

YouGov

A woman with long dark hair, wearing a red turtleneck sweater, is smiling as she uses a payment terminal. She is standing behind a counter in a bright, modern cafe or office space. The background shows wooden pillars, large windows, and other people working. A semi-transparent dark grey overlay covers the bottom left corner of the image.

**YouGov Framework:
Attitudes to brand loyalty
in the UK**

Loyalty programme members also more likely to recommend brands

Loyalty programmes are one of the most common marketing instruments used by retail brands. While most schemes are built to incentivise repeat custom and capture data, we've also identified a strong side-benefit. A significant proportion of customers say they are more likely to recommend a brand once they are a member of its loyalty programme.

Using data from YouGov Profiles, YouGov has developed a framework to explore this tendency. The framework drills deeper to understand the make-up and general traits of core consumer groups, which are defined on the basis of their likelihood to subscribe to loyalty programmes and to recommend brands.



YouGov Framework: Attitudes to brand loyalty in the UK

Total GB population: 52.4 million

"I am more likely to recommend brands when I am a member of their loyalty programme"

Agree

Neither

Disagree

"I subscribe to loyalty programmes each time I'm given the opportunity"

Agree

Super Promoter
20% (c.10.5m)

Quietly Loyal
18% (c.9.2m)

Neither

Cautious Promoter
14% (c.7.3m)

Lone Wolf
49% (c.25.4m)

Disagree

Framework methodology

The market size for this framework was calculated using a total adult population in Britain of 52.4m.

Segment	Population	% Nat rep
Super Promoter	10.5 million	20%
Quietly Loyal	9.2 million	18%
Cautious Promoter	7.3 million	14%
Lone Wolf	25.4 million	49%

Segment definitions:

Super Promoter: This group subscribes to loyalty programmes each time they are given the opportunity and are more likely to recommend brands when they are a member of their loyalty programme.

Quietly Loyal: This group features consumers who subscribe to loyalty programmes each time they are given the opportunity but aren't more likely to recommend those brands.

Cautious Promoter: While this group is a little more choosy - they don't subscribe to loyalty programmes each time an opportunity comes up - Cautious Promoters are more likely to recommend brands whose programmes they are subscribed to.

Lone Wolf: This category, which represents almost half the British population, features those who don't readily subscribe to loyalty programmes and nor are they more likely to recommend the brands that they subscribe to. Due to the size of this segment, it has not been profiled for this framework. However, if you are interested in learning more about how we can break this segment down further, please [get in touch](#).

Super Promoter: audience profile

c.10.5m (20%)



42%
Millennial
(vs 31%)



30%
parent of a child
under 18 (vs 23%)



51%
say they enjoy visiting shopping
malls / high street stores in their
free time (vs 42%)



35%
say they spend a lot on clothes
(vs 19%)



84%
say 'I do have favourite
brands, but if a brand is on
offer I'll buy that instead'
(vs 70%)



46%
say they notice branded
emails from retailers
(vs 35%)



42%
buy facial cleansing products
(e.g cleanser, exfoliator etc)
(vs 33%)



30%
say they notice direct mail
(vs 20%)

Quietly Loyal: audience profile

c.9.2m (18%)



64%
Female
(vs 52%)



32%
Baby boomer
(vs 26%)



75%
say 'Whenever I shop I make sure I
utilise all sales, coupons, and deals'
(vs 64%)



90%
say 'I am always on the
lookout for special offers'
(vs 83%)



24%
Drink squash / cordials
(vs 14%)



47%
Currently subscribe to a pharmacy
loyalty programme
(vs 28%)



12%
Are not on any social
networks
(vs 8%)



32%
Are heavy TV watchers
(vs 28%)

Cautious Promoter: audience profile

c.7.3m (14%)



54%
Male
(vs 48%)



43%
Millennial
(vs 31%)

YouGov



76%
say 'I am more loyal to brand that I am a loyalty member of'
(vs 41%)



66%
say 'I am excited to generally spend more when travelling'
(vs 53%)



43%
Have a games console at home
(vs 32%)



31%
Watch TV on their smartphone
(vs 25%)



82%
Are heavy social media users
(vs 72%)



16%
Say 'Social networks are my main source of news'
(vs 11%)

The data in this framework was sourced from YouGov Profiles.

YouGov Profiles makes it simple to find and **understand the audience that matters most to you**. It gives you the power to build and customize a portrait of your consumers' entire world with unrivaled granularity.

Our profiling database gives you access to **hundreds of thousands of demographic, psychographic, attitudinal and behavioural consumer metrics**.

[Request a demo](#)

YouGov Profiles



Over 300,000 highly engaged GB panellists (18+)



Dataset updated weekly



Access to over 300,000 data variables



Global Variables – 100% square across 50,000 panellists on the 10,000 most used variables



Passively tracked data



Re-contactable respondents