



**Ipsos Loyalty**

The Customer and Employee Research Specialists

# Loyalty is on the rise among Australians

*A snapshot of loyalty in Australia*

*July 2010*

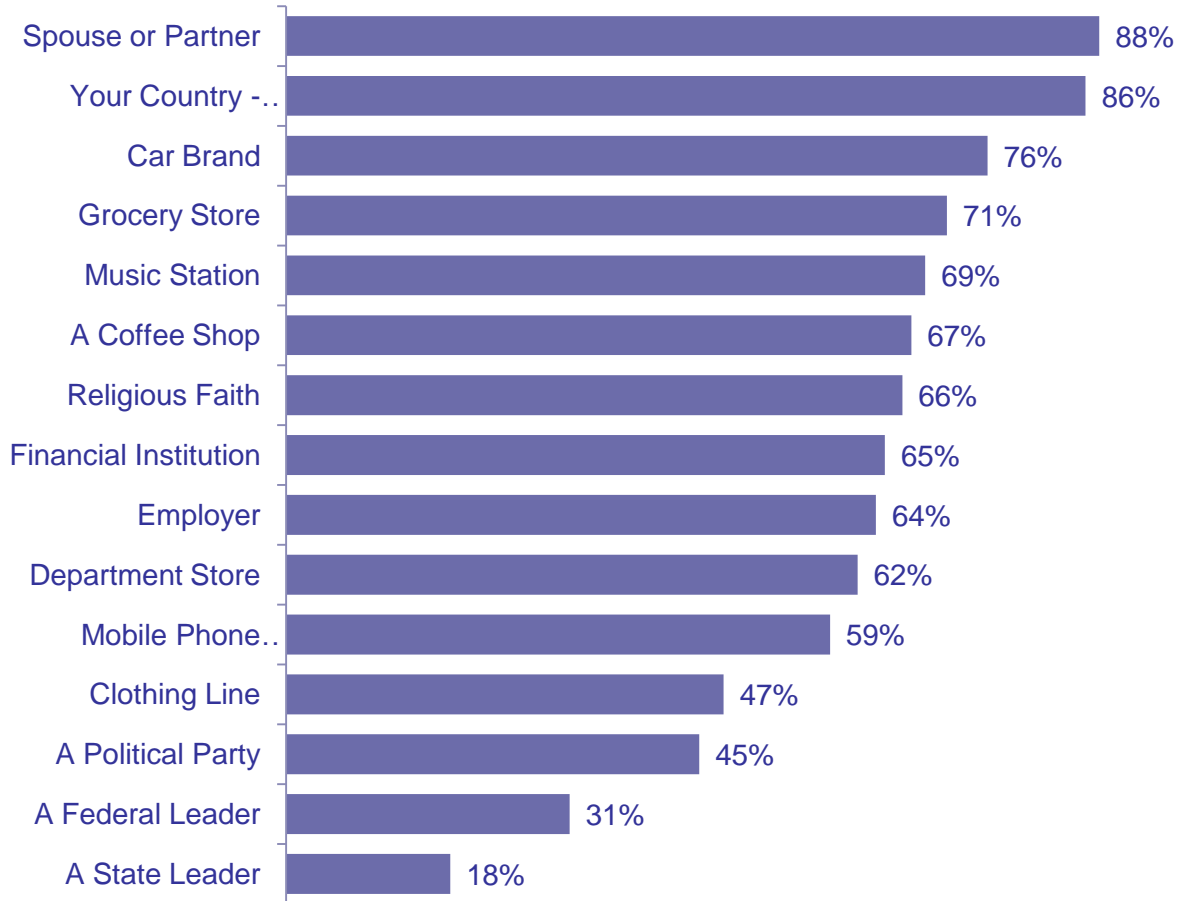


Nobody's Unpredictable

# How has loyalty changed?

**Q: The following list presents categories of people, organisations, products and services you are likely have a relationship with. Have their actions over the past two years made you more loyal to them or less loyal to them?**

% indicating they are more loyal





# How do Australians view loyalty?

Q - Please indicate how strongly you agree or disagree with the following statements:





# How to win and keep Australians loyalty?

**Q: Finally, the following are a list of actions that an organization might take to encourage you to remain loyal to their products and services. Please rank the top three things that would most appeal to you in terms of helping to win or keep your loyalty.**





# For the full story contact:

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