

Retail Week Loyalty Card Survey

Fieldwork : May 19th-21st 2006

Absolutes/col percents

Table 1

Q.1 How many retailer loyalty cards, such as Boots Advantage, Tesco Clubcard or Nectar card, do you currently own?

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	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	1001	467	534	71	167	204	190	160	209	318	251	150	282	266	262	244	140	89
Weighted base	1001	480	521	110	170	200	170	150	200	250	290	210	250	267	261	246	139	88
None	360 36%	220 46%	139 27%	40 36%	49 29%	63 31%	60 35%	51 34%	98 49%	70 28%	100 35%	74 35%	116 46%	76 29%	90 34%	110 45%	50 36%	34 38%
NET: Any	641 64%	260 54%	381 73%	71 64%	121 71%	138 69%	110 65%	99 66%	102 51%	180 72%	190 65%	136 65%	135 54%	191 71%	171 66%	136 55%	90 64%	54 62%
One	231 23%	108 23%	123 24%	26 24%	46 27%	44 22%	34 20%	39 26%	41 21%	52 21%	64 22%	50 24%	66 26%	61 23%	63 24%	54 22%	34 25%	19 21%
Two	198 20%	80 17%	119 23%	26 24%	40 23%	48 24%	23 14%	35 23%	27 13%	53 21%	69 24%	42 20%	34 14%	61 23%	46 17%	49 20%	23 17%	19 22%
Three	119 12%	47 10%	71 14%	14 13%	19 11%	24 12%	30 17%	15 10%	17 9%	40 16%	37 13%	24 12%	16 7%	42 16%	34 13%	21 8%	14 10%	8 9%
Four	44 4%	11 2%	33 6%	- -	11 6%	12 6%	13 8%	4 3%	5 2%	13 5%	13 4%	13 6%	5 2%	12 5%	15 6%	5 2%	5 4%	6 7%
Five	19 2%	5 1%	14 3%	1 1%	5 3%	3 1%	5 3%	2 1%	3 2%	10 4%	1 *	3 1%	5 2%	7 3%	6 2%	1 *	4 3%	1 1%
Six	12 1%	3 1%	8 2%	1 1%	- -	4 2%	2 1%	3 2%	2 1%	3 1%	4 1%	3 1%	2 1%	2 1%	3 1%	2 1%	5 4%	- -
Seven	1 *	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -
More than seven	13 1%	3 1%	10 2%	2 1%	- -	3 2%	3 1%	1 *	5 2%	5 2%	1 *	1 1%	5 2%	4 1%	4 2%	1 *	3 2%	1 1%
Mean	1.44	1.10	1.76	1.29	1.48	1.62	1.64	1.34	1.21	1.79	1.42	1.43	1.12	1.64	1.52	1.09	1.58	1.34
Standard deviation	1.59	1.38	1.69	1.42	1.34	1.66	1.72	1.41	1.76	1.74	1.43	1.51	1.60	1.57	1.64	1.34	1.86	1.48
Standard error	0.05	0.06	0.07	0.17	0.10	0.12	0.13	0.11	0.12	0.10	0.09	0.12	0.10	0.10	0.10	0.09	0.16	0.16

Prepared by ICM Research



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Base: All respondents

	Total	Loyalty Card	
		Have loyalty card	Do not have loyalty
Unweighted base	1001	641	360
Weighted base	1001	641	360
None	360 36%	-	360 100%
NET: Any	641 64%	641 100%	-
One	231 23%	231 36%	-
Two	198 20%	198 31%	-
Three	119 12%	119 18%	-
Four	44 4%	44 7%	-
Five	19 2%	19 3%	-
Six	12 1%	12 2%	-
Seven	1 *	1 *	-
More than seven	13 1%	13 2%	-
Mean	1.44	2.25	0.00
Standard deviation	1.59	1.45	0.00
Standard error	0.05	0.06	0.00

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Table 2

Q.2 Generally speaking do you know the value of the points on your loyalty cards at the moment?

Base: All respondents who have any retailer loyalty cards

	Sex			Age						Social Class				Region				
	Total	Male	Female	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	641	251	390	44	118	143	121	105	110	229	164	95	153	191	171	135	91	53
Weighted base	641	260	381	71	121	138	110	99	102	180	190	136	135	191	171	136	90	54
Exactly	38 6%	16 6%	22 6%	1 2%	7 5%	11 8%	4 4%	8 9%	6 6%	10 5%	11 6%	8 6%	9 7%	7 4%	12 7%	15 11%	3 3%	1 2%
You have a good idea	136 21%	63 24%	73 19%	12 17%	26 22%	25 18%	29 26%	23 23%	21 20%	43 24%	39 21%	24 18%	30 22%	36 19%	44 26%	24 18%	22 24%	10 18%
You have a rough idea	178 28%	50 19%	128 33%	20 28%	34 28%	38 27%	31 28%	23 23%	33 32%	49 27%	49 26%	39 29%	41 30%	61 32%	39 23%	33 24%	31 34%	14 26%
Have no idea at all	288 45%	130 50%	158 41%	37 53%	55 45%	64 47%	45 41%	43 43%	43 42%	78 43%	90 48%	64 47%	55 41%	85 45%	76 45%	63 46%	34 38%	29 54%
Don't know	2 *	2 1%	* *	- -	- -	- -	* *	2 2%	- -	1 1%	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -

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Table 2

Q.2 Generally speaking do you know the value of the points on your loyalty cards at the moment?

Base: All respondents who have any retailer loyalty cards

	Total	Loyalty Card	
		Have loyalty card	Do not have loyalty
Unweighted base	641	641	-
Weighted base	641	641	-
Exactly	38 6%	38 6%	-
You have a good idea	136 21%	136 21%	-
You have a rough idea	178 28%	178 28%	-
Have no idea at all	288 45%	288 45%	-
Don't know	2 *	2 *	-

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Table 3

Q.3 To what extent - if at all - do retailers' loyalty cards, encourage you to spend more money in their stores?

Base: All respondents who have any retailer loyalty cards

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North England	Wales & South West	Scotland
Unweighted base	641	251	390	44	118	143	121	105	110	229	164	95	153	191	171	135	91	53
Weighted base	641	260	381	71	121	138	110	99	102	180	190	136	135	191	171	136	90	54
NET: Any	213	82	131	35	45	54	37	22	20	67	65	39	42	72	43	47	34	17
	33%	31%	34%	49%	37%	39%	33%	22%	20%	37%	34%	29%	31%	38%	25%	34%	38%	31%
A lot	82	29	53	17	24	18	12	6	5	20	25	15	22	24	12	22	20	4
	13%	11%	14%	24%	20%	13%	11%	6%	5%	11%	13%	11%	16%	13%	7%	16%	22%	7%
A little	131	52	78	18	21	36	25	16	15	47	40	24	20	48	31	25	14	13
	20%	20%	21%	25%	18%	26%	22%	16%	15%	26%	21%	18%	14%	25%	18%	18%	16%	24%
Make no difference	428	178	250	36	76	83	73	77	82	113	125	97	93	118	128	88	56	37
	67%	68%	66%	51%	63%	61%	67%	78%	80%	63%	66%	71%	69%	62%	75%	65%	62%	69%
Don't know	1	1	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-	-
	*	*	-	-	-	-	-	1%	-	*	-	-	-	-	-	*	-	-

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Q.3 To what extent - if at all - do retailers' loyalty cards, encourage you to spend more money in their stores?

Base: All respondents who have any retailer loyalty cards

	Total	Loyalty Card	
		Have loyalty card	Do not have loyalty
Unweighted base	641	641	-
Weighted base	641	641	-
NET: Any	213 33%	213 33%	-
A lot	82 13%	82 13%	-
A little	131 20%	131 20%	-
Make no difference	428 67%	428 67%	-
Don't know	1 *	1 *	-

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Table 4
Q.4 Which of the following do you consider loyalty cards to be?
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	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	1001	467	534	71	167	204	190	160	209	318	251	150	282	266	262	244	140	89
Weighted base	1001	480	521	110	170	200	170	150	200	250	290	210	250	267	261	246	139	88
A data collection tool for businesses	592 59%	306 64%	286 55%	74 67%	110 65%	125 62%	102 60%	91 61%	90 45%	178 71%	181 62%	121 58%	112 45%	174 65%	154 59%	126 51%	85 61%	53 60%
An excellent way of receiving vouchers or buying products at discount	526 53%	216 45%	311 60%	78 71%	104 61%	115 58%	91 54%	70 46%	68 34%	128 51%	159 55%	114 54%	126 50%	146 55%	136 52%	126 51%	75 54%	43 48%
A waste of time	425 42%	245 51%	180 34%	40 36%	50 30%	85 42%	67 39%	65 43%	117 59%	95 38%	119 41%	94 45%	117 47%	93 35%	114 44%	116 47%	64 46%	37 42%
None of these	39 4%	18 4%	21 4%	4 3%	4 3%	6 3%	3 2%	7 5%	15 7%	7 3%	12 4%	7 3%	13 5%	7 3%	11 4%	12 5%	3 2%	5 6%
Don't know	10 1%	4 1%	6 1%	- -	1 *	1 *	2 1%	1 1%	5 3%	2 1%	1 *	2 1%	4 2%	2 1%	3 1%	3 1%	2 1%	- -

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Table 4
Q.4 Which of the following do you consider loyalty cards to be?
Base: All respondents

	Total	Loyalty Card	
		Have loyalty card	Do not have loyalty
Unweighted base	1001	641	360
Weighted base	1001	641	360
A data collection tool for businesses	592 59%	400 62%	192 53%
An excellent way of receiving vouchers or buying products at discount	526 53%	412 64%	114 32%
A waste of time	425 42%	178 28%	247 69%
None of these	39 4%	23 4%	16 4%
Don't know	10 1%	6 1%	4 1%

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Table 5
Classification
Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	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	1001	467	534	71	167	204	190	160	209	318	251	150	282	266	262	244	140	89
Weighted base	1001	480	521	110	170	200	170	150	200	250	290	210	250	267	261	246	139	88
Sex																		
Male	480 48%	480 100%	-	45 41%	74 44%	93 47%	91 53%	72 48%	106 53%	135 54%	130 45%	104 49%	112 45%	125 47%	125 48%	115 47%	74 53%	42 48%
Female	521 52%	-	521 100%	65 59%	96 56%	107 53%	80 47%	79 52%	94 47%	115 46%	160 55%	107 51%	139 55%	142 53%	136 52%	131 53%	66 47%	46 52%
Age																		
18-24	(21) 11%	110 9%	45 13%	65 100%	110 -	-	-	-	-	27 11%	43 15%	24 11%	16 6%	39 15%	25 9%	28 11%	9 7%	9 11%
25-34	(29.5) 17%	170 15%	74 18%	96 -	-	170 100%	-	-	-	47 19%	55 19%	41 19%	28 11%	51 19%	44 17%	44 18%	13 9%	18 20%
35-44	(39.5) 20%	200 19%	93 21%	107 -	-	-	200 100%	-	-	55 22%	63 22%	38 18%	44 18%	63 24%	57 22%	44 18%	20 15%	16 18%
45-54	(49.5) 17%	170 19%	91 15%	80 -	-	-	-	170 100%	-	53 21%	46 16%	43 20%	28 11%	42 16%	36 14%	45 18%	33 24%	14 16%
55-64	(59.5) 15%	150 15%	72 15%	79 15%	-	-	-	-	150 100%	31 12%	46 16%	29 14%	44 18%	32 12%	49 19%	36 15%	25 18%	8 9%
65+	(70) 20%	200 22%	106 18%	94 -	-	-	-	-	200 100%	36 15%	38 13%	36 17%	91 36%	39 15%	50 19%	50 20%	39 28%	23 26%
Average age	46.57	47.83	45.41	21.00	29.50	39.50	49.50	59.50	70.00	44.68	43.58	45.45	52.85	43.33	47.10	46.47	51.75	46.86

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Table 5
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Base: All respondents

	<u>Sex</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
Weighted base	1001	480	521	110	170	200	170	150	200	250	290	210	250	267	261	246	139	88
<u>Social Class</u>																		
AB	250 25%	135 28%	115 22%	27 24%	47 28%	55 27%	53 31%	31 21%	36 18%	250 100%	-	-	-	81 30%	64 24%	47 19%	37 27%	21 24%
C1	290 29%	130 27%	160 31%	43 39%	55 32%	63 32%	46 27%	46 30%	38 19%	-	290 100%	-	-	83 31%	79 30%	79 32%	26 19%	23 26%
C2	210 21%	104 22%	107 20%	24 22%	41 24%	38 19%	43 25%	29 19%	36 18%	-	-	210 100%	-	53 20%	51 20%	49 20%	37 26%	19 22%
DE	250 25%	112 23%	139 27%	16 15%	28 16%	44 22%	28 16%	44 29%	91 45%	-	-	-	250 100%	49 18%	67 26%	71 29%	39 28%	24 28%
<u>Region</u>																		
North	334 33%	157 33%	177 34%	37 34%	62 37%	59 30%	59 35%	44 29%	72 36%	68 27%	102 35%	69 33%	95 38%	-	-	246 100%	-	88 100%
Midlands	312 31%	152 32%	160 31%	30 27%	47 28%	65 32%	46 27%	59 39%	66 33%	75 30%	90 31%	65 31%	83 33%	-	261 100%	-	51 37%	-
South	355 35%	172 36%	184 35%	43 39%	61 36%	76 38%	65 38%	47 32%	62 31%	107 43%	99 34%	77 37%	72 29%	267 100%	-	-	88 63%	-

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Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	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
Weighted base	1001	480	521	110	170	200	170	150	200	250	290	210	250	267	261	246	139	88
<u>Working status</u>																		
Full-time	444	261	183	31	110	129	113	56	4	143	155	103	43	134	111	110	56	33
	44%	54%	35%	28%	65%	64%	67%	37%	2%	57%	54%	49%	17%	50%	42%	45%	40%	37%
Part-time	112	29	84	21	20	20	26	16	9	30	39	26	17	36	26	28	12	10
	11%	6%	16%	19%	12%	10%	15%	11%	4%	12%	13%	12%	7%	13%	10%	12%	8%	11%
Not working but seeking work or temporarily unemployed/sick	65	31	34	16	14	19	5	7	4	7	6	19	32	11	17	19	12	6
	6%	7%	6%	15%	8%	9%	3%	5%	2%	3%	2%	9%	13%	4%	7%	8%	9%	7%
Not working/not seeking work	75	16	59	4	22	21	14	12	2	15	9	19	32	22	21	14	13	5
	8%	3%	11%	4%	13%	11%	8%	8%	1%	6%	3%	9%	13%	8%	8%	6%	9%	6%
Retired	251	116	134	-	-	5	8	58	179	43	52	39	117	47	69	61	44	28
	25%	24%	26%	-	-	3%	5%	38%	90%	17%	18%	19%	47%	18%	27%	25%	32%	32%
Student	41	17	24	35	3	2	-	-	-	7	27	5	2	13	14	9	-	4
	4%	4%	5%	32%	2%	1%	-	-	-	3%	9%	2%	1%	5%	5%	4%	-	5%
Refused	13	10	3	3	-	4	3	1	3	5	1	-	7	3	2	4	2	1
	1%	2%	1%	3%	-	2%	2%	*	1%	2%	*	-	3%	1%	1%	2%	2%	2%

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	Total	Male	Female	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
Weighted base	1001	480	521	110	170	200	170	150	200	250	290	210	250	267	261	246	139	88
Tenure																		
Own outright	321 32%	177 37%	143 28%	20 19%	19 11%	28 14%	39 23%	84 56%	130 65%	89 36%	90 31%	60 28%	82 33%	69 26%	93 36%	82 33%	51 36%	25 28%
Own with a mortgage	410 41%	186 39%	223 43%	44 40%	89 52%	121 60%	99 58%	43 28%	15 7%	129 52%	134 46%	99 47%	49 19%	118 44%	105 40%	106 43%	48 34%	34 39%
Council	130 13%	49 10%	81 16%	17 16%	26 15%	30 15%	10 6%	15 10%	33 16%	5 2%	26 9%	31 15%	68 27%	33 13%	33 13%	28 11%	19 13%	18 20%
Housing Assoc.	35 3%	15 3%	19 4%	4 4%	5 3%	6 3%	6 4%	3 2%	10 5%	4 2%	7 2%	5 2%	18 7%	12 5%	6 2%	7 3%	7 5%	2 2%
Rented from someone else	77 8%	36 8%	40 8%	18 16%	28 16%	11 5%	11 6%	5 3%	5 3%	14 6%	30 10%	13 6%	19 8%	24 9%	19 7%	16 7%	12 8%	6 6%
Rent free	6 1%	3 1%	3 1%	1 1%	2 1%	- -	1 *	* *	2 1%	2 1%	- -	- -	4 2%	2 1%	1 *	1 *	1 1%	1 1%
Refused	23 2%	13 3%	10 2%	6 6%	2 1%	5 2%	5 3%	1 *	5 3%	7 3%	4 1%	3 1%	10 4%	9 3%	3 1%	6 2%	3 2%	3 3%

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	Sex			Age						Social Class				Region				
	Total	Male	Female	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
Weighted base	1001	480	521	110	170	200	170	150	200	250	290	210	250	267	261	246	139	88
<u>Foreign Holiday in last 3 years</u>																		
Yes	621	299	322	68	118	132	115	97	91	204	183	129	105	192	150	151	81	46
	62%	62%	62%	62%	69%	66%	68%	64%	45%	82%	63%	61%	42%	72%	58%	61%	58%	53%
No	380	182	199	42	53	68	55	54	109	46	108	82	146	74	111	95	59	42
	38%	38%	38%	38%	31%	34%	32%	36%	55%	18%	37%	39%	58%	28%	42%	39%	42%	47%
<u>Number of cars</u>																		
None	202	87	116	24	38	29	24	23	64	25	61	29	88	56	39	59	24	25
	20%	18%	22%	22%	22%	15%	14%	15%	32%	10%	21%	14%	35%	21%	15%	24%	17%	29%
1	435	217	218	31	58	91	65	77	113	94	127	91	123	116	119	105	58	37
	44%	45%	42%	28%	34%	46%	38%	51%	57%	38%	44%	43%	49%	44%	46%	43%	42%	42%
2	282	139	144	32	65	66	60	37	22	103	70	77	32	70	82	61	48	21
	28%	29%	28%	29%	38%	33%	35%	25%	11%	41%	24%	37%	13%	26%	31%	25%	35%	24%
3+	81	37	44	22	9	13	21	13	2	29	33	13	7	25	21	20	10	5
	8%	8%	8%	20%	6%	7%	12%	9%	1%	11%	11%	6%	3%	9%	8%	8%	7%	6%

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Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	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
Weighted base	1001	480	521	110	170	200	170	150	200	250	290	210	250	267	261	246	139	88
<u>Internet Access</u>																		
At all	667 67%	326 68%	341 66%	93 84%	134 78%	168 84%	138 81%	82 55%	53 26%	211 84%	227 78%	135 64%	95 38%	203 76%	166 63%	163 66%	84 60%	52 59%
At home (net)	574 57%	283 59%	291 56%	79 71%	107 63%	143 71%	121 71%	75 50%	49 24%	190 76%	195 67%	113 54%	76 30%	179 67%	145 55%	137 56%	73 52%	41 46%
At work (net)	303 30%	169 35%	134 26%	28 25%	77 45%	89 45%	68 40%	34 23%	6 3%	127 51%	117 40%	43 20%	17 7%	106 40%	63 24%	81 33%	36 26%	18 20%
At home	328 33%	145 30%	183 35%	54 49%	45 27%	71 35%	68 40%	47 32%	43 22%	78 31%	101 35%	83 39%	66 26%	92 34%	89 34%	77 31%	45 32%	25 29%
At work	57 6%	31 6%	26 5%	3 3%	15 9%	17 8%	15 9%	6 4%	1 *	14 6%	23 8%	13 6%	7 3%	18 7%	8 3%	21 9%	8 6%	3 3%
Both at home and at work	246 25%	138 29%	107 21%	25 23%	62 37%	72 36%	53 31%	28 18%	5 3%	112 45%	94 32%	30 14%	10 4%	88 33%	56 21%	59 24%	28 20%	15 17%
Somewhere else	36 4%	12 2%	24 5%	11 10%	11 6%	8 4%	1 1%	1 1%	4 2%	6 2%	9 3%	9 4%	12 5%	6 2%	13 5%	5 2%	3 2%	8 9%
Not at all	332 33%	154 32%	179 34%	16 15%	36 21%	33 16%	32 19%	68 45%	147 74%	38 15%	64 22%	75 36%	155 62%	63 24%	95 37%	83 34%	55 39%	36 41%
Refused	2 *	1 *	1 *	1 1%	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	1 *	- -	- -	1 1%	- -

Retail Week Loyalty Card Survey

Fieldwork : May 19th-21st 2006

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Sex		Age							Social Class				Region				
	Total	Male	Female	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
Weighted base	1001	480	521	110	170	200	170	150	200	250	290	210	250	267	261	246	139	88
<u>Age Finished Full Time Education</u>																		
Up to 15	218 22%	111 23%	108 21%	6 6%	6 3%	12 6%	24 14%	61 41%	108 54%	24 10%	39 14%	50 24%	105 42%	42 16%	60 23%	60 25%	35 25%	21 24%
16	255 25%	123 26%	131 25%	24 22%	50 29%	69 34%	39 23%	36 24%	37 18%	40 16%	68 24%	72 34%	74 30%	41 15%	77 29%	78 32%	38 27%	20 23%
17	69 7%	25 5%	44 8%	6 5%	9 6%	16 8%	18 10%	13 8%	7 4%	16 6%	23 8%	14 6%	16 6%	23 8%	19 7%	10 4%	14 10%	3 4%
18	112 11%	48 10%	64 12%	16 14%	25 15%	21 11%	22 13%	16 11%	12 6%	34 14%	35 12%	29 14%	14 6%	40 15%	18 7%	25 10%	16 11%	14 16%
19 or over	288 29%	148 31%	140 27%	20 18%	75 44%	75 38%	63 37%	22 15%	32 16%	122 49%	90 31%	44 21%	31 12%	103 39%	74 28%	56 23%	34 25%	21 24%
Still in full time education	42 4%	15 3%	26 5%	35 32%	3 2%	1 1%	1 1%	2 1%	-	10 4%	31 11%	1 *	-	11 4%	11 4%	13 5%	1 1%	6 7%
Had no full time education	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	1 *	-	1 *	-	-	-
Refused	17 2%	9 2%	8 2%	3 3%	3 2%	4 2%	3 2%	-	4 2%	4 2%	3 1%	-	10 4%	7 3%	2 1%	4 2%	2 1%	2 3%

Retail Week Loyalty Card Survey

Fieldwork : May 19th-21st 2006

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	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
Weighted base	1001	480	521	110	170	200	170	150	200	250	290	210	250	267	261	246	139	88
<u>Marital Status</u>																		
Single	277 28%	149 31%	127 24%	81 74%	65 38%	52 26%	32 19%	20 13%	26 13%	59 24%	105 36%	52 25%	60 24%	90 34%	58 22%	77 31%	22 16%	30 34%
Married/ co-habiting	529 53%	240 50%	289 55%	29 26%	92 54%	121 61%	107 63%	98 65%	81 41%	161 64%	137 47%	121 57%	110 44%	133 50%	147 56%	125 51%	85 61%	38 44%
Widowed/ separated/ divorced	193 19%	91 19%	102 20%	- -	12 7%	25 12%	31 18%	33 22%	93 46%	30 12%	48 16%	36 17%	79 32%	42 16%	55 21%	44 18%	32 23%	20 22%
Refused	2 *	- -	2 *	- -	- -	1 1%	- -	- -	1 *	- -	- -	1 1%	1 *	2 1%	- -	- -	- -	- -
<u>Children</u>																		
None aged 18 or under	688 69%	345 72%	343 66%	93 85%	96 56%	57 28%	107 63%	142 95%	194 97%	162 65%	210 72%	139 66%	177 71%	174 65%	180 69%	178 72%	94 68%	62 71%
NET: Yes	293 29%	122 25%	170 33%	14 12%	72 42%	137 69%	60 35%	7 5%	2 1%	82 33%	78 27%	68 32%	64 26%	85 32%	78 30%	64 26%	42 30%	24 27%
NET: Yes any aged 15 or under	262 26%	106 22%	156 30%	14 12%	72 42%	130 65%	44 26%	3 2%	- -	72 29%	69 24%	64 31%	57 23%	78 29%	69 26%	56 23%	41 29%	19 22%
- Aged under 5	96 10%	28 6%	68 13%	10 9%	42 25%	40 20%	3 2%	- -	- -	30 12%	20 7%	22 11%	23 9%	34 13%	27 10%	18 7%	10 7%	6 7%
- Aged 5-10	123 12%	53 11%	70 13%	3 3%	40 23%	61 30%	18 11%	- -	- -	37 15%	38 13%	26 12%	22 9%	36 14%	28 11%	30 12%	18 13%	10 12%
- Aged 11-15	134 13%	58 12%	76 15%	- -	15 9%	79 39%	38 22%	3 2%	- -	29 12%	41 14%	33 16%	31 12%	35 13%	40 15%	25 10%	27 20%	6 7%
- Aged 16-18	75 7%	34 7%	40 8%	1 1%	2 1%	39 19%	26 15%	4 3%	2 1%	21 8%	17 6%	16 8%	21 8%	17 7%	23 9%	17 7%	12 8%	6 7%
Refused	20 2%	13 3%	7 1%	3 3%	2 1%	6 3%	3 2%	1 1%	4 2%	6 2%	2 1%	3 1%	9 4%	8 3%	3 1%	4 2%	3 2%	2 2%

Prepared by ICM Research



Retail Week Loyalty Card Survey

Fieldwork : May 19th-21st 2006

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North England	Wales & South West	Scotland
Weighted base	1001	480	521	110	170	200	170	150	200	250	290	210	250	267	261	246	139	88
<u>Grocery shopping status</u>																		
I am the main grocery shopper in the household	726 73%	282 59%	444 85%	51 46%	138 81%	140 70%	125 74%	107 71%	166 83%	162 65%	211 73%	154 73%	199 80%	191 72%	191 73%	175 71%	98 71%	72 82%
I regularly do the main grocery shop	718 72%	300 62%	418 80%	62 56%	126 74%	129 64%	134 79%	104 69%	163 81%	165 66%	209 72%	152 72%	192 77%	188 71%	195 75%	163 66%	102 73%	70 79%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	726 73%	328 68%	398 76%	79 72%	115 67%	134 67%	135 79%	107 72%	156 78%	177 71%	213 73%	145 69%	191 76%	188 71%	190 73%	174 71%	107 77%	67 76%
I do not do grocery shopping	105 10%	80 17%	24 5%	16 14%	13 8%	24 12%	14 8%	24 16%	14 7%	36 14%	32 11%	22 10%	15 6%	27 10%	31 12%	25 10%	14 10%	8 9%
Refused	11 1%	8 2%	2 *	3 3%	- -	4 2%	1 1%	- -	2 1%	4 2%	1 *	- -	5 2%	3 1%	2 1%	3 1%	2 1%	1 1%

Retail Week Loyalty Card Survey
Fieldwork : May 19th-21st 2006

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Total	Loyalty Card	
		Have loyalty card	Do not have loyalty
Unweighted base	1001	641	360
Weighted base	1001	641	360
<u>Sex</u>			
Male	480 48%	260 41%	220 61%
Female	521 52%	381 59%	139 39%
<u>Age</u>			
18-24	(21) 110 11%	71 11%	40 11%
25-34	(29.5) 170 17%	121 19%	49 14%
35-44	(39.5) 200 20%	138 21%	63 17%
45-54	(49.5) 170 17%	110 17%	60 17%
55-64	(59.5) 150 15%	99 15%	51 14%
65+	(70) 200 20%	102 16%	98 27%
Average age	46.57	45.25	48.91

Retail Week Loyalty Card Survey

Fieldwork : May 19th-21st 2006

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Total	Loyalty Card	
		Have loyalty card	Do not have loyalty
Weighted base	1001	641	360
<u>Social Class</u>			
AB	250 25%	180 28%	70 19%
C1	290 29%	190 30%	100 28%
C2	210 21%	136 21%	74 21%
DE	250 25%	135 21%	116 32%
<u>Region</u>			
North	334 33%	190 30%	144 40%
Midlands	312 31%	202 32%	110 31%
South	355 35%	249 39%	106 29%

Retail Week Loyalty Card Survey
Fieldwork : May 19th-21st 2006

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Total	Loyalty Card	
		Have loyalty card	Do not have loyalty
Weighted base	1001	641	360
<u>Working status</u>			
Full-time	444 44%	298 46%	146 41%
Part-time	112 11%	86 13%	26 7%
Not working but seeking work or temporarily unemployed/sick	65 6%	39 6%	26 7%
Not working/not seeking work	75 8%	49 8%	27 7%
Retired	251 25%	135 21%	115 32%
Student	41 4%	26 4%	14 4%
Refused	13 1%	7 1%	6 2%

Retail Week Loyalty Card Survey
Fieldwork : May 19th-21st 2006

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Total	Loyalty Card	
		Have loyalty card	Do not have loyalty
Weighted base	1001	641	360
<u>Tenure</u>			
Own outright	321 32%	188 29%	133 37%
Own with a mortgage	410 41%	300 47%	110 30%
Council	130 13%	64 10%	66 18%
Housing Assoc.	35 3%	19 3%	15 4%
Rented from someone else	77 8%	55 9%	22 6%
Rent free	6 1%	2 *	3 1%
Refused	23 2%	13 2%	10 3%

Retail Week Loyalty Card Survey
Fieldwork : May 19th-21st 2006

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Total	Loyalty Card	
		Have loyalty card	Do not have loyalty
Weighted base	1001	641	360
<u>Foreign Holiday in last 3 years</u>			
Yes	621 62%	422 66%	199 55%
No	380 38%	219 34%	161 45%
<u>Number of cars</u>			
None	202 20%	92 14%	110 31%
1	435 44%	274 43%	162 45%
2	282 28%	218 34%	65 18%
3+	81 8%	58 9%	23 6%

Retail Week Loyalty Card Survey
Fieldwork : May 19th-21st 2006

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Total	Loyalty Card	
		Have loyalty card	Do not have loyalty
Weighted base	1001	641	360
<u>Internet Access</u>			
At all	667 67%	464 72%	203 56%
At home (net)	574 57%	402 63%	172 48%
At work (net)	303 30%	220 34%	83 23%
At home	328 33%	218 34%	110 31%
At work	57 6%	37 6%	20 6%
Both at home and at work	246 25%	183 29%	63 17%
Somewhere else	36 4%	26 4%	10 3%
Not at all	332 33%	176 27%	156 43%
Refused	2 *	1 *	1 *

Retail Week Loyalty Card Survey
Fieldwork : May 19th-21st 2006

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Total	Loyalty Card	
		Have loyalty card	Do not have loyalty
Weighted base	1001	641	360
<u>Age Finished Full Time Education</u>			
Up to 15	218 22%	112 18%	106 29%
16	255 25%	156 24%	99 27%
17	69 7%	45 7%	24 7%
18	112 11%	90 14%	23 6%
19 or over	288 29%	204 32%	84 23%
Still in full time education	42 4%	27 4%	14 4%
Had no full time education	1 *	- -	1 *
Refused	17 2%	8 1%	9 3%

Retail Week Loyalty Card Survey

Fieldwork : May 19th-21st 2006

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Total	Loyalty Card	
		Have loyalty card	Do not have loyalty
Weighted base	1001	641	360
<u>Marital Status</u>			
Single	277 28%	158 25%	119 33%
Married/ co-habiting	529 53%	367 57%	162 45%
Widowed/ separated/ divorced	193 19%	115 18%	78 22%
Refused	2 *	1 *	1 *
<u>Children</u>			
None aged 18 or under	688 69%	413 64%	275 76%
NET: Yes	293 29%	215 33%	78 22%
NET: Yes any aged 15 or under	262 26%	195 30%	68 19%
- Aged under 5	96 10%	76 12%	19 5%
- Aged 5-10	123 12%	91 14%	32 9%
- Aged 11-15	134 13%	98 15%	36 10%
- Aged 16-18	75 7%	52 8%	22 6%
Refused	20 2%	13 2%	7 2%

Retail Week Loyalty Card Survey

Fieldwork : May 19th-21st 2006

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Total	Loyalty Card	
		Have loyalty card	Do not have loyalty
Weighted base	1001	641	360
<u>Grocery shopping status</u>			
I am the main grocery shopper in the household	726 73%	488 76%	238 66%
I regularly do the main grocery shop	718 72%	478 75%	240 67%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	726 73%	471 74%	255 71%
I do not do grocery shopping	105 10%	50 8%	54 15%
Refused	11 1%	6 1%	5 1%