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Aussies ignoring rewards

Henry Budd

Despite being signed up to more than a dozen loyalty cards on average, Australians are missing out on thousands of dollars of savings each year.

Research by online loyalty program database Perkler has found the average person could be \$4100 better off.

More than 80 per cent of people are signed to at least one loyalty program, yet only a third of people regularly use them.

It's estimated there are 200,000 loyalty programs in Australia that range from frequent flyer programs to free coffee cards at your local cafe.

Perkler co-founder Justin Barrie said people were overwhelmed by the number of programs and don't use the offers they are entitled to.

More than half of women surveyed said they rarely cashed in their rewards, with less than a third redeeming them on a regular basis.

Only 15 per cent said they scheduled where and what they're going to spend based on offers.

More than half of the men surveyed admitted they rarely used them.

Barrie said it was women who wore the pants when it came to spending.

"We expect women aged 25 to 45 to use our service because they make most of the purchasing decisions in households and carry all the cards," he said.

Kathmandu, Sunglass Hut and Fusion offered consumers some of the best loyalty discounts at the moment, Perkler.com.au said.