

## Retail Week Loyalty Card Survey

### Fieldwork : November 15th-17th 2002

Col percents

Table 1  
**Q.1 Do you have any of the following store loyalty cards?**  
**Base: All respondents**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1000	452	548	65	159	244	189	164	179	186	302	242	270	264	261	248	138	89
Weighted base	1000	490	510	111	192	192	172	131	202	238	277	208	277	266	258	250	137	89
Any card	67%	58%	75%	68%	68%	70%	64%	69%	64%	79%	71%	62%	56%	75%	67%	56%	77%	60%
Tesco Club card	40%	32%	47%	36%	41%	39%	44%	41%	37%	44%	42%	40%	34%	42%	41%	31%	49%	40%
Boots Advantage card	31%	13%	49%	34%	40%	34%	31%	22%	25%	41%	35%	23%	25%	31%	33%	29%	34%	29%
Nectar card	27%	24%	30%	21%	29%	29%	29%	31%	23%	43%	29%	20%	16%	39%	25%	21%	25%	14%
A loyalty card for any other retailer	27%	24%	29%	20%	24%	32%	26%	23%	30%	31%	29%	23%	24%	32%	25%	25%	28%	19%
None of these	33%	42%	25%	32%	32%	30%	36%	31%	36%	21%	29%	38%	44%	25%	33%	44%	23%	40%

## Retail Week Loyalty Card Survey

### Fieldwork : November 15th-17th 2002

Col percents

Table 2

**Q.2 How often do you use your Boots Advantage card when you are able to do so?**

**Base: All respondents with a Boots Advantage card**

	Sex			Age						Social Class				Region					
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	328	61	267	24	64	89	65	38	48	77	108	65	78	87	90	76	46	29	
Weighted base	311	64	248	38	76	66	53	29	50	98	96	49	68	81	85	72	47	26	
Net ever	98%	97%	98%	90%	98%	99%	100%	100%	99%	96%	99%	99%	98%	95%	97%	99%	100%	100%	
Always	(4)	53%	41%	56%	47%	62%	54%	56%	54%	39%	49%	64%	47%	48%	42%	61%	51%	61%	56%
Usually	(3)	18%	27%	16%	22%	20%	19%	16%	11%	17%	25%	12%	19%	16%	17%	24%	14%	13%	
Occasionally	(2)	21%	23%	20%	11%	14%	18%	26%	26%	32%	18%	17%	22%	29%	28%	13%	19%	18%	32%
Rarely	(1)	6%	6%	6%	9%	1%	9%	1%	9%	11%	4%	7%	11%	4%	8%	7%	5%	7%	-
Never	(0)	2%	3%	1%	10%	-	1%	-	-	1%	2%	1%	1%	2%	2%	3%	1%	-	-
Don't know	1%	-	1%	-	2%	-	-	-	-	2%	-	-	-	2%	-	-	-	-	-
Mean	3.16	2.97	3.21	2.88	3.46	3.16	3.27	3.09	2.82	3.16	3.32	3.00	3.05	2.91	3.26	3.20	3.29	3.24	
Standard deviation	1.05	1.08	1.04	1.37	0.80	1.07	0.90	1.10	1.11	1.02	1.03	1.12	1.07	1.13	1.09	0.97	1.01	0.92	
Standard error	0.06	0.14	0.06	0.28	0.10	0.11	0.11	0.18	0.16	0.12	0.10	0.14	0.12	0.12	0.11	0.11	0.15	0.17	

## Retail Week Loyalty Card Survey

### Fieldwork : November 15th-17th 2002

Col percents

Table 3

**Q.2 How often do you use your Nectar card when you are able to do so?****Base: All respondents with a Nectar card**

	Sex			Age						Social Class				Region					
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	282	116	166	15	47	71	59	50	40	81	97	53	51	106	74	55	34	13	
Weighted base	271	120	151	23	55	55	50	40	47	103	81	41	45	105	66	54	34	13	
Net ever	94%	90%	97%	100%	94%	92%	94%	99%	90%	94%	95%	95%	90%	94%	95%	90%	100%	94%	
Always	(4)	58%	49%	66%	61%	59%	60%	61%	61%	50%	60%	62%	53%	54%	57%	63%	45%	78%	42%
Usually	(3)	16%	21%	11%	24%	13%	11%	14%	13%	25%	21%	15%	11%	9%	20%	8%	16%	11%	30%
Occasionally	(2)	17%	17%	18%	15%	22%	15%	15%	21%	15%	12%	16%	25%	24%	14%	19%	28%	9%	13%
Rarely	(1)	3%	3%	3%	-	1%	5%	5%	4%	-	3%	2%	5%	3%	3%	4%	1%	2%	9%
Never	(0)	5%	9%	2%	-	6%	8%	6%	-	8%	6%	5%	3%	6%	4%	5%	10%	-	6%
Don't know	1%	1%	*	-	-	1%	-	1%	2%	-	-	1%	3%	2%	-	1%	-	-	
Mean	3.20	3.00	3.35	3.46	3.18	3.12	3.18	3.33	3.11	3.26	3.27	3.07	3.05	3.25	3.20	2.87	3.65	2.94	
Standard deviation	1.15	1.26	1.02	0.76	1.16	1.30	1.22	0.94	1.20	1.13	1.11	1.17	1.24	1.09	1.21	1.29	0.74	1.24	
Standard error	0.07	0.12	0.08	0.20	0.17	0.15	0.16	0.13	0.19	0.13	0.11	0.16	0.18	0.11	0.14	0.17	0.13	0.34	

## Retail Week Loyalty Card Survey

### Fieldwork : November 15th-17th 2002

Col percents

Table 4  
**Q.2 How often do you use your Tesco Club card when you are able to do so?**  
**Base: All respondents with a Tesco Club card**

	Sex			Age						Social Class				Region					
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	414	143	271	21	67	105	85	67	69	82	131	99	102	125	111	75	67	36	
Weighted base	397	158	239	40	78	76	75	54	75	105	116	83	94	112	105	77	67	36	
Net ever	98%	96%	99%	100%	94%	99%	100%	100%	95%	98%	98%	98%	97%	98%	98%	97%	97%	100%	
Always	(4)	61%	55%	64%	59%	59%	69%	67%	61%	48%	57%	71%	65%	48%	57%	68%	53%	57%	71%
Usually	(3)	16%	20%	13%	19%	13%	10%	14%	19%	24%	23%	10%	9%	20%	19%	17%	17%	7%	17%
Occasionally	(2)	15%	14%	15%	22%	13%	11%	16%	15%	16%	10%	12%	17%	21%	15%	9%	20%	24%	5%
Rarely	(1)	6%	6%	6%	-	9%	9%	3%	6%	8%	8%	5%	6%	7%	6%	4%	7%	8%	8%
Never	(0)	2%	3%	1%	-	6%	1%	-	-	3%	2%	2%	2%	2%	1%	2%	3%	3%	-
Don't know	*	1%	-	-	-	-	-	-	1%	-	-	-	1%	1%	-	-	-	-	
Mean	3.27	3.19	3.33	3.36	3.11	3.37	3.44	3.34	3.08	3.26	3.44	3.29	3.06	3.26	3.46	3.09	3.08	3.52	
Standard deviation	1.06	1.10	1.02	0.83	1.27	1.06	0.89	0.94	1.13	1.04	1.00	1.09	1.09	1.02	0.95	1.14	1.20	0.90	
Standard error	0.05	0.09	0.06	0.18	0.15	0.10	0.10	0.12	0.14	0.12	0.09	0.11	0.11	0.09	0.09	0.13	0.15	0.15	

## Retail Week Loyalty Card Survey

### Fieldwork : November 15th-17th 2002

Col percents

Table 5

**Q.3 Nectar is a loyalty card offered by Debenhams, Sainsburys, BP and Barclaycard. How likely, if at all, do you think you will be to get a Nectar loyalty card in the future?**

**Base: All respondents who don't have a Nectar card**

	Sex			Age						Social Class				Region				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	718	336	382	50	112	173	130	114	139	105	205	189	219	158	187	193	104	76
Weighted base	729	371	359	88	137	137	121	91	154	135	196	167	232	161	192	196	103	76
Net very/ quite	18%	18%	18%	28%	15%	23%	22%	12%	11%	20%	24%	15%	15%	19%	22%	13%	17%	20%
Very	(4)	9%	9%	13%	8%	10%	8%	4%	9%	8%	14%	6%	8%	8%	9%	7%	9%	14%
Quite	(3)	9%	9%	15%	7%	12%	13%	8%	2%	12%	10%	9%	7%	11%	13%	6%	8%	7%
Not very	(2)	16%	17%	15%	23%	17%	19%	16%	15%	25%	15%	15%	12%	13%	19%	17%	15%	15%
Not at all	(1)	55%	56%	55%	40%	60%	47%	51%	66%	48%	51%	58%	62%	55%	48%	62%	56%	55%
Net not very/ not at all		71%	73%	70%	63%	77%	66%	67%	81%	73%	66%	73%	74%	68%	67%	79%	71%	71%
Don't know/ will depend	11%	9%	12%	9%	8%	12%	11%	7%	15%	7%	10%	12%	11%	13%	11%	8%	13%	9%
Mean	1.68	1.68	1.68	2.01	1.60	1.85	1.77	1.47	1.47	1.77	1.85	1.58	1.56	1.68	1.82	1.54	1.65	1.77
Standard deviation	1.01	1.01	1.01	1.09	0.96	1.06	1.03	0.83	0.96	0.96	1.13	0.92	0.97	1.02	1.04	0.91	1.01	1.11
Standard error	0.04	0.06	0.05	0.16	0.10	0.09	0.10	0.08	0.09	0.10	0.08	0.07	0.07	0.09	0.08	0.07	0.11	0.13

## Retail Week Loyalty Card Survey

### Fieldwork : November 15th-17th 2002

Col percents

Table 6

**Q.3 Nectar is a loyalty card offered by Debenhams, Sainsburys, BP and Barclaycard. How likely, if at all, do you think you will be to get a Nectar loyalty card in the future?**

**Base: All respondents**

	Sex			Age						Social Class				Region					
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1000	452	548	65	159	244	189	164	179	186	302	242	270	264	261	248	138	89	
Weighted base	1000	490	510	111	192	192	172	131	202	238	277	208	277	266	258	250	137	89	
Net very/ quite	13%	14%	13%	22%	11%	16%	16%	9%	9%	11%	17%	12%	12%	12%	17%	10%	13%	17%	
Very	(4)	6%	7%	6%	10%	6%	7%	6%	3%	7%	4%	10%	5%	6%	5%	7%	5%	7%	12%
Quite	(3)	7%	7%	7%	12%	5%	9%	10%	6%	2%	7%	7%	7%	6%	7%	10%	5%	6%	6%
Not very	(2)	12%	13%	11%	19%	12%	13%	11%	10%	7%	14%	11%	12%	10%	8%	14%	13%	11%	13%
Not at all	(1)	40%	42%	39%	32%	43%	33%	36%	46%	50%	27%	36%	46%	52%	33%	36%	49%	42%	47%
Net not very/ not at all	52%	55%	49%	50%	55%	47%	47%	56%	57%	42%	47%	59%	62%	41%	50%	62%	53%	61%	
Don't know/ will depend	8%	7%	8%	7%	6%	8%	8%	5%	11%	4%	7%	10%	10%	8%	8%	6%	9%	8%	
Already have a Nectar card	27%	24%	30%	21%	29%	29%	29%	31%	23%	43%	29%	20%	16%	39%	25%	21%	25%	14%	
Mean	1.68	1.68	1.68	2.01	1.60	1.85	1.77	1.47	1.47	1.77	1.85	1.58	1.56	1.68	1.82	1.54	1.65	1.77	
Standard deviation	1.01	1.01	1.01	1.09	0.96	1.06	1.03	0.83	0.96	0.96	1.13	0.92	0.97	1.02	1.04	0.91	1.01	1.11	
Standard error	0.04	0.06	0.05	0.16	0.10	0.09	0.10	0.08	0.09	0.10	0.08	0.07	0.07	0.09	0.08	0.07	0.11	0.13	

## Retail Week Loyalty Card Survey

### Fieldwork : November 15th-17th 2002

Col percents

Table 7

**Q.4 Generally speaking, would you prefer a loyalty card or just lower prices?**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1000	452	548	65	159	244	189	164	179	186	302	242	270	264	261	248	138	89
Weighted base	1000	490	510	111	192	192	172	131	202	238	277	208	277	266	258	250	137	89
Loyalty card	9%	7%	11%	6%	10%	10%	6%	6%	11%	9%	9%	10%	8%	11%	7%	8%	11%	6%
Lower prices	86%	89%	84%	87%	84%	84%	93%	90%	83%	87%	87%	87%	85%	85%	88%	88%	84%	86%
No preference	3%	3%	4%	3%	3%	4%	1%	3%	4%	3%	2%	3%	4%	2%	4%	3%	3%	4%
Don't know/ would depend	2%	2%	2%	3%	3%	2%	-	1%	2%	1%	2%	*	3%	2%	1%	1%	2%	4%

## Retail Week Loyalty Card Survey

### Fieldwork : November 15th-17th 2002

Col percents

Table 7

**Q.4 Generally speaking, would you prefer a loyalty card or just lower prices?****Base: All respondents**

	Q.1 Do you have any of the following store loyalty cards?						
	Total	Any card	Tesco Club card	Boots Advantage card	A loyalty card for any other retailer	Nectar card	None of these
Unweighted base	1000	692	414	328	290	282	308
Weighted base	1000	669	397	311	266	271	331
Loyalty card	9%	12%	14%	15%	14%	17%	2%
Lower prices	86%	83%	80%	81%	83%	78%	93%
No preference	3%	3%	4%	3%	2%	4%	3%
Don't know/ would depend	2%	2%	2%	1%	2%	1%	2%