

Consumer Buzz

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Loyalty Membership Grows

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American consumers are members of 3.8 billion loyalty programs, the 2017 COLLOQUY Loyalty Census found, growing at a rate of 15%. That's down from 2015, when growth was measured at 26%. Here's a look at some other key findings from the survey:

- 53% said ease of use is the main reason for participating in a loyalty program, while 39% cited discounts as their top participation motivator
- Retail loyalty programs make up 1.6 billion memberships
- The travel and hospitality industry accounts for 1.1 billion memberships
- Financial service memberships total 664 million **GP**