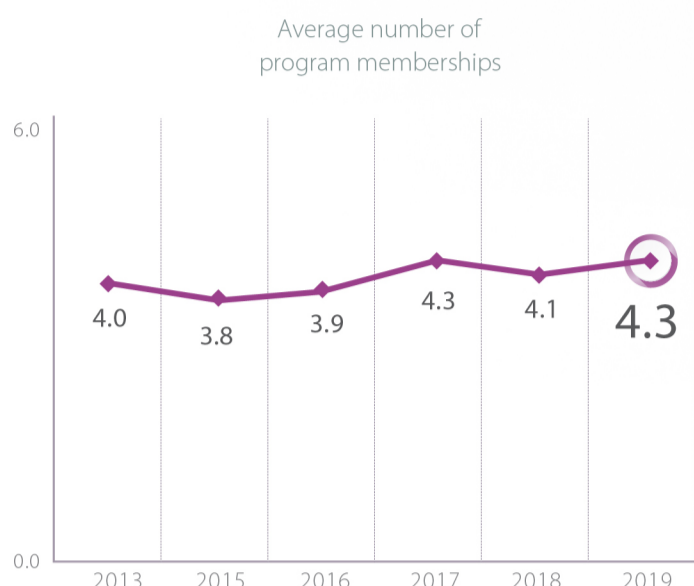




1 Memberships of loyalty programs increase slightly

In 2019, Australians are enrolled in an average of 4.3 loyalty programs, a slight increase since 2018.



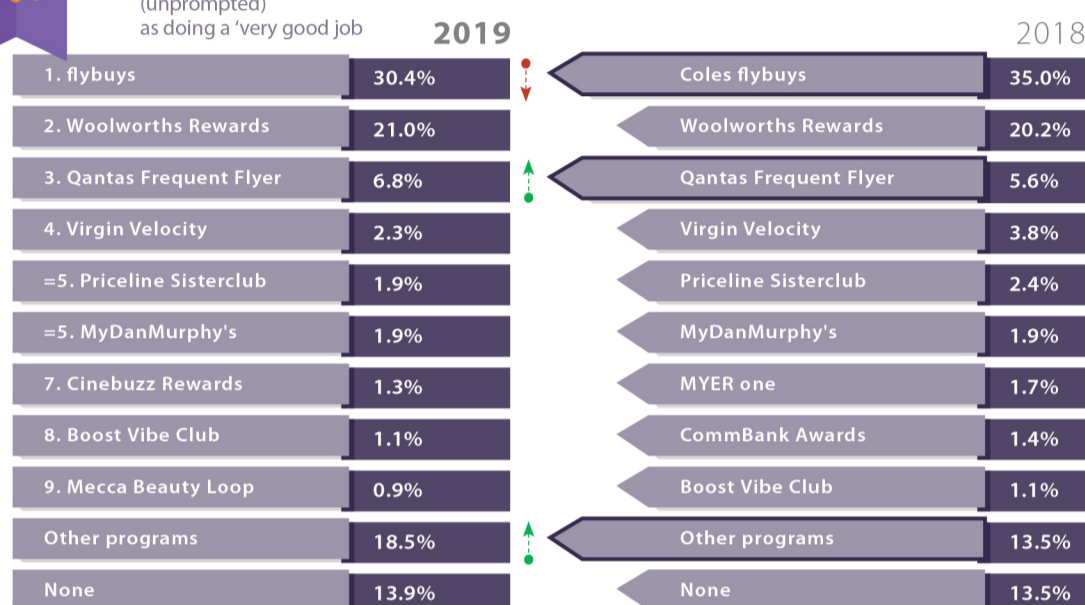
2 Top loyalty programs in Australia (unprompted) – ‘doing a very good job’

flybuys is number one in 2019, although the % of members who reported flybuys as ‘doing a very good job’ has reduced in comparison to 2018 results.

Qantas Frequent Flyer has had a slight increase in the number of members rating it as a program ‘doing a very good job’ in comparison to 2018. **New entrants in 2019:** Two new programs appear in the 2019 ranking – Event Cinema’s Cinebuzz Rewards and Mecca’s Beauty Loop.



Ranking based on the volume of members who voted the program (unprompted) as doing a ‘very good job’



3 Members are extracting more value from their programs

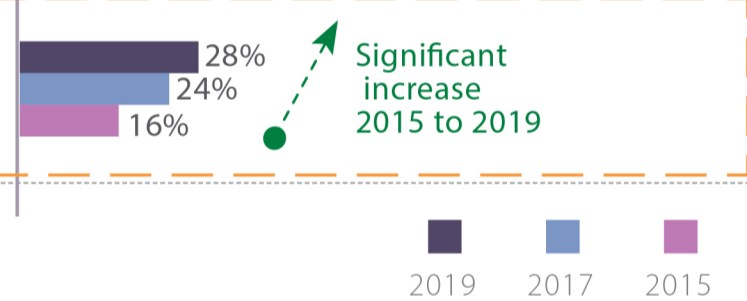
62% 'yes'

62% of members said they take advantage of most of the rewards and benefits available through their programs. This is up from 54% when first benchmarked in 2015.

4 Programs continue to motivate incremental purchases

28% of members indicated they have purchased something they didn't really need in order to earn points or maintain program benefits. This has increased from 16% of members when first benchmarked in 2015.

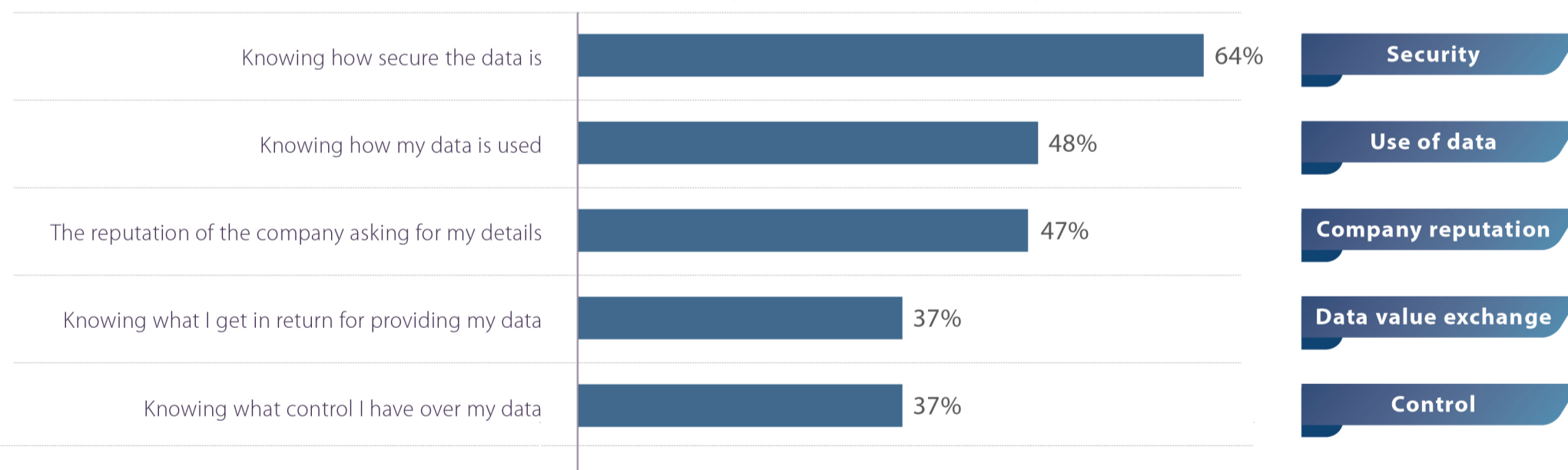
I have purchased something I didn't really need in order to earn points or maintain program benefits



5 What factors are important to members when providing their data to loyalty programs?

NEW

% who place that factor in their top 3 considerations



6 Level of concern about loyalty programs being hacked or subject to fraud

52% of loyalty program members are concerned about loyalty programs being hacked or subject to fraud.

52%

NEW



This is the 7th edition of the Australian For Love or Money™ annual research study on customer loyalty and loyalty programs.

For any further enquiries on the For Love or Money™ research, please contact Adam Posner at adam@thepointofloyalty.com.au or call 1300 461 900 or 0433 818190

To download a complimentary executive summary or purchase the comprehensive report visit www.thepointofloyalty.com.au