



Quality online panels. Proven results.

e-Rewards Market research Consumer Survey for + CLUB

(Full Color Questions / Results Pages with Bar Graphs / Percentages)

e-Rewards Survey Participant Qualifying Criteria and Sub-Quota Requirements:

Number of Responding Consumer Participants: 515

Age of Respondents: 33% (25 to 34), 33% (35-44), 33% (45 to 54)

Ethnicity of Respondents: 90% Caucasian, 10% African-American, Non-Hispanic

Gender of Respondents: 90% Female, 10% Male

Education: 35% High School grads, 45% Some College, 20% College graduates

Region of United States: 12% Northeast, 25% Midwest, 38% South, 25% West

We value
your time.

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compare prices

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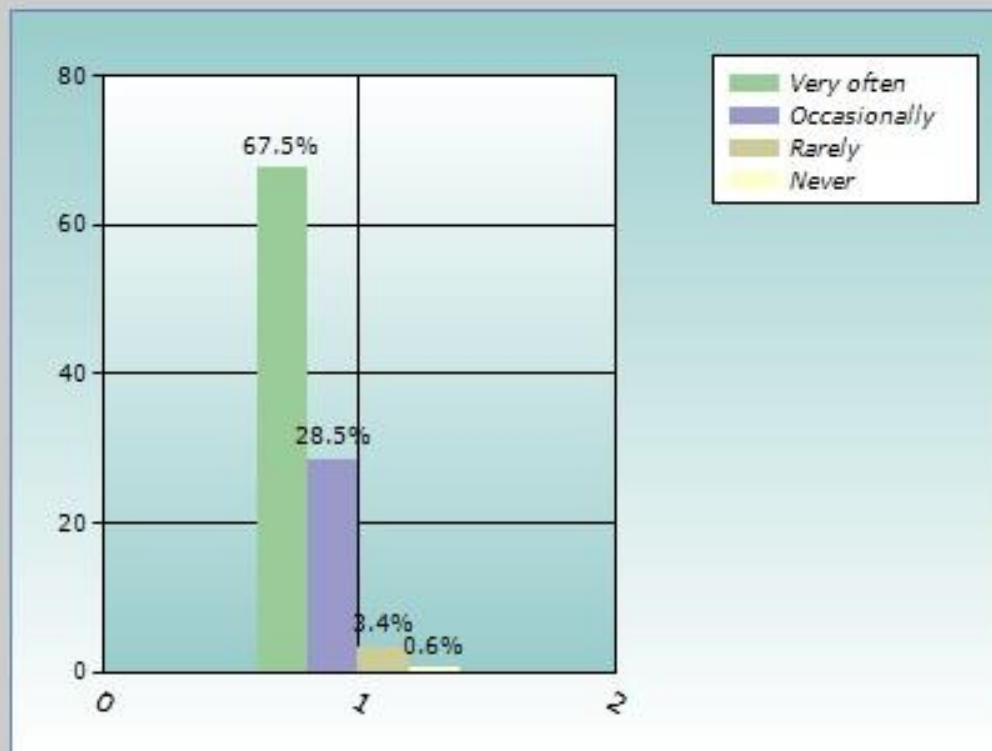
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How often do you compare prices from competing retailers when shopping?

cqm1 - compare prices

Very often	341	67.5%
Occasionally	144	28.5%
Rarely	17	3.4%
Never	3	0.6%
Total	505	100.0%



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clip/print coupons

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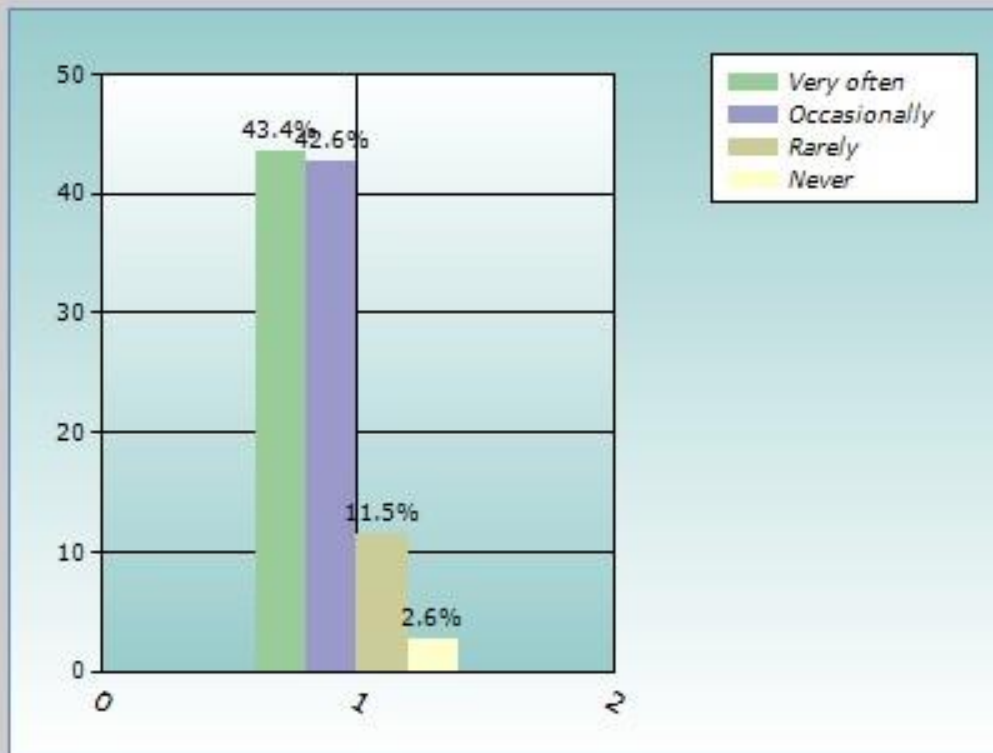
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Do you clip / print coupons?

cqm2 - clip/print coupons

Very often	219	43.4%
Occasionally	215	42.6%
Rarely	58	11.5%
Never	13	2.6%
Total	505	100.0%



We value
your time.

Select Report page to view

submit rebates



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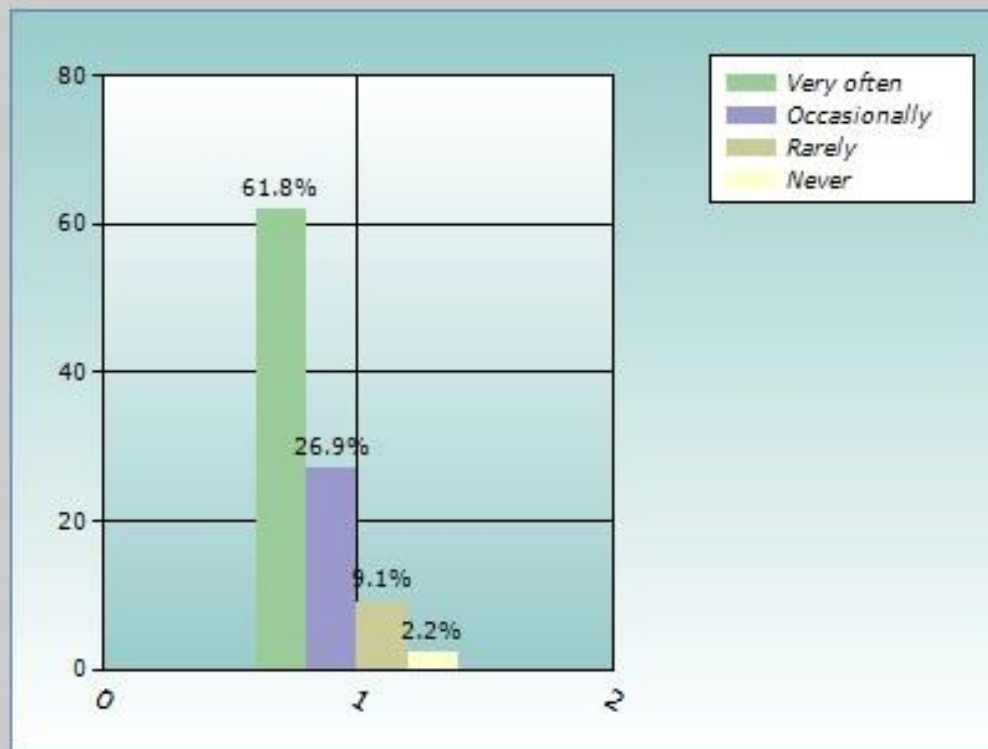
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Do you take the time to submit rebates on items you've purchased?

cqm3 - submit rebates

Very often	312	61.8%
Occasionally	136	26.9%
Rarely	46	9.1%
Never	11	2.2%
Total	505	100.0%



We value
your time.

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sale on categories



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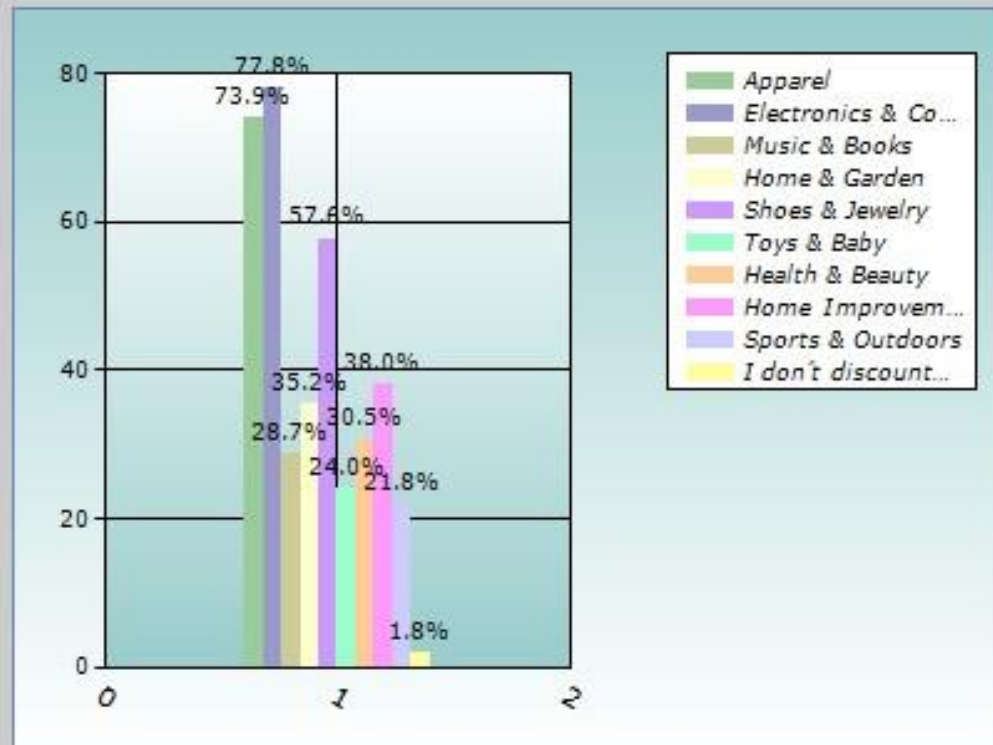
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Which item categories do you wait for sales most often on before making a purchase?

cqm4 - sale on categories

Apparel	373	73.9%
Electronics & Computers	393	77.8%
Music & Books	145	28.7%
Home & Garden	178	35.2%
Shoes & Jewelry	291	57.6%
Toys & Baby	121	24.0%
Health & Beauty	154	30.5%
Home Improvement	192	38.0%
Sports & Outdoors	110	21.8%
I don't discount shop	9	1.8%
Total	505	100.0%



We value
your time.

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cards carry



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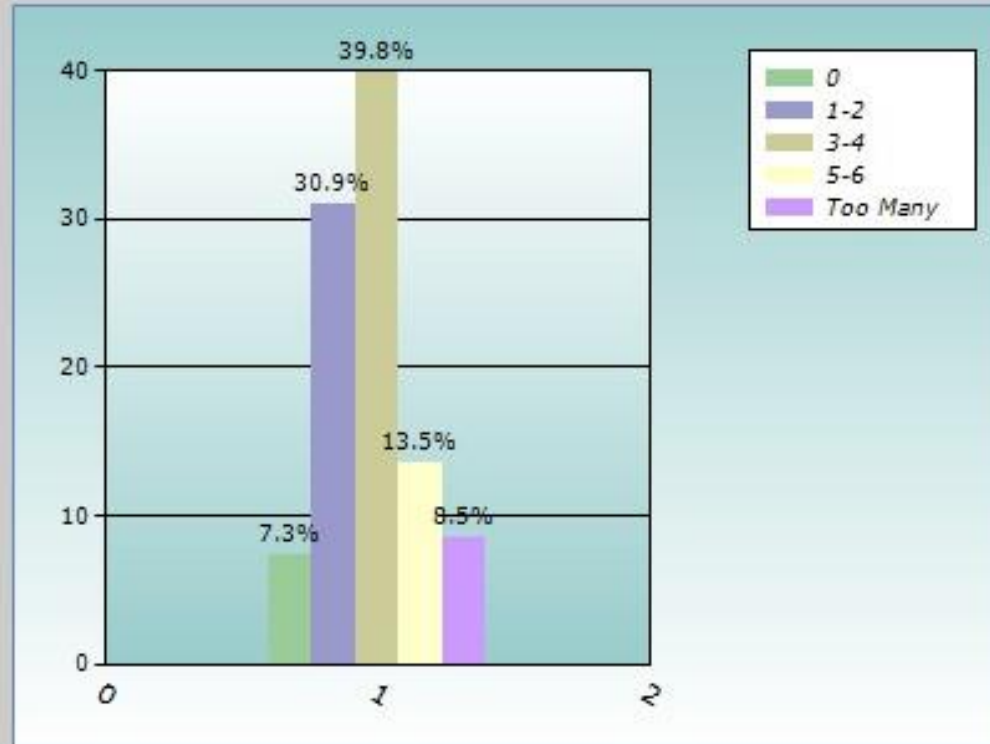
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How many retailer loyalty / discount cards do you carry on your person on a regular basis?

cqm5 - cards carry

0	37	7.3%
1-2	156	30.9%
3-4	201	39.8%
5-6	68	13.5%
Too Many	43	8.5%
Total	505	100.0%



We value
your time.

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frustrated carrying cards

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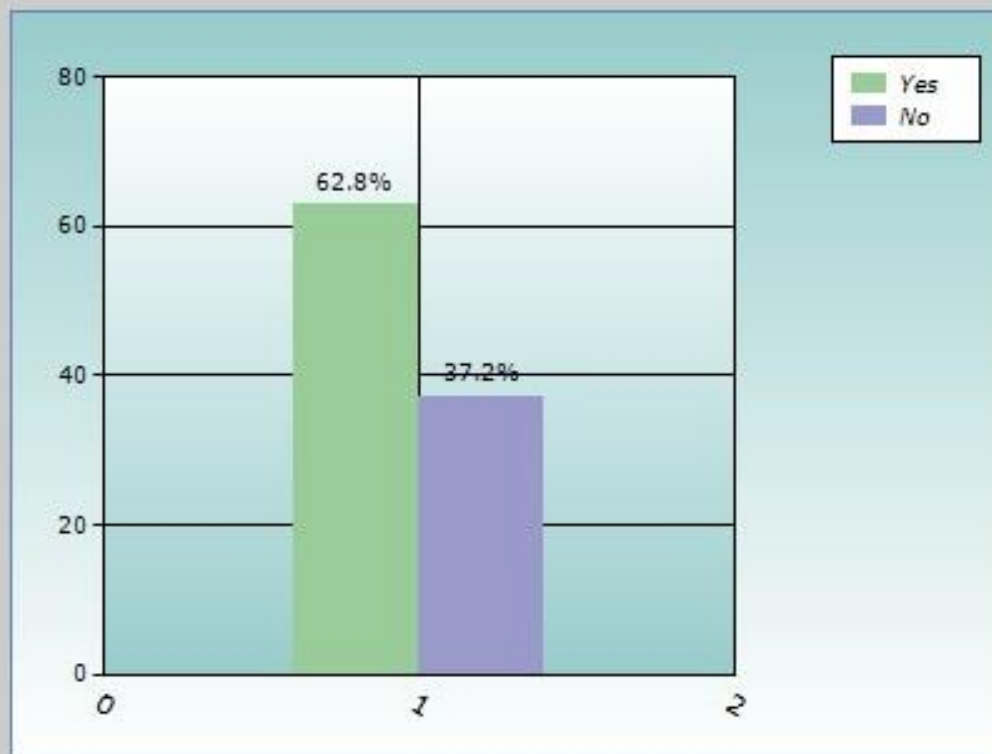
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Do you ever get frustrated having to carry multiple separate loyalty and/or discount cards from individual retailers
In your purse / wallet?

cqm6 - frustrated carrying cards

Yes	294	62.8%
No	174	37.2%
Total	468	100.0%



We value
your time.

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need universal

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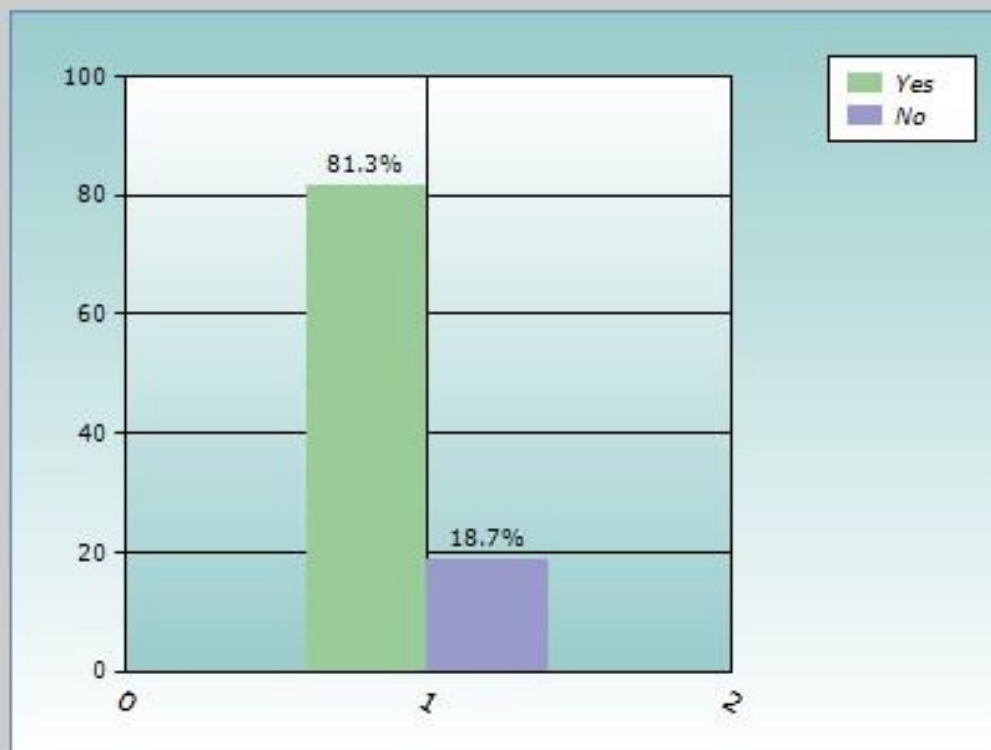
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Do you feel there is a NEED or a DESIRE to have ONE "UNIVERSAL" loyalty / discount card you can take to any major retailers who all would honor and offer additional discounts to member cardholders?

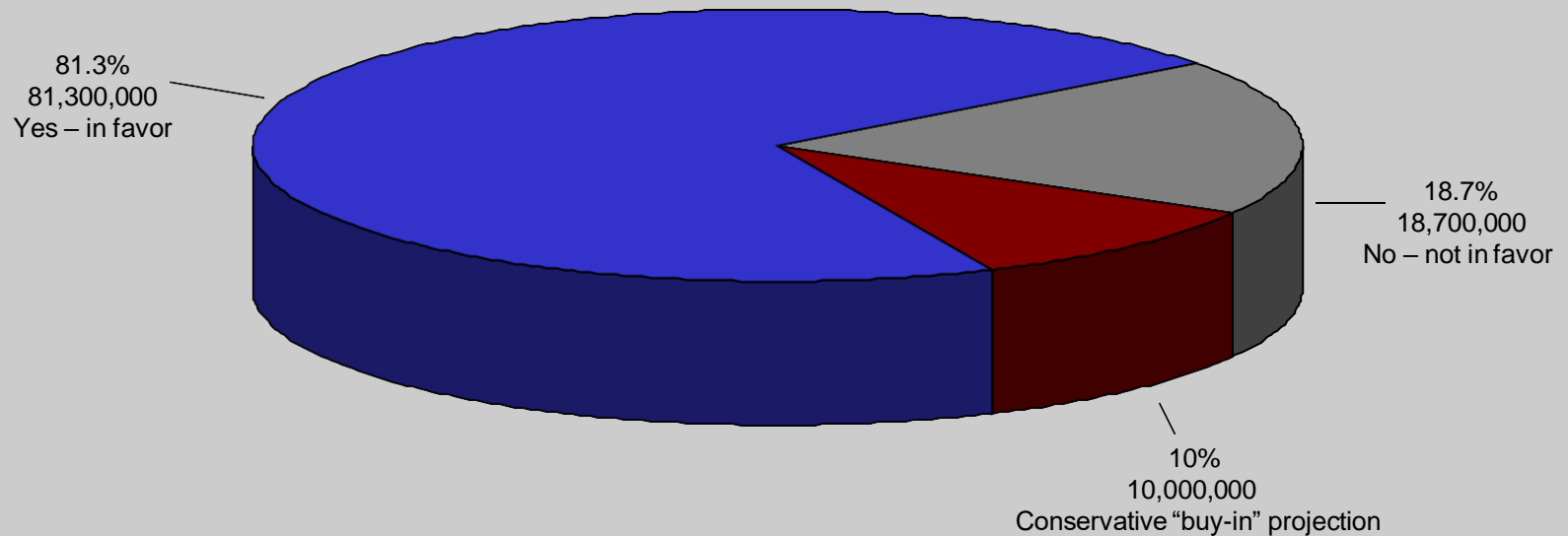
cqm7 - need universal

Yes	410	81.3%
No	94	18.7%
Total	504	100.0%



U.S. Consumer demand for the development of a Universal Discount Card Membership Program

Projected numbers out to the 100 million initial + CLUB members based on national survey results.



■ = Represents the conservative + CLUB business plan projection of a 10% (10,000,000) roller-over from the 100,000,000 temporary cards issued that will purchase the + CLUB membership after the three month free trial period.

■ + ■ = 81.3% of consumers that feel there is a need or desire for a Universal Discount Card Program

■ = 18.7% of consumers feel that there is not a need or desire for a Universal Discount Card Program

Survey Comments from Panelists

- I think it is a wonderful idea!
- I think it is a good idea, depending on how much of a discount and how often you would use it.
- I originally resented the fact we would have to pay for a universal savings card but then compared it with Costco for both acceptance and cost.
- What an interesting idea! I used to live in a resort town and was used to similar discount card (was good for that town & certain retailers, etc.) . . . sure do miss it!
- I think having a single discount/promotional card is a great concept and would be willing to pay based on retailer membership and expected savings of at least 20% or more.
- Retailers need to make sure that the items that can be discounted are clearly stated in the advertisements.
- I really want to know more about this card- it sounds like it's made with someone like me in mind.
- I use coupons and loyalty cards just to save money, however I would prefer that the prices be lowered and eliminate the coupons and cards.
- We don't have many customer loyalty programs in this market, but it's hard for me to believe that the discounts would be that big. Maybe equal to the sales I already watch for. That's why I wouldn't be willing to pay much for such a card.
- I like the concept of one card.
- I'm extremely cost conscious-I try to combine sales, discounts and coupons to get the most for our money.
- The universal card described would be a great benefit.
- I like the idea of a discount card, however, would be somewhat reluctant to pay annual or monthly membership. I can usually find the idea I want at a cheaper price somewhere else.
- With the prices are rising, promotional discount shopping is the way to go.
- I don't think we should have to pay for convenience...I think companies should want to produce this universal card to get more people interested.
- I think it sounds like a great Idea, I would have to see what kind of discounts were being offered, and at which retailers, if they were good, I would probably be willing to spend more than \$100 per year.
- I really like this one.