First we'd like to ask you a few questions about 'loyalty,' which is defined as 'accepting the bonds that our relationships with others entail, then acting in a way that defends and reinforces the attachment inherent in these relationships.' The following list presents categories of people, organizations, products and services you likely have a relationship with. Have their actions over the past two years made you more loyal to them or less loyal to them? - Top 2 Box - Much/Somewhat more loyal Summary

_		Ge	ender		Age			ld Income		Region	1	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		Α	В	С	D	Е	F	G	Н	I	J	K
Base: All Respondents (unwtd)	1014	500	514	369	360	285	550	464	181	317	360	156
Base: All Respondents (wtd)	1014	492	522	309	388	316	421	593	189	224	372	229
	705	340	365	189	266	251	284	421	127	156	281	141
Your country the United States of America	70%	69%	70%	61%	68%	79%	68%	71%	67%	69%	76%	62%
						CD					K	
	645	316	329	177	240	227	220	425	125	133	242	146
Your spouse/partner/significant other	64%	64%	63%	57%	62%	72%	52%	72%	66%	59%	65%	64%
						CD		F				
	589	283	306	143	201	245	229	361	111	137	212	130
Your family doctor	58%	58%	59%	46%	52%	78%	54%	61%	59%	61%	57%	57%
						CD						
	572	271	300	151	198	223	216	356	95	134	225	118
The brand of car you currently drive	56%	55%	58%	49%	51%	70%	51%	60%	50%	60%	60%	51%
						CD		F				
A restaurant you go to frequently	567	283	284	165	199	204	224	343	95	128	225	119
	56%	58%	54%	53%	51%	64%	53%	58%	50%	57%	60%	52%

A Music station on the radio you tune in to	556	280	276	179	229	148	228	328	88	131	214	124
frequently	55%	57%	53%	58%	59%	47%	54%	55%	46%	58%	58%	54%
				Е	Е					Н	Н	
	549	248	300	148	207	194	241	308	88	127	230	104
Your Religious Faith	54%	50%	58%	48%	53%	61%	57%	52%	47%	57%	62%	45%
						С					HK	
	548	294	254	131	215	201	216	332	93	112	228	115
Where you get your news from on TV	54%	60%	49%	43%	55%	64%	51%	56%	49%	50%	61%	50%
		В			С	С					HI	
	529	261	268	127	208	193	207	322	103	128	195	104
Your main financial institution	52%	53%	51%	41%	54%	61%	49%	54%	54%	57%	52%	45%
					С	С						
	493	244	249	150	179	164	214	279	83	96	212	103
A department or outlet store (WalMart, K-Mart, etc)	49%	50%	48%	49%	46%	52%	51%	47%	44%	43%	57%	45%
											HIK	
	489	253	236	155	186	148	213	276	83	117	194	95
A gas station you frequent	48%	51%	45%	50%	48%	47%	51%	47%	44%	52%	52%	41%
	487	249	238	150	166	171	191	296	90	102	190	105
Your cell phone carrier	48%	51%	46%	49%	43%	54%	45%	50%	48%	46%	51%	46%
						D						
A 'frequent shopper' card of some kind that	478	208	270	145	166	167	181	297	105	115	165	93
rewards you for purchasing	47%	42%	52%	47%	43%	53%	43%	50%	55%	51%	44%	40%
			Α			D			JK			
A Drama show on TV that you commonly watch												

3 197 40% 9 223 45% B 3 227 46% B 1 184 6 37%	251 48% A 196 37% 190 36%	127 41% 148 48% D 150 49% DE 134	158 41% 150 39% 151 39%	162 51% CD 121 38% 117 37%	179 42% 186 44% 181 43%	269 45% 233 39% 237 40%	64 34% 67 35% 82 44%	116 52% HK 109 49% HK 99	189 51% HK 165 44% 150 40%	79 34% 78 34% 87 38%
223 45% B 3 227 46% B 1 184	A 196 37% 190 36%	148 48% D 150 49% DE	150 39% 151 39%	CD 121 38% 117 37%	186 44% 181	233 39% 237	67 35% 82	HK 109 49% HK 99	HK 165 44% 150	78 34% 87
45% B 3 227 6 46% B 1 184	196 37% 190 36%	48% D 150 49% DE	39% 151 39%	121 38% 117 37%	44% 181	39% 237	35% 82	109 49% HK 99	165 44% 150	34% 87
45% B 3 227 6 46% B 1 184	37% 190 36%	48% D 150 49% DE	39% 151 39%	38% 117 37%	44% 181	39% 237	35% 82	49% HK 99	44% 150	34% 87
B 227 46% B 1 184	190 36%	D 150 49% DE	151 39%	117 37%	181	237	82	HK 99	150	87
3 227 6 46% B 1 184	36%	150 49% DE	39%	37%				99		
% 46% B 1 184	36%	49% DE	39%	37%						
B 1 184		DE			43%	40%	44%	44%	40%	38%
1 184	207		167							
	207	134	167		I control of the cont	1				
6 37%		1	107	89	121	270	57	104	149	81
	40%	43%	43%	28%	29%	45%	30%	47%	40%	35%
		E	Е			F		Н		
3 194	185	100	131	148	167	211	64	69	148	96
6 39%	35%	32%	34%	47%	40%	36%	34%	31%	40%	42%
				CD					1	
3 183	190	87	121	165	134	239	71	86	143	72
% 37%	36%	28%	31%	52%	32%	40%	38%	38%	39%	32%
				CD		F				
190	174	113	114	137	140	224	58	88	150	69
6 39%	33%	36%	29%	43%	33%	38%	31%	39%	40%	30%
				D						
168	191	107	118	134	140	220	59	76	146	79
6 34%	37%	35%	30%	42%	33%	37%	31%	34%	39%	34%
3 2/2	39% 39% 3183 37% 4 190 39% 0 168	39% 35% 3 183 190 37% 36% 4 190 174 39% 33% 0 168 191	8 194 185 100 % 39% 35% 32% 3 183 190 87 % 37% 36% 28% 4 190 174 113 % 39% 33% 36% 0 168 191 107	8 194 185 100 131 % 39% 35% 32% 34% 3 183 190 87 121 % 37% 36% 28% 31% 4 190 174 113 114 % 39% 33% 36% 29% 0 168 191 107 118	8 194 185 100 131 148 % 39% 35% 32% 34% 47% CD 3 183 190 87 121 165 % 37% 36% 28% 31% 52% CD 4 190 174 113 114 137 % 39% 33% 36% 29% 43% D 0 168 191 107 118 134	8 194 185 100 131 148 167 39% 35% 32% 34% 47% 40% CD CD CD 134 165 134 37% 36% 28% 31% 52% 32% CD CD CD CD 4 190 174 113 114 137 140 39% 33% 36% 29% 43% 33% D D 168 191 107 118 134 140 34% 37% 35% 30% 42% 33%	8 194 185 100 131 148 167 211 % 39% 35% 32% 34% 47% 40% 36% CD CD CD 134 239 3 183 190 87 121 165 134 239 % 37% 36% 28% 31% 52% 32% 40% CD F 4 190 174 113 114 137 140 224 % 39% 33% 36% 29% 43% 33% 38% D 0 168 191 107 118 134 140 220 % 34% 37% 35% 30% 42% 33% 37%	8 194 185 100 131 148 167 211 64 39% 35% 32% 34% 47% 40% 36% 34% 3 183 190 87 121 165 134 239 71 37% 36% 28% 31% 52% 32% 40% 38% CD F 64 190 174 113 114 137 140 224 58 39% 33% 36% 29% 43% 33% 38% 31% 0 168 191 107 118 134 140 220 59 34% 34% 37% 35% 30% 42% 33% 37% 31%	8 194 185 100 131 148 167 211 64 69 36 39% 35% 32% 34% 47% 40% 36% 34% 31% CD CD B 121 165 134 239 71 86 37% 36% 28% 31% 52% 32% 40% 38% 38% CD F F 64 190 174 113 114 137 140 224 58 88 39% 33% 36% 29% 43% 33% 38% 31% 39% 0 168 191 107 118 134 140 220 59 76 6 34% 37% 35% 30% 42% 33% 37% 31% 34%	8 194 185 100 131 148 167 211 64 69 148 8 39% 35% 32% 34% 47% 40% 36% 34% 31% 40% 0 CD CD I 1 <td< td=""></td<>

A political leader (Obama, McCain, Dorgan,	320	139	182	97	104	120	134	186	64	75	113	68
Clinton, etc)	32%	28%	35%	31%	27%	38%	32%	31%	34%	33%	30%	30%
						D						
A line of clothing (Levi's, Wrangler, J.Crew, Brooks	294	155	139	121	97	75	125	169	61	67	102	64
Brothers, The Gap, Abercrombie & Fitch)	29%	31%	27%	39%	25%	24%	30%	28%	32%	30%	27%	28%
				DE								
A Reality show on TV that you commonly watch	260	112	148	96	92	73	114	145	37	65	105	53
A Reality show on TV that you commonly watch	26%	23%	28%	31%	24%	23%	27%	25%	20%	29%	28%	23%
A sports footwear manufacturer (Nike, Reebok,	255	122	134	102	87	66	105	151	39	56	108	52
A sports rootwear manufacturer (Nike, Reebox, Adidas, New Balance, etc)	25%	25%	26%	33%	23%	21%	25%	25%	21%	25%	29%	23%
	I			DE								
	251	133	118	70	89	92	100	151	43	46	111	49
A national 'breakfast television' show	25%	27%	23%	23%	23%	29%	24%	25%	23%	21%	30%	22%
	I										I	
	244	119	126	61	88	96	96	148	42	52	108	42
A local 'breakfast television' show	24%	24%	24%	20%	23%	30%	23%	25%	22%	23%	29%	18%
	I					С					K	
A travel agency or travel outlet (online or	149	70	79	43	40	66	47	102	33	33	48	35
otherwise)	15%	14%	15%	14%	10%	21%	11%	17%	17%	15%	13%	15%
	ı		I			D	l	F				

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			dren in sehold	Edu	cation		Employ	yment Status		Marital S	Status	R	ace
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		А	В	С	D	Е	F	G	Н	1	J	К	L
Base: All Respondents (unwtd)	1014	334	680	632	382	441	111	291	171	578	436	885	109
Base: All Respondents (wtd)	1014	285	729	582	432	478	98*	268	171	621	393	888	113*
1	705	186	519	413	293	321	72	176	136	452	253	630	67
Your country the United States of America	70%	65%	71%	71%	68%	67%	74%	66%	80%	73%	64%	71%	59%
1							i	1	EG	J		L	
l	645	182	462	369	276	312	64	146	122	507	138	572	65
Your spouse/partner/significant other	64%	64%	63%	63%	64%	65%	65%	55%	72%	82%	35%	64%	57%
1						G	i	1	G	J			
1	589	148	442	352	237	278	45	138	128	402	188	523	58
Your family doctor	58%	52%	61%	60%	55%	58%	46%	52%	75%	65%	48%	59%	51%
1			Α				i	1	EFG	J			
l	572	137	435	331	241	270	55	128	119	377	195	511	54
The brand of car you currently drive	56%	48%	60%	57%	56%	57%	56%	48%	70%	61%	50%	58%	48%
l .	'		Α				i	1	EG	J			
A restaurant you go to frequently	567	134	433	320	247	267	55	137	108	353	214	501	61

1		i .	l I	ı	I	1	l 1	l I	ı	l	1	l	l
	56%	47%	59%	55%	57%	56%	56%	51%	63%	57%	55%	56%	54%
			Α						G				
A Music station on the radio you tune in to	556	170	386	326	230	290	46	145	75	350	206	489	62
frequently	55%	60%	53%	56%	53%	61%	47%	54%	44%	56%	52%	55%	55%
						FH							
	549	163	386	314	234	265	58	133	93	380	169	475	67
Your Religious Faith	54%	57%	53%	54%	54%	55%	59%	50%	55%	61%	43%	53%	59%
										J			
	548	135	413	321	228	263	56	119	109	354	195	496	45
Where you get your news from on TV	54%	47%	57%	55%	53%	55%	58%	45%	64%	57%	50%	56%	40%
			Α			G			G			L	
	529	134	395	306	222	257	52	112	108	347	182	476	49
Your main financial institution	52%	47%	54%	53%	51%	54%	53%	42%	63%	56%	46%	54%	43%
						G			G	J			
	493	135	358	298	195	231	47	135	80	311	183	424	62
A department or outlet store (WalMart, K-Mart, etc)	49%	47%	49%	51%	45%	48%	48%	51%	47%	50%	46%	48%	55%
	489	147	343	285	204	258	40	115	76	299	190	437	46
A gas station you frequent	48%	51%	47%	49%	47%	54%	41%	43%	45%	48%	48%	49%	41%
j , .	40 /0	3176	47 70	4370	47 /0	FG	4170	4576	4570	40 /0	40 /0	4370	4170
	487	126	361	296	191	243	50	121	74	311	177	429	52
Your cell phone carrier	48%	44%	50%	51%	44%	51%	51%	45%	43%	50%	45%	48%	46%
A 'frequent shopper' card of some kind that rewards you for purchasing	478	122	356	268	210	238	50	107	83	302	176	429	43
you for paronasing	47%	43%	49%	46%	49%	50%	51%	40%	49%	49%	45%	48%	38%

1		l.	l I			l.	l	l	l	l	l .	I.	ı
	476	127	349	289	188	217	52	131	76	293	184	416	53
A Drama show on TV that you commonly watch	47%	45%	48%	50%	43%	45%	53%	49%	45%	47%	47%	47%	47%
	448	124	324	242	206	222	53	97	76	318	130	395	47
The Church you do or could belong to	44%	43%	44%	42%	48%	46%	54%	36%	45%	51%	33%	45%	41%
						G	G			J			
	419	124	295	242	177	204	34	121	59	256	163	369	44
A soft drink (Pepsi, Coke, etc)	41%	43%	41%	42%	41%	43%	35%	45%	35%	41%	41%	42%	39%
	418	118	300	250	168	205	43	117	53	250	168	364	49
A Comedy show on TV that you commonly watch	41%	41%	41%	43%	39%	43%	44%	44%	31%	40%	43%	41%	44%
						Н		Н					
	391	118	272	206	184	289	53	42	6	265	125	349	39
Your employer	39%	41%	37%	35%	43%	60%	54%	16%	4%	43%	32%	39%	34%
						GH	GH	Н		J			
	378	97	281	254	125	166	31	94	88	241	137	332	44
Your satellite/cable TV provider	37%	34%	39%	44%	29%	35%	32%	35%	51%	39%	35%	37%	39%
				D					EFG				
	373	70	303	191	182	185	35	58	95	239	134	330	37
Your primary credit card	37%	24%	42%	33%	42%	39%	36%	21%	56%	38%	34%	37%	33%
			Α		С	G	G		EFG				
A talk or news station on the radio	364	92	273	183	181	194	32	69	69	248	116	317	43
A taik of Hews Station on the faulo	36%	32%	37%	31%	42%	41%	33%	26%	40%	40%	29%	36%	38%
A political party (Republican, Democrat, etc)	000		200	404	400	407					404	0.40	40
	360	97	263	191	169	167	33	84	76	239	121	310	46
	35%	34%	36%	33%	39%	35%	34%	31%	44%	38%	31%	35%	40%

	1								G	J		
A political leader (Obama, McCain, Dorgan,	320	76	245	174	147	152	29	92	48	180	140	260
Clinton, etc)	32%	27%	34%	30%	34%	32%	30%	34%	28%	29%	36%	29%
A line of clothing (Levi's, Wrangler, J.Crew, Brooks	294	84	210	176	118	137	25	86	45	173	121	247
Brothers, The Gap, Abercrombie & Fitch)	29%	29%	29%	30%	27%	29%	26%	32%	26%	28%	31%	28%
	260	89	171	171	89	124	30	75	31	155	105	221
A Reality show on TV that you commonly watch	26%	31%	23%	29%	21%	26%	31%	28%	18%	25%	27%	25%
	1	В		D			Н	Н				
A sports footwear manufacturer (Nike, Reebok, Adidas, New Balance, etc)	255	73	183	135	121	129	30	73	24	155	101	221
Adidas, New Balance, step	25%	25%	25%	23%	28%	27%	30%	27%	14%	25%	26%	25%
	251	61	190	150	100	140	22	56	34	164	87	213
A national 'breakfast television' show	25%	21%	26%	26%	23%	29%	22%	21%	20%	26%	22%	24%
	1					G						
	244	62	183	155	89	121	26	58	40	160	84	207
A local 'breakfast television' show	24%	22%	25%	27%	21%	25%	27%	22%	24%	26%	21%	23%
A travel agency or travel outlet (online or otherwise)	149	27	123	71	78	74	10	30	36	103	46	131
	15%	9%	17%	12%	18%	15%	10%	11%	21%	17%	12%	15%

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-					Political Affi	liation				Registe	red Voter_
	Total	Democratic Party	Republican Party (GOP)	Green Party	Libertarian Party	Constitution Party	Tea Party	Other	No Affiliation	Yes	No
		Α	В	С	D	E	F	G	Н	1	J
Base: All Respondents (unwtd)	1014	292	272	8	26	2	34	24	356	902	112
Base: All Respondents (wtd)	1014	293	283	9**	29**	2**	40**	23**	335	906	108*
	705	213	217	2	22	2	36	9	205	656	49
Your country the United States of America	70%	73%	77%	27%	75%	100%	90%	39%	61%	72%	46%
		Н	Н							J	
	645	169	218	7	20	2	33	11	184	588	56
Your spouse/partner/significant other	64%	58%	77%	79%	70%	100%	83%	48%	55%	65%	52%
			АН							J	
	589	176	193	3	16	2	31	11	158	553	37
Your family doctor	58%	60%	68%	29%	55%	100%	76%	49%	47%	61%	34%
		Н	Н							J	
	572	168	184	1	20	2	26	12	160	530	42
The brand of car you currently drive	56%	57%	65%	6%	69%	100%	65%	50%	48%	58%	39%
			Н							J	
A restaurant you go to frequently	567	176	179	6	19	1	26	11	149	525	42

	56%	60%	63%	67%	66%	46%	66%	48%	44%	58%	39%
		Н	Н							J	
A Music station on the radio you tune in to	556	175	150	7	17	2	24	12	170	505	51
requently	55%	60%	53%	71%	59%	100%	58%	50%	51%	56%	47%
	549	146	204	1	13	2	35	14	134	514	35
Your Religious Faith	54%	50%	72%	11%	44%	100%	87%	60%	40%	57%	32%
		Н	АН							J	
	548	173	175	0	17	1	33	13	138	505	44
Where you get your news from on TV	54%	59%	62%	-	58%	46%	83%	55%	41%	56%	40%
		Н	Н							J	
	529	156	162	1	12	1	26	7	164	486	43
Your main financial institution	52%	53%	57%	8%	43%	46%	65%	29%	49%	54%	40%
										J	
A department or outlet store (WalMart, K-	493	156	144	0	17	2	28	9	138	445	49
Mart, etc)	49%	53%	51%	-	60%	100%	69%	39%	41%	49%	45%
		Н									
	489	161	137	2	15	2	24	9	139	444	45
A gas station you frequent	48%	55%	48%	18%	54%	100%	60%	40%	41%	49%	42%
		Н									
	487	137	163	2	16	1	15	11	143	442	45
Your cell phone carrier	48%	47%	58%	21%	56%	46%	36%	47%	43%	49%	42%
A 'frequent shopper' card of some kind that			AH								
rewards you for purchasing	478	146	150	1	20	2	25	10	125	447	31
	47%	50%	53%	14%	68%	100%	62%	43%	37%	49%	29%

		Н	Н							J	
A Drama show on TV that you commonly	476	165	125	1	11	1	22	11	141	436	40
watch	47%	56%	44%	6%	39%	54%	54%	47%	42%	48%	37%
		ВН									
	448	110	184	1	13	2	26	7	107	421	27
The Church you do or could belong to	44%	37%	65%	5%	44%	100%	64%	29%	32%	46%	25%
			AH							J	
	419	127	120	3	12	1	16	10	130	372	47
A soft drink (Pepsi, Coke, etc)	41%	43%	43%	35%	41%	46%	40%	42%	39%	41%	44%
A Comedy show on TV that you commonly	418	147	108	3	11	1	21	8	119	380	38
vatch	41%	50%	38%	35%	37%	54%	52%	36%	35%	42%	35%
		ВН									
	391	102	131	3	14	1	12	6	122	361	30
Your employer	39%	35%	46%	36%	49%	54%	29%	24%	36%	40%	28%
			AH							J	
	378	113	112	1	10	2	17	9	114	340	38
Your satellite/cable TV provider	37%	38%	40%	11%	36%	100%	43%	38%	34%	38%	35%
	373	107	119	0	14	2	18	8	107	347	26
Your primary credit card	37%	36%	42%	-	47%	100%	44%	33%	32%	38%	24%
			Н							J	
	364	106	119	0	17	1	34	6	81	341	23
A talk or news station on the radio	36%	36%	42%	-	60%	46%	85%	27%	24%	38%	22%
		Н	Н							J.	

A malification of the (Damah linear Damanat ata)	360	151	146	1	10	2	18	3	28	350	10
A political party (Republican, Democrat, etc)	35%	52%	52%	14%	34%	100%	45%	15%	8%	39%	9%
		Н	Н							J	
A political leader (Obama, McCain, Dorgan,	320	170	56	2	5	0	12	7	68	304	16
Clinton, etc)	32%	58%	20%	24%	19%	-	29%	30%	20%	34%	15%
		ВН								J	
A line of clothing (Levi's, Wrangler, J.Crew,	204	94	00		40	4	1.4	7	00	207	07
Brooks Brothers, The Gap, Abercrombie & Fitch)	294		86	2	10	1	14	7	80	267	27
Filon	29%	32%	30%	24%	36%	54%	34%	29%	24%	29%	25%
A Dealth above at TV that was a second	260	89	75	2	11	0	7	6	70	241	19
A Reality show on TV that you commonly watch	26%	30%	27%	24%	38%	-	16%	28%	21%	27%	18%
	2070	Н	2170	2170	0070		1070	2070	2170	2170	1070
A sports footwear manufacturer (Nike,	255	91	70	3	13	1	10	6	62	236	19
Reebok, Adidas, New Balance, etc)	25%	31%	25%	29%	46%	46%	24%	25%	19%	26%	18%
		Н									
	251	79	82	0	10	1	19	7	51	232	19
A national 'breakfast television' show	25%	27%	29%	-	36%	46%	48%	33%	15%	26%	18%
		Н	Н								
	244	84	63	0	7	1	18	7	65	225	19
A local 'breakfast television' show	24%	29%	22%	-	24%	46%	45%	29%	19%	25%	18%
		Н									
A travel agency or travel outlet (online or otherwise)	149	44	51	0	10	0	9	0	36	143	6
outerwise)	15%	15%	18%	-	36%	_	21%	-	11%	16%	6%

Please indicate how strongly you agree or disagree with them: - Top 2 Box - Agree Summary

		Ge	ender		Age			ld Income		Region		
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		А	В	С	D	Е	F	G	Н	I	J	К
It's harder to be loyal nowadays compared to years ago because there are	675	326	349	212	241	222	281	394	121	153	250	150
just so many more choices available to me	67%	66%	67%	69%	62%	70%	67%	66%	64%	68%	67%	66%
Most organizations navedove do a good												
Most organizations nowadays do a good job of encouraging loyalty and strengthen	499	230	269	178	171	150	222	276	94	112	181	112
their relationships with customers	49%	47%	51%	57%	44%	48%	53%	47%	50%	50%	49%	49%
				DE								
Most organizations nowadays do a good												
job of properly recognizing and rewarding	470	225	244	171	170	129	210	260	80	108	190	92
those customers who are loyal to them	46%	46%	47%	55%	44%	41%	50%	44%	42%	48%	51%	40%
				DE								
I will remain loyal to my workplace even if												
I get an offer to work at another company	316	158	157	93	156	67	94	222	57	81	128	49
for 10% more in my pay-check	55%	56%	54%	47%	62%	53%	53%	56%	58%	55%	58%	46%
					С							

Please indicate how strongly you agree or disagree with them: - Top 2 Box - Agree Summary

		Child Hous	ren in ehold	Educ	ation		Employn	ment Status		Marital	Status	Ra	асе
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		Α	В	С	D	Е	F	G	Н	I	J	К	L
It's harder to be loyal nowadays	675	192	483	384	291	299	64	186	126	421	254	590	75
compared to years ago because there are just so many more choices available to me	67%	67%			291 67%				74%		254 65%		75 67%
just so many more choices available to me	6/%	6/%	66%	66%	6/%	63%	65%	70%		68%	65%	66%	6/%
									E				
Most organizations nowadays do a good job of encouraging loyalty and strengthen	499	158	341	290	209	250	42	134	72	294	205	433	63
their relationships with customers	49%	55%	47%	50%	48%	52%	43%	50%	42%	47%	52%	49%	55%
		В											
Most organizations nowadays do a good													
job of properly recognizing and rewarding	470	153	316	275	194	222	45	135	67	275	195	402	63
those customers who are loyal to them	46%	54%	43%	47%	45%	47%	46%	51%	39%	44%	50%	45%	56%
		В						Н					
I will remain loyal to my workplace even if													
I get an offer to work at another company for	316	101	215	169	147	274	42	0	0	208	108	277	35
10% more in my pay-check	55%	53%	56%	59%	51%	57%	43%	-	-	57%	51%	55%	54%
						F							

Please indicate how strongly you agree or disagree with them: - Top 2 Box - Agree Summary

Political Affiliation Registered Voter

	Total	Democratic Party	Republican Party (GOP)	Green Party	Libertarian Party	Constitution Party	Tea Party	Other	No Affiliation	Yes	No
		А	В	С	D	E	F	G	Н	1	J
It's harder to be loyal nowadays											
compared to years ago because there are just so many more choices	675	196	199	9	18	2	26	15	211	603	72
available to me	67%	67%	70%	94%	64%	100%	64%	65%	63%	67%	67%
Most organizations nowadays do a good job of encouraging loyalty and strengthen their relationships with customers	499 49%	152 52%	153 54%	1 11%	14 50%	1 54%	7 16%	9 38%	163 49%	445 49%	54 50%
Most organizations nowadays do a good job of properly recognizing and	470	151	127	4	14	4	10	8	158	412	58
rewarding those customers who are		_		1		1					
loyal to them	46%	52%	45%	11%	50%	54%	24%	34%	47%	45%	54%
I will remain loyal to my workplace even if I get an offer to work at	040	00	404	4	40			_		004	05
another company for 10% more in my	316	90	104	1	13	0	8	5	94	291	25
pay-check	55%	54%	61%	26%	83%	-	47%	37%	50%	56%	48%

Please indicate how strongly you agree or disagree with them: - Bottom 2 Box - Disagree Summary

		Ge	nder		Age		Househo	ld Income		Region		
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West

Most organizations nowadays do a good job of properly recognizing and rewarding those customers who are loyal to them	544 54%	266 54%	278 53%	139 45%	218 56% C	188 59% C	211 50%	334 56%	109 58%	116 52%	183 49%	137 60%	
Most organizations nowadays do a good job of encouraging loyalty and strengthen their relationships with customers	515 51%	261 53%	254 49%	132 43%	217 56% C	166 52% C	198 47%	317 53%	95 50%	112 50%	191 51%	117 51%	
It's harder to be loyal nowadays compared to years ago because there are just so many more choices available to me	339 33%	166 34%	173 33%	97 31%	147 38%	95 30%	140 33%	199 34%	68 36%	71 32%	122 33%	79 34%	
I will remain loyal to my workplace even if I get an offer to work at another company for 10% more in my pay-check	260 45%	127 44%	133 46%	104 53% D	96 38%	60 47%	83 47%	177 44%	42 42%	65 45%	94 42%	59 54%	

Please indicate how strongly you agree or disagree with them: - Bottom 2 Box - Disagree Summary

			ren in ehold	Educ	ation		Employr	nent Status		Marital			ıce
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
Most organizations nowadays do a good job of properly recognizing and rewarding those	544	400	440	007	207	050	50	400	404	0.47	400	400	50
customers who are loyal to them	544 54%	132 46%	412 57%	307 53%	237 55%	256 53%	53 54%	132 49%	104 61%	347 56%	198 50%	486 55%	50 44%

Most organizations nowadays do a good job of encouraging loyalty and strengthen their relationships with customers	515 51%	127 45%	388 53% A	293 50%	222 52%	228 48%	56 57%	134 50%	98 58%	327 53%	188 48%	455 51%	51 45%
It's harder to be loyal nowadays compared to years ago because there are just so many more choices available to me	339 33%	93 33%	246 34%	198 34%	141 33%	179 37% H	34 35%	82 30%	45 26%	200 32%	139 35%	298 34%	38 33%
I will remain loyal to my workplace even if I get an offer to work at another company for 10% more in my pay-check	260 45%	90 47%	170 44%	119 41%	140 49%	204 43%	56 57%	0 -	0 -	155 43%	105 49%	227 45%	30 46%

Please indicate how strongly you agree or disagree with them: - Bottom 2 Box - Disagree Summary

					Political Affi	liation				Register	ed Voter
	Total	Democratic Party	Republican Party (GOP)	Green Party	Libertarian Party	Constitution Party	Tea Party	Other	No Affiliation	Yes	No
		А	В	С	D	E	F	G	Н	I	J
Most organizations nowadays do a good job of properly recognizing and rewarding those customers who are loyal to them	544 54%	142 48%	156 55%	8 89%	14 50%	1 46%	30 76%	15 66%	178 53%	495 55%	50 46%
Most organizations nowadays do a good job of encouraging loyalty and strengthen their relationships with	515	141	130	8	14	1	34	14	173	461	54

customers	51%	48%	46%	89%	50%	46%	84%	62%	51%	51%	50%	
It's harder to be loyal nowadays compared to years ago because there are just so many more choices available to me	339 33%	97 33%	84 30%	1 6%	10 36%	0 -	14 36%	8 35%	125 37%	303 33%	36 33%	
I will remain loyal to my workplace even if I get an offer to work at another company for 10% more in my pay-check	260 45%	75 46%	66 39%	3 74%	3 17%	1 100%	9 53%	9 63%	94 50%	232 44%	28 52%	

Finally, the following are a list of actions that an organization might take to encourage you to remain loyal to their products or services. Please rank the top three things that would most appeal to you in terms of helping to win or keep your loyalty. - Top Box Summary

		Ge	ender		Age			ld Income		Region	1	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		Α	В	С	D	Е	F	G	Н	I	J	K
Base: All Respondents (unwtd)	1014	500	514	369	360	285	550	464	181	317	360	156
Base: All Respondents (wtd)	1014	492	522	309	388	316	421	593	189	224	372	229
			l									
Give me instant cash awards at the	186	65	121	69	72	45	83	103	42	43	50	52
checkout counter	18%	13%	23%	22%	18%	14%	20%	17%	22%	19%	13%	23%
			А	Е					J			J
Nothing different just keep making a												
good product and don't raise the price	152	85	67	35	65	52	63	89	31	35	58	28
	15%	17%	13%	11%	17%	16%	15%	15%	17%	15%	16%	12%

1	1	1	1		1	1	I	1	1	1		1
Have a live person answer the phone												
when I call their store or customer service	134	62	71	26	53	55	61	73	24	37	46	26
center	13%	13%	14%	8%	14%	17%	14%	12%	13%	17%	12%	11%
	l I		1	'	'	С	1					
Give me automatic discounts on products	98	50	48	41	35	22	37	60	19	18	49	12
or services based on how many times I buy something at that retailer												
something at that retailer	10%	10%	9%	13%	9%	7%	9%	10%	10%	8%	13%	5%
	l .		1	E	1		1	1	1		K	
	83	48	35	21	35	27	34	49	11	17	30	25
Provide friendlier service	8%	10%	7%	7%	9%	8%	8%	8%	6%	8%	8%	11%
			1				1					
Mail coupons and provide individualized	81	24	58	29	35	18	38	43	16	20	32	14
discounts on products that are right for me	8%	5%	11%	9%	9%	6%	9%	7%	9%	9%	9%	6%
	l I		А	'								
Give me automatic discounts on products	80	42	38	12	20	20	26	52	12	11	20	26
or services based on how much money I spend at that retailer				13	29	38	26	53	13	11	30	
spend at that retailer	8%	9%	7%	4%	7%	12%	6%	9%	7%	5%	8%	11%
	1		1			С	1					
Provide cheaper prices, even if it means a	72	36	36	28	28	16	28	44	16	15	21	19
reduction in service	7%	7%	7%	9%	7%	5%	7%	7%	9%	7%	6%	8%
Have a store associate available to help answer my questions or help me find what I												
need	46	29	18	4	14	28	16	30	6	14	13	13

	5%	6%	3%	1%	4%	9% CD	4%	5%	3%	6%	4%	6%
Give me points that can be accumulated	33	19	14	20	8	5	14	19	3	8	15	7
on a frequent shopper car	3%	4%	3%	6% DE	2%	2%	3%	3%	2%	3%	4%	3%
Preferential treatment beyond discounts (e.g. preferred parking, preferred checkout line, exclusive sales for top-customers)	23	18	5	10	10	3	6	17	7	4	10	2
line, exclusive sales for top-customers)	2%	4% B	1%	3%	2%	1%	1%	3%	4%	2%	3%	1%
Have a staff member from the retailer call me and ask me for my opinion on how they are doing (but not trying to sell me	14	7	8	10	2	2	6	8	0	2	12	1
something)	1%	1%	1%	3% DE	1%	1%	2%	1%	-	1%	3% H	0
Have a staff member from the retailer call me just to say 'thanks' for my business	13	8	5	3	4	6	8	4	0	1	5	6
	1%	2%	1%	1%	1%	2%	2%	1%	-	1%	1%	3%

Finally, the following are a list of actions that an organization might take to encourage you to remain loyal to their products or services. Please rank the top three things that would most appeal to you in terms of helping to win or keep your loyalty. - Top Box Summary

		C	hildren in										
		H	ousehold		ucation		Employ	ment Status		Marital		Race	
	otal	Yes	No.	No college degree		Full Time	Part Time	Not Emp.	Retired	Married	Other	Vhite	Other

		Α	В	С	D	E	F	G	Н	I	J	K	L
Base: All Respondents (unwtd)	1014	334	680	632	382	441	111	291	171	578	436	885	109
Base: All Respondents (wtd)	1014	285	729	582	432	478	98*	268	171	621	393	888	113*
Give me instant cash awards at the	186	66	120	117	69	83	21	55	26	95	91	155	28
checkout counter	18%	23%	16%	20%	16%	17%	22%	21%	15%	15%	23%	17%	24%
		В									I		
Nothing different just keep making a	152	41	111	91	61	67	21	36	28	107	45	141	10
good product and don't raise the price	15%	14%	15%	16%	14%	14%	21%	14%	16%	17%	12%	16%	9%
										J			
Have a live person answer the phone when I call their store or customer service	134	28	105	96	37	48	10	38	38	85	48	119	11
center	13%	10%	14%	17%	9%	10%	10%	14%	22%	14%	12%	13%	9%
				D					EF				
Cive me automatic discounts on products													
Give me automatic discounts on products or services based on how many times I buy	98	26	72	43	55	58	8	25	6	64	34	90	7
something at that retailer	10%	9%	10%	7%	13%	12%	8%	10%	4%	10%	9%	10%	6%
					С	Н							
	83	23	60	44	39	45	8	21	10	44	39	69	13
Provide friendlier service	8%	8%	8%	8%	9%	9%	8%	8%	6%	7%	10%	8%	12%
Moil coupons and provide individuality		_	_	_	_	_		_		_	_	_	
Mail coupons and provide individualized discounts on products that are right for me	81	28	53	50	31	36	11	23	12	60	22	69	11
	8%	10%	7%	9%	7%	8%	11%	8%	7%	10%	6%	8%	10%

30 21 8% 8% 72 21 7% 7%	58 8% 51 7%	42 7% 36 6%	38 9% 36 8%	41 9% 41 9%	6 6% 7	17 6% 14	16 9% 9	56 9% 43	23 6% 29	76 9% 64	3 3%
				1	-	14	9	43	29	64	7
				9%	7%	5%	5%	7%	7%	7%	6%
4 % 1%	42 6%	23 4%	23 5%	20 4%	3 3%	13 5%	11 6%	23 4%	23 6%	40 5%	5 4%
33 9 % 3%	24 3%	17 3%	16 4%	15 3%	1 1%	13 5%	4 2%	15 2%	18 5%	30 3%	3 3%
23 11 4%	12 2%	9 2%	14 3%	12 2%	2 2%	6 2%	4 2%	19 3%	4 1%	18 2%	5 4%
14 6	8	6	9	10	0	2	2	6	8	7	8 7%
2::9	9 % 3% 33 11 % 4%	A 24 3% 3% 3% 3% 3% 4% 2% 4 6 8	A 24 17 3% 3% 3% 3% 3% 3% 4% 2% 2% 4 6 8 6	% 1% 6% 4% 5% A A 17 16 33 9 24 17 16 % 3% 3% 4% 23 11 12 9 14 % 4% 2% 2% 3% 4 6 8 6 9	% 1% 6% 4% 5% 4% A 13 9 24 17 16 15 3% 3% 3% 4% 3% 23 11 12 9 14 12 % 4% 2% 2% 3% 2% 4 6 8 6 9 10	% 1% 6% 4% 5% 4% 3% 83 9 24 17 16 15 1 9% 3% 3% 4% 3% 1% 83 11 12 9 14 12 2 8% 4% 2% 2% 3% 2% 2% 4 6 8 6 9 10 0	% 1% 6% 4% 5% 4% 3% 5% 43 9 24 17 16 15 1 13 3% 3% 3% 4% 3% 1% 5% 4 6 8 6 9 10 0 2	% 1% 6% 4% 5% 4% 3% 5% 6% 33 9 24 17 16 15 1 13 4 % 3% 3% 3% 4% 3% 1% 5% 2% 23 11 12 9 14 12 2 6 4 % 4% 2% 2% 2% 2% 2% 4 6 8 6 9 10 0 2 2	% 1% 6% 4% 5% 4% 3% 5% 6% 4% 13 9 24 17 16 15 1 13 4 15 % 3% 3% 4% 3% 1% 5% 2% 2% 23 11 12 9 14 12 2 6 4 19 % 4% 2% 2% 2% 2% 2% 2% 3% 4 6 8 6 9 10 0 2 2 6	% 1% 6% 4% 5% 4% 3% 5% 6% 4% 6% 13 9 24 17 16 15 1 13 4 15 18 % 3% 3% 4% 3% 1% 5% 2% 2% 5% 13 11 12 9 14 12 2 6 4 19 4 % 4% 2% 2% 2% 2% 2% 2% 3% 1% 4 6 8 6 9 10 0 2 2 6 8	% 1% 6% 4% 5% 4% 3% 5% 6% 4% 6% 5% 13 9 24 17 16 15 1 13 4 15 18 30 % 3% 3% 4% 3% 1% 5% 2% 2% 5% 3% 13 11 12 9 14 12 2 6 4 19 4 18 % 4% 2% 2% 2% 2% 2% 3% 1% 2% 4 6 8 6 9 10 0 2 2 6 8 7

Liquin a staff mambar from the rotailer call				_	_		_	_	_		_	_	_
Have a staff member from the retailer call	13	0	13	8	5	1	0	6	6	4	8	9	3
me just to say 'thanks' for my business	1%	-	2%	1%	1%	0	-	2%	3%	1%	2%	1%	3%
									E				

Finally, the following are a list of actions that an organization might take to encourage you to remain loyal to their products or services. Please rank the top three things that would most appeal to you in terms of helping to win or keep your loyalty. - Top Box Summary

					Political Affi	liation				Registe	red Voter
	Total	Democratic Party	Republican Party (GOP)	Green Party	Libertarian Party	Constitution Party	Tea Party	Other	No Affiliation	Yes	No
		Α	В	С	D	E	F	G	Н	I	J
Base: All Respondents (unwtd)	1014	292	272	8	26	2	34	24	356	902	112
Base: All Respondents (wtd)	1014	293	283	9**	29**	2**	40**	23**	335	906	108*
Give me instant cash awards at the	186	64	45	1	7	0	8	5	56	163	23
checkout counter	18%	22%	16%	5%	23%	-	21%	23%	17%	18%	21%
Nothing different just keep	152	28	51	1	0	0	9	5	58	139	13
making a good product and don't raise the price	15%	10%	18% A	7%	-	-	22%	23%	17% A	15%	12%
Have a live person answer the phone when I call their store or	134	34	34	4	2	0	11	3	45	119	14
customer service center	13%	12%	12%	45%	5%	-	28%	15%	13%	13%	13%

Give me automatic discounts on products or services based on how	98	26	22	1	9	0	3	1	35	86	12
many times I buy something at that retailer	10%	9%	8%	8%	32%	-	8%	4%	11%	9%	11%
	83	23	18	3	1	1	2	4	32	76	7
Provide friendlier service	8%	8%	6%	29%	2%	46%	6%	17%	9%	8%	6%
Mail coupons and provide											
individualized discounts on products	81	31	28	1	1	0	2	1	19	73	8
that are right for me	8%	10%	10%	6%	3%	-	5%	3%	6%	8%	8%
Give me automatic discounts on	00	0.7	20		4			4	40	70	
products or services based on how	80	27	30	0	1	1	1	1	19	73	6
much money I spend at that retailer	8%	9%	11%	-	4%	54%	3%	2%	6%	8%	6%
Provide cheaper prices, even if it	72	16	16	0	2	0	2	1	35	57	15
means a reduction in service	7%	5%	6%	-	6%	-	5%	3%	11%	6%	14% I
Have a store associate available to											
nelp answer my questions or help me	46	12	19	0	2	0	0	1	13	45	1
find what I need	5%	4%	7%	-	8%	-	-	3%	4%	5%	1%
Give me points that can be	33	12	8	0	2	0	1	0	10	28	5
accumulated on a frequent shopper car	3%	4%	3%	-	7%	-	1%	2%	3%	3%	5%

Preferential treatment beyond discounts (e.g. preferred parking, preferred checkout line, exclusive sales for top-customers)	23 2%	11 4%	6 2%	0 -	0 -	0 -	0 -	0 -	6 2%	23 3%	0 -
Have a staff member from the retailer call me and ask me for my opinion on how they are doing (but not trying to sell me something)	14 1%	7 2%	1 0	0 -	3 10%	0 -	1 2%	0 -	3 1%	13 1%	2 2%
Have a staff member from the retailer call me just to say 'thanks' for my business	13 1%	2 1%	6 2%	0 -	0 -	0 -	0 -	1 6%	3 1%	12 1%	1 1%

Finally, the following are a list of actions that an organization might take to encourage you to remain loyal to their products or services. Please rank the top three things that would most appeal to you in terms of helping to win or keep your loyalty. - Top 2 Box Summary

-		Ge	nder		Age		Househo Under	ld Income		Region		
	Total	Male	Female	18-34	35-54	55+	\$50K	\$50K+	Northeast	Midwest	South	West
		Α	В	С	D	Е	F	G	Н	I	J	K
Base: All Respondents (unwtd)	1014	500	514	369	360	285	550	464	181	317	360	156
Base: All Respondents (wtd)	1014	492	522	309	388	316	421	593	189	224	372	229
Give me instant cash awards at the checkout counter	318	129	189	116	115	87	139	179	61	88	96	72
	31%	26%	36%	37%	30%	28%	33%	30%	33%	39%	26%	32%

			А	E						J		
Have a live person answer the phone												
when I call their store or customer service	246	117	129	49	94	103	110	135	51	53	78	64
center	24%	24%	25%	16%	24%	32%	26%	23%	27%	24%	21%	28%
					С	С						
Nothing different just keep making a	227	116	111	49	103	75	97	130	50	53	84	41
good product and don't raise the price	22%	24%	21%	16%	26%	24%	23%	22%	26%	24%	22%	18%
					С	С						
Give me automatic discounts on products or services based on how much money I	202	105	97	55	77	70	69	133	45	36	73	49
spend at that retailer	20%	21%	19%	18%	20%	22%	16%	22%	24%	16%	20%	21%
								F				
Mail coupons and provide individualized	195	72	123	76	69	50	78	117	29	43	77	46
discounts on products that are right for me	19%	15%	24%	25%	18%	16%	19%	20%	15%	19%	21%	20%
	1976	1376	2476 A	25% E	1070	1070	1970	2076	1376	1976	2170	2070
			Λ	_								
Give me automatic discounts on products												
or services based on how many times I buy	188	96	92	76	72	40	70	117	46	38	77	27
something at that retailer	19%	20%	18%	24%	18%	13%	17%	20%	24%	17%	21%	12%
				Е					К			
B	152	88	65	37	68	48	67	86	17	39	59	37
Provide friendlier service	15%	18%	12%	12%	17%	15%	16%	14%	9%	17%	16%	16%
Dravida channer prices aven if it masses										Н		
Provide cheaper prices, even if it means a reduction in service	147	77	70	41	59	47	59	88	20	28	56	43
	15%	16%	13%	13%	15%	15%	14%	15%	10%	12%	15%	19%

Have a store associate available to help answer my questions or help me find what I need	138 14%	77 16%	61 12%	27 9%	47 12%	64 20% CD	49 12%	89 15%	24 13%	29 13%	53 14%	31 14%
Give me points that can be accumulated on a frequent shopper car	103 10%	45 9%	57 11%	47 15% DE	36 9%	19 6%	48 11%	55 9%	15 8%	21 9%	42 11%	25 11%
Preferential treatment beyond discounts (e.g. preferred parking, preferred checkout line, exclusive sales for top-customers)	48 5%	29 6%	19 4%	19 6%	17 4%	12 4%	17 4%	31 5%	9 5%	9 4%	21 6%	8 4%
Have a staff member from the retailer call me and ask me for my opinion on how they are doing (but not trying to sell me something)	34 3%	17 3%	17 3%	19 6% E	10 2%	6 2%	19 5%	15 3%	6 3%	3 1%	17 5%	7 3%
Have a staff member from the retailer call me just to say 'thanks' for my business	29 3%	16 3%	13 3%	8 2%	10 3%	12 4%	18 4%	12 2%	3 2%	8 4%	11 3%	7 3%

Finally, the following are a list of actions that an organization might take to encourage you to remain loyal to their products or services. Please rank the top three things that would most appeal to you in terms of helping to win or kee your loyalty. - Top 2 Box Summary

		Hous	ehold	Educ	ation		Employn	nent Status		Marital	Status	_ Ra	ace
	Total	Yes	No	No college degree	College degree	Full Time	Part Time_	Not Emp.	Retired	Married	Other	White	Ot
		Α	В	С	D	Е	F	G	Н	I	J	K	
Base: All Respondents (unwtd)	1014	334	680	632	382	441	111	291	171	578	436	885	1
Base: All Respondents (wtd)	1014	285	729	582	432	478	98*	268	171	621	393	888	1
Give me instant cash awards at the	318	98	220	192	126	151	32	92	43	180	138	274	
checkout counter	31%	34%	30%	33%	29%	32%	33%	34%	25%	29%	35%	31%	3
Have a live person answer the phone													
when I call their store or customer service center	246	57	189	159	86	95	20	59	71	161	84	224	
oomoi	24%	20%	26%	27% D	20%	20%	20%	22%	42% EFG	26%	21%	25%	,
Nothing different just keep making a	227	58	169	132	95	106	25	57	39	145	83	200	
good product and don't raise the price	22%	20%	23%	23%	22%	22%	26%	21%	23%	23%	21%	23%	2
Give me automatic discounts on products or services based on how much money I	202	54	149	114	89	107	19	47	30	134	68	175	
spend at that retailer	20%	19%	20%	20%	21%	22%	20%	17%	17%	22%	17%	20%	2
Mail coupons and provide individualized discounts on products that are right for me													
aloocarite on products that are right for the	195	62	133	107	88	87	26	53	29	127	68	175	
	19%	22%	18%	18%	20%	18%	27%	20%	17%	20%	17%	20%	1

Give me automatic discounts on products or services based on how many times I buy	188	63	125	91	96	103	22	46	16	117	71	165	
something at that retailer	19%	22%	17%	16%	22%	22%	22%	17%	10%	19%	18%	19%	
	1070	22,0	17,0	10,0	C	H	H	1170	10,0	1070	10,0	10,0	
	152	44	108	87	66	73	18	40	21	89	63	130	
Provide friendlier service	15%	16%	15%	15%	15%	15%	19%	15%	12%	14%	16%	15%	
	10 /0	1076	1070	13 /6	1370	10/0	13/0	1370	12/0	1770	1070	10/0	
Desired the second principle of the property of	147	37	110	84	63	80	15	34	18	92	55	134	
Provide cheaper prices, even if it means a reduction in service	15%	13%	15%	15%	15%	17%	15%	13%	11%	15%	14%	15%	
Have a store associate available to help	100	00	440	2.4			_	07	4.4	70		101	
answer my questions or help me find what I need	138	26	112	84	54	55	5	37	41	78	60	124	
need	14%	9%	15%	15%	13%	12%	5%	14%	24%	13%	15%	14%	
			А						EFG				
Give me points that can be accumulated	103	34	69	54	49	51	7	37	7	51	52	94	
on a frequent shopper car	10%	12%	9%	9%	11%	11%	8%	14%	4%	8%	13%	11%	
						Н		Н			I		
Preferential treatment beyond discounts													
(e.g. preferred parking, preferred checkout	48	17	31	27	21	21	2	13	12	33	15	35	
line, exclusive sales for top-customers)	5%	6%	4%	5%	5%	4%	2%	5%	7%	5%	4%	4%	

Have a staff member from the retailer call me and ask me for my opinion on how they are doing (but not trying to sell me something)	34 3%	16 6% B	18 2%	15 3%	19 4%	17 4%	2 2%	9 3%	6 4%	21 3%	13 3%	21 2%	12 11% K
Have a staff member from the retailer call me just to say 'thanks' for my business	29 3%	4 2%	25 3%	16 3%	13 3%	9 2%	1 2%	11 4%	7 4%	14 2%	16 4%	25 3%	4 3%

Finally, the following are a list of actions that an organization might take to encourage you to remain loyal to their products or services. Please rank the top three things that would most appeal to you in terms of helping to win or keep your loyalty. - Top 2 Box Summary

- -			Register	red Voter							
	Total	Democratic Party	Republican Party (GOP)	Green Party	Libertarian Party	Constitution Party	Tea Party	Other	No Affiliation	Yes	No
		Α	В	С	D	Е	F	G	Н	1	J
Base: All Respondents (unwtd)	1014	292	272	8	26	2	34	24	356	902	112
Base: All Respondents (wtd)	1014	293	283	9**	29**	2**	40**	23**	335	906	108*
Give me instant cash awards at the	318	106	74	2	7	0	14	9	106	283	36
checkout counter	31%	36%	26%	19%	25%	-	36%	38%	32%	31%	33%
		В									
Have a live person answer the phone when I call their store or				_		_					
customer service center	246	55	75	4	4	2	15	4	86	218	27

	24%	19%	26%	45%	14%	100%	38%	19%	26%	24%	25%
Nothing different just keep	227	50	61	1	2	0	9	8	97	202	26
making a good product and don't raise the price	22%	17%	22%	7%	7%	-	23%	33%	29%	22%	24%
									Α		
Give me automatic discounts on products or services based on how	202	63	54	4	5	1	3	4	69	178	24
much money I spend at that retailer	20%	22%	19%	42%	17%	54%	6%	15%	21%	20%	22%
Mail coupons and provide	105	63	59	4	0	0	44	2	E4	177	18
individualized discounts on products that are right for me	195 19%	63 22%	21%	1 6%	8 28%	0	11 28%	3 12%	51 15%	20%	17%
and dro right for mo	1970	2270	2170	076	2070	-	2076	1270	13%	2076	1770
Give me automatic discounts on											
products or services based on how	188	58	50	3	10	0	5	1	61	170	18
many times I buy something at that retailer	19%	20%	18%	32%	36%	-	13%	4%	18%	19%	17%
	152	40	46	3	2	1	2	4	54	137	15
Provide friendlier service	15%	14%	16%	37%	6%	46%	6%	19%	16%	15%	14%
Provide cheaper prices, even if it	147	41	43	0	6	0	7	3	47	124	23
means a reduction in service	15%	14%	15%	-	21%	-	17%	11%	14%	14%	21%
Have a store associate available to help answer my questions or help me											
find what I need	138	37	43	1	4	0	9	4	40	132	7

	14%	13%	15%	7%	15%	-	23%	18%	12%	15% J	6%
Give me points that can be accumulated on a frequent shopper car	103 10%	30 10%	31 11%	1 6%	3 11%	0 -	2 4%	1 4%	36 11%	92 10%	11 10%
Preferential treatment beyond discounts (e.g. preferred parking, preferred checkout line, exclusive sales for top-customers)	48 5%	23 8% H	13 5%	0 -	1 2%	0 -	0 -	3 12%	8 2%	46 5%	2 2%
Have a staff member from the retailer call me and ask me for my opinion on how they are doing (but not trying to sell me something)	34 3%	12 4%	8 3%	0 -	4 13%	0 -	1 2%	2 7%	8 2%	28 3%	6 6%
Have a staff member from the retailer call me just to say 'thanks' for my business	29 3%	8 3%	9 3%	0 -	1 4%	0 -	2 4%	2 8%	7 2%	27 3%	3 3%

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L		Ge	ender		Age		Househo	d Income		Region		L
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		А	В	С	D	Е	F	G	Н	ı	J	К

Base: All Respondents (unwtd)	1014	500	514	369	360	285	550	464	181	317	360	156
Base: All Respondents (wtd)	1014	492	522	309	388	316	421	593	189	224	372	229
Give me instant cash awards at the	443	195	248	153	164	127	195	247	91	110	143	98
checkout counter	44%	40%	47%	49%	42%	40%	46%	42%	48%	49%	39%	43%
			Α							J		
Have a live person answer the phone when I call their store or customer service	349	169	180	84	133	132	158	191	72	76	115	86
center	34%	34%	35%	27%	34%	42%	38%	32%	38%	34%	31%	38%
						С						
	040	450	457	70	400	445	405	470	00	70	400	
Nothing different just keep making a	313	156	157	76	122	115	135	178	66	70	122	55
od product and don't raise the price 3	31%	32%	30%	25%	31%	36%	32%	30%	35%	31%	33%	24%
						С						
Mail coupons and provide individualized discounts on products that are right for me	312	120	193	105	124	83	126	187	48	70	117	78
alcocarite on producte that are right for me	31%	24%	37%	34%	32%	26%	30%	32%	25%	31%	31%	34%
			Α									
Give me automatic discounts on products or services based on how many times I buy	308	137	171	112	119	77	109	199	60	68	111	69
something at that retailer	30%	28%	33%	36%	31%	24%	26%	33%	32%	30%	30%	30%
				Е				F				
Give me automatic discounts on products or services based on how much money I	292	152	140	100	106	86	104	187	62	61	104	65
spend at that retailer	29%	31%	27%	32%	27%	27%	25%	32%	33%	27%	28%	28%
	- / -	1	,-		,-	, ,		F				

236 23% 225 22%	129 26% 126	107 20%	62 20%	109 28% C	66 21%	102 24%	135 23%	37 20%	57 26%	91 25%	50 22%
225			20%		21%	24%	23%	20%	26%	25%	22%
	126			С	\perp				•	1	1
	126		1		1) [1		
	120	98	45	84	95	83	142	37	50	77	60
22%	000/										
		19%	15%	22%		20% j	24%	20%	22%	21%	26%
	В			1	C			,	1		
190	100	90	51	80	60	83	107	27	36	72	55
19%	20%	17%	16%	21%	19%	20%	18%	14%	16%	19%	24%
				1		T T			1		
183	82	101	72	61	51	78	105	32	41	72	38
18%	17%	19%	23%	16%	16%	19%	18%	17%	18%	19%	17%
			D	1			1	,	l .	1	
				1				,	1		
				1				,	1	1	
72	44	28	27	25	20	26	46	16	15	33	8
7%	9%	5%	9%	6%	6%	6%	8%	8%	7%	9%	4%
				1				,	1	1	
				1] [,	1		
			1	1	1		1	,	l .		
67	36	32	28	20	19	34	33	9	10	34	14
7%	7%	6%	9%	5%	6%	8%	6%	5%	4%	9%	6%
				1				,	l .	1	
				1				,	l .	1	
52	30	22	13	19	19	1 29	22	8	10	23	10
1	190 19% 183 18% 72 7%	22% 26% B 190 100 19% 20% 183 82 18% 17% 72 44 7% 9% 67 36 7% 7%	22% 26% 19% B 190 100 90 17% 17% 17% 183 82 101 19% 19% 19% 19% 19% 19% 19% 19% 19% 19	22% 26% 19% 15% B 190 100 90 51 19% 20% 17% 16% 183 82 101 72 18% 17% 19% 23% D 72 44 28 27 7% 9% 5% 9% 67 36 32 28 7% 7% 6% 9%	22% 26% 19% 15% 22% B 190 100 90 51 80 19% 20% 17% 16% 21% 183 82 101 72 61 18% 17% 19% 23% 16% D 5% 9% 6% 67 36 32 28 20 7% 7% 6% 9% 5%	22% 26% 19% 15% 22% 30% B 190 100 90 51 80 60 19% 20% 17% 16% 21% 19% 183 82 101 72 61 51 18% 17% 19% 23% 16% 16% D 5% 9% 6% 6% 67 36 32 28 20 19 7% 7% 6% 9% 5% 6%	22% 26% 19% 15% 22% 30% 20% 190 100 90 51 80 60 83 19% 20% 17% 16% 21% 19% 20% 183 82 101 72 61 51 78 18% 17% 19% 23% 16% 16% 19% D D 25 20 26 6% 6% 72 44 28 27 25 20 26 7% 9% 5% 6% 6% 6% 67 36 32 28 20 19 34 7% 7% 6% 9% 5% 6% 8%	22% 26% 19% 15% 22% 30% 20% 24% 190 100 90 51 80 60 83 107 19% 20% 17% 16% 21% 19% 20% 18% 183 82 101 72 61 51 78 105 18% 17% 19% 23% 16% 16% 19% 18% 72 44 28 27 25 20 26 46 7% 9% 5% 9% 6% 6% 6% 8% 67 36 32 28 20 19 34 33 7% 7% 6% 9% 5% 6% 8% 6%	22% 26% 19% 15% 22% 30% 20% 24% 20% 190 100 90 51 80 60 83 107 27 19% 20% 17% 16% 21% 19% 20% 18% 14% 183 82 101 72 61 51 78 105 32 18% 17% 19% 23% 16% 16% 19% 18% 17% D 72 44 28 27 25 20 26 46 16 7% 9% 5% 9% 6% 6% 6% 8% 8% 67 36 32 28 20 19 34 33 9 7% 7% 6% 9% 5% 6% 8% 6% 5%	22% 26% 19% 15% 22% 30% 20% 24% 20% 22% 190 100 90 51 80 60 83 107 27 36 19% 20% 17% 16% 21% 19% 20% 18% 14% 16% 183 82 101 72 61 51 78 105 32 41 18% 17% 19% 23% 16% 16% 19% 18% 17% 18% 72 44 28 27 25 20 26 46 16 15 7% 9% 5% 9% 6% 6% 8% 8% 7% 67 36 32 28 20 19 34 33 9 10 7% 7% 6% 9% 5% 6% 8% 6% 5% 4%	22% 26% 19% 15% 22% 30% 20% 24% 20% 22% 21% 190 100 90 51 80 60 83 107 27 36 72 19% 20% 17% 16% 21% 19% 20% 18% 14% 16% 19% 183 82 101 72 61 51 78 105 32 41 72 18% 17% 19% 23% 16% 16% 19% 18% 17% 18% 19% 72 44 28 27 25 20 26 46 16 15 33 7% 9% 5% 9% 6% 6% 6% 8% 8% 7% 9% 67 36 32 28 20 19 34 33 9 10 34 7% 7% 6% 9%

5% 6% 4% 5% 6% 7% 4% 4%	4% 6%	4%	
5% 6% 4% 5% 6% 7% 4% 4%	4% 6%	4%	

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_			Iren in sehold	Educ	cation		Employr	ment Status		Marital	Status	R:	ace
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		А	В	С	D	Е	F	G	Н	I	J	K	L
Base: All Respondents (unwtd) Base: All Respondents (wtd) Give me instant cash awards at the checkout counter Have a live person answer the phone when I call their store or customer service center	1014	334	680	632	382	441	111	291	171	578	436	885	109
Base: All Respondents (wtd)	1014	285	729	582	432	478	98*	268	171	621	393	888	113*
Give me instant cash awards at the	443	134	309	265	178	215	49	119	60	255	188	384	52
	44%	47%	42%	45%	41%	45%	50%	44%	35%	41%	48%	43%	46%
I							Н						
I													
	349	93	256	212	137	139	30	91	88	235	114	311	32
	34%	33%	35%	36%	32%	29%	31%	34%	52%	38%	29%	35%	28%
									EFG	J			
									_				
Nothing different just keep making a	313	71	242	187	126	138	32	82	61	195	119	276	33
good product and don't raise the price	31%	25%	33%	32%	29%	29%	33%	31%	36%	31%	30%	31%	29%
			А										
Mail coupons and provide individualized													
discounts on products that are right for me	312	113	200	174	138	154	29	82	48	196	116	279	31
	31%	39%	27%	30%	32%	32%	30%	31%	28%	32%	30%	31%	28%

		1	1	ı.	1	1	1	1	ı	ı	1	1	1
		В											
Give me automatic discounts on products	308	91	217	166	142	157	34	78	39	193	115	271	33
or services based on how many times I buy something at that retailer													
Something at that retailer	30%	32%	30%	29%	33%	33%	35%	29%	23%	31%	29%	30%	30%
Give me automatic discounts on products													
or services based on how much money I	292	78	213	164	128	148	24	81	38	181	110	252	35
spend at that retailer	29%	28%	29%	28%	30%	31%	25%	30%	23%	29%	28%	28%	31%
	236	71	166	141	95	118	29	60	29	142	94	208	27
Provide friendlier service	23%	25%	23%	24%	22%	25%	29%	22%	17%	23%	24%	23%	23%
							Н						
		'		1									
Have a store associate available to help answer my questions or help me find what I	225	46	179	122	102	100	12	52	60	140	84	200	20
need	22%	16%	25%	21%	24%	21%	12%	20%	35%	23%	21%	23%	18%
			А						EFG				
Provide cheaper prices, even if it means a	190	48	142	116	75	97	19	51	24	119	71	172	18
reduction in service	19%	17%	19%	20%	17%	20%	19%	19%	14%	19%	18%	19%	15%
	120	50	100	20	20	20	24	-7	47	424	20	105	40
Give me points that can be accumulated	183	53	130	90	93	88	21	57	17	101	82	165	16
on a frequent shopper car	18%	19%	18%	16%	21%	18%	22%	21%	10%	16%	21%	19%	15%
				1		Н	Н	Н					
Preferential treatment beyond discounts (e.g. preferred parking, preferred checkout													
line, exclusive sales for top-customers)	72	25	47	41	31	35	4	17	16	47	25	54	16

	7%	9%	6%	7%	7%	7%	4%	6%	10%	8%	6%	6%	14% K
Have a staff member from the retailer call me and ask me for my opinion on how they are doing (but not trying to sell me something)	67 7%	21 7%	46 6%	36 6%	31 7%	28 6%	5 5%	19 7%	15 9%	34 5%	34 9%	47 5%	19 17% K
Have a staff member from the retailer call me just to say 'thanks' for my business	52 5%	11 4%	40 6%	32 6%	19 4%	16 3%	5 5%	15 6%	16 9% E	25 4%	26 7%	44 5%	7 6%

Finally, the following are a list of actions that an organization might take to encourage you to remain loyal to their products or services. Please rank the top three things that would most appeal to you in terms of helping to win or keep your loyalty. - Top 3 Box Summary

			Political Affiliation											
	Total	Democratic Party	Republican Party (GOP)	Green Party	Libertarian Party	Constitution Party	Tea Party	Other	No Affiliation	Yes	No			
		Α	В	С	D	E	F	G	Н	I	J			
Base: All Respondents (unwtd)	1014	292	272	8	26	2	34	24	356	902	112			
Base: All Respondents (wtd)	1014	293	283	9**	29**	2**	40**	23**	335	906	108*			
Give me instant cash awards at the	443	141	113	2	9	0	22	10	147	391	52			
checkout counter	44%	48%	40%	19%	31%	-	54%	42%	44%	43%	48%			

	l I		I	1 1		I	1		l	1	1 1
Have a live person answer the phone when I call their store or	349	85	103	7	6	2	18	6	122	315	33
customer service center	34%	29%	37%	74%	20%	100%	45%	24%	36%	35%	31%
Nothing different just keep	313	80	83	1	6	1	14	9	120	279	34
making a good product and don't raise the price	31%	27%	29%	7%	21%	54%	34%	38%	36%	31%	32%
Mail coupons and provide individualized discounts on products that are right for me	312	98	81	2	17	0	13	4	100	282	30
	31%	33%	29%	19%	58%	-	31%	15%	30%	31%	28%
Give me automatic discounts on											
products or services based on how many times I buy something at that retailer	308	90	90	3	11	0	11	4	97	279	29
	30%	31%	32%	37%	38%	-	28%	19%	29%	31%	27%
Give me automatic discounts on											
products or services based on how	292	91	77	7	11	1	3	7	96	250	42
much money I spend at that retailer	29%	31%	27%	71%	38%	54%	8%	28%	29%	28%	39% I
	236	66	70	4	4	1	6	6	80	211	25
Provide friendlier service	23%	23%	25%	44%	12%	46%	14%	26%	24%	23%	23%
Have a store associate available to help answer my questions or help me											
find what I need	225	54	74	1	4	0	16	5	71	212	13
	22%	18%	26%	7%	15%	-	39%	22%	21%	23%	12%

										J	
Provide cheaper prices, even if it means a reduction in service	190	52	54	0	8	0	9	5	62	162	28
	19%	18%	19%	-	27%	-	21%	22%	19%	18%	26%
Give me points that can be accumulated on a frequent shopper car	183	56	55	1	4	0	4	2	61	167	17
	18%	19%	19%	14%	13%	-	10%	10%	18%	18%	15%
Preferential treatment beyond											
discounts (e.g. preferred parking, preferred checkout line, exclusive sales for top-customers)	72	30	20	0	1	0	0	4	16	68	4
	7%	10%	7%	-	5%	-	-	18%	5%	7%	4%
		Н									
Have a staff member from the retailer call me and ask me for my											
opinion on how they are doing (but not trying to sell me something)	67	21	13	0	5	1	2	3	22	58	9
	7%	7%	5%	-	19%	46%	6%	14%	7%	6%	8%
Have a staff member from the											
retailer call me just to say 'thanks' for my business	52	15	15	1	1	0	4	5	11	44	7
	5%	5%	5%	8%	4%	-	11%	23%	3%	5%	7%