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North East consumers 'most brand loyal'

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The North East of England has the most brand loyal customers in the country, according to a new report, designed to reveal the most valuable prospects for marketers in 2008.

The study, conducted for G2 Data Dynamics, shows that North East consumers are most likely to be loyal to a product or brand after receiving regular updates and offers. Wales was the second most loyal region, followed by London. The North was considered to be the least loyal region.

The report shows affluent singles and couples in executive urban neighbourhoods are the most likely demographic to be loyal to a brand or product after receiving regular updates and offers.

Those living in Northern Ireland, Eire, the Channel Islands and the Isle of Man were most likely to be happy to divulge personal information to companies for further communication following a purchase. Wales was the second region happiest to disclose personal information, followed by the South East. Individuals in the North were the least likely to hand over their personal details.

G2 Data Dynamics commercial and operations director Alan Thorpe says: "Marketers know they need to identify customers that potentially have a long life time value or have a propensity to be more loyal and then communicate with them in a targeted manner. However, this can be a daunting task and often the easier route is to take a more widespread approach to communications. However, with the so called 'credit crunch' sending shockwaves through the UK economy, it has never been more vital for brands to find customers that are happy to be communicated with, but also target those who will reward ongoing communications with their loyalty."