

// STATS & FACTS //

SUPER FLORAL / MARCH 2018



Rewards and Loyalty Programs

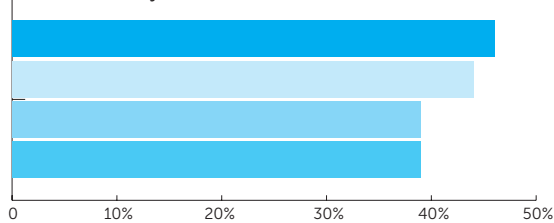
Ninety-two percent of consumers belong to at least one rewards/loyalty program and, on average, belong to 6.7 programs. Grocery stores, at 63 percent, and drugstores, at 57 percent, top the list of most popular retailer loyalty rewards programs.

Check out these statistics, from **Vantiv/Worldpay** about rewards/loyalty programs to help you shape yours (or create one) that is more likely to spur repeat purchases.

TOP LIKES AND DISLIKES

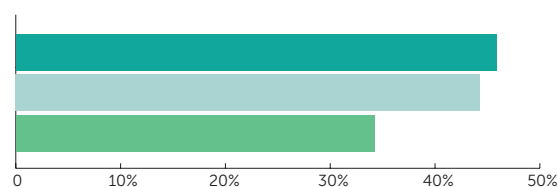
Top Reasons for Joining Rewards/Loyalty Programs

- Automatic discounts at time of purchase (46%)
- Free shipping or delivery (44%)
- Points accumulated for free merchandise (39%)
- Members only discounts (39%)



Top Complaints About Loyalty/Reward Programs

- Amount of spending required to reach a reward is too high (45%)
- Rewards that expire before they can be used (43%)
- Rewards that are hard to use due to restrictions (34%)



TARGET WOMEN

Women 7.6

Men 5.9

How Many Programs: Women Versus Men

- Women belong to an average of 7.6 programs
- Men belong to an average of 5.9 programs

73% Women

54% Men

Who Belongs to Grocery Store Programs: Women Versus Men

- 73% of women belong to reward/loyalty programs at grocery stores
- 54% men belong to reward/loyalty programs at grocery stores

66 PERCENT

Membership in rewards/loyalty programs influences where 66 percent of consumers shop.

65 PERCENT

Membership in rewards/loyalty programs influences how frequently 65 percent of consumers shop.