

SHAREHOLDER LOYALTY  
SURVEY  
FIRST QUARTER 2026

LET'S TALK LOYALTY

stock*perks*



# SHAREHOLDER LOYALTY SURVEY RESULTS & ANALYSIS – FIRST QUARTER 2026

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## KEY FINDINGS

### Loyalty-Saturated Investors = Opportunity

Consumers are buried in loyalty programs: 96% belong to at least one and 31% to six or more. Standing out is hard. **Integrating shareholders into your loyalty program** is a key differentiator.

### Shareholders Want Benefits

97.8% say shareholders should receive benefits, with 65% saying "Always." This demand is nearly unanimous.

### Consumer ↔ Investor Crossover

84% have bought shares in companies whose products they regularly buy. **Loyalty drives investment decisions.**

### Shareholder Benefits Reduce Comparison Shopping

When investors own shares and get benefits, 26.6% say they "Never" or "Rarely" compare competitors vs. only 13% for standard loyalty programs. **Shareholders are twice as likely to buy without comparing than loyalty members alone.**

### Shareholder Benefits Are the #1 Ask

The single most-requested loyalty program enhancement? **Additional benefits for being a shareholder** (72% of respondents) - above faster points or more redemptions.

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## LOYALTY PROGRAM MEMBERSHIP & USAGE

Stockperks investors are deeply embedded in loyalty ecosystems. 96% belong to at least one program, and the majority engage with their top program at least weekly, signaling high loyalty sophistication.

### Membership Depth

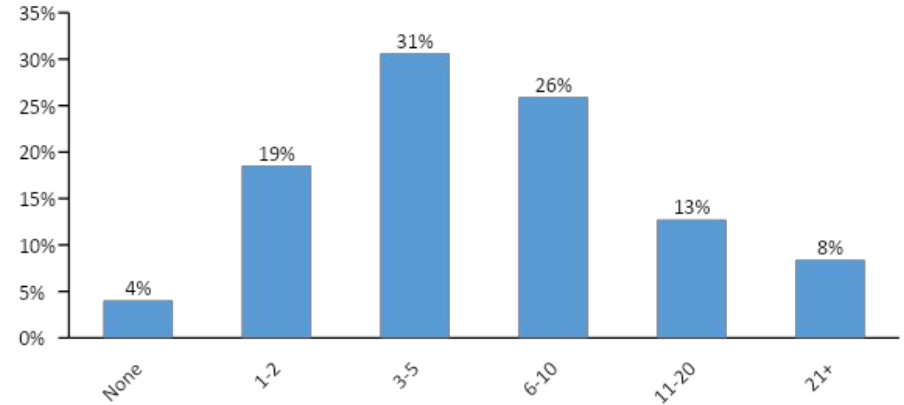
96% of respondents belong to at least one loyalty program, and 31% are members of 6 or more - a deeply loyalty-trained shareholder base who understand the benefit of shareholder perks.

### Engagement Frequency

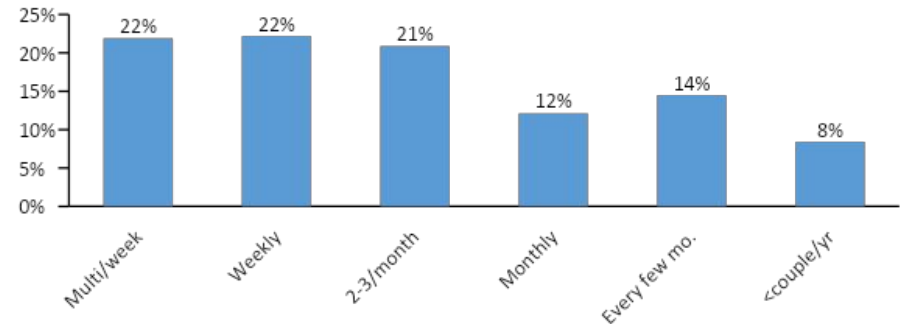
44% of members engage with their primary loyalty program weekly or more often, demonstrating that loyalty is an active, daily habit, not a passive card in a wallet.

Integrating shareholder benefits into your loyalty program is an untapped differentiator.

How many loyalty programs do you belong to?



How often do you use your most-used loyalty program?



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## LOYALTY VS. SHAREHOLDER BENEFITS: COMPARISON SHOPPING

A powerful insight: when investors own shares AND receive shareholder benefits, they are significantly less likely to shop around. This 'double loyalty' effect is a major retention lever for public companies.

### Standard Loyalty Programs

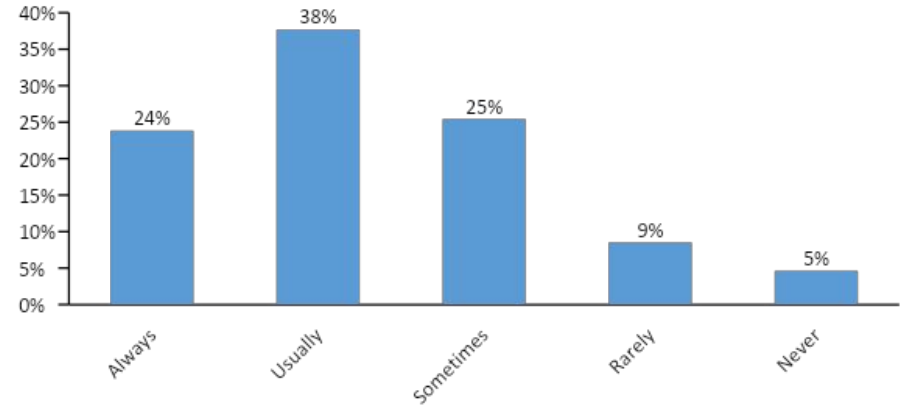
Only 13% of loyalty program members say they "Never" or "Rarely" compare competitors before purchasing - most still shop around.

### When Shareholder Benefits Are Added

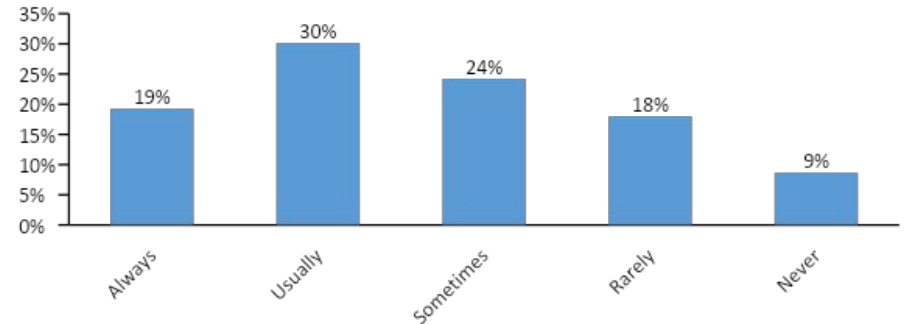
That figure doubles to 26% when investors own shares AND receive shareholder benefits. Double loyalty = stronger retention, higher wallet share and extended customer lifetime value.

Shareholders are **twice as likely** to buy your product than just your loyalty program members!

Do you consider competitors before purchasing?



As a shareholder, how often do you compare competitors?



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## COMPETING PROGRAMS & EMOTIONAL CONNECTION TO LOYALTY

Most investors participate in competing loyalty programs, underscoring that loyalty is not automatic. Yet meaningful emotional connection is achievable: over 53% feel appreciated or like a valued member. Shareholder benefits can tip the scale.

### Competing Participation

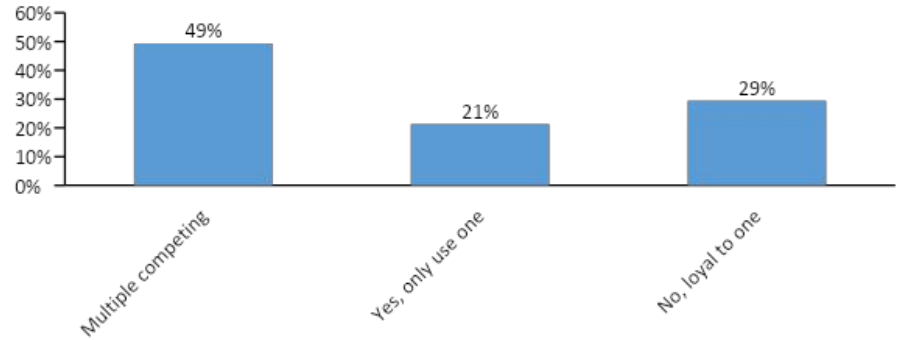
A large share of investors actively participate in two or more competing loyalty programs in the same category, signaling that brand loyalty is fluid and must be continuously earned.

### Emotional Connection

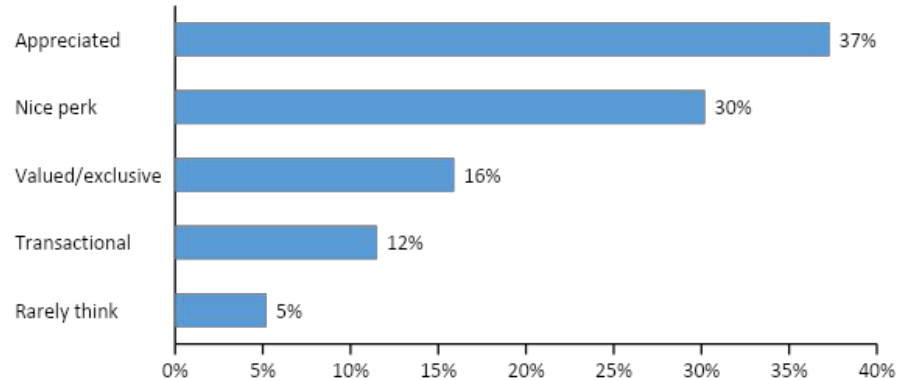
53% feel their loyalty program makes them feel appreciated or like a valued VIP - a strong foundation for shareholder benefit programs to amplify.

Adding shareholder benefits increases affinity and increased purchase propensity vs. your loyalty program alone.

Are you a member of competing loyalty programs?



How do you feel about your favorite loyalty program?



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## WHAT DRIVES LOYALTY PARTICIPATION & PURCHASE INFLUENCE

Discounts and free products are the top motivator, but "making planned purchases more rewarding" and "exclusive offers" rank closely - suggesting investors are already primed for value-add perks. And loyalty programs are a meaningful purchase driver for 76% of respondents.

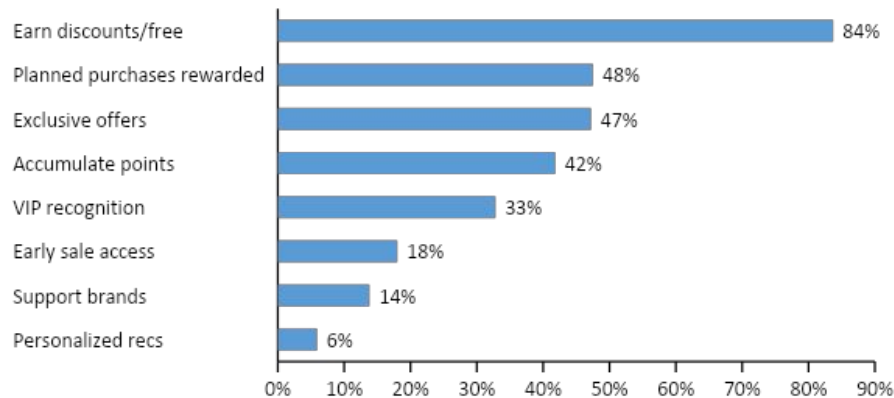
### Top Motivators

Discounts and free products lead, but exclusive offers and making planned purchases more rewarding rank close behind - investors are primed for value-add perks like shareholder benefits.

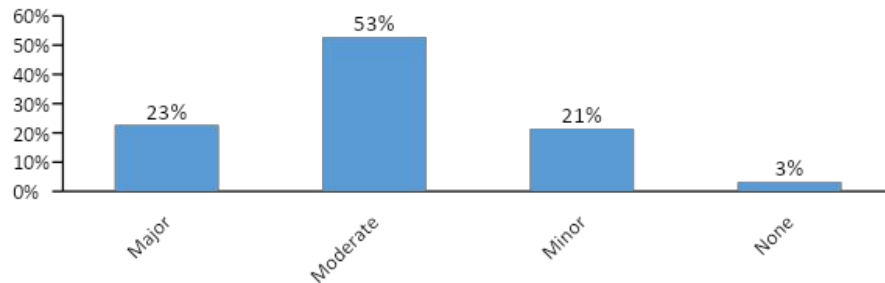
### Purchase Influence

76% of respondents say loyalty programs are a major or moderate factor in their purchasing decisions - proof that **well-designed programs shape real buying behavior.**

### What motivates participation? (Select up to 3)



### How much does a loyalty program influence your purchases?



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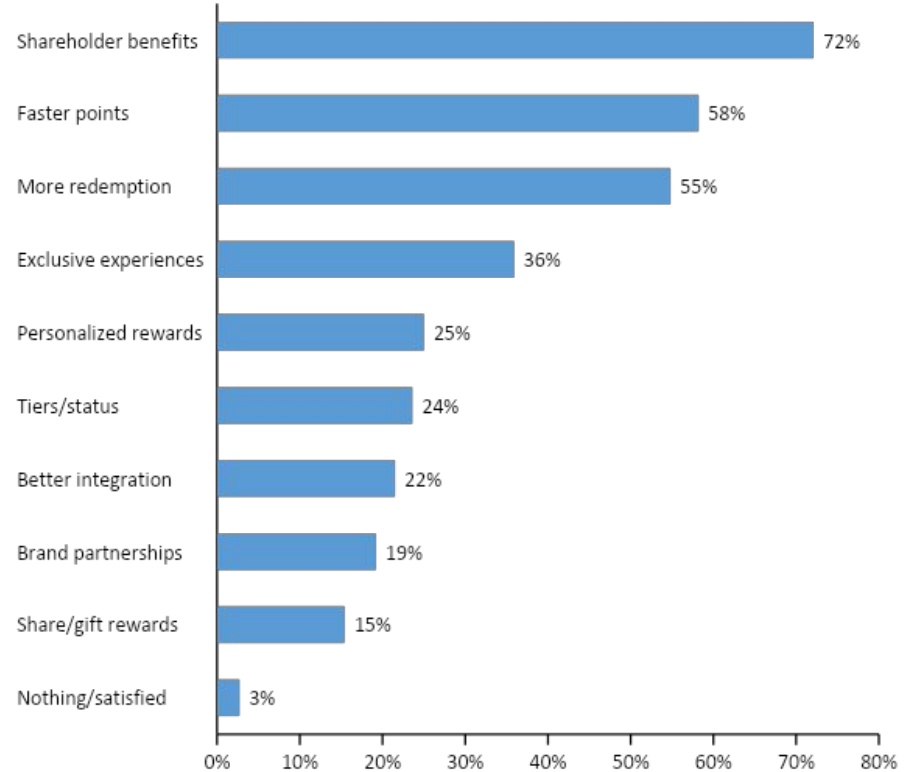
## WHAT WOULD MAKE LOYALTY PROGRAMS MORE VALUABLE?

The standout result of the entire survey: 72% of respondents want additional benefits for being a shareholder - ranking it #1 among all loyalty enhancement options, above faster points, more redemptions, or personalized rewards. The demand for shareholder perks is overwhelming and unambiguous.

### What This Means for Public Companies

The **demand for shareholder-specific perks is overwhelming, unambiguous, and ready to activate** - a clear opening for Investor Relations teams to partner with Loyalty & Marketing.

What would make loyalty programs more valuable? (Select all)



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## THE CONSUMER <-> INVESTOR LINK & DEMAND FOR SHAREHOLDER BENEFITS

The data confirms a powerful two-way relationship: consumers invest in the brands they buy from, and investors overwhelmingly believe they deserve to be rewarded for their shareholder status. This is the foundation of the Super Consumer.

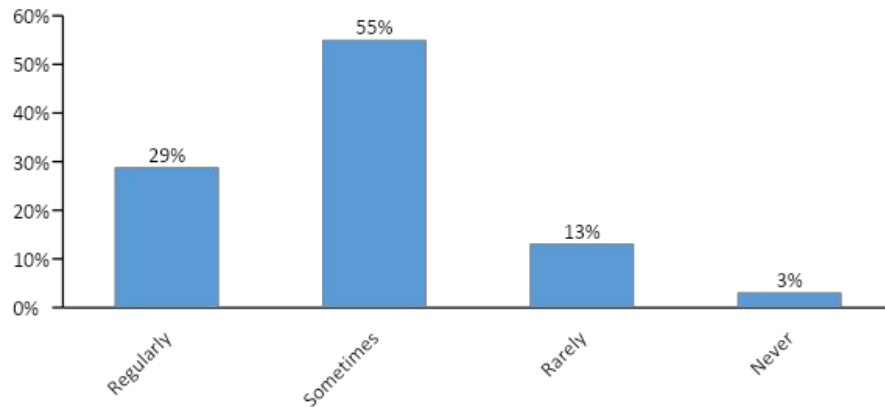
### Consumer → Investor

84% of investors have bought shares in companies whose products they regularly buy. Consumer loyalty and shareholder loyalty are two sides of the same coin.

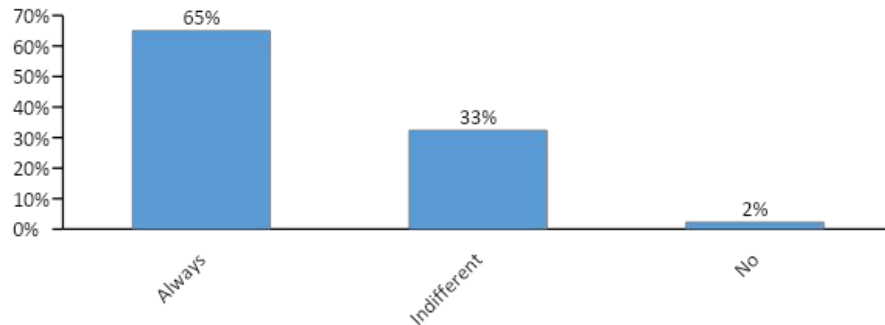
### Investor → Consumer

97.8% say shareholders should receive benefits from companies they own - with 65% saying "Always." The demand for shareholder recognition is nearly unanimous.

Bought shares in companies whose products you use?



Should shareholders receive benefits?



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## INVESTOR OUTLOOK & PORTFOLIO INTENTIONS

Despite macro uncertainty, retail investor sentiment leans cautious-but-constructive. A majority are neutral on markets while still planning to buy; 32% are actively adding stocks to their portfolios over the next 6 months.

### Sentiment

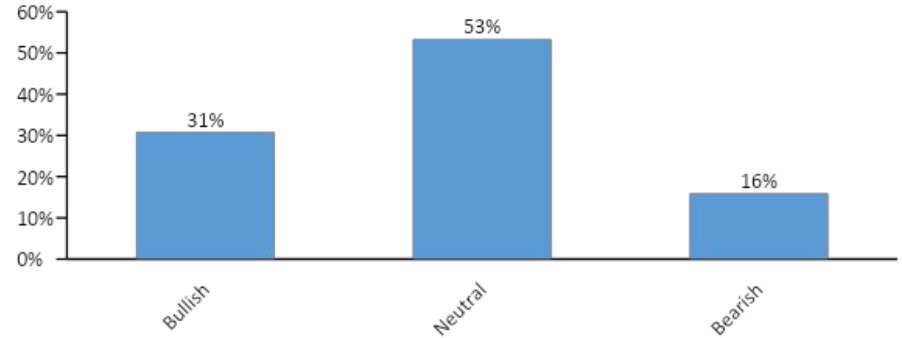
84% of investors are neutral or bullish on the markets - a cautious-but-constructive stance despite macro uncertainty.

### Portfolio Intentions

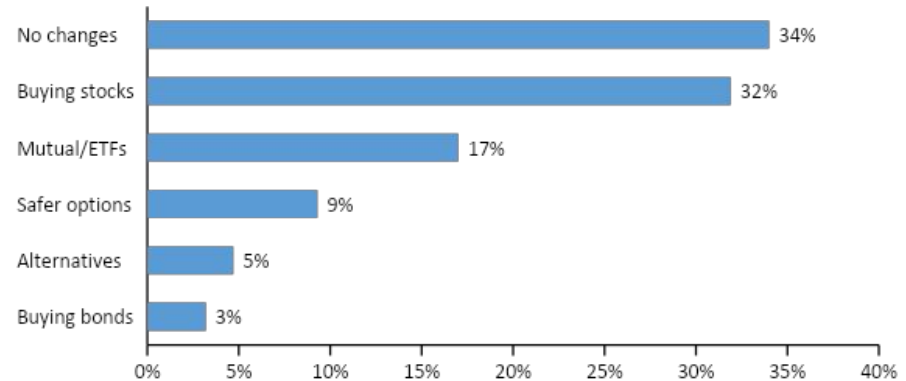
49% plan to buy more stocks, funds, or alternatives in the next 6 months, and 32% are specifically adding to their stock positions - active investors, not sidelined ones.

Retail Investors remain long term and committed to stock ownership.

Current take on the stock market?



Portfolio plans over next 6 months



## **Contact for More Information**

*For additional details, please contact Scott McCartney at [scott@stockperks.com](mailto:scott@stockperks.com), or visit [www.stockperks.com](http://www.stockperks.com)*

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