



Table 1
Q1 - Which, if any, of the following supermarket loyalty cards do you own or have access to?

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE			
		MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£49999 (s)	£50000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	ETHNIC MINORITY GROUPS (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)	
UNWEIGHTED BASE	1100	526	554	353	400	347	684	416	263	285	249	155	53	95	577	523	738	362	174	284	291	274	919	168	143	393	83	106	114	460	332	
WEIGHTED BASE	1100	534	546	357	385	358	621	479	258	289	251	156	53*	93*	385	715	730	370	180	294	300	245	941	147	143	381	79*	116*	100*	420	346	
Tesco Clubcard	882 80%	400 75%	465 85%	266 75%	310 80%	306 85%	502 81%	379 79%	211 82%	234 81%	194 77%	120 77%	47 89%	76 82%	309 80%	573 80%	579 79%	303 82%	136 76%	237 81%	239 80%	198 81%	761 81%	109 74%	113 79%	308 81%	64 82%	94 81%	81 81%	345 82%	280 81%	
Sainsbury's Nectar	694 63%	304 57%	373 68%	184 51%	256 67%	254 71%	402 65%	292 61%	153 59%	181 63%	180 72%	109 70%	28 54%	43 46%	233 61%	460 64%	449 61%	245 66%	103 58%	192 65%	200 67%	141 57%	611 65%	74 50%	85 60%	237 62%	58 73%	79 68%	67 66%	277 66%	230 66%	
Morrisons More	412 37%	187 35%	218 40%	95 27%	154 40%	163 46%	235 38%	178 37%	123 48%	102 35%	82 33%	43 28%	22 43%	39 42%	132 34%	281 39%	262 36%	150 41%	66 37%	123 42%	112 37%	79 32%	367 39%	41 28%	56 39%	145 38%	34 44%	45 38%	38 38%	166 39%	145 42%	
ASDA Rewards	392 36%	149 28%	238 43%	126 35%	148 39%	118 33%	207 33%	185 39%	126 49%	95 33%	68 27%	42 27%	18 34%	43 46%	140 36%	252 35%	268 37%	124 34%	49 27%	100 34%	124 41%	95 39%	337 36%	52 35%	41 28%	148 39%	25 32%	46 40%	43 43%	161 38%	124 36%	
Lidl Plus	375 34%	150 28%	218 40%	107 30%	136 35%	132 37%	221 36%	154 32%	87 34%	91 31%	87 35%	58 37%	20 37%	32 35%	134 35%	241 34%	235 32%	140 38%	51 28%	103 35%	109 36%	76 31%	331 35%	41 28%	50 35%	124 33%	29 37%	36 31%	40 40%	150 36%	116 34%	
M&S Sparks	374 34%	113 21%	256 47%	95 27%	132 34%	146 41%	241 39%	132 28%	96 37%	82 28%	89 35%	63 40%	14 26%	30 32%	137 36%	237 33%	261 36%	113 30%	44 24%	92 31%	118 39%	96 39%	325 35%	42 29%	60 42%	119 31%	34 43%	43 37%	42 42%	151 36%	138 40%	
Co-op Membership	298 27%	113 21%	179 33%	72 20%	115 30%	111 31%	165 27%	133 28%	65 25%	77 27%	68 27%	30 19%	21 39%	38 41%	111 29%	188 26%	200 27%	99 27%	53 30%	88 30%	85 28%	50 20%	273 29%	20 14%	35 24%	118 31%	22 28%	35 30%	36 36%	127 30%	100 29%	
Iceland Bonus Card	194 18%	78 15%	112 21%	25 7%	75 19%	94 26%	90 15%	104 22%	56 22%	58 20%	29 12%	27 17%	12 22%	13 14%	48 12%	146 20%	108 25%	86 18%	46 26%	54 18%	45 15%	31 13%	171 18%	22 15%	34 23%	69 18%	12 15%	27 23%	13 13%	63 13%	91 26%	
myWaitrose	181 16%	72 13%	102 19%	42 12%	57 15%	81 23%	115 19%	66 14%	30 12%	35 29%	72 21%	33 8%	4 6%	6 6%	72 19%	109 15%	123 17%	57 15%	23 13%	41 14%	51 17%	53 22%	153 16%	24 16%	30 21%	66 17%	17 21%	16 14%	13 13%	77 18%	63 18%	
Other supermarket loyalty card(s)	11 1%	5 1%	5 1%	3 1%	6 2%	2 1%	4 1%	7 1%	1 *	1 *	5 2%	2 1%	2 3%	1 1%	4 1%	7 1%	7 1%	5 1%	3 2%	2 1%	- -	5 2%	8 1%	4 2%	2 2%	3 1%	2 2%	1 1%	1 1%	4 1%	2 *	
NET Own/Access to 1 card only	135 12%	87 16%	48 9%	51 14%	46 12%	39 11%	65 11%	70 15%	30 12%	33 11%	37 15%	20 13%	6 11%	11 12%	53 14%	82 12%	97 13%	38 10%	28 16%	31 11%	40 13%	24 10%	107 11%	28 19%	20 14%	40 10%	11 14%	14 12%	5 5%	40 10%	43 12%	
NET Own/Access to multiple cards	908 83%	406 76%	483 88%	268 75%	327 85%	313 87%	520 84%	388 81%	217 84%	241 83%	200 80%	128 82%	47 89%	75 80%	317 82%	592 83%	594 81%	314 85%	137 76%	250 85%	248 83%	205 84%	788 84%	110 74%	118 83%	325 85%	67 85%	98 84%	87 87%	364 87%	293 85%	
NET Own/Access to any card	1044 95%	493 92%	531 97%	319 89%	373 97%	351 98%	586 94%	458 96%	247 96%	273 95%	237 94%	148 95%	53 100%	85 92%	369 96%	674 94%	691 95%	352 95%	165 92%	281 96%	289 96%	229 93%	895 95%	137 93%	138 97%	365 96%	78 99%	112 96%	93 93%	405 96%	336 97%	
None - I do not own or have access to any supermarket loyalty cards	52 5%	39 7%	13 2%	34 9%	12 3%	6 2%	34 5%	18 4%	10 4%	15 5%	12 5%	7 4%	- -	8 8%	14 4%	38 5%	37 5%	15 4%	12 6%	12 4%	11 4%	16 7%	44 5%	8 6%	5 3%	16 4%	1 1%	4 4%	7 7%	16 4%	10 3%	
Don't know	5 *	2 *	2 *	4 1%	1 *	- -	1 *	3 1%	2 1%	1 *	1 1%	1 *	- -	- -	1 *	3 *	2 *	2 1%	2 1%	1 *	1 *	1 *	3 *	2 1%	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 2
Q2 - Which, if any, of the following supermarket loyalty cards have you personally used in the past 12 months?
Base: All adults aged 16-75 in Great Britain who own / have access to at least one supermarket loyalty card

	GENDER			AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	WHITE ETHNIC GROUP	ETHNIC MINORITY GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
UNWEIGHTED BASE	1044	493	551	322	310	311	650	394	224	258	231	146	53	20	553	491	692	350	164	272	269	257	880	164	117	316	81	101	169	443	232
WEIGHTED BASE	1044	493	551	319	373	351	586	458	247	273	237	148	53*	85*	369	674	691	352	165	281	289	229	895	137	133	365	78*	112*	93*	405	336
Tesco Clubcard	800	366	418	241	284	275	461	339	190	211	176	108	45	71	278	522	532	268	122	209	220	183	694	98	109	282	58	84	73	318	252
Sainsbury's Nectar	77%	74%	79%	75%	76%	78%	79%	74%	77%	77%	74%	73%	85%	83%	75%	77%	77%	76%	74%	74%	76%	80%	78%	72%	79%	77%	75%	75%	79%	79%	75%
	59%	56%	62%	55%	60%	63%	61%	53%	54%	59%	65%	63%	47%	41%	56%	58%	56%	61%	50%	59%	60%	57%	60%	44%	55%	57%	67%	59%	58%	61%	57%
		a		c	c	c	g		m	hm	m							rs	f			w									
ASDA Rewards	33%	12%	20%	10%	12%	9%	18%	15%	10%	8%	5%	3%	1%	3%	11%	21%	23%	10%	3%	8%	11%	7%	28%	4%	3%	12%	21%	40%	3%	14%	10%
	32%	25%	39%	34%	34%	34%	31%	33%	42%	30%	25%	24%	25%		32%	32%	34%	29%	23%	29%	40%	34%	32%	32%	29%	34%	27%	35%	39%	35%	31%
Morrisons More	32%	14%	17%	7%	12%	11%	18%	14%	10%	8%	6%	3%	19%	31%	10%	22%	20%	11%	5%	9%	8%	6%	2%	27%	4%	11%	22%	3%	30%	12%	12%
	31%	29%	34%	23%	33%	37%	31%	31%	40%	32%	25%	20%	36%	36%	28%	33%	30%	34%	34%	33%	31%	28%	33%	20%	34%	31%	28%	34%	32%	31%	36%
				c	c		jk		jk	k				k					w			f									
Lidl Plus	32%	12%	19%	9%	11%	11%	19%	13%	7%	7%	7%	5%	17%	28%	11%	20%	19%	12%	4%	8%	9%	6%	2%	28%	3%	4%	10%	3%	34%	12%	10%
	31%	26%	36%	29%	31%	33%	33%	29%	32%	28%	31%	34%	32%	32%	31%	31%	29%	35%	28%	30%	34%	27%	32%	24%	34%	28%	31%	27%	36%	31%	30%
M&S Sparks	28%	8%	20%	6%	10%	11%	19%	9%	7%	6%	6%	5%	12%	23%	10%	18%	20%	8%	3%	6%	9%	7%	25%	3%	4%	9%	2%	3%	3%	12%	10%
	28%	17%	38%	22%	28%	33%	33%	20%	30%	24%	27%	33%	23%	27%	28%	28%	30%	23%	19%	24%	32%	34%	28%	25%	34%	25%	33%	28%	37%	30%	31%
		a		e		c	g												z			h						y			
Co-op Membership	21%	8%	12%	5%	8%	7%	12%	8%	4%	5%	4%	1%	19%	29%	8%	13%	14%	6%	3%	6%	6%	3%	1%	14%	2%	8%	13%	2%	2%	9%	7%
	20%	16%	24%	16%	22%	22%	21%	19%	20%	19%	20%	12%	35%	34%	22%	20%	21%	20%	19%	23%	23%	15%	22%	10%	20%	24%	17%	23%	25%	22%	21%
		a											ijk						u	u	u		w								
myWaitrose	11%	4%	7%	3%	3%	5%	7%	4%	20%	24%	4%	24%	2%	2%	5%	6%	8%	3%	13%	26%	34%	37%	9%	18%	20%	4%	9%	9%	7%	5%	3%
	11%	9%	13%	10%	9%	15%	13%	9%	8%	9%	19%	16%	5%	2%	14%	10%	13%	9%	8%	9%	12%	16%	11%	13%	15%	12%	12%	8%	7%	13%	11%
				d			g				hlm	hm			a							rs									
Iceland Bonus Card	11%	4%	7%	1%	4%	5%	5%	6%	2%	4%	1%	1%	1%	1%	2%	9%	6%	5%	2%	3%	3%	1%	10%	1%	2%	3%	6%	1%	8%	3%	5%
	11%	9%	13%	4%	12%	17%	9%	14%	10%	15%	5%	11%	22%	12%	7%	14%	10%	14%	16%	13%	11%	6%	11%	11%	18%	11%	7%	16%	9%	10%	17%
				c	c				i				i		n		p		u	u					z						
Other supermarket loyalty card(s)	5	2	3	*	3	2	1	4	-	1	2	1	-	1	3	2	3	2	1	1	-	2	4	1	1	2	-	1	1	3	-
	*	*	1%	*	1%	*	*	1%	-	*	1%	*	-	1%	1%	*	*	1%	1%	*	-	1%	*	1%	1%	1%	1%	-	1%	1%	-
NET Used 1 card only	214	12%	8%	8%	7%	5%	10%	10%	4%	5%	4%	3%	7%	1%	8%	13%	15%	5%	4%	5%	5%	4%	16%	4%	2%	8%	1%	14%	1%	6%	6%
	21%	25%	16%	26%	20%	16%	19%	23%	20%	21%	21%	25%	13%	18%	22%	20%	23%	16%	26%	19%	20%	18%	19%	32%	18%	22%	19%	16%	12%	17%	20%
		b		e											q								w								
NET Used multiple cards	81%	36%	42%	23%	29%	29%	47%	34%	19%	21%	18%	11%	4%	7%	28%	53%	53%	28%	12%	22%	22%	18%	72%	8%	11%	28%	6%	9%	7%	33%	26%
	79%	73%	83%	73%	79%	83%	81%	76%	79%	79%	78%	74%	86%	82%	77%	80%	77%	82%	72%	79%	79%	81%	81%	65%	81%	77%	80%	84%	86%	83%	79%
		a		c																			w								
NET Used any card	103%	48%	52%	31%	37%	34%	58%	45%	24%	27%	24%	14%	5%	8%	36%	66%	68%	34%	16%	27%	28%	22%	88%	13%	13%	36%	7%	11%	9%	40%	33%
	99%	99%	99%	98%	99%	99%	99%	98%	99%	99%	99%	100%	99%	100%	99%	99%	100%	98%	98%	99%	99%	99%	99%	97%	100%	99%	99%	100%	98%	99%	99%
															a								w								
None - I have not used any supermarket loyalty cards in the past 12 months	10	7	3	5	3	2	3	7	3	2	3	1	1	-	4	6	3	7	3	3	2	2	7	4	1	3	1	-	2	2	3
	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	*	1%	-	1%	1%	*	2%	2%	1%	1%	1%	1%	3%	*	1%	1%	-	2%	1%	1%
																	p						v								

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D
Overlap formulae used. * small base

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24-089497-14 - LOYALTY CARDS
4TH - 7TH APRIL 2025
IPSO5

10 Apr 2025

Table 3
Q3 - Imagine you were able to create your ideal supermarket loyalty card, which, if any, of the following features are 'must haves'?

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
		MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	ETHNIC MINORITY GROUPS (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (c)	LEAVE (d)	
UNWEIGHTED BASE	1100	526	554	353	400	347	684	416	263	285	249	155	53	95	577	523	738	362	174	284	291	274	919	168	143	393	83	106	114	460	332	
WEIGHTED BASE	1100	534	566	357	385	358	621	479	258	289	251	156	53*	93*	585	715	730	370	180	294	300	245	941	147	143	381	79*	116*	100*	420	346	
Collect points for every £1 spent to spend instore or online with the supermarket	395	185	205	109	127	159	218	176	93	107	87	49	21	37	128	267	243	152	64	122	105	78	350	41	58	143	31	35	44	179	125	
	36%	35%	37%	31%	33%	44% cd	35%	37%	36%	37%	35%	32%	40%	39%	33%	37%	33%	41% p	36%	41% u	35%	32%	37% w	28%	40%	37%	39%	30%	44%	43%	36%	
A percentage discount off my total shopping bill	374	184	186	123	128	123	225	149	89	99	88	42	17	39	139	235	254	120	52	92	117	88	328	42	53	132	20	33	41	147	107	
	34%	34%	34%	35%	33%	34%	36%	31%	35%	34%	35%	27%	32%	41% k	36%	33%	35%	32%	29%	31%	39%	36%	35%	29%	37%	35%	26%	29%	41%	35%	31%	
Lower pricing of individual products to loyalty card holders	356	170	180	101	116	140	198	158	71	93	93	57	18	24	117	239	216	141	61	109	93	64	309	42	44	122	34	43	27	135	114	
	32%	32%	33%	28%	30%	39% cd	32%	33%	28%	32%	37% h	37%	35%	25%	30%	33%	30%	38% p	34%	37% u	31%	26%	33%	29%	31%	32%	43% B	37%	27%	32%	33%	
Cashback rewards	353	172	177	107	124	122	198	155	86	85	74	52	19	37	132	221	246	107	36	101	102	92	296	52	56	120	18	40	29	125	122	
	32%	32%	32%	30%	32%	34%	32%	32%	33%	29%	29%	34%	35%	40%	34%	31%	34%	29%	20%	34%	34%	38% r	31%	35%	39%	31%	22%	35%	29%	30%	35%	
Rewards and offers that are automatically applied when I use my loyalty card	325	133	183	91	108	125	183	141	94	82	72	42	14	20	109	216	214	110	48	89	100	62	295	26	33	119	21	35	34	127	94	
	30%	25%	33% a	26%	28%	35% c	30%	29%	36% m	28%	29%	27%	26%	22%	28%	30%	29%	30%	26%	30%	33%	25%	31% w	18%	23%	31%	26%	30%	34%	30%	27%	
Free complimentary items (e.g. coffee, bakery item, magazine, etc.)	240	105	131	95	83	62	147	93	58	64	57	34	6	20	84	156	165	75	46	64	56	53	213	26	22	82	19	26	15	80	75	
	22%	20%	24%	27% e	22%	17%	24%	19%	23%	22%	23%	22%	12%	21%	22%	22%	23%	20%	26%	22%	19%	21%	23%	17%	15%	22%	25%	23%	15%	19%	22%	
Personalised promotions or offers for items that are part of my weekly shop	214	96	116	66	83	65	131	82	44	56	50	24	15	25	75	139	142	72	26	54	62	52	191	21	30	66	23	11	25	91	66	
	19%	18%	21%	18%	22%	18%	21%	17%	17%	20%	20%	15%	29%	27%	20%	19%	19%	19%	14%	18%	21%	21%	20%	14%	21% A	17%	30% vA	10%	25% A	22%	19%	
Collect extra points when purchasing specific items in the supermarket	188	94	89	55	75	57	106	81	38	53	42	29	14	11	63	125	117	70	33	49	47	41	161	23	30	63	15	21	9	78	61	
	17%	18%	16%	15%	20%	16%	17%	17%	15%	18%	17%	19%	27%	11%	16%	17%	16%	19%	19%	17%	16%	17%	17%	16%	21% B	16%	19%	18%	9%	19%	18%	
Exchange points for vouchers to spend elsewhere (i.e. other retailers, travel, fuel, etc.)	156	82	69	68	57	32	92	64	36	49	30	25	7	9	61	95	105	51	22	43	41	40	116	38	23	49	8	15	18	66	43	
	14%	15%	13%	19% e	15% e	9%	15%	13%	14%	17%	12%	16%	13%	10%	16%	13%	14%	14%	13%	15%	14%	16%	12%	26% v	16%	13%	10%	13%	18%	16%	12%	
Personalised promotions and offers for items I may be interested in	135	66	63	43	40	52	76	59	36	42	25	23	4	5	48	87	95	39	24	39	25	34	104	29	19	58	5	16	8	46	44	
	12%	12%	11%	12%	10%	15%	12%	12%	14%	15% m	10%	15%	7%	5%	12%	12%	13%	11%	14%	13%	8%	14%	11%	20% v	13%	15%	6%	14%	8%	11%	13%	
Chance to win the contents of my shopping basket for free	100	38	57	36	39	25	53	47	25	22	26	16	4	7	33	67	72	28	17	25	35	19	85	15	9	35	8	11	11	41	28	
	9%	7%	10%	10%	10%	7%	9%	10%	10%	8%	10%	10%	8%	7%	9%	9%	10%	8%	9%	9%	12%	8%	9%	10%	6%	9%	10%	10%	11%	10%	8%	
Exclusive entry to competitions (e.g. to win a holiday, car, etc.)	61	35	25	24	24	12	36	25	13	12	11	14	4	6	28	33	46	15	5	17	13	18	49	11	4	26	4	10	7	23	21	
	6%	7%	4%	7%	6%	3%	6%	5%	5%	4%	4%	9%	7%	7%	7%	5%	6%	4%	3%	6%	4%	7%	5%	8%	3%	7%	5%	9%	7%	5%	6%	
Personalised recommendations	48	32	16	22	17	9	31	17	13	9	9	7	4	7	19	29	33	15	9	5	12	21	37	11	6	22	5	4	3	18	18	
	4%	6% b	3%	6% e	4%	2%	5%	4%	5%	3%	4%	4%	8%	7%	5%	4%	4%	4%	5%	2%	4%	9% st	4%	8%	4%	6%	7%	3%	3%	4%	5%	
Charity donation selection for loyalty card customers	27	15	12	18	3	5	21	6	8	8	7	3	-	1	17	10	21	6	4	2	7	14	15	12	4	13	2	1	4	11	8	
	2%	3%	2%	5% de	1%	2%	3%	1%	3%	3%	3%	2%	-	1%	4% o	1%	3%	2%	2%	1%	2%	6% s	2%	8% v	3%	3%	2%	1%	4%	3%	2%	
None of these	23	13	10	11	6	5	7	16	4	7	6	4	-	2	4	19	14	10	12	4	5	1	20	4	*	7	4	1	-	2	8	
	2%	2%	2%	3%	2%	2%	1%	3% f	2%	2%	2%	3%	-	3%	1%	3%	2%	3%	7% stu	1%	2%	*	2%	2%	*	2%	5% xB	1%	-	*	2%	
Don't know	17	10	6	6	6	5	5	11	3	5	5	3	-	1	5	12	9	7	4	3	3	3	13	4	2	4	-	3	1	3	7	
	2%	2%	1%	2%	1%	1%	1%	2%	1%	2%	2%	2%	-	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	3%	2%	1%	-	3%	1%	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



24-089497-14 - LOYALTY CARDS
4TH - 7TH APRIL 2025
IPSOS

10 Apr 2025

Table 4

Q4 Summary - To what extent do you agree or disagree with the following statements?

Base: All adults aged 16-75 in Great Britain

	I often feel under pressure to have a supermarket loyalty card in case I miss out on discounts and rewards.	Supermarket loyalty cards benefit the supermarket more than the customer.	Supermarket loyalty cards offer discounts and rewards that help me to save money.	Supermarkets raise product prices to make loyalty card discounts/ pricing appear better.	Supermarket loyalty card offers impact which supermarket I shop at.	Supermarket loyalty card offers and pricing often make me buy products that I don't need.	Supermarket loyalty cards collect more data about users than I am comfortable sharing.
UNWEIGHTED BASE	1100	1100	1100	1100	1100	1100	1100
WEIGHTED BASE	1100	1100	1100	1100	1100	1100	1100
Strongly agree	171	198	218	266	187	92	142
	16%	18%	20%	24%	17%	8%	13%
Tend to agree	295	395	581	435	394	262	271
	27%	36%	53%	40%	36%	24%	25%
Neither agree nor disagree	238	305	224	249	286	265	359
	22%	28%	20%	23%	26%	24%	33%
Tend to disagree	228	120	48	61	159	303	197
	21%	11%	4%	6%	14%	28%	18%
Strongly disagree	157	15	17	23	63	166	72
	14%	1%	2%	2%	6%	15%	7%
NET: Agree	466	593	799	701	582	354	414
	42%	54%	73%	64%	53%	32%	38%
NET: Disagree	385	134	65	85	222	470	269
	35%	12%	6%	8%	20%	43%	24%
Don't know	10	68	12	65	10	11	57
	1%	6%	1%	6%	1%	1%	5%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 5
Q4_1 - To what extent do you agree or disagree with the following statements? I often feel under pressure to have a supermarket loyalty card in case I miss out on discounts and rewards.

Base: All adults aged 16-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
		TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000- £34999 (s)	£35000- £49999 (t)	£50000+ (u)	WHITE ETHNIC GROUP (v)	ETHNIC MINORITY GROUPS (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)
UNWEIGHTED BASE	1100	526	554	353	400	347	684	416	263	285	249	155	53	95	577	523	738	362	174	284	291	274	919	168	143	333	83	106	114	400	332	
WEIGHTED BASE	1100	524	546	357	385	351	621	479	258	289	251	156	53*	93*	385	715	720	370	180	294	300	245	941	147	143	381	79*	116*	100*	420	346	
Strongly agree	171	90	76	84	59	28	99	72	38	34	51	24	10	15	62	110	125	46	15	58	44	47	138	32	15	67	14	9	23	74	39	
	16%	17%	14%	24%	15%	8%	16%	15%	15%	12%	20%	15%	20%	16%	16%	15%	17%	13%	9%	20%	15%	19%	15%	22%	10%	18%	18%	8%	23%	18%	11%	
				e							i								r				v			A			xA			
Tend to agree	295	143	149	104	111	80	175	120	81	70	56	56	11	22	109	186	207	88	45	74	84	66	244	44	33	109	18	30	30	120	86	
	27%	27%	27%	29%	29%	22%	28%	25%	31%	24%	22%	36%	20%	24%	28%	26%	28%	24%	25%	25%	28%	28%	26%	30%	23%	29%	23%	23%	25%	30%	29%	25%
									j			ii														y						
Neither agree nor disagree	238	102	135	64	85	90	132	106	58	64	44	32	10	30	78	161	138	100	52	48	65	53	204	33	41	70	18	26	21	86	73	
	22%	19%	25%	18%	22%	25%	21%	22%	23%	22%	18%	20%	19%	32%	20%	22%	19%	27%	29%	16%	21%	21%	22%	23%	29%	17%	18%	23%	22%	21%	20%	21%
															j				p													
Tend to disagree	228	122	105	67	74	87	130	98	48	73	54	24	12	17	76	152	162	66	35	75	59	43	205	22	32	79	18	32	13	88	78	
	21%	23%	19%	19%	19%	24%	21%	20%	18%	25%	22%	15%	23%	18%	20%	21%	22%	18%	20%	25%	20%	18%	22%	15%	22%	21%	23%	23%	27%	13%	21%	23%
									k																		B					
Strongly disagree	157	75	74	29	56	72	80	77	31	45	43	19	9	9	58	99	96	61	29	39	46	33	143	12	22	52	10	20	12	50	68	
	14%	14%	14%	8%	15%	20%	13%	16%	12%	16%	17%	12%	18%	10%	15%	14%	13%	17%	16%	13%	15%	14%	15%	8%	15%	14%	12%	17%	12%	12%	20%	C
				c																			w									
NET: Agree	466	233	225	188	170	109	274	192	119	104	106	79	21	37	170	296	332	134	60	132	128	112	382	76	48	176	32	39	54	194	125	
	42%	44%	41%	53%	44%	30%	44%	40%	46%	36%	42%	51%	40%	39%	44%	41%	45%	36%	34%	45%	43%	46%	41%	51%	33%	46%	41%	33%	54%	46%	36%	
				e											a				f				vA			D						
NET: Disagree	385	196	179	96	130	159	210	175	79	119	97	43	22	26	134	252	258	127	64	113	105	77	348	35	54	131	27	52	25	138	146	
	35%	37%	33%	27%	34%	44%	34%	37%	31%	41%	39%	27%	41%	28%	35	35%	35%	34%	36%	39%	35%	31%	37%	23%	38%	34%	35%	44%	25%	33%	42%	C
				cd					hk														w				B					
Don't know	10	3	7	9	1	4	6	7	2	3	4	2	-	-	3	7	2	8	3	-	2	3	7	4	-	5	1	-	-	2	2	2
	1%	1%	1%	3%	*	*	1%	1%	1%	1%	1%	1%	-	-	1%	1%	*	*	2%	2%	-	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%
				de											p				s													

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D
Overlap formulae used. * small base



Table 6
Q4_2 - To what extent do you agree or disagree with the following statements? Supermarket loyalty cards benefit the supermarket more than the customer.

Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN (a)	WOMAN (b)	16-34 (d)	35-54 (e)	55+ (f)	ABC1 (g)	C2DE (h)	NORTH (i)	MIDLANDS (j)	SOUTH (k)	LONDON (l)	WALES (m)	SCOTLAND (n)	GRADUATES (o)	NON GRADUATES (p)	WORKING (q)	NOT WORKING (r)	UP TO £19999 (s)	£20000- £34999 (t)	£35000- £54999 (u)	£55000+ (v)	WHITE ETHNIC GROUP (w)	ETHNIC MINORITY GROUPS (x)	CONSERVATIVE (y)	LABOUR (z)	LIBERAL DEMOCRATS (aa)	REFORM UK (ab)	OTHER (ac)	REMAIN (ad)	LEAVE (ae)
UNWEIGHTED BASE	1100	536	564	323	400	377	684	416	283	285	240	155	83	25	577	523	721	379	174	284	291	274	219	168	143	323	83	106	114	400	232
WEIGHTED BASE	1100	534	546	357	385	358	621	479	258	289	251	156	53*	93*	385	715	730	370	180	294	300	245	941	147	143	381	79*	116*	100*	420	346
Strongly agree	198	124	68	71	72	55	119	79	48	52	43	30	13	13	74	124	145	52	28	49	46	61	172	24	17	81	18	22	13	76	68
	18%	23%	12%	20%	19%	15%	19%	16%	18%	18%	17%	19%	24%	14%	19%	17%	20%	14%	16%	17%	15%	25%	18%	16%	12%	21%	22%	19%	13%	18%	20%
Tend to agree	395	189	199	115	135	145	229	166	94	99	93	60	17	32	142	253	276	119	74	104	116	76	336	53	56	153	26	45	42	178	127
	36%	35%	36%	32%	35%	41% c	37%	35%	36%	34%	37%	38%	32%	35%	37%	35%	38%	32%	41%	35%	39%	31%	36%	36%	39%	40%	33%	39%	42%	42%	37%
Neither agree nor disagree	305	133	168	89	114	102	173	132	73	86	72	40	10	24	105	201	190	115	41	84	89	66	266	36	40	86	21	36	23	115	89
	28%	25%	31%	25%	30%	28%	28%	28%	28%	30%	29%	26%	18%	26%	27%	28%	26%	31%	23%	29%	30%	27%	28%	24%	28%	23%	27%	31%	23%	27%	26%
Tend to disagree	120	55	63	48	40	31	62	58	24	35	28	15	5	13	37	83	78	42	20	34	31	23	95	23	17	33	12	8	13	29	35
	11%	10%	11%	13%	10%	9%	10%	12%	9%	12%	11%	10%	10%	14%	10%	12%	11%	11%	11%	12%	10%	10%	10%	12%	12%	9%	15%	7%	13%	7%	10%
Strongly disagree	15	8	7	6	5	4	8	7	3	5	1	2	3	1	8	6	9	6	3	2	4	6	11	3	3	5	-	1	4	4	9
	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	6%	1%	2%	1%	1%	2%	2%	1%	1%	3%	1%	2%	2%	1%	-	1%	4%	1%	2%
NET: Agree	593	314	267	186	206	200	347	245	142	151	136	89	29	45	215	377	421	171	102	153	162	137	508	77	73	234	44	68	56	254	195
	54%	59%	49%	52%	54%	56%	56%	51%	55%	52%	54%	57%	56%	49%	56%	53%	58%	46%	57%	52%	54%	56%	54%	52%	51%	61%	55%	58%	56%	60%	56%
NET: Disagree	134	63	70	54	45	35	69	65	27	40	29	17	8	14	45	89	87	47	23	36	35	29	107	27	19	39	12	9	18	32	43
	12%	12%	13%	15%	12%	10%	11%	14%	10%	14%	12%	11%	15%	15%	12%	12%	12%	13%	13%	12%	12%	12%	11%	18%	13%	10%	15%	8%	18%	8%	13%
Don't know	68	25	42	28	19	21	31	37	17	12	14	9	6	10	19	48	32	36	13	21	13	13	60	7	11	23	2	4	3	19	19
	6%	5%	8%	8%	5%	6%	5%	8%	7%	4%	6%	6%	11%	11%	5%	7%	4%	10%	7%	7%	4%	5%	6%	5%	7%	6%	2%	4%	3%	4%	6%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/a/b - C/D
Overlap formulae used. * small base



Table 7
Q4_3 - To what extent do you agree or disagree with the following statements? Supermarket loyalty cards offer discounts and rewards that help me to save money.

Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN (a)	WOMAN (b)	16-34 (d)	35-54 (e)	55+ (f)	ABC1 (g)	C2DE (h)	NORTH (i)	MIDLANDS (j)	SOUTH (k)	LONDON (l)	WALES (m)	SCOTLAND (n)	GRADUATES (o)	NON GRADUATES (p)	WORKING (q)	NOT WORKING (r)	UP TO £19999 (s)	£20000- £34999 (t)	£35000- £49999 (u)	£50000+ (v)	WHITE ETHNIC GROUP (w)	ETHNIC MINORITY GROUPS (x)	CONSERVATIVE (y)	LABOUR (z)	LIBERAL DEMOCRATS (aa)	REFORM UK (ab)	OTHER (ac)	REMAIN (ad)	LEAVE (ae)
UNWEIGHTED BASE	1100	534	564	323	400	377	634	466	263	285	240	155	53	25	577	523	721	377	174	264	291	274	219	168	143	323	83	106	114	400	232
WEIGHTED BASE	1100	534	566	357	385	358	621	479	258	289	251	156	53*	93*	385	715	730	370	180	294	300	245	941	147	143	381	79*	116*	100*	420	346
Strongly agree	218 20%	101 19%	114 21%	83 23%	83 22%	52 14%	134 22%	84 18%	49 19%	58 20%	49 20%	31 20%	9 17%	22 24%	89 23%	129 18%	153 21%	65 18%	24 13%	58 20%	58 19%	64 26%	181 19%	37 25%	34 24%	83 22%	14 18%	20 17%	15 15%	85 20%	72 21%
Tend to agree	581 53%	266 50%	303 56%	167 47%	205 53%	209 58% c	336 54%	245 51%	136 53%	144 50%	140 56%	87 56%	27 51%	47 51%	212 55%	369 52%	368 50%	213 57%	97 54%	154 52%	161 54%	128 52%	503 53%	70 48%	86 60%	197 52%	42 53%	65 56%	53 53%	228 54%	187 54%
Neither agree nor disagree	224 20%	122 23%	99 18%	83 23%	66 17%	75 21%	109 18%	115 24% f	55 21%	67 23%	40 16%	33 21%	14 27%	15 16%	64 17%	161 22% n	160 22%	64 17%	47 26% u	62 21%	55 18%	41 17%	189 20%	33 23%	19 13%	78 21%	14 18%	20 17%	22 22%	74 18%	68 20%
Tend to disagree	48 4%	34 6% b	13 2%	10 3%	21 5%	17 5%	27 4%	21 4%	11 4%	11 4%	16 6%	1 1%	3 5%	6 7% k	11 3%	37 5%	32 4%	16 4%	5 3%	15 5%	20 7%	4 2%	44 5%	4 3%	4 2%	13 4%	6 8%	10 9%	5 5%	19 5%	15 4%
Strongly disagree	17 2%	8 2%	7 1%	6 2%	8 2%	3 1%	10 2%	7 1%	5 2%	5 2%	2 1%	2 1%	- -	2 2%	7 2%	10 1%	13 2%	4 1%	1 1%	5 2%	3 1%	6 3%	16 2%	- -	1 1%	6 2%	1 2%	1 1%	3 3%	9 2%	3 1%
NET: Agree	799 73%	367 69%	417 76%	250 70%	288 75%	261 73%	470 76%	329 69%	185 72%	202 70%	189 75%	118 76%	36 68%	70 75%	301 78%	498 70%	521 71%	278 75%	121 68%	212 72%	219 73%	192 78%	684 73%	107 73%	120 84% y#	281 74%	56 71%	85 73%	68 68%	314 75%	259 75%
NET: Disagree	65 6%	43 8% b	20 4%	16 5%	29 7%	20 6%	38 6%	27 6%	16 6%	16 6%	18 7%	4 2%	3 5%	8 9% k	18 5%	47 7%	45 6%	20 5%	6 3%	20 7%	24 8%	11 4%	60 6%	4 3%	4 3%	19 5%	7 9%	11 10% x	8 8%	28 7%	19 5%
Don't know	12 1%	2 1%	10 2%	7 2%	2 1%	3 1%	4 1%	8 2%	2 1%	4 2%	4 1%	1 1%	- -	1 1%	2 1%	10 1%	3 1%	9 2% p	5 3%	1 1%	3 1%	2 1%	9 1%	3 2%	- -	3 1%	1 2%	- -	1 1%	4 1%	1 1% *

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/a/b - C/D
Overlap formulae used. *small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 8
Q4_4 - 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: All adults aged 16-75 in Great Britain

	GENDER			AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN (a)	WOMAN (b)	16-34 (d)	35-54 (e)	55+ (f)	ABC1 (g)	C2DE (h)	NORTH (i)	MIDLANDS (j)	SOUTH (k)	LONDON (l)	WALES (m)	SCOTLAND (n)	GRADUATES (o)	NON GRADUATES (p)	WORKING (q)	NOT WORKING (r)	UP TO £19999 (s)	£20000- £34999 (t)	£35000- £49999 (u)	£50000+ (v)	WHITE ETHNIC GROUP (w)	ETHNIC MINORITY GROUPS (x)	CONSERVATIVE (y)	LABOUR (z)	LIBERAL DEMOCRATS (aa)	REFORM UK (ab)	OTHER (ac)	REMAIN (ad)	LEAVE (ae)
UNWEIGHTED BASE	1100	534	564	357	400	347	634	466	283	285	240	155	53	25	577	523	730	370	174	284	291	274	219	168	143	323	83	106	114	400	232
WEIGHTED BASE	1100	534	566	357	385	358	621	479	258	289	251	156	53*	93*	385	715	730	370	180	294	300	245	941	147	143	381	79*	116*	100*	420	346
Strongly agree	266 24%	130 24%	124 23%	113 32%	97 25%	56 16%	167 27%	99 21%	66 25%	65 23%	60 24%	37 24%	17 32%	20 22%	106 27%	160 22%	189 26%	77 21%	41 23%	76 26%	60 20%	67 27%	230 24%	32 22%	28 19%	99 26%	23 30%	25 21%	27 27%	111 26%	76 22%
Tend to agree	435 40%	212 40%	217 40%	137 38%	146 38%	152 43%	257 41%	178 37%	95 37%	119 41%	100 40%	60 39%	19 37%	42 45%	151 39%	284 40%	296 40%	139 38%	62 35%	117 40%	131 44%	93 38%	371 39%	61 42%	57 40%	144 38%	29 37%	55 47%	48 48%	174 41%	129 37%
Neither agree nor disagree	249 23%	128 24%	121 22%	65 18%	95 25%	89 25%	116 19%	133 28%	61 23%	65 22%	59 23%	36 23%	7 14%	22 24%	74 19%	176 25%	158 22%	91 25%	43 24%	71 24%	71 24%	50 20%	219 23%	26 18%	34 24%	88 23%	14 17%	24 20%	15 15%	83 20%	83 24%
Tend to disagree	61 6%	30 6%	31 6%	22 6%	21 5%	19 5%	39 6%	22 5%	15 6%	13 5%	18 7%	11 7%	1 2%	3 3%	28 7%	34 5%	37 5%	24 6%	10 5%	16 5%	17 6%	15 6%	47 5%	14 10%	12 8%	22 6%	6 8%	5 5%	3 3%	19 5%	24 7%
Strongly disagree	23 2%	9 2%	13 2%	8 2%	6 2%	9 2%	13 2%	11 2%	1 1%	8 3%	6 3%	3 2%	4 7%	1 1%	7 2%	17 2%	15 2%	9 2%	2 1%	8 3%	1 *	11 5%	18 2%	4 3%	5 3%	6 2%	2 3%	1 1%	4 4%	4 1%	16 5%
NET: Agree	701 64%	343 64%	340 62%	250 70%	243 63%	208 58%	424 68%	277 58%	161 62%	184 64%	160 64%	98 63%	36 69%	62 66%	257 67%	444 62%	484 66%	217 59%	103 58%	192 65%	191 64%	159 65%	601 64%	94 64%	85 59%	243 64%	52 67%	79 68%	75 75%	285 68%	205 59%
NET: Disagree	85 8%	39 7%	44 8%	30 8%	27 7%	28 8%	52 8%	33 7%	17 7%	21 7%	25 10%	14 9%	5 9%	4 4%	34 9%	50 7%	52 7%	32 9%	12 6%	23 8%	19 6%	26 11%	65 7%	18 12%	17 12%	28 7%	8 11%	6 5%	6 6%	23 5%	40 12%
Don't know	65 6%	25 5%	41 7%	13 4%	19 5%	33 9%	29 5%	36 8%	20 8%	19 7%	8 3%	9 6%	4 8%	5 6%	20 5%	45 6%	35 5%	30 8%	22 12%	7 2%	20 7%	10 4%	56 6%	9 6%	8 5%	22 6%	4 5%	7 6%	4 4%	29 7%	18 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/a/b - C/D
Overlap formulae used. *small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 9
Q4_5 - To what extent do you agree or disagree with the following statements? Supermarket loyalty card offers impact which supermarket i shop at.

Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	WHITE ETHNIC GROUP	ETHNIC MINORITY GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
UNWEIGHTED BASE	1100	534	566	323	400	377	634	466	263	285	245	155	53	25	577	523	721	379	174	264	291	274	519	581	143	323	83	106	114	400	232
WEIGHTED BASE	1100	534	566	357	385	358	621	479	258	289	251	156	53*	93*	385	715	730	370	180	294	300	245	941	147	143	381	79*	116*	100*	420	346
Strongly agree	187 17%	85 16%	96 18%	83 23%	67 17%	37 10%	115 18%	73 15%	39 15%	50 17%	46 18%	35 22%	6 11%	12 13%	69 18%	118 17%	132 18%	56 15%	30 17%	46 16%	47 16%	48 20%	158 17%	27 19%	21 15%	76 20%	12 15%	15 13%	13 13%	67 16%	55 16%
Tend to agree	394 36%	191 36%	199 36%	125 35%	147 38%	123 34%	238 38%	157 33%	97 38%	92 32%	94 37%	59 38%	17 33%	34 36%	146 38%	248 35%	260 36%	134 36%	59 33%	102 35%	115 38%	90 37%	330 35%	59 40%	55 38%	139 36%	31 39%	44 38%	36 36%	152 36%	139 40%
Neither agree nor disagree	286 26%	138 26%	146 27%	89 25%	92 24%	105 29%	144 23%	143 30%	72 28%	73 25%	63 25%	41 27%	13 25%	23 25%	91 24%	195 27%	192 26%	94 25%	49 27%	69 24%	80 27%	65 26%	244 26%	42 28%	33 23%	97 25%	18 22%	27 23%	27 27%	114 27%	72 21%
Tend to disagree	159 14%	84 16%	69 13%	40 11%	55 14%	64 18%	89 14%	70 15%	35 14%	46 16%	37 15%	15 9%	12 22%	15 16%	58 15%	101 14%	106 15%	53 14%	22 12%	53 18%	45 15%	29 12%	145 15%	11 7%	23 16%	46 12%	10 13%	23 19%	19 19%	62 15%	53 15%
Strongly disagree	63 6%	32 6%	31 6%	12 3%	23 6%	28 8%	31 5%	32 7%	10 4%	25 9%	10 4%	4 3%	5 9%	9 10%	18 5%	45 6%	39 5%	25 7%	15 9%	22 8%	11 4%	12 5%	58 6%	5 4%	10 7%	18 5%	7 9%	7 6%	5 5%	22 5%	27 8%
NET: Agree	582 53%	276 52%	295 54%	208 58%	214 56%	160 45%	352 57%	229 48%	136 53%	142 49%	140 56%	94 61%	23 43%	46 49%	215 56%	366 51%	392 54%	190 51%	89 49%	148 51%	162 54%	138 56%	488 52%	86 59%	76 53%	215 56%	42 54%	60 51%	48 48%	220 52%	194 56%
NET: Disagree	222 20%	117 22%	100 18%	53 15%	78 20%	92 26%	121 19%	102 21%	46 18%	71 25%	46 19%	19 12%	16 31%	24 26%	76 20%	147 20%	145 20%	77 21%	37 21%	75 26%	56 19%	41 17%	203 22%	16 11%	34 23%	64 17%	17 22%	30 26%	25 25%	84 20%	80 23%
Don't know	10 1%	4 1%	6 1%	8 2%	1 *	* de	4 1%	6 1%	5 2%	3 1%	1 1%	1 1%	- -	- -	2 1%	8 1%	1 *	8 2%	5 3%	1 *	2 1%	2 1%	7 1%	3 2%	- -	6 1%	1 1%	- -	- -	3 1%	* *

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/a/b - C/D
Overlap formulae used. *small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 10
Q4_6 - To what extent do you agree or disagree with the following statements? Supermarket loyalty card offers and pricing often make me buy products that I don't need.

Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE		
	TOTAL	MAN (a)	WOMAN (b)	16-34 (d)	35-54 (e)	55+ (f)	ABC1 (g)	C2DE (h)	NORTH (i)	MIDLANDS (j)	SOUTH (k)	LONDON (l)	WALES (m)	SCOTLAND (n)	GRADUATES (o)	NON GRADUATES (p)	WORKING (q)	NOT WORKING (r)	UP TO £19999 (s)	£20000- £34999 (t)	£35000- £49999 (u)	£55000+ (v)	WHITE ETHNIC GROUP (w)	ETHNIC MINORITY GROUPS (x)	CONSERVATIVE (y)	LABOUR (z)	LIBERAL DEMOCRATS (aa)	REFORM UK (ab)	OTHER (ac)	REMAIN (ad)	LEAVE (ae)	
UNWEIGHTED BASE	1100	526	554	353	400	347	684	416	263	285	249	155	53	95	577	523	738	362	174	284	291	274	919	168	143	393	83	106	114	460	332	
WEIGHTED BASE	1100	524	546	329	385	358	621	479	258	289	251	156	53*	93*	385	715	730	370	180	294	300	245	941	147	143	381	79*	116*	100*	420	346	
Strongly agree	92	53	35	50	29	13	50	42	17	22	19	21	5	7	42	51	73	19	14	18	19	32	73	18	12	35	9	6	6	38	25	
	8%	10%	6%	14%	7%	4%	8%	9%	7%	8%	8%	13%	10%	8%	11%	7%	10%	5%	8%	6%	6%	13%	8%	12%	8%	9%	11%	5%	6%	6%	9%	7%
Tend to agree	262	137	121	99	106	57	174	87	63	66	60	41	14	17	99	163	194	68	27	70	73	72	207	53	35	99	10	20	26	110	71	
	24%	26%	22%	28%	27%	16%	28%	18%	24%	23%	24%	26%	26%	19%	26%	23%	27%	18%	15%	24%	24%	29%	22%	36%	24%	26%	26%	13%	17%	26%	26%	20%
				e	e	e	r	e							o						r	r	t		v							
Neither agree nor disagree	265	116	145	99	80	86	134	131	66	71	60	35	11	23	83	182	164	101	39	80	75	51	228	35	31	83	23	26	27	95	84	
	24%	22%	27%	28%	21%	24%	22%	27%	25%	24%	24%	23%	21%	25%	22%	26%	23%	27%	21%	27%	25%	21%	24%	24%	22%	22%	30%	23%	27%	23%	24%	24%
				d																												
Tend to disagree	303	133	165	67	112	124	180	123	84	81	73	36	9	20	111	192	197	106	50	81	91	55	273	24	46	101	14	49	22	106	107	
	28%	25%	30%	19%	29%	35%	29%	26%	33%	28%	29%	23%	18%	21%	29%	27%	27%	29%	28%	28%	30%	22%	29%	16%	32%	26%	18%	42%	22%	25%	31%	31%
				£	£	£																	w			z				yB		
Strongly disagree	166	89	76	35	56	75	79	88	24	44	38	22	13	25	49	117	96	70	43	43	40	34	150	15	19	56	21	15	18	68	56	
	15%	17%	14%	10%	14%	18%	13%	18%	9%	15%	15%	14%	15%	27%	21%	16%	13%	19%	24%	14%	13%	14%	16%	10%	14%	15%	17%	13%	18%	16%	16%	16%
				cd			f																									
NET: Agree	354	190	155	149	135	70	224	130	81	89	80	61	19	24	140	214	267	87	42	88	92	104	280	71	47	134	19	26	32	148	96	
	32%	36%	28%	42%	35%	20%	36%	27%	31%	31%	32%	39%	36%	26%	36%	30%	37%	23%	23%	30%	31%	42%	30%	48%	33%	35%	25%	23%	32%	35%	28%	28%
				h	e	e	R																									
NET: Disagree	470	221	240	102	168	200	259	211	108	126	111	58	22	45	160	309	294	176	92	124	131	89	423	39	65	157	35	64	40	174	164	
	43%	41%	44%	29%	44%	56%	42%	44%	42%	43%	44%	37%	43%	48%	42%	43%	40%	48%	40%	51%	42%	44%	36%	45%	27%	46%	41%	44%	55%	40%	41%	47%
				c	c	c																										
Don't know	11	5	6	7	2	3	4	7	4	4	1	1	-	1	2	9	5	7	7	2	1	1	9	2	-	7	1	-	-	1	3	3
	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	1%	1%	2%	4%	2%	1%	1%	1%	1%	-	2%	2%	-	-	1%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D
Overlap formulae used. * small base



Table 11
Q4_7 - To what extent do you agree or disagree with the following statements? Supermarket loyalty cards collect more data about users than I am comfortable sharing.

Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN (a)	WOMAN (b)	16-34 (d)	35-54 (e)	55+ (f)	ABC1 (g)	C2DE (h)	NORTH (i)	MIDLANDS (j)	SOUTH (k)	LONDON (l)	WALES (m)	SCOTLAND (n)	GRADUATES (o)	NON GRADUATES (p)	WORKING (q)	NOT WORKING (r)	UP TO £19999 (s)	£20000- £34999 (t)	£35000- £54999 (u)	£55000+ (v)	WHITE ETHNIC GROUP (w)	ETHNIC MINORITY GROUPS (x)	CONSERVATIVE (y)	LABOUR (z)	LIBERAL DEMOCRATS (aa)	REFORM UK (ab)	OTHER (ac)	REMAIN (ad)	LEAVE (ae)
UNWEIGHTED BASE	1100	534	566	323	400	377	621	479	258	289	251	156	53*	93*	385	715	730	370	180	294	300	245	941	147	143	381	79*	116*	100*	420	346
WEIGHTED BASE	1100	534	566	323	400	377	621	479	258	289	251	156	53*	93*	385	715	730	370	180	294	300	245	941	147	143	381	79*	116*	100*	420	346
Strongly agree	142 13%	81 15%	57 11%	45 13%	58 15%	39 11%	90 15%	52 11%	28 11%	37 13%	31 12%	25 16%	8 15%	13 14%	56 15%	86 12%	108 15%	34 9%	21 11%	31 10%	35 12%	47 19%	118 12%	24 16%	21 15%	50 13%	16 21%	15 13%	9 9%	60 14%	50 15%
Tend to agree	271 25%	136 25%	130 24%	83 23%	101 26%	87 24%	159 26%	112 23%	70 27%	68 23%	61 24%	43 27%	11 20%	20 22%	101 26%	170 24%	195 27%	77 21%	40 22%	82 28%	77 26%	56 23%	224 24%	43 29%	30 21%	98 26%	13 16%	30 26%	32 32%	103 25%	94 27%
Neither agree nor disagree	359 33%	174 33%	180 33%	106 30%	115 30%	139 39%	187 30%	172 36%	89 34%	104 36%	78 31%	47 30%	11 20%	30 33%	115 30%	245 34%	216 30%	143 39%	62 34%	95 32%	95 32%	75 31%	312 33%	45 30%	45 31%	119 31%	29 37%	45 39%	32 32%	138 33%	104 30%
Tend to disagree	197 18%	88 16%	107 20%	65 18%	74 19%	58 16%	114 18%	83 17%	41 16%	41 14%	56 22%	30 20%	9 17%	20 22%	69 18%	129 18%	127 17%	70 19%	34 19%	51 17%	58 19%	40 16%	179 19%	16 11%	34 24%	68 18%	13 16%	16 14%	18 18%	78 19%	57 16%
Strongly disagree	72 7%	39 7%	32 6%	36 10%	23 6%	13 4%	44 7%	28 6%	13 5%	21 7%	14 6%	6 4%	15 28%	3 3%	27 7%	45 6%	50 7%	22 6%	7 4%	24 8%	19 6%	20 8%	58 6%	13 9%	9 7%	29 8%	2 2%	7 6%	6 6%	20 5%	26 7%
NET: Agree	414 38%	217 41%	187 34%	128 36%	159 41%	126 35%	249 40%	165 34%	98 38%	104 36%	92 37%	68 44%	18 35%	33 36%	157 41%	257 36%	303 41%	111 30%	61 34%	113 39%	111 37%	103 42%	341 36%	67 45%	51 35%	148 39%	29 37%	45 39%	41 41%	163 39%	145 42%
NET: Disagree	269 24%	127 24%	140 26%	101 28%	98 25%	71 20%	158 26%	111 23%	54 21%	62 22%	70 28%	36 23%	24 45%	23 25%	96 25%	173 24%	177 24%	93 25%	42 23%	75 26%	76 25%	60 24%	237 25%	29 19%	44 31%	98 26%	14 18%	23 20%	24 24%	98 23%	83 24%
Don't know	57 5%	17 3%	40 7%	23 6%	14 4%	21 6%	26 4%	32 7%	17 7%	18 6%	11 4%	5 3%	-	7 7%	17 4%	41 6%	34 5%	23 6%	15 8%	10 4%	18 6%	8 3%	51 5%	7 5%	4 3%	17 4%	7 8%	3 3%	3 3%	21 5%	15 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D
Overlap formulae used. * small base