

# BRITAIN'S REWARDS ECONOMY

The modern make-up of a UK shopper in 2014



61%  
admit the recession has altered their shopping habits

43%  
say their behaviour has changed for good as a result of the recession



71% < 74%  
May 2012 2014

USE REWARD SCHEMES TO MAKE THEIR MONEY GO FURTHER



70% = 70%  
May 2012 2014

USE SHOPPING VOUCHERS



56% < 57%  
May 2012 2014

USE PRICE COMPARISON WEBSITES TO SAVE MONEY



49% < 52%  
May 2012 2014

USE PRICE AUCTION WEBSITES TO SAVE MONEY



39% < 48%  
2012 2014

OPT FOR ENTERTAINING AT HOME RATHER THAN EATING OUT

	Male	Female
Use reward schemes	71%	77%
Use shopping vouchers	64%	77%
Use price comparison websites	57%	58%
Use price auction websites	49%	56%
Entertain at home instead of eating out	43%	54%

