



FOR IMMEDIATE RELEASE

**Contact:**

Tim Sansbury [tim@jzmcbride.com](mailto:tim@jzmcbride.com) 513.231.5115 or  
Will Sikes [will@jzmcbride.com](mailto:will@jzmcbride.com) 513.231.5115

**Over 114 Million Active Canadian Loyalty Program Memberships in First-Ever Measurement of Canadian Loyalty Participation, According to COLLOQUY Research**

*Canadians see value in earning and redeeming - Active memberships per household 50% higher than U.S. counterparts*

TORONTO (April 14, 2009) - Active loyalty program memberships in Canada now total 114.9 million, according COLLOQUY's 2009 Loyalty Marketing Census released today. The study represents the first industry-wide and nationwide accounting of Canadian loyalty programs ever published.

COLLOQUY is a provider of loyalty marketing publishing, education and research operated by Toronto-based LoyaltyOne.

The average Canadian household is active in 9.2 programs, almost 50% higher than the average U.S. household at 6.2 programs. According to the study, the U.S. has 792.8 million total active loyalty program memberships. There are roughly 1 billion inactive U.S. loyalty program memberships. Tabulating inactive Canadian memberships was not included in the scope of this study.

A loyalty program recognizes and rewards customers of a business. COLLOQUY's 2009 Loyalty Census tabulates program members, not unique individuals. Definitions of active memberships varies from company to company; but a typical example is a member that has at least one instance of activity, such as earning points on a purchase or redeeming for a reward, within a 12-month period.

"Canadians are some of the most astute loyalty-conscious consumers," says COLLOQUY Editorial Director Rick Ferguson. "Exposed to popular coalition programs such as the AIR MILES Rewards Program and frequent flier programs like Aeroplan, they are familiar with the options and benefits. The new challenge for loyalty marketers is not so much participation and activating fresh members but rather using customer data to enhance the value proposition, find word-of-mouth champions within the program and win the share-of-customer battle in this competitive market."



AllianceData.

LoyaltyOne

1000 Summit Drive, Suite 200  
Milford, Ohio 45150  
513 248-9184

[colloquy.com](http://colloquy.com)  
[loyalty.com](http://loyalty.com)



The Canadian loyalty landscape is significantly different from the U.S. in that it is dominated by large national multi-merchant coalition and partner airline programs -- the AIR MILES Reward Program and Aeroplan. The loyalty census reveals that AIR MILES has more than 9.5 million active collectors. Aeroplan has 4 million active members.

“Canada is arguably one of the most mature, most penetrated and most sophisticated loyalty markets in the world,” says Kelly Hlavinka, COLLOQUY partner. “The next frontier for loyalty operators is exciting. There is significant opportunity to implement tried and tested Canadian loyalty models in other markets.”

COLLOQUY’s Canadian census numbers are based on information obtained from a variety of loyalty program sources, including existing COLLOQUY archives of known programs, program web sites, sponsor-company press releases, annual report filings, third party publications and research reports. Canadian figures were identified in different business verticals including retail, financial services, travel, gaming, dining, entertainment, other and multi-partner coalition programs.

The full findings, along with complete census data and analysis on the U.S. market can be found in the breakthrough white paper, **The Big Sort: The 2009 COLLOQUY Loyalty Marketing Census**, available for full download here [www.colloquy.com/whitepapers](http://www.colloquy.com/whitepapers). The results will also be presented in a webinar cosponsored by The Direct Marketing Association, June 25, 2009. Registration and information available at <http://www.the-dma.org/seminars/loyaltyweb/20090625.shtml>.

### About COLLOQUY

COLLOQUY comprises a collection of publishing, education and research resources devoted to the global loyalty-marketing industry. COLLOQUY® has served the loyalty-marketing industry since 1990 with over 30,000 global subscribers to its magazine and [www.colloquy.com](http://www.colloquy.com) is the most comprehensive loyalty web site in the world. COLLOQUY’s research division develops consumer and B-to-B research studies and white papers including industry-specific reports, sizing studies and insights into the drivers of consumer behavior. COLLOQUY also provides educational services through workshops, webinars and speeches at events throughout the world and is the official loyalty-marketing partner of both the Direct Marketing Association and the Canadian Marketing Association. COLLOQUY also operates The COLLOQUY Network, a global consortium of practitioners certified in COLLOQUY’s proprietary methodology. COLLOQUY magazine subscriptions are available at no cost to qualified persons at [www.colloquy.com](http://www.colloquy.com) or by calling 513-248-9184.



AllianceData.

LoyaltyOne

1000 Summit Drive, Suite 200  
Milford, Ohio 45150  
513 248-9184

[colloquy.com](http://colloquy.com)  
[loyalty.com](http://loyalty.com)