

# Podcast | How Do Americans Feel About Loyalty Programs?

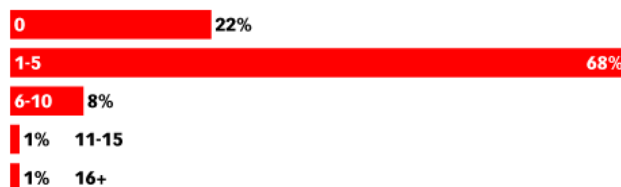
## AUDIO |

### eMarketer Editors

In the latest episode of "Behind the Numbers," eMarketer principal analyst Andrew Lipsman talks about US consumers' attitudes toward loyalty programs. What do consumers want from a loyalty program? Who subscribes and who doesn't? And what impact does it have on those who are part of a loyalty program?

#### Number of Loyalty Programs in Which US Internet Users Participate, June 2018

% of respondents



Note: ages 18+; make a purchase or take action at least once a month with the loyalty program

Source: CrowdTwist, "Loyalty Research Report: Engaging Consumers in an Age of Increasing Brand Distrust," July 25, 2018

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