%	32%	32%	
Very dissatisfied	22%	23%	21%	17%	12%	20%	22%	25%	21%	21%	24%	24%	22%	22%	27%	17%	21%	22%	27%	23%	23%	25%	23%	20%	19%	28%	15%	24%	23%
Top2box	47%	51%	43%	49%	39%	56%	47%	48%	44%	51%	43%	50%	47%	46%	43%	58%	50%	56%	34%	41%	50%	44%	52%	58%	34%	54%	44%	44%	
Bottom2box	53%	49%	57%	51%	61%	44%	53%	52%	56%	49%	57%	50%	53%	54%	57%	42%	50%	44%	66%	50%	56%	56%	48%	42%	66%	46%	56%	56%	

Q12 - The Aeroplan program overall

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Very satisfied	6%	7%	5%	7%	5%	7%	7%	6%	8%	9%	4%	4%	5%	10%	3%	8%	12%	4%	2%	7%	2%	10%	6%	9%	9%	3%	6%	11%	1%
Satisfied	40%	48%	27%	35%	20%	45%	40%	42%	45%	43%	37%	42%	44%	36%	35%	52%	41%	47%	35%	30%	46%	31%	43%	44%	48%	30%	43%	35%	41%
Dissatisfied	36%	33%	36%	43%	63%	30%	39%	31%	32%	32%	39%	35%	34%	37%	40%	28%	31%	32%	39%	44%	32%	37%	37%	32%	23%	49%	37%	39%	36%
Very dissatisfied	18%	12%	32%	15%	12%	17%	15%	22%	15%	16%	20%	19%	18%	17%	22%	12%	16%	17%	24%	18%	19%	22%	14%	15%	18%	14%	16%	22%	
Top2box	47%	55%	32%	42%	25%	46%	47%	53%	52%	42%	46%	49%	46%	38%	60%	53%	51%	37%	37%	49%	41%	49%	53%	56%	33%	49%	45%	42%	
Bottom2box	53%	45%	68%	58%	75%	48%	54%	53%	47%	48%	58%	54%	51%	54%	62%	40%	47%	49%	63%	51%	59%	51%	47%	44%	67%	51%	55%	58%	

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

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Maintaining the same number of points you have during the transition to the new rewards program	49%	49%	37%	58%	65%	53%	56%	45%	42%	47%	52%	52%	45%	52%	49%	42%	52%	56%	48%	52%	44%	52%	50%	44%	53%	41%	51%	59%	
Your existing points carrying the same value under the new program	59%	75%	47%	54%	53%	55%	66%	48%	47%	61%	56%	59%	60%	57%	59%	60%	64%	60%	59%	50%	60%	53%	67%	52%	57%	66%	58%	67%	54%
Not being able to fly when you want to	42%	58%	43%	38%	59%	25%	40%	37%	44%	45%	40%	42%	43%	42%	51%	45%	41%	36%	41%	43%	38%	38%	53%	34%	40%	52%	45%	43%	55%
Only being able to fly on Air Canada and no other airlines	39%	35%	49%	40%	47%	35%	45%	34%	21%	38%	40%	38%	40%	37%	36%	41%	39%	43%	39%	35%	40%	43%	37%	38%	43%	38%	42%	27%	
Banking institutions not offering rewards through their cards	19%	17%	17%	8%	7%	9%	25%	16%	13%	18%	20%	23%	25%	10%	17%	28%	10%	28%	23%	10%	18%	16%	22%	10%	27%	20%	14%	23%	20%
Other	2%		4%	5%	7%	4%	2%	2%	2%	1%	3%	1%	2%	3%		1%	2%	1%	3%	5%	2%	1%	2%			2%	1%	4%	
None of these	17%	20%	15%	24%	14%	30%	10%	18%	35%	16%	18%	19%	15%	17%	12%	17%	16%	24%	13%	17%	19%	15%	13%	22%	16%	13%	17%	15%	16%

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

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Spend more points now than I would have	17%	14%	9%	16%	23%	12%	21%	17%	11%	20%	14%	24%	15%	13%	28%	19%	17%	21%	11%	9%	9%	19%	20%	7%	16%	26%	18%	16%	27%
Save more points now than I would have	8%	3%	7%	4%	11%		9%	11%	11%	8%	9%	11%	6%	9%	11%	1%	12%	11%	11%	4%	10%	9%	10%	7%	11%	7%	7%	9%	12%
No change in how I will deal with my points	75%	84%	84%	80%	67%	88%	70%	72%	78%	72%	78%	65%	79%	78%	61%	80%	71%	68%	78%	86%	81%	71%	70%	85%	72%	67%	75%	74%	61%

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

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
A better outcome for Aeroplan members	25%	30%	31%	24%	23%	24%	26%	15%	33%	28%	23%	26%	24%	26%	22%	22%	35%	28%	27%	15%	23%	22%	30%	21%	31%	24%	30%	23%	30%
A worse outcome for Aeroplan members	18%	16%	16%	10%	14%	7%	20%	19%	13%	23%	13%	26%	20%	11%	35%	26%	15%	19%	13%	7%	11%	16%	23%	11%	15%	27%	17%	22%	17%
No change really, about the same	57%	53%	53%	67%	63%	69%	53%	65%	53%	49%	64%	49%	56%	63%	43%	52%	51%	53%	60%	77%	66%	61%	47%	67%	54%	49%	53%	55%	53%

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Sample size	1500	200	150	200	100	100	475	350	125	734	766	424	518	558	185	250	298	239	268	259	573	480	296	621	473	406	403	441	192

Q12 - How easy it is to accumulate Aeroplan miles

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Very satisfied	2%	2%	1%	2%	1%	3%	2%	1%	2%	2%	1%	1%	2%	1%	2%	3%	1%	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	3%	2%
Satisfied	11%	14%	7%	8%	6%	10%	11%	10%	11%	13%	9%	9%	11%	12%	8%	15%	14%	10%	7%	9%	6%	10%	17%	9%	12%	12%	13%	11%	9%
Dissatisfied	7%	6%	7%	8%	10%	6%	8%	6%	10%	6%	9%	9%	6%	8%	8%	5%	6%	10%	7%	10%	5%	8%	10%	6%	4%	6%	11%	7%	
Very dissatisfied	6%	5%	8%	4%	1%	6%	4%	6%	7%	4%	7%	6%	6%	5%	7%	3%	4%	5%	8%	6%	4%	8%	4%	6%	8%	4%	6%	4%	
Not Aeroplan Member	75%	73%	77%	78%	82%	75%	74%	76%	70%	74%	75%	75%	76%	73%	76%	75%	72%	74%	77%	73%	84%	72%	64%	80%	76%	66%	74%	69%	80%
Top2box	12%	16%	8%	10%	7%	14%	13%	12%	13%	15%	10%	10%	12%	14%	9%	18%	17%	11%	8%	11%	7%	12%	20%	11%	14%	13%	15%	14%	9%
Bottom2box	13%	11%	15%	11%	11%	12%	13%	13%	17%	11%	15%	15%	11%	13%	15%	8%	11%	15%	15%	16%	9%	15%	16%	10%	10%	21%	11%	17%	11%

Q12 - How easy it is to spend Aeroplan miles

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Very satisfied	2%	2%	1%	2%	1%	3%	2%	1%	3%	2%	1%	2%	3%	1%	1%	3%	2%	2%	2%	2%	1%	3%	2%	2%	2%	1%	2%	3%	1%
Satisfied	10%	11%	9%	9%	6%	11%	10%	11%	11%	11%	9%	11%	10%	10%	9%	13%	10%	13%	7%	9%	7%	9%	14%	9%	12%	10%	12%	10%	8%
Dissatisfied	8%	7%	8%	7%	9%	6%	8%	6%	10%	7%	8%	6%	8%	9%	7%	6%	8%	6%	9%	10%	4%	9%	12%	6%	6%	13%	8%	10%	6%
Very dissatisfied	6%	6%	5%	4%	2%	5%	6%	6%	6%	5%	6%	6%	5%	6%	4%	6%	6%	6%	6%	4%	7%	8%	4%	5%	10%	4%	7%	5%	
Not Aeroplan Member	75%	73%	77%	78%	82%	75%	74%	76%	70%	74%	75%	75%	76%	73%	76%	75%	72%	74%	77%	73%	84%	72%	64%	80%	76%	66%	74%	69%	80%
Top2box	12%	14%	10%	11%	7%	14%	12%	12%	13%	13%	11%	13%	11%	12%	10%	15%	14%	14%	8%	11%	8%	12%	16%	11%	14%	12%	14%	14%	9%
Bottom2box	13%	13%	13%	11%	11%	14%	13%	13%	17%	13%	14%	12%	13%	15%	14%	10%	14%	11%	15%	16%	8%	16%	20%	10%	10%	23%	12%	17%	11%

Q12 - The Aeroplan program overall

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Very satisfied	2%	2%	1%	1%	1%	2%	2%	1%	3%	2%	1%	1%	3%	1%	2%	3%	1%	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	3%	2%
Satisfied	10%	13%	6%	8%	3%	11%	10%	10%	13%	11%	9%	11%	10%	10%	8%	13%	11%	12%	8%	8%	7%	9%	16%	9%	12%	10%	11%	11%	8%
Dissatisfied	9%	9%	8%	9%	11%	8%	10%	7%	10%	8%	10%	9%	8%	10%	10%	7%	9%	8%	9%	12%	5%	10%	13%	7%	6%	17%	10%	12%	7%
Very dissatisfied	5%	3%	7%	3%	2%	4%	4%	5%	4%	4%	5%	4%	5%	5%	3%	4%	4%	4%	5%	5%	3%	6%	5%	3%	5%	6%	4%	5%	4%
Not Aeroplan Member	75%	73%	77%	78%	82%	75%	74%	76%	70%	74%	75%	75%	76%	73%	76%	75%	72%	74%	77%	73%	84%	72%	64%	80%	76%	66%	74%	69%	80%
Top2box	12%	15%	7%	9%	4%	13%	12%	12%	16%	13%	10%	11%	12%	13%	9%	15%	15%	13%	8%	10%	8%	11%	18%	11%	14%	11%	13%	14%	8%
Bottom2box	14%	12%	15%	13%	13%	12%	14%	13%	14%	12%	15%	14%	12%	15%	10%	13%	13%	14%	17%	8%	17%	19%	10%	11%	23%	13%	17%	12%	

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

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Maintaining the same number of points you have during the transition to the new rewards program	13%	13%	8%	13%	12%	13%	15%	11%	13%	12%	13%	13%	12%	12%	13%	12%	12%	13%	13%	13%	8%	12%	19%	10%	11%	18%	11%	16%	12%
Your existing points carrying the same value under the new program	15%	20%	11%	12%	10%	14%	17%	12%	14%	16%	14%	15%	14%	16%	14%	15%	18%	15%	13%	13%	9%	15%	24%	11%	14%	23%	15%	21%	11%
Not being able to fly when you want to	11%	16%	10%	8%	11%	6%	10%	9%	13%	12%	10%	11%	10%	11%	12%	11%	11%	9%	9%	12%	6%	11%	19%	7%	10%	18%	12%	13%	11%
Only being able to fly on Air Canada and no other airlines	10%	10%	11%	9%	8%	9%	12%	8%	6%	10%	10%	9%	9%	11%	9%	9%	11%	10%	10%	11%	5%	11%	16%	8%	9%	15%	10%	13%	5%
Banking institutions not offering rewards through their cards	5%	5%	4%	2%	1%	2%	6%	4%	4%	5%	5%	6%	6%	3%	4%	7%	3%	7%	5%	3%	3%	5%	8%	2%	6%	7%	4%	7%	4%
Other	1%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
None of these	4%	5%	3%	5%	2%	7%	3%	5%	10%	4%	5%	5%	4%	5%	3%	4%	4%	6%	3%	5%	3%	4%	5%	4%	4%	4%	5%	3%	
Not Aeroplan Member	75%	73%	77%	78%	82%	75%	74%	76%	70%	74%	75%	75%	76%	73%	76%	75%	72%	74%	77%	73%	84%	72%	64%	80%	76%	66%	74%	69%	80%

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

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
Spend more points now than I would have	4%	4%	2%	3%	4%	3%	5%	4%	3%	5%	3%	6%	4%	4%	7%	5%	5%	5%	2%	2%	1%	5%	7%	1%	4%	9%	5%	5%	5%
Save more points now than I would have	2%	1%	2%	1%	2%		2%	3%	3%	2%	2%	3%	1%	2%	3%	1%	3%	3%	2%	1%	2%	3%	4%	2%	3%	2%	2%	3%	2%
No change in how I will deal with my points	19%	23%	19%	17%	12%	22%	18%	18%	24%	19%	19%	16%	19%	21%	15%	20%	20%	17%	18%	23%	13%	20%	25%	17%	18%	23%	20%	23%	12%
Not Aeroplan Member	75%	73%	77%	78%	82%	75%	74%	76%	70%	74%	75%	75%	76%	73%	76%	75%	72%	74%	77%	73%	84%	72%	64%	80%	76%	66%	74%	69%	80%

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

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Techn	University+	CPC	Liberal	NDP
A better outcome for Aeroplan members	6%	8%	7%	5%	4%	6%	7%	4%	10%	7%	6%	6%	7%	5%	5%	10%	7%	6%	4%	4%	6%	11%	4%	8%	8%	8%	7%	6%	
A worse outcome for Aeroplan members	5%	4%	4%	2%	3%	2%	5%	5%	4%	6%	3%	6%	5%	3%	8%	7%	4%	5%	3%	2%	2%	5%	8%	2%	4%	9%	5%	7%	3%
No change really, about the same	14%	14%	12%	14%	11%	17%	14%	16%	16%	13%	16%	12%	13%	17%	10%	13%	14%	14%	14%	21%	10%	17%	17%	14%	13%	17%	14%	17%	11%
Not Aeroplan Member	75%	73%	77%	78%	82%	75%	74%	76%	70%	74%	75%	75%	76%	73%	76%	75%	72%	74%	77%	73%	84%	72%	64%	80%	76%	66%	74%	69%	80%