



Barclaycard Survey: Consumers Frustrated by Inability to Earn Free Travel

According to a recent Harris Interactive online survey commissioned by Barclaycard among 2,407 U.S. adults to understand consumer sentiments about travel rewards programs, one of the biggest issues that travel card users have with their programs is not with the redemption process but being able to earn enough points for travel.

The speed at which a cardmember could earn free travel was among the top features that consumers look for when choosing a travel rewards credit card (42%). However, 47% said they are currently in a program where they are unable to earn points for travel and 40% said they Strongly or Somewhat Agree that it takes too long to earn points for travel. The clear majority said they are frustrated by their inability to earn enough points (74% said they Strongly or Somewhat Agree), and 69% indicated that it was the number one cause for dissatisfaction with their travel rewards card.

Although 84% said they Strongly or Somewhat Agree that travel reward programs are great for savvy or frequent travelers but not good for infrequent travelers, 63% said that they found their current redemption process to be simple and straightforward. In terms of overall dissatisfaction with their travel rewards program, only 19% indicated that this was due to the redemption process being too complicated. Ten percent said that the redemption process wasn't worth the hassle.

"While the industry has done a remarkable job of making the travel rewards redemption process easier, clearly the future focus needs to be on helping consumers earn free travel faster and removing some of the barriers that restrict free travel," said Wilmore. "Arrival was created to allow consumers to receive more value from their everyday purchases and make earning free travel exciting again."

No Annual Fee ranked #1 among the top criteria for selecting a travel rewards credit card (64%), followed by Easy Redemption Process (56%), No Points/Miles Expiration (53%), No Blackout Dates (46%) and How Quickly I Can Earn Free Travel (42%). The ability to redeem points for travel on multiple airlines was also important to travelers (36%), as was the option to use miles for different travel providers, such as hotels, car rentals, cruises, etc. (35%).

The survey revealed other interesting statistics and consumer attitudes toward travel reward credit card programs:

- Overall, 42% said they are only Somewhat Satisfied, and 3% said they are Dissatisfied, with the travel rewards credit card they use most often*
- 68% of those surveyed said they do not even own a travel rewards card*
- 25% of travel reward card holders spend more than \$1,000 per month on their card*
- Of those who travel for business or pleasure, 39% said they travel 1-2 times a year; 26% said they travel 3-4 times a year; and 19% said they travel less than once a year*

- *Of those who have redeemed points or miles for travel, the majority (37%) say they only do so once a year. Forty-eight percent said that they only redeem points every two years or less than two years (24% each, respectively)*

Survey Methodology

This survey was conducted online within the United States by Harris Interactive on behalf of Barclaycard from March 12-14 2013 among 2,047 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Nicole Dye-Anderson at Barclaycard.