

# UK Consumer Insight Index

## Research into the changing loyalty landscape

The truth about consumers attitudes towards loyalty schemes, rewards and retailers



**85%**

of shoppers are **more likely to shop** with a retailer if it offers a loyalty scheme



**66%**

are **more likely to engage** with a retailer if they can use its loyalty scheme digitally



**60%**

avoid a retailer if it doesn't have a loyalty scheme



**74%**

of shoppers **want personalised, relevant offers** to keep them loyal



**64%**

of shoppers are **likely to share their personal data** in order to get personalised, relevant offers



**76%**

of consumers say coupons **change the way they shop**



**40%**

of shoppers **expect a coupon** when they shop

For more stats, download your copy of the [UK Consumer Insight Index](#)

Ecrebo commissioned independent research company Censuswide to conduct research into the consumer mindset regarding retail loyalty. The research company conducted an online survey across a sample of 1,092 adults in the UK across age groups. The interviews were conducted between 03-07 November 2017.

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