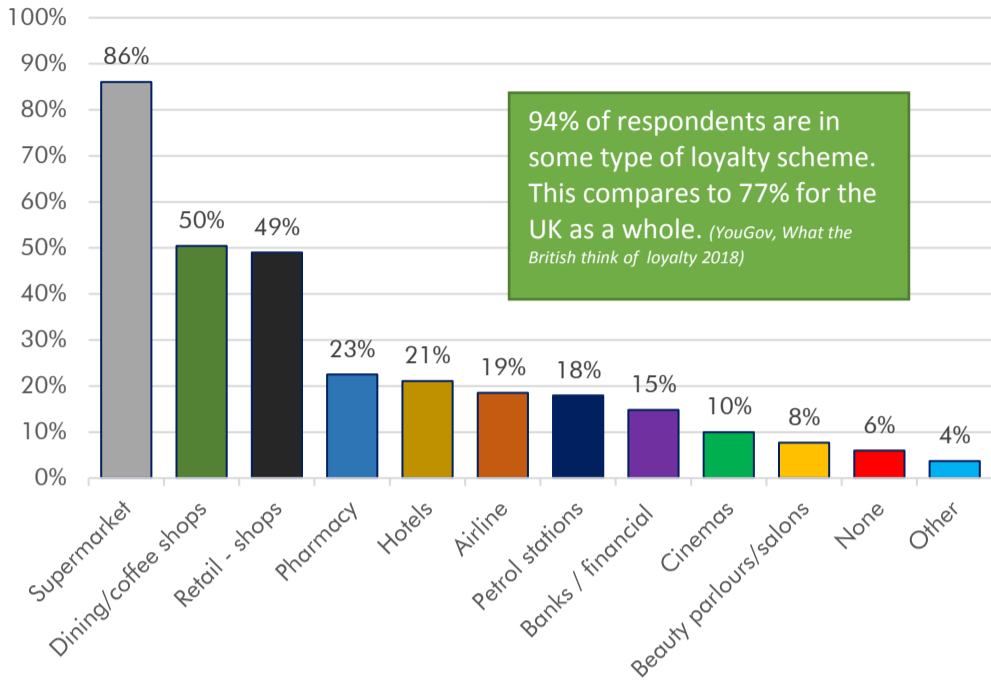
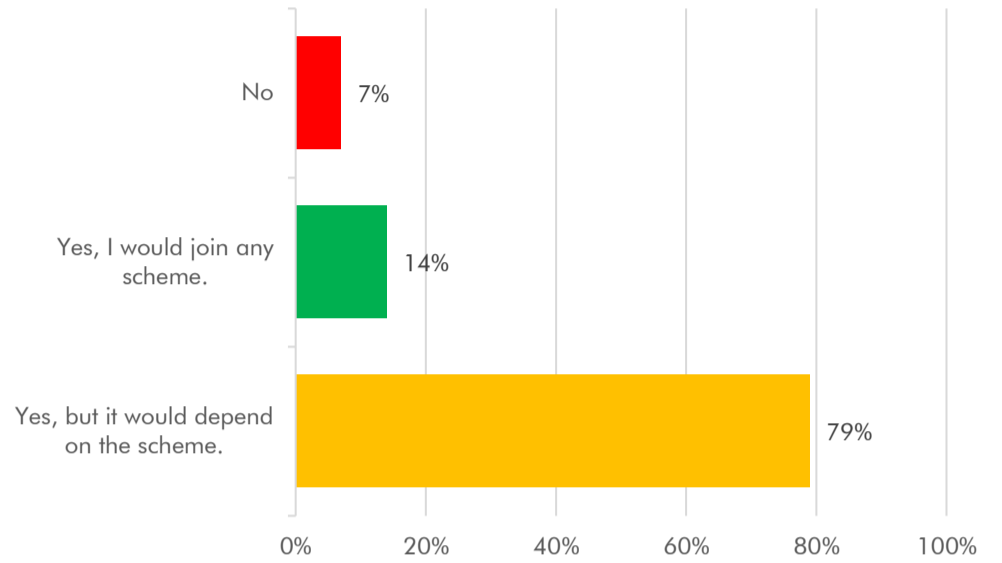


## September 2018: Loyalty Schemes

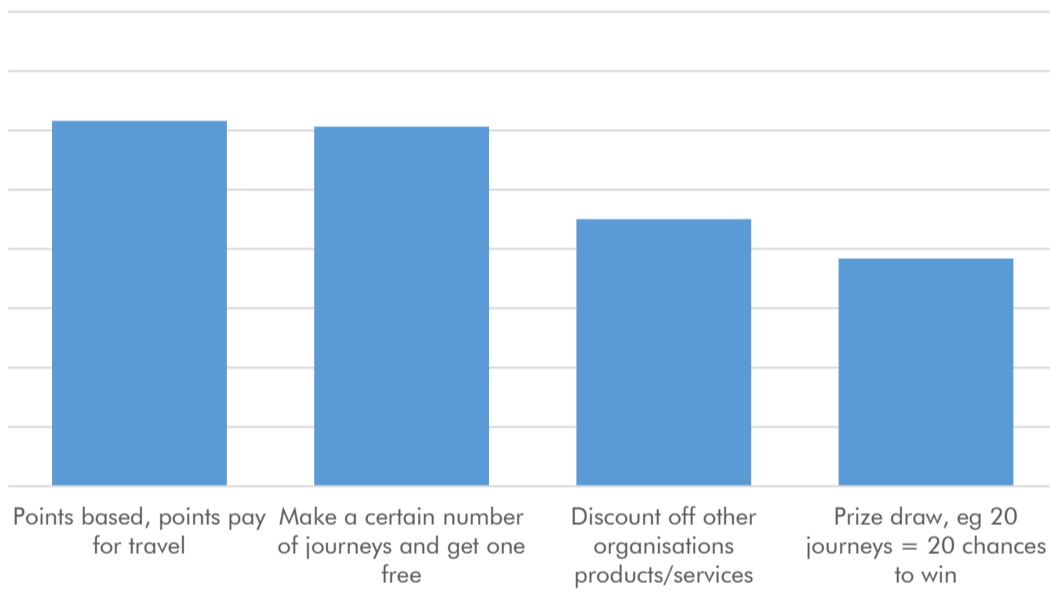
Which of these loyalty schemes are you a member of?



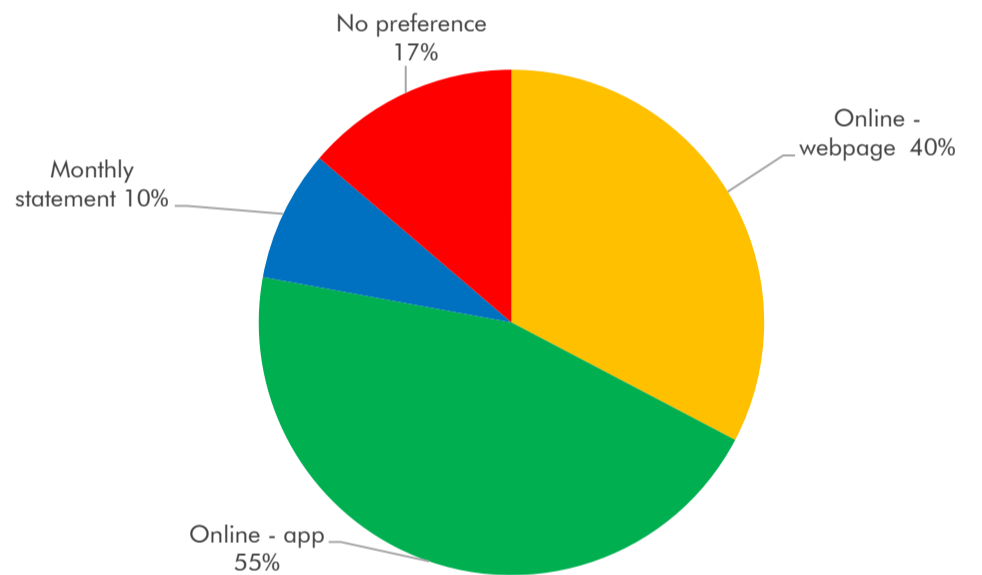
If a public transport loyalty scheme was introduced, would you join it?



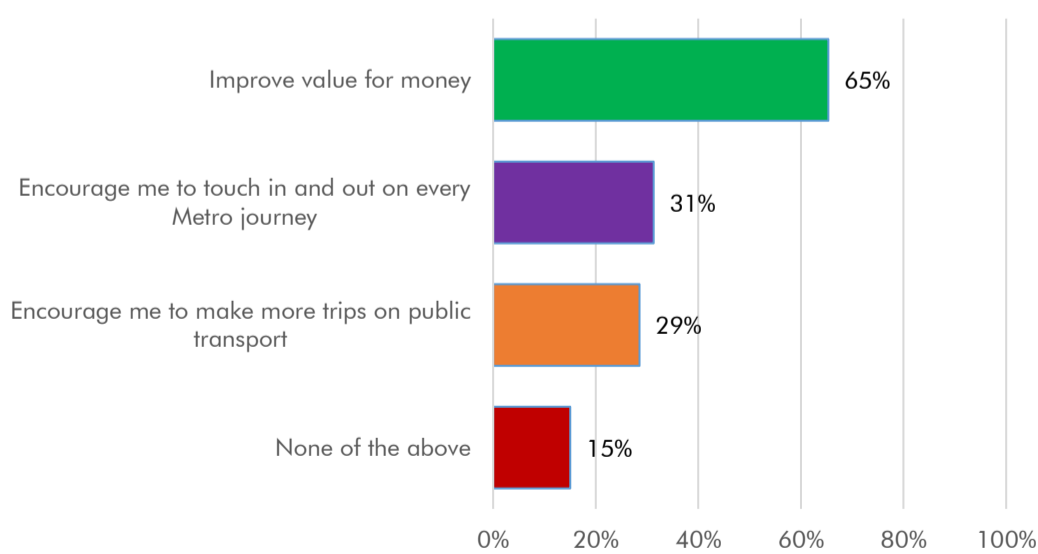
If a public transport loyalty scheme was introduced, which of the following would you prefer?



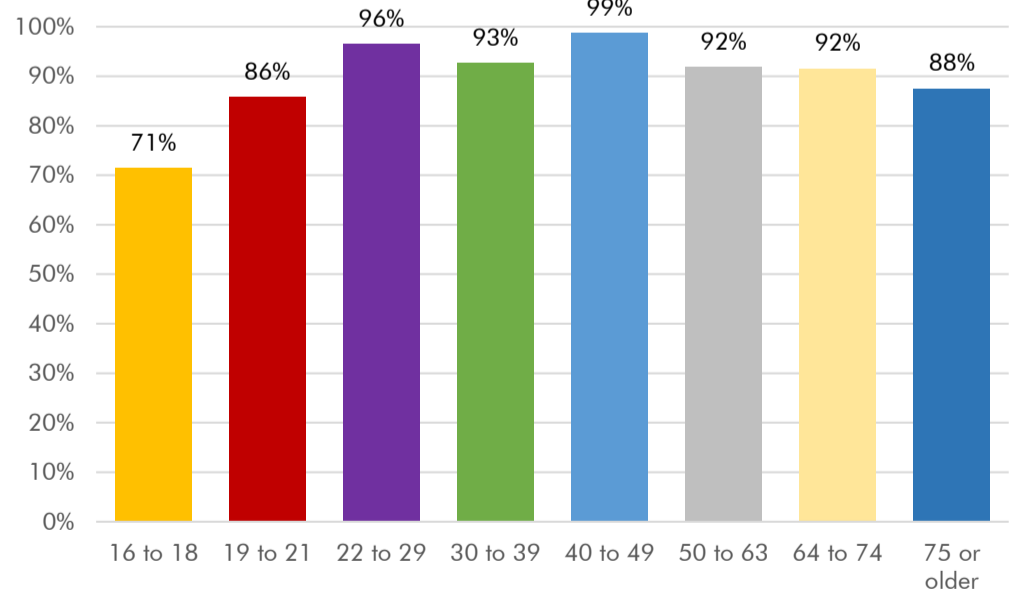
How would you like to track your loyalty scheme progress?



Which of the following statements, if any, do you agree with? A loyalty scheme would....



Membership of a loyalty scheme by age.



### Nexus responds

We shared the responses you gave us with **Huw Lewis, Customer Services Director**, who said "It is striking how many people are now part of loyalty schemes runs by shops and food and drink outlets, but these are very rare in local public transport in the UK. I can see from these results there is a clear appetite for such a scheme on Metro or the wider local public transport network in North East England. We will look at how we can develop this – as more of our customers buy and renew their tickets and Pop Pay As You Go cards online there may be scope to build offers and discounts in to what we offer."