

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

	Gender			Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	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
Your country -- the United States of America	705	340	365	189	266	251	284	421	127	156	281	141
	70%	69%	70%	61%	68%	79%	68%	71%	67%	69%	76%	62%
Your spouse/partner/significant other						CD					K	
	645	316	329	177	240	227	220	425	125	133	242	146
Your family doctor	64%	64%	63%	57%	62%	72%	52%	72%	66%	59%	65%	64%
						CD		F				
The brand of car you currently drive	589	283	306	143	201	245	229	361	111	137	212	130
	58%	58%	59%	46%	52%	78%	54%	61%	59%	61%	57%	57%
A restaurant you go to frequently						CD						
	572	271	300	151	198	223	216	356	95	134	225	118
	56%	55%	58%	49%	51%	70%	51%	60%	50%	60%	60%	51%
						CD		F				
	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 frequently	556	280	276	179	229	148	228	328	88	131	214	124
	55%	57%	53%	58%	59%	47%	54%	55%	46%	58%	58%	54%
Your Religious Faith				E	E					H	H	
	549	248	300	148	207	194	241	308	88	127	230	104
Where you get your news from on TV												
	54%	50%	58%	48%	53%	61%	57%	52%	47%	57%	62%	45%
Your main financial institution						C					HK	
	548	294	254	131	215	201	216	332	93	112	228	115
A department or outlet store (WalMart, K-Mart, etc)												
	54%	60%	49%	43%	55%	64%	51%	56%	49%	50%	61%	50%
Your gas station you frequent												
		B			C	C					HI	
Your cell phone carrier	529	261	268	127	208	193	207	322	103	128	195	104
	52%	53%	51%	41%	54%	61%	49%	54%	54%	57%	52%	45%
A gas station you frequent					C	C						
	493	244	249	150	179	164	214	279	83	96	212	103
Your cell phone carrier												
	49%	50%	48%	49%	46%	52%	51%	47%	44%	43%	57%	45%
A gas station you frequent											HIK	
	489	253	236	155	186	148	213	276	83	117	194	95
Your cell phone carrier												
	48%	51%	45%	50%	48%	47%	51%	47%	44%	52%	52%	41%
A 'frequent shopper' card of some kind that rewards you for purchasing	487	249	238	150	166	171	191	296	90	102	190	105
	48%	51%	46%	49%	43%	54%	45%	50%	48%	46%	51%	46%
A Drama show on TV that you commonly watch						D						
	478	208	270	145	166	167	181	297	105	115	165	93
A Drama show on TV that you commonly watch												
	47%	42%	52%	47%	43%	53%	43%	50%	55%	51%	44%	40%
A Drama show on TV that you commonly watch			A			D			JK			
	476	215	261	141	166	169	203	273	78	107	188	103

		47%	44%	50%	46%	43%	53%	48%	46%	41%	48%	51%	45%
							D						
	The Church you do or could belong to	448	197	251	127	158	162	179	269	64	116	189	79
		44%	40%	48%	41%	41%	51%	42%	45%	34%	52%	51%	34%
				A			CD				HK	HK	
	A soft drink (Pepsi, Coke, etc)	419	223	196	148	150	121	186	233	67	109	165	78
		41%	45%	37%	48%	39%	38%	44%	39%	35%	49%	44%	34%
			B		D						HK		
	A Comedy show on TV that you commonly watch	418	227	190	150	151	117	181	237	82	99	150	87
		41%	46%	36%	49%	39%	37%	43%	40%	44%	44%	40%	38%
			B		DE								
	Your employer	391	184	207	134	167	89	121	270	57	104	149	81
		39%	37%	40%	43%	43%	28%	29%	45%	30%	47%	40%	35%
					E	E			F		H		
	Your satellite/cable TV provider	378	194	185	100	131	148	167	211	64	69	148	96
		37%	39%	35%	32%	34%	47%	40%	36%	34%	31%	40%	42%
							CD					I	
	Your primary credit card	373	183	190	87	121	165	134	239	71	86	143	72
		37%	37%	36%	28%	31%	52%	32%	40%	38%	38%	39%	32%
							CD		F				
	A talk or news station on the radio	364	190	174	113	114	137	140	224	58	88	150	69
		36%	39%	33%	36%	29%	43%	33%	38%	31%	39%	40%	30%
							D						
	A political party (Republican, Democrat, etc)	360	168	191	107	118	134	140	220	59	76	146	79
		35%	34%	37%	35%	30%	42%	33%	37%	31%	34%	39%	34%
							D						

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

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	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	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*
Your country -- the United States of America	705	186	519	413	293	321	72	176	136	452	253	630	67
	70%	65%	71%	71%	68%	67%	74%	66%	80%	73%	64%	71%	59%
Your spouse/partner/significant other	645	182	462	369	276	312	64	146	122	507	138	572	65
	64%	64%	63%	63%	64%	65%	65%	55%	72%	82%	35%	64%	57%
Your family doctor	589	148	442	352	237	278	45	138	128	402	188	523	58
	58%	52%	61%	60%	55%	58%	46%	52%	75%	65%	48%	59%	51%
The brand of car you currently drive	572	137	435	331	241	270	55	128	119	377	195	511	54
	56%	48%	60%	57%	56%	57%	56%	48%	70%	61%	50%	58%	48%
A restaurant you go to frequently	567	134	433	320	247	267	55	137	108	353	214	501	61

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

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

									G	J			
A political leader (Obama, McCain, Dorgan, Clinton, etc)	320	76	245	174	147	152	29	92	48	180	140	260	58
	32%	27%	34%	30%	34%	32%	30%	34%	28%	29%	36%	29%	51%
													K
A line of clothing (Levi's, Wrangler, J.Crew, Brooks Brothers, The Gap, Abercrombie & Fitch)	294	84	210	176	118	137	25	86	45	173	121	247	43
	29%	29%	29%	30%	27%	29%	26%	32%	26%	28%	31%	28%	38%
A Reality show on TV that you commonly watch	260	89	171	171	89	124	30	75	31	155	105	221	36
	26%	31%	23%	29%	21%	26%	31%	28%	18%	25%	27%	25%	32%
		B		D			H	H					
A sports footwear manufacturer (Nike, Reebok, Adidas, New Balance, etc)	255	73	183	135	121	129	30	73	24	155	101	221	31
	25%	25%	25%	23%	28%	27%	30%	27%	14%	25%	26%	25%	28%
A national 'breakfast television' show	251	61	190	150	100	140	22	56	34	164	87	213	32
	25%	21%	26%	26%	23%	29%	22%	21%	20%	26%	22%	24%	29%
						G							
A local 'breakfast television' show	244	62	183	155	89	121	26	58	40	160	84	207	33
	24%	22%	25%	27%	21%	25%	27%	22%	24%	26%	21%	23%	29%
A travel agency or travel outlet (online or otherwise)	149	27	123	71	78	74	10	30	36	103	46	131	18
	15%	9%	17%	12%	18%	15%	10%	11%	21%	17%	12%	15%	16%

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	Political Affiliation								Registered Voter		
	Total	Democratic Party	Republican Party (GOP)	Green Party	Libertarian Party	Constitution Party	Tea Party	Other	No Affiliation	Yes	No
		A	B	C	D	E	F	G	H	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*
Your country -- the United States of America	705	213	217	2	22	2	36	9	205	656	49
	70%	73%	77%	27%	75%	100%	90%	39%	61%	72%	46%
Your spouse/partner/significant other		H	H							J	
	645	169	218	7	20	2	33	11	184	588	56
Your family doctor	64%	58%	77%	79%	70%	100%	83%	48%	55%	65%	52%
			AH							J	
The brand of car you currently drive	589	176	193	3	16	2	31	11	158	553	37
	58%	60%	68%	29%	55%	100%	76%	49%	47%	61%	34%
A restaurant you go to frequently		H	H							J	
	572	168	184	1	20	2	26	12	160	530	42
	56%	57%	65%	6%	69%	100%	65%	50%	48%	58%	39%
			H							J	
	567	176	179	6	19	1	26	11	149	525	42

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

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

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

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

	Gender			Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
It's harder to be loyal nowadays compared to years ago because there are just so many more choices available to me	675	326	349	212	241	222	281	394	121	153	250	150
	67%	66%	67%	69%	62%	70%	67%	66%	64%	68%	67%	66%
Most organizations nowadays do a good job of encouraging loyalty and strengthen their relationships with customers	499	230	269	178	171	150	222	276	94	112	181	112
	49%	47%	51%	57%	44%	48%	53%	47%	50%	50%	49%	49%
Most organizations nowadays do a good job of properly recognizing and rewarding those customers who are loyal to them	470	225	244	171	170	129	210	260	80	108	190	92
	46%	46%	47%	55%	44%	41%	50%	44%	42%	48%	51%	40%
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	316	158	157	93	156	67	94	222	57	81	128	49
	55%	56%	54%	47%	62%	53%	53%	56%	58%	55%	58%	46%
					C							

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

	Demographics												
	Children in Household			Education		Employment Status			Marital Status			Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
It's harder to be loyal nowadays compared to years ago because there are just so many more choices available to me	A	B	C	D	E	F	G	H	I	J	K	L	
	675	192	483	384	291	299	64	186	126	421	254	590	75
Most organizations nowadays do a good job of encouraging loyalty and strengthen their relationships with customers	67%	67%	66%	66%	67%	63%	65%	70%	74%	68%	65%	66%	67%
	E												
Most organizations nowadays do a good job of properly recognizing and rewarding those customers who are loyal to them	499	158	341	290	209	250	42	134	72	294	205	433	63
	49%	55%	47%	50%	48%	52%	43%	50%	42%	47%	52%	49%	55%
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	B							H					
	470	153	316	275	194	222	45	135	67	275	195	402	63
	46%	54%	43%	47%	45%	47%	46%	51%	39%	44%	50%	45%	56%
	B												
	316	101	215	169	147	274	42	0	0	208	108	277	35
	55%	53%	56%	59%	51%	57%	43%	-	-	57%	51%	55%	54%
						F							

	Political Affiliation	Registered Voter
Democrat	65%	75%
Republican	35%	25%

Registered Voter

	Total	Democratic Party	Republican Party (GOP)	Green Party	Libertarian Party	Constitution Party	Tea Party	Other	No Affiliation	Yes	No
		A	B	C	D	E	F	G	H	I	J
It's harder to be loyal nowadays compared to years ago because there are just so many more choices available to me	675	196	199	9	18	2	26	15	211	603	72
	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	152	153	1	14	1	7	9	163	445	54
	49%	52%	54%	11%	50%	54%	16%	38%	49%	49%	50%
Most organizations nowadays do a good job of properly recognizing and rewarding those customers who are loyal to them	470	151	127	1	14	1	10	8	158	412	58
	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 another company for 10% more in my pay-check	316	90	104	1	13	0	8	5	94	291	25
	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

	Gender			Age			Household 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

	Children in Household													
	Total	Children in Household		Education		Employment Status				Marital Status			Race	
		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 customers who are loyal to them	544	132	412	307	237	256	53	132	104	347	198	486	50	
	54%	46%	57%	53%	55%	53%	54%	49%	61%	56%	50%	55%	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% E	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 Affiliation										Registered Voter	
	Total	Democratic Party	Republican Party (GOP)	Green Party	Libertarian Party	Constitution Party	Tea Party	Other	No Affiliation	Yes	No	
	A	B	C	D	E	F	G	H	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	97	84	1	10	0	14	8	125	303	36
	33%	33%	30%	6%	36%	-	36%	35%	37%	33%	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	75	66	3	3	1	9	9	94	232	28
	45%	46%	39%	74%	17%	100%	53%	63%	50%	44%	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

	Demographics						Attitudes and Actions					
	Gender			Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	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	186	65	121	69	72	45	83	103	42	43	50	52
	18%	13%	23%	22%	18%	14%	20%	17%	22%	19%	13%	23%
Nothing different ... just keep making a good product and don't raise the price		A	E						J			J
	152	85	67	35	65	52	63	89	31	35	58	28
	15%	17%	13%	11%	17%	16%	15%	15%	17%	15%	16%	12%

Have a live person answer the phone when I call their store or customer service center	134 13%	62 13%	71 14%	26 8%	53 14%	55 17% C	61 14%	73 12%	24 13%	37 17%	46 12%	26 11%
Give me automatic discounts on products or services based on how many times I buy something at that retailer	98 10%	50 10%	48 9%	41 13% E	35 9%	22 7%	37 9%	60 10%	19 10%	18 8%	49 13% K	12 5%
Provide friendlier service	83 8%	48 10%	35 7%	21 7%	35 9%	27 8%	34 8%	49 8%	11 6%	17 8%	30 8%	25 11%
Mail coupons and provide individualized discounts on products that are right for me	81 8%	24 5%	58 11% A	29 9%	35 9%	18 6%	38 9%	43 7%	16 9%	20 9%	32 9%	14 6%
Give me automatic discounts on products or services based on how much money I spend at that retailer	80 8%	42 9%	38 7%	13 4%	29 7%	38 12% C	26 6%	53 9%	13 7%	11 5%	30 8%	26 11%
Provide cheaper prices, even if it means a reduction in service	72 7%	36 7%	36 7%	28 9%	28 7%	16 5%	28 7%	44 7%	16 9%	15 7%	21 6%	19 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 on a frequent shopper car	33 3%	19 4%	14 3%	20 6% DE	8 2%	5 2%	14 3%	19 3%	3 2%	8 3%	15 4%	7 3%
Preferential treatment beyond discounts (e.g. preferred parking, preferred checkout line, exclusive sales for top-customers)	23 2%	18 4% B	5 1%	10 3%	10 2%	3 1%	6 1%	17 3%	7 4%	4 2%	10 3%	2 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 something)	14 1%	7 1%	8 1%	10 3% DE	2 1%	2 1%	6 2%	8 1%	0 -	2 1%	12 3% H	1 0
Have a staff member from the retailer call me just to say 'thanks' for my business	13 1%	8 2%	5 1%	3 1%	4 1%	6 2%	8 2%	4 1%	0 -	1 1%	5 1%	6 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

	Children in Household			Education		Employment Status			Marital Status			Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other

		A	B	C	D	E	F	G	H	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 checkout counter	186 18%	66 23% B	120 16%	117 20%	69 16%	83 17%	21 22%	55 21%	26 15%	95 15%	91 23% I	155 17%	28 24%
Nothing different ... just keep making a good product and don't raise the price	152 15%	41 14%	111 15%	91 16%	61 14%	67 14%	21 21%	36 14%	28 16%	107 17% J	45 12%	141 16%	10 9%
Have a live person answer the phone when I call their store or customer service center	134 13%	28 10%	105 14%	96 17% D	37 9%	48 10%	10 10%	38 14%	38 22% EF	85 14%	48 12%	119 13%	11 9%
Give me automatic discounts on products or services based on how many times I buy something at that retailer	98 10%	26 9%	72 10%	43 7%	55 13% C	58 12% H	8 8%	25 10%	6 4%	64 10%	34 9%	90 10%	7 6%
Provide friendlier service	83 8%	23 8%	60 8%	44 8%	39 9%	45 9%	8 8%	21 8%	10 6%	44 7%	39 10%	69 8%	13 12%
Mail coupons and provide individualized discounts on products that are right for me	81 8%	28 10%	53 7%	50 9%	31 7%	36 8%	11 11%	23 8%	12 7%	60 10%	22 6%	69 8%	11 10%

Give me automatic discounts on products or services based on how much money I spend at that retailer	80 8%	21 8%	58 8%	42 7%	38 9%	41 9%	6 6%	17 6%	16 9%	56 9%	23 6%	76 9%	3 3%
Provide cheaper prices, even if it means a reduction in service	72 7%	21 7%	51 7%	36 6%	36 8%	41 9%	7 7%	14 5%	9 5%	43 7%	29 7%	64 7%	7 6%
Have a store associate available to help answer my questions or help me find what I need	46 5%	4 1%	42 6% A	23 4%	23 5%	20 4%	3 3%	13 5%	11 6%	23 4%	23 6%	40 5%	5 4%
Give me points that can be accumulated on a frequent shopper car	33 3%	9 3%	24 3%	17 3%	16 4%	15 3%	1 1%	13 5%	4 2%	15 2%	18 5%	30 3%	3 3%
Preferential treatment beyond discounts (e.g. preferred parking, preferred checkout line, exclusive sales for top-customers)	23 2%	11 4%	12 2%	9 2%	14 3%	12 2%	2 2%	6 2%	4 2%	19 3%	4 1%	18 2%	5 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)	14 1%	6 2%	8 1%	6 1%	9 2%	10 2%	0 0	2 1%	2 1%	6 1%	8 2%	7 1%	8 7% K

Have a staff member from the retailer call me just to say 'thanks' for my business	13 1%	0 -	13 2%	8 1%	5 1%	1 0	0 -	6 2%	6 3% E	4 1%	8 2%	9 1%	3 3%
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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 Affiliation										Registered Voter	
	Total	Democratic Party	Republican Party (GOP)	Green Party	Libertarian Party	Constitution Party	Tea Party	Other	No Affiliation	Yes	No	
	A	B	C	D	E	F	G	H	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 checkout counter	186	64	45	1	7	0	8	5	56	163	23	
	18%	22%	16%	5%	23%	-	21%	23%	17%	18%	21%	
Nothing different ... just keep making a good product and don't raise the price	152	28	51	1	0	0	9	5	58	139	13	
	15%	10%	18%	7%	-	-	22%	23%	17%	15%	12%	
Have a live person answer the phone when I call their store or customer service center	134	34	34	4	2	0	11	3	45	119	14	
	13%	12%	12%	45%	5%	-	28%	15%	13%	13%	13%	

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

	Gender			Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	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 31%	129 26%	189 36%	116 37%	115 30%	87 28%	139 33%	179 30%	61 33%	88 39%	96 26%	72 32%

			A	E						J		
Have a live person answer the phone when I call their store or customer service center	246	117	129	49	94	103	110	135	51	53	78	64
	24%	24%	25%	16%	24%	32%	26%	23%	27%	24%	21%	28%
					C	C						
Nothing different ... just keep making a good product and don't raise the price	227	116	111	49	103	75	97	130	50	53	84	41
	22%	24%	21%	16%	26%	24%	23%	22%	26%	24%	22%	18%
					C	C						
Give me automatic discounts on products or services based on how much money I spend at that retailer	202	105	97	55	77	70	69	133	45	36	73	49
	20%	21%	19%	18%	20%	22%	16%	22%	24%	16%	20%	21%
						F						
Mail coupons and provide individualized discounts on products that are right for me	195	72	123	76	69	50	78	117	29	43	77	46
	19%	15%	24%	25%	18%	16%	19%	20%	15%	19%	21%	20%
			A	E								
Give me automatic discounts on products or services based on how many times I buy something at that retailer	188	96	92	76	72	40	70	117	46	38	77	27
	19%	20%	18%	24%	18%	13%	17%	20%	24%	17%	21%	12%
				E					K			
Provide friendlier service	152	88	65	37	68	48	67	86	17	39	59	37
	15%	18%	12%	12%	17%	15%	16%	14%	9%	17%	16%	16%
										H		
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 keep your loyalty. - Top 2 Box Summary

	Children in Household			Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	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 checkout counter	318	98	220	192	126	151	32	92	43	180	138	274	39
	31%	34%	30%	33%	29%	32%	33%	34%	25%	29%	35%	31%	34%
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	17
	24%	20%	26%	27%	20%	20%	20%	22%	42%	26%	21%	25%	15%
				D					EFG				
Nothing different ... just keep making a good product and don't raise the price	227	58	169	132	95	106	25	57	39	145	83	200	26
	22%	20%	23%	23%	22%	22%	26%	21%	23%	23%	21%	23%	23%
Give me automatic discounts on products or services based on how much money I spend at that retailer	202	54	149	114	89	107	19	47	30	134	68	175	25
	20%	19%	20%	20%	21%	22%	20%	17%	17%	22%	17%	20%	22%
Mail coupons and provide individualized discounts on products that are right for me	195	62	133	107	88	87	26	53	29	127	68	175	19
	19%	22%	18%	18%	20%	18%	27%	20%	17%	20%	17%	20%	17%

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

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

Political Affiliation												Registered Voter	
	Total	Democratic Party	Republican Party (GOP)	Green Party	Libertarian Party	Constitution Party	Tea Party	Other	No Affiliation	Yes	No		
		A	B	C	D	E	F	G	H	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 checkout counter	318 31%	106 36% B	74 26%	2 19%	7 25%	0 -	14 36%	9 38%	106 32%	283 31%	36 33%		
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 making a good product and don't raise the price	227	50	61	1	2	0	9	8	97	202	26
	22%	17%	22%	7%	7%	-	23%	33%	29% A	22%	24%
Give me automatic discounts on products or services based on how much money I spend at that retailer	202	63	54	4	5	1	3	4	69	178	24
	20%	22%	19%	42%	17%	54%	6%	15%	21%	20%	22%
Mail coupons and provide individualized discounts on products that are right for me	195	63	59	1	8	0	11	3	51	177	18
	19%	22%	21%	6%	28%	-	28%	12%	15%	20%	17%
Give me automatic discounts on products or services based on how many times I buy something at that retailer	188	58	50	3	10	0	5	1	61	170	18
	19%	20%	18%	32%	36%	-	13%	4%	18%	19%	17%
Provide friendlier service	152	40	46	3	2	1	2	4	54	137	15
	15%	14%	16%	37%	6%	46%	6%	19%	16%	15%	14%
Provide cheaper prices, even if it means a reduction in service	147	41	43	0	6	0	7	3	47	124	23
	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%	6%
										J	
Give me points that can be accumulated on a frequent shopper car	103	30	31	1	3	0	2	1	36	92	11
	10%	10%	11%	6%	11%	-	4%	4%	11%	10%	10%
Preferential treatment beyond discounts (e.g. preferred parking, preferred checkout line, exclusive sales for top-customers)	48	23	13	0	1	0	0	3	8	46	2
	5%	8%	5%	-	2%	-	-	12%	2%	5%	2%
		H									
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	12	8	0	4	0	1	2	8	28	6
	3%	4%	3%	-	13%	-	2%	7%	2%	3%	6%
Have a staff member from the retailer call me just to say 'thanks' for my business	29	8	9	0	1	0	2	2	7	27	3
	3%	3%	3%	-	4%	-	4%	8%	2%	3%	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 3 Box Summary

	Gender			Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	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	443 44%	195 40%	248 47% A	153 49%	164 42%	127 40%	195 46%	247 42%	91 48%	110 49% J	143 39%	98 43%
Have a live person answer the phone when I call their store or customer service center	349 34%	169 34%	180 35%	84 27%	133 34%	132 42% C	158 38%	191 32%	72 38%	76 34%	115 31%	86 38%
Nothing different ... just keep making a good product and don't raise the price	313 31%	156 32%	157 30%	76 25%	122 31%	115 36% C	135 32%	178 30%	66 35%	70 31%	122 33%	55 24%
Mail coupons and provide individualized discounts on products that are right for me	312 31%	120 24%	193 37% A	105 34%	124 32%	83 26%	126 30%	187 32%	48 25%	70 31%	117 31%	78 34%
Give me automatic discounts on products or services based on how many times I buy something at that retailer	308 30%	137 28%	171 33%	112 36% E	119 31%	77 24%	109 26%	199 33% F	60 32%	68 30%	111 30%	69 30%
Give me automatic discounts on products or services based on how much money I spend at that retailer	292 29%	152 31%	140 27%	100 32%	106 27%	86 27%	104 25%	187 32% F	62 33%	61 27%	104 28%	65 28%

Provide friendlier service	236 23%	129 26%	107 20%	62 20%	109 28% C	66 21%	102 24%	135 23%	37 20%	57 26%	91 25%	50 22%
Have a store associate available to help answer my questions or help me find what I need	225 22%	126 26% B	98 19%	45 15%	84 22%	95 30% C	83 20%	142 24%	37 20%	50 22%	77 21%	60 26%
Provide cheaper prices, even if it means a reduction in service	190 19%	100 20%	90 17%	51 16%	80 21%	60 19%	83 20%	107 18%	27 14%	36 16%	72 19%	55 24%
Give me points that can be accumulated on a frequent shopper card	183 18%	82 17%	101 19%	72 23% D	61 16%	51 16%	78 19%	105 18%	32 17%	41 18%	72 19%	38 17%
Preferential treatment beyond discounts (e.g. preferred parking, preferred checkout line, exclusive sales for top-customers)	72 7%	44 9%	28 5%	27 9%	25 6%	20 6%	26 6%	46 8%	16 8%	15 7%	33 9%	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)	67 7%	36 7%	32 6%	28 9%	20 5%	19 6%	34 8%	33 6%	9 5%	10 4%	34 9%	14 6%
Have a staff member from the retailer call me just to say 'thanks' for my business	52	30	22	13	19	19	29	22	8	10	23	10

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

	Children in Household			Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
Base: All Respondents (unwtd)	1014	A 334	B 680	C 632	D 382	E 441	F 111	G 291	H 171	I 578	J 436	K 885	L 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 checkout counter	443 44%	134 47%	309 42%	265 45%	178 41%	215 45%	49 50% H	119 44%	60 35%	255 41%	188 48%	384 43%	52 46%
Have a live person answer the phone when I call their store or customer service center	349 34%	93 33%	256 35%	212 36%	137 32%	139 29%	30 31%	91 34%	88 52% EFG	235 38% J	114 29%	311 35%	32 28%
Nothing different ... just keep making a good product and don't raise the price	313 31%	71 25%	242 33% A	187 32%	126 29%	138 29%	32 33%	82 31%	61 36%	195 31%	119 30%	276 31%	33 29%
Mail coupons and provide individualized discounts on products that are right for me	312 31%	113 39%	200 27%	174 30%	138 32%	154 32%	29 30%	82 31%	48 28%	196 32%	116 30%	279 31%	31 28%

			B										
Give me automatic discounts on products or services based on how many times I buy something at that retailer	308	91	217	166	142	157	34	78	39	193	115	271	33
	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 spend at that retailer	292	78	213	164	128	148	24	81	38	181	110	252	35
	29%	28%	29%	28%	30%	31%	25%	30%	23%	29%	28%	28%	31%
Provide friendlier service	236	71	166	141	95	118	29	60	29	142	94	208	27
	23%	25%	23%	24%	22%	25%	29%	22%	17%	23%	24%	23%	23%
Have a store associate available to help answer my questions or help me find what I need							H						
	225	46	179	122	102	100	12	52	60	140	84	200	20
	22%	16%	25%	21%	24%	21%	12%	20%	35%	23%	21%	23%	18%
Provide cheaper prices, even if it means a reduction in service			A						EFG				
	190	48	142	116	75	97	19	51	24	119	71	172	18
	19%	17%	19%	20%	17%	20%	19%	19%	14%	19%	18%	19%	15%
Give me points that can be accumulated on a frequent shopper car	183	53	130	90	93	88	21	57	17	101	82	165	16
	18%	19%	18%	16%	21%	18%	22%	21%	10%	16%	21%	19%	15%
Preferential treatment beyond discounts (e.g. preferred parking, preferred checkout line, exclusive sales for top-customers)						H	H	H					
	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%	25 4%	26 7%	44 5%	7 6%
									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 3 Box Summary

	Political Affiliation									Registered Voter	
	Total	Democratic Party	Republican Party (GOP)	Green Party	Libertarian Party	Constitution Party	Tea Party	Other	No Affiliation	Yes	No
		A	B	C	D	E	F	G	H	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 checkout counter	443 44%	141 48%	113 40%	2 19%	9 31%	0 -	22 54%	10 42%	147 44%	391 43%	52 48%

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