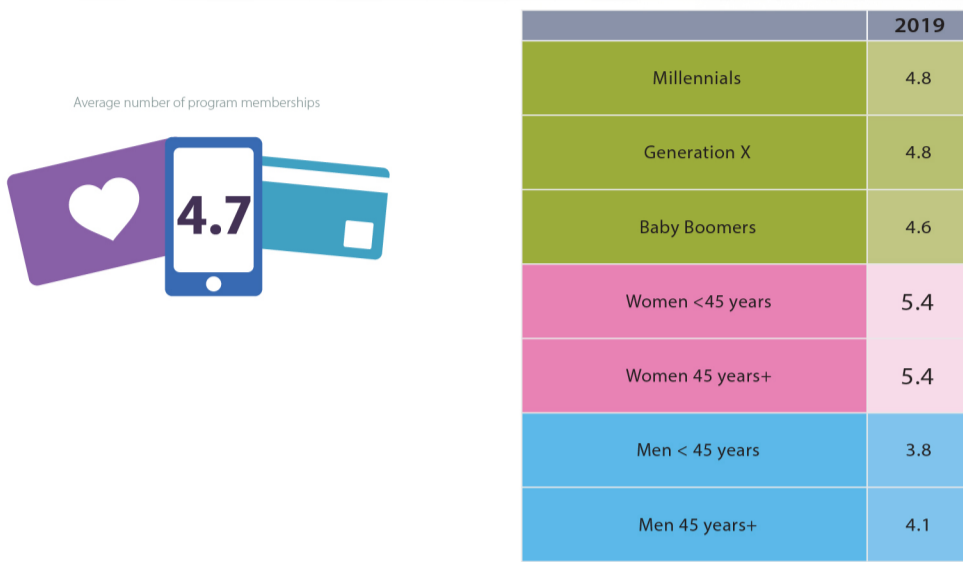




## 1 Memberships of New Zealand loyalty programs

In 2019, New Zealanders are enrolled in an average of 4.7 loyalty programs with women averaging 5.4 memberships.

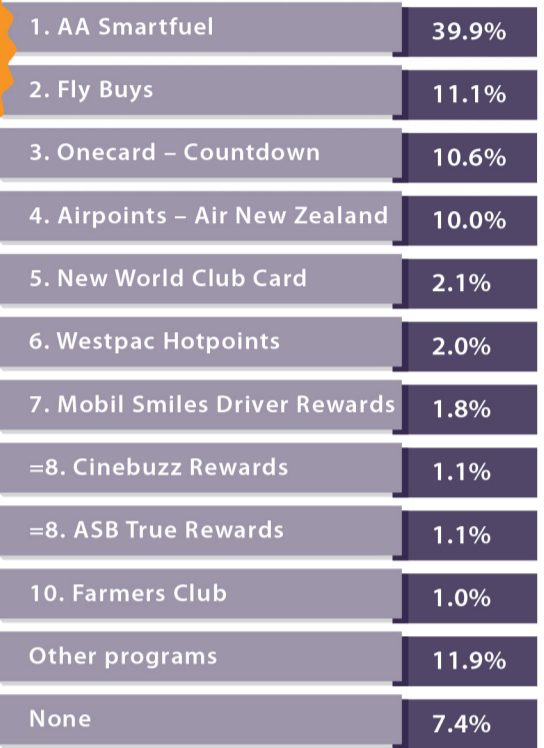


## 2 Top loyalty programs in New Zealand (unprompted) – ‘doing a very good job’

New Zealand loyalty program members were asked, unprompted, to identify which loyalty program they thought was ‘doing a very good job’.

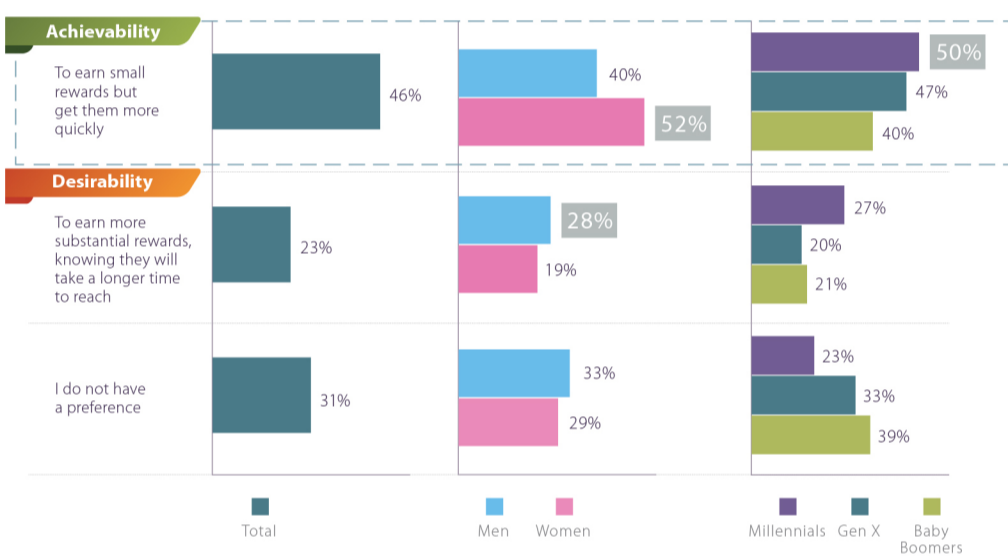


Ranking based on the volume of members who voted the program (unprompted) as doing a ‘very good job’



## 3 Members want to earn rewards quickly

46% of New Zealand loyalty program members want to earn small rewards but get them quickly with 52% of women and 50% Millennials having a greater need for speed of earning rewards.



## 4 Members are extracting value from their loyalty programs

64% of members said they take advantage of most of the rewards and benefits available through their programs.



## 5 Do brands need a loyalty program to keep their customers loyal?

While a loyalty program is not for everyone, 59% of members believe that a brand needs a loyalty program to keep them loyal and even more so Millennials (63%).



## 6 Loyalty programs motivate incremental purchases

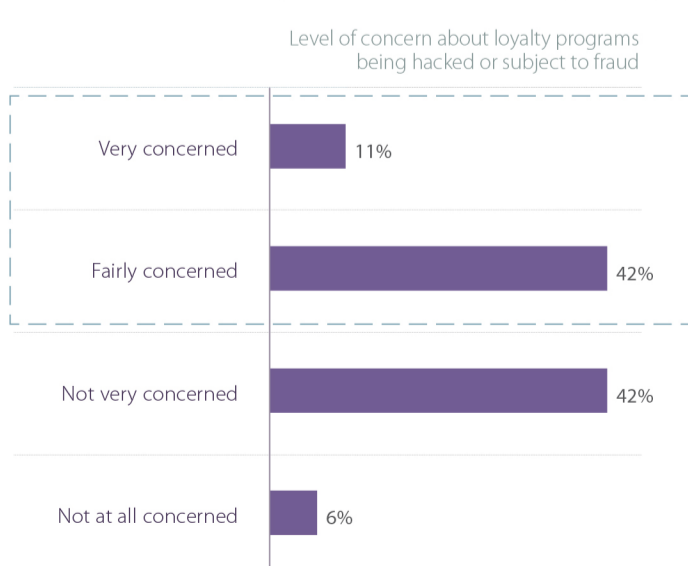
For businesses, loyalty programs are a driver of extra revenue with 22% of members indicating they have purchased something they didn’t really need in order to earn points or maintain program benefits.

Increased incremental spend “impulse purchases”



## 7 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.



The 2019 For Love or Money™ – New Zealand edition is an in-depth 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](mailto:adam@thepointofloyalty.com.au) or call 0800 000 015 or 0433 818190

To download a complimentary executive summary or purchase the comprehensive report visit [www.thepointofloyalty.com.au](http://www.thepointofloyalty.com.au)