

# Ipsos Supermarket loyalty cards polling

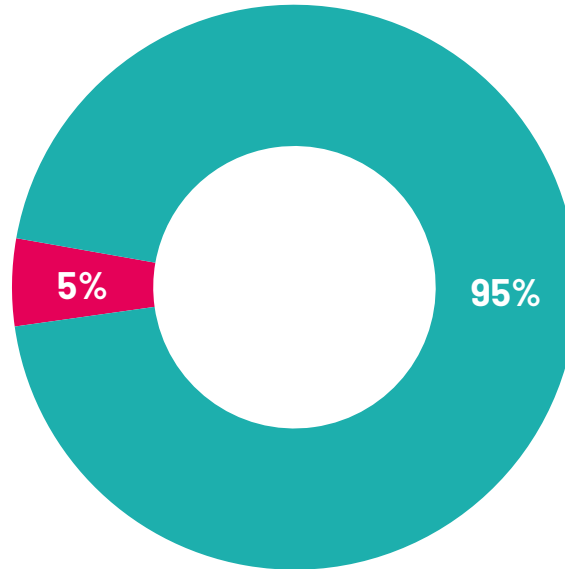
April 2025



# Are we really loyal to our supermarket?

Nearly 4 in 5 of us have used multiple supermarket loyalty cards in the P12M

## Access



- Do not own any supermarket loyalty cards
- Own at least one supermarket loyalty card

## Usage

Used none

1%

Used one card only

21%

Used more than one card

79%

Used 5 or more

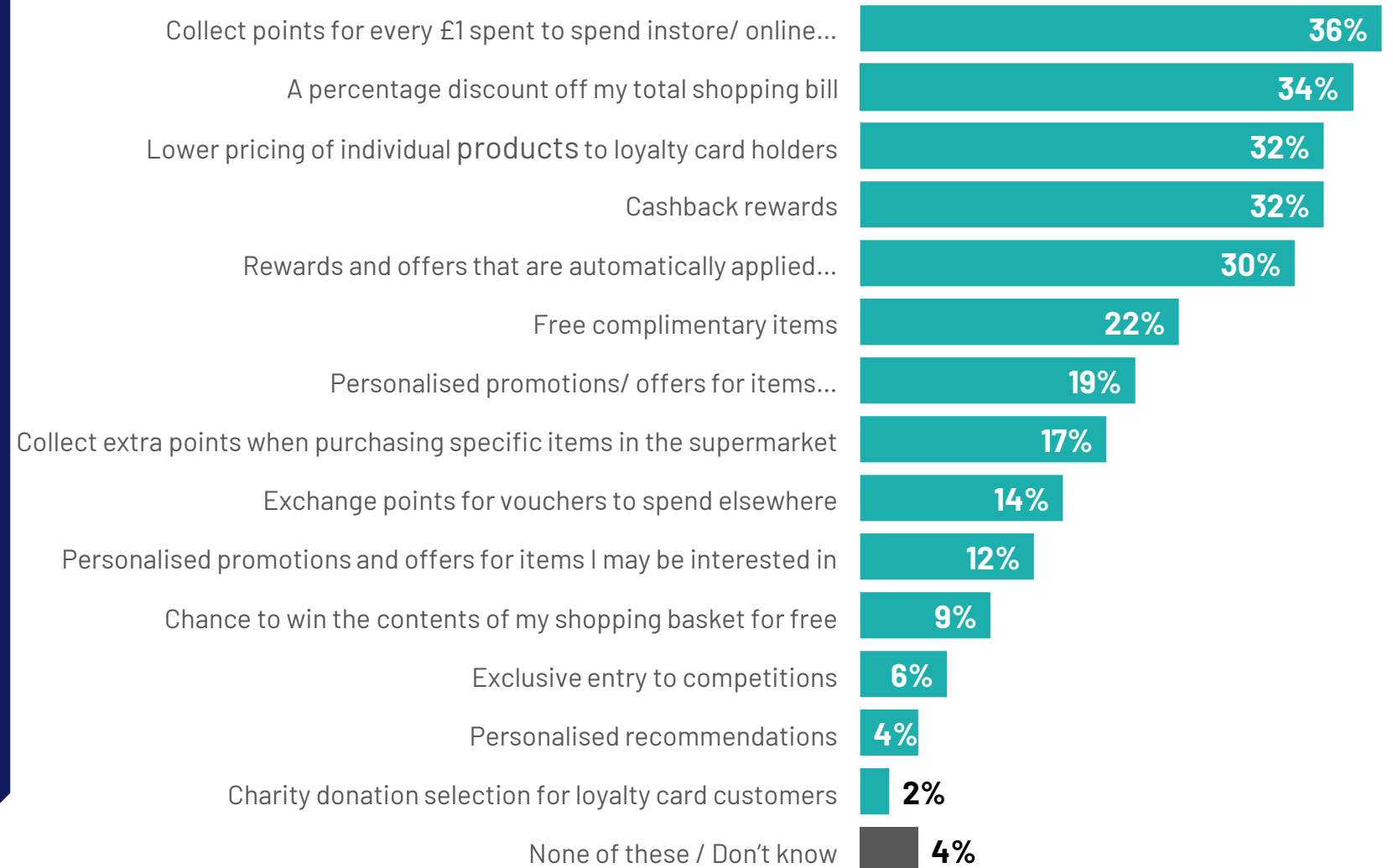
19%

**Q1** - Which, if any, of the following supermarket loyalty cards do you own or have access to? **Base 1:** 1,100 Online British adults aged 16-75, 4-7<sup>th</sup> April 2025

**Q2** - Which, if any, of the following supermarket loyalty cards have you personally used in the past 12 months? **Base 2:** 1,049 Online British adults aged 16-75 who own / have access to at least one supermarket loyalty card, 4-7<sup>th</sup> April 2025

# Earning points for every pound spent ranks top for supermarket loyalty card features

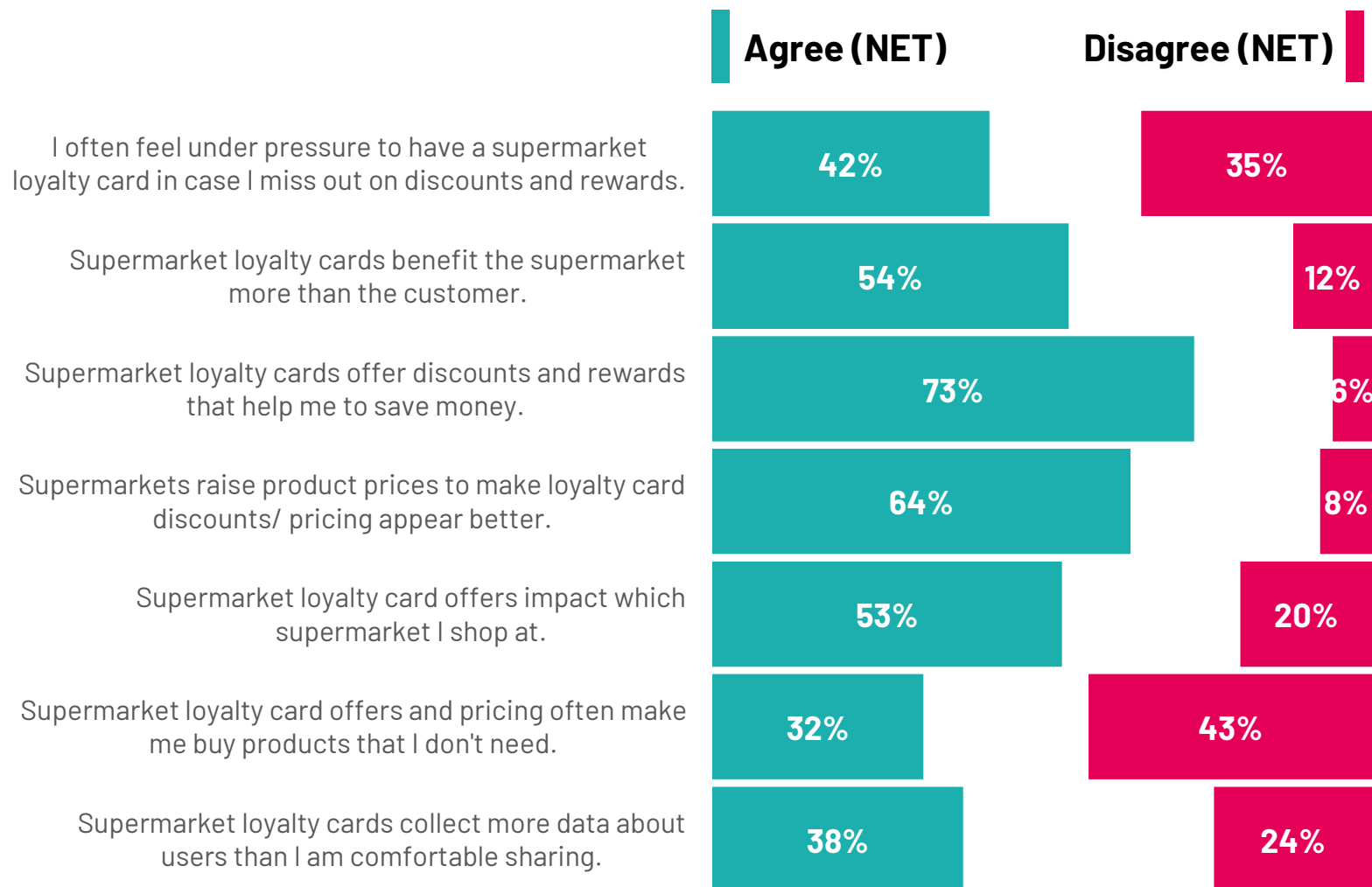
Imagine you were able to create your ideal supermarket loyalty card, which, if any, of the following features are 'must haves'?



Base: 1,100 Online British adults aged 16-75, 4-7<sup>th</sup> April 2025

# Over half agree that 'supermarket loyalty cards benefit the supermarket more than the customer'

To what extent do you agree or disagree with the following statements?

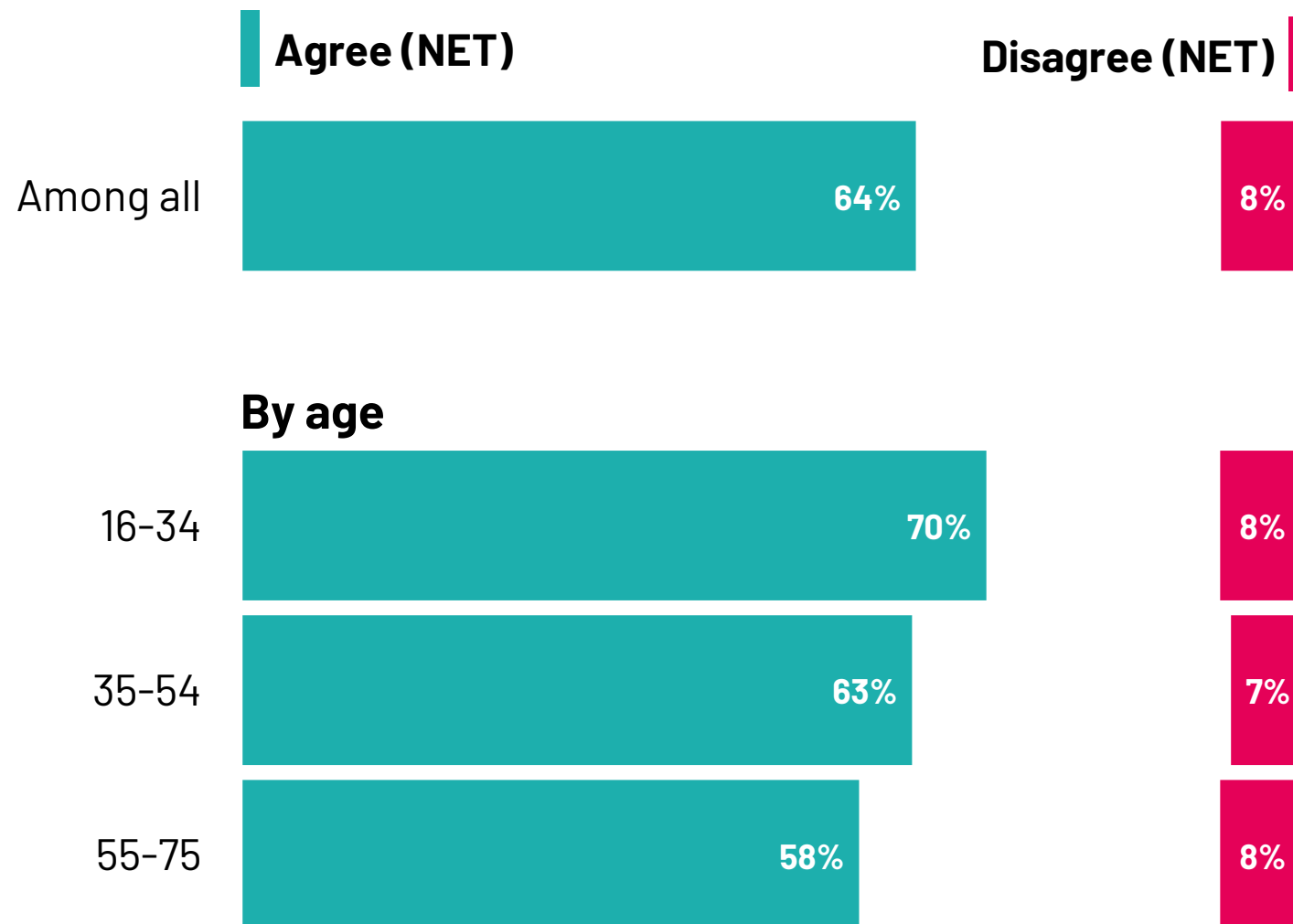


**Base: 1,100** Online British adults aged 16-75, 4-7<sup>th</sup> April 2025  
 NET: Agree (strongly / tend to), NET: Disagree (strongly / tend to)

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# Over 6 in 10 agree that 'supermarkets raise product prices to make loyalty discounts appear better'

To what extent do you agree or disagree with the following statements? - *Supermarkets raise product prices to make loyalty card discounts/ pricing appear better.*



Base: 1,100 Online British adults aged 16-75, (353) aged 16-34, (400) aged 35-54, (347) aged 55-75, 4-7<sup>th</sup> April 2025

NET: Agree (strongly / tend to), NET: Disagree (strongly / tend to)



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**For more information**

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