

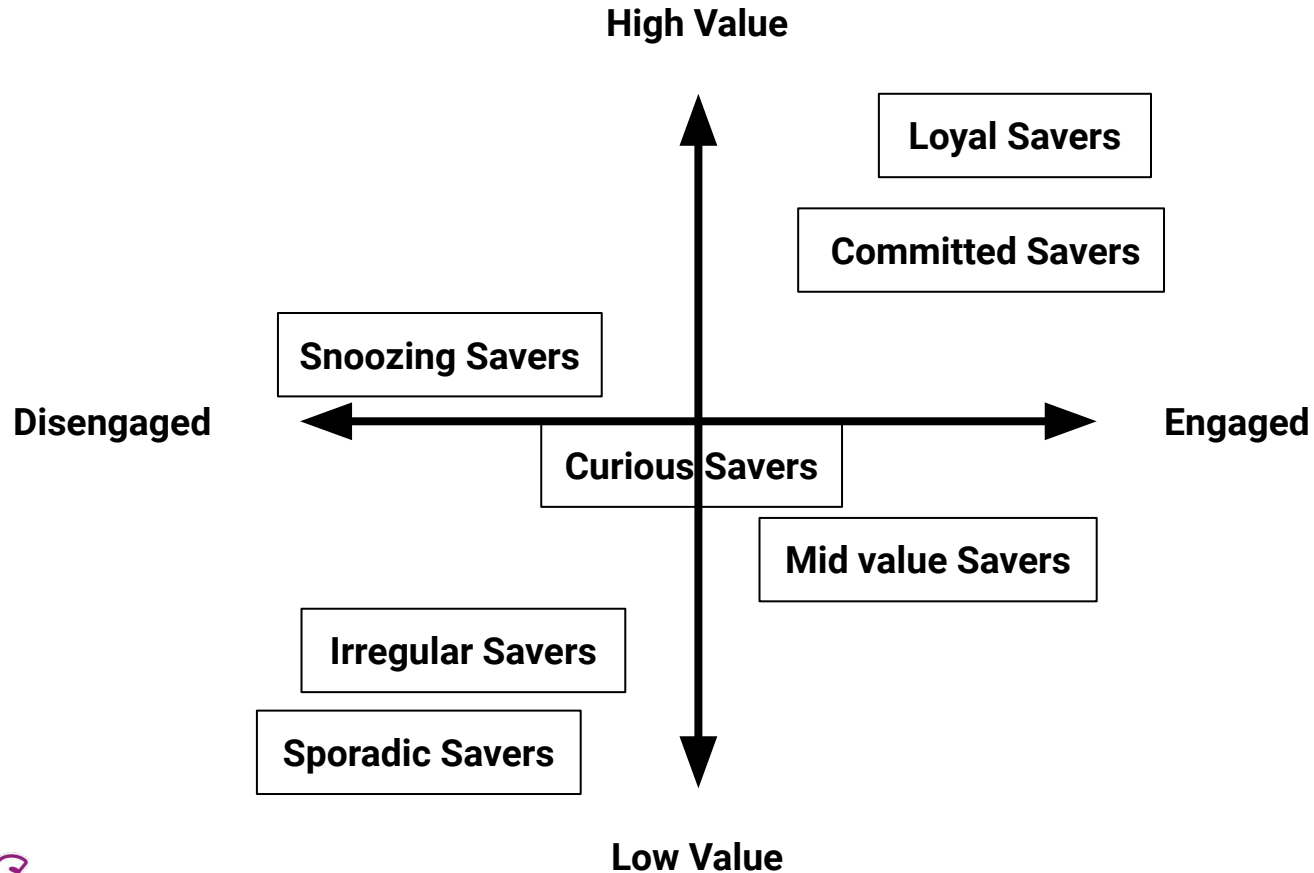


Sun Savers audience profiles

Introduction

- Segments in 2019 re-defined by behaviours, activity and characteristics
- Savers is growing and, by design, continues to evolve
- 2019 see a move away from genders and 'segment personas and focuses on segment classifications built on these behaviours, activity, characteristics
- Each segment has been mapped based on engagement % and loyalty score
- These are the basis of all our touch points: targeted content, promotions, cross-sell, CRM, brands & partnerships, talent choices and so on

Audience profiles



Read on for details of Sun Savers segments

OR

Skim read to see the depth and breadth of
behaviours, activity and characteristics we track and
target

Segment Profiles

Loyal Savers

Demographics



Average age: **59**

Gender split (M/F): **50% / 50%**

64% are married

74% do not have kids at home

58% have grandchildren

72% are employed

26% are retired

57% have a household income of <£20K

Hobbies



46% watching TV

44% reading books

27% food & drink

43% gardening

43% nature

37% travel

30% music

Lifestyle



Favourite shops

46% PRIMARK®

45% home bargains

41% Poundland®

42% Argos

40% wilko

Supermarkets

26% next

40% George.

Most likely to shop at: **TESCO**

Would like to shop at: M&S

Other:



Finance



Current situation

62% healthy or OK

24% struggle to control spending

Change over the year

22% worse off

68% no change

When they have a bit of money left

48% save it

41% buy extras for family members

33% buy things for my home

23% pay debt

Wish to have extra money for

46% general savings

44% paying bills

44% days out with the family

27% gifts for others

Loyal Savers

Savers performance

66,029 members
Loyalty Index: **87%**
Expiry Risk: **0.5%**
Engaged status: **97%**
NPS score: **76**

94% know about the fivers
95% feel that Sun Savers gives them something back
58% feel part of the Sun Savers community

Sun advocacy

Strong advocates: **80%**
Soft advocates: **20%**
Soft rejectors: **0%**
Strong rejectors: **0%**

Promotions

Interested in: 

Offers propensity: **4%**

17,343  65,029 
49,436 competitions 8,767 

Affiliates

 **22%**
 **1%**
 **1%**

Habits

Paper buying behaviour: **Mon-Sun**
Code banking time: **AM, 9am-12pm**
Always banks code, promotion or not
Average code banking (90 days): **86**
Cycles completed: **21**

Savers wallets

Avg. savings in wallets: **£35.72**
Avg. cash out to BACs vs. PayPal: **£47.02 vs. £14.26**
11,436 save all of their Savers money (£79.55)
13,469 spend all of their Savers money (£109.39)
42,104 spend vs. save (£78.98 vs. £35.24)



Social

 **65%**
 **36%**
 **17%**

29% Follow The Sun
38% Follow Sun savers

Loyal Savers

Media



Papers read

The Sun **99%**
Local paper **28%**
Daily mail **14%**
Metro **10%**

News sites

The Sun **44%**
BBC news **42%**
Local news **18%**
Sky news **24%**

Sun sections

Sun Savers **85%**
Front page **84%**
UK & World News **59%**

Listens to **BBC Radio 2, Heart** and **local radio stations**

Media usage

Read paper **92%**
Listen to radio **71%**
Watches freeview **59%**
Read a news website **37%**

Other sites

Sun Savers **65%**
The Sun Money **16%**
Money saving expert **17%**
Extreme Couponing **3%**
LadBible **3%**

TV

68% Freeview /on-demand
42% Paid for/subs

Content

19% receive in-life comms
Like **money saving tips** from content newsletter

73% read The Sun for daily news
44% read The Sun on Sunday for Sunday news

Sun Sections read online: Money, TV & Showbiz, Fabulous, Sport

Where they read it

93% Paper
35% App
24% Online

Shopalongs & Star Savers

9% have seen these videos

Committed Savers

Demographics



Average age: **53**

Gender split (M/F): **47% / 53%**

57% are married

62% do not have kids at home

48% have grandchildren

83% are employed

15% are retired

53% have a household income of <£20K

Hobbies



44% watching TV

44% reading books

30% food & drink

40% gardening

43% nature

41% travel

35% music

Lifestyle



Favourite shops

38% PRIMARK®

45% home bargains

41% Poundland

38% Argos

39% wilko

30% next

37% George.

Supermarkets

Most likely to shop at: **TESCO**

Would like to shop at: M&S

Other:



Finance



Current situation

62% healthy or OK

25% struggle to control spending

Change over the year

24% worse off

64% no change

When they have a bit of money left

43% save it

42% buy extras for family members

35% buy things for my home

28% pay debt

Wish to have extra money for

45% general savings

42% paying bills

45% days out with the family

24% gifts for others

Committed Savers

Savers performance

67,474 members
Loyalty Index: 69%
Expiry Risk: 1%
Engaged status: 90%
NPS score: 73

Sun advocacy

Strong advocates: 77%
Soft advocates: 21%
Soft rejectors: 1%
Strong rejectors: 1%

88% know about the fivers
94% feel that Sun Savers gives them something back
50% feel part of the Sun Savers community

Promotions

Interested in: 

Offers propensity: 6%

20,377  65,016 
42,003 competitions 8,668 

Affiliates

 13%
 1%
 1%

Habits

Paper buying behaviour: Mon-Sat
Code banking time: AM, 9am-12pm
Always banks code, promotion or not
Average code banking (90 days): 68
Cycles completed: 16

Savers wallets

Avg. savings in wallets: £26.02
Avg. cash out to BACs vs. PayPal: £32.83 vs. £11.96
11,943 save all of their Savers money (£55.57)
15,540 spend all of their Savers money (£80.13)
35,552 spend vs. save (£58.98 vs. £26.73)



Social

 65%
 38%
 19%

24% Follow The Sun
35% Follow Sun savers

Committed Savers

Media



Papers read

The Sun **97%**
Local paper **26%**
Daily mail **13%**
Metro **12%**

News sites

The Sun **41%**
BBC news **45%**
Local news **15%**
Sky news **24%**

Sun sections

Sun Savers **81%**
Front page **83%**
UK & World News **56%**

Listens to **BBC Radio 2, Heart** and **local radio stations**

Media usage

Read paper **88%**
Listen to radio **75%**
Watches freeview **61%**
Read a news website **43%**

Other sites

Sun Savers **62%**
The Sun Money **11%**
Money saving expert **22%**
Extreme Couponing **4%**
LadBible **4%**

TV

71% Freeview /on-demand
42% Paid for/subs

Content

26% receive in-life comms
Like **money saving tips** from content newsletter

73% read The Sun for daily news
47% read The Sun on Sunday for Sunday news

Sun Sections read online: Money, TV & Showbiz, Fabulous, Sport

Where they read it

92% Paper
34% App
29% Online

Shopalongs & Star Savers

7% have seen these videos

Mid-value Savers

Demographics



Average age: **45**

Gender split (M/F): **46% / 54%**

47% are married

51% do not have kids at home

27% have grandchildren

90% are employed

7% are retired

52% have a household income of <£20K

Hobbies



50% watching TV

43% reading books

34% food & drink

36% gardening

47% nature

40% travel

36% music

Lifestyle



Favourite shops

60% PRIMARK®

44% home bargains

46% Poundland®

39% Argos

43% wilko

Supermarkets

37% next

40% George.

Most likely to shop at: **TESCO**

Would like to shop at: M&S

Other:



Finance



Current situation

55% healthy or OK

35% struggle to control spending

When they have a bit of money left

50% save it

43% buy extras for family members

32% buy things for my home

31% pay debt

Change over the year

27% worse off

61% no change

Wish to have extra money for

50% general savings

42% paying bills

54% days out with the family

25% gifts for other

Mid-value Savers

Savers performance

33,153 members
Loyalty Index: **34%**
Expiry Risk: **4%**
Engaged status: **68%**
NPS score: **65**

85% know about the fivers
90% feel that Sun Savers gives them something back
46% feel part of the Sun Savers community

Sun advocacy

Strong advocates: **66%**
Soft advocates: **33%**
Soft rejectors: **8%**
Strong rejectors: **1%**

Promotions

Interested in: 

Offers propensity: **20%**

14,325  **31,636**

11,137 competitions **4,296** 



Habits

Paper buying behaviour: **Mon-Sat**
Code banking time: **AM, 9am-12pm**
Always banks code, promotion or not
Average code banking (90 days): **34**
Cycles completed: **7**

Savers wallets

Avg. savings in wallets: **£11.49**
Avg. cash out to BACs vs. PayPal: **£14.37 vs. £6.28**
7,231 save all of their Savers money (£23.87)
9,178 spend all of their Savers money (£41.77)
16,371 spend vs. save (£40.23 vs. £13.06)



Affiliates

 **10%**
 **1%**
 **switchcraft** **1%**

Social

 **75%**
 **49%**
 **37%**

28% Follow The Sun
41% Follow Sun savers

Mid-value Savers

Media



Papers read

The Sun **97%**
Local paper **21%**
Daily mail **17%**
Metro **16%**

News sites

The Sun **43%**
BBC news **50%**
Local news **16%**
Sky news **23%**

Sun sections

Sun Savers **76%**
Front page **79%**
UK & World News **47%**

Listens to **BBC Radio 2, Heart** and **local radio stations**

Media usage

Read paper **84%**
Listen to radio **77%**
Watches freeview **55%**
Read a news website **49%**

Other sites

Sun Savers **61%**
The Sun Money **11%**
Money saving expert **25%**
Extreme Couponing **12%**
LadBible **8%**

TV

67% Freeview /on-demand
48% Paid for/subs

Content

39% receive in-life comms
Like **money saving tips** from content newsletter

63% read The Sun for daily news
46% read The Sun on Sunday for Sunday news

Sun Sections read online: Money, TV & Showbiz, Fabulous, Sport

Where they read it

88% Paper
37% App
31% Online

Shopalongs & Star Savers

10% have seen these videos

Curious Savers

Demographics



Average age: **40**

Gender split (M/F): **51% / 49%**

40% are married

44% do not have kids at home

23% have grandchildren

91% are employed

5% are retired

54% have a household income of <£20K

Hobbies



58% watching TV

37% reading books

35% food & drink

28% gardening

48% nature

42% travel

41% music

Lifestyle



Favourite shops

65% PRIMARK®

50% home bargains

42% Poundland®

45% Argos

43% wilko

Supermarkets

32% next

40% George.

Most likely to shop at: **TESCO**

Would like to shop at: M&S

Other:



Finance



Current situation

46% healthy or OK

36% struggle to control spending

When they have a bit of money left

42% save it

38% buy extras for family members

35% buy things for my home

33% pay debt

Change over the year

34% worse off

56% no change

Wish to have extra money for

47% general savings

42% paying bills

66% days out with the family

27% gifts for others

Curious Savers

Savers performance

33,632 members
Loyalty Index: **24%**
Expiry Risk: **12%**
Engaged status: **26%**
NPS score: **66**

76% know about the fivers
88% feel that Sun Savers gives them something back
47% feel part of the Sun Savers community

Sun advocacy

Strong advocates: **61%**
Soft advocates: **36%**
Soft rejectors: **2%**
Strong rejectors: **1%**

Promotions

Interested in:  

Offers propensity: **40%**

20,680  **30,665** 

6,221 competitions **3,676** 

Affiliates

 **11%**
 **1%**
 **1%**

Habits

Paper buying behaviour: **Mon-Thurs, Sat**
Code banking time: **PM, 6pm-9pm**
Banks code, promotion gives motivation
Average code banking (90 days): **25**
Cycles completed: **4**

Savers wallets

Avg. savings in wallets: **£7.29**
Avg. cash out to BACs vs. PayPal: **£8.55 vs. £3.91**
4,697 save all of their Savers money (£18.95)
6,669 spend all of their Savers money (£30.79)
15,645 spend vs. save (£15.95 vs. £8.12)



Social

 **77%**
 **47%**
 **38%**

26% Follow The Sun
42% Follow Sun savers

Curious Savers

Media



Papers read

The Sun **92%**
Local paper **26%**
Daily mail **14%**
Metro **19%**

News sites

The Sun **37%**
BBC news **54%**
Local news **19%**
Sky news **28%**

Sun sections

Sun Savers **77%**
Front page **75%**
UK & World News **50%**

Listens to **Capital FM, BBC Radio 1, Kiss** and **Heart**

Media usage

Read paper **75%**
Listen to radio **80%**
Watches freeview **65%**
Read a news website **50%**

Other sites

Sun Savers **58%**
The Sun Money **8%**
Money saving expert **31%**
Extreme Couponing **17%**
LadBible **11%**

TV

71% Freeview /on-demand
39% Paid for/subs

Content

44% receive in-life comms
Like **promotions and deals** from content newsletter

64% read The Sun for daily news
47% read The Sun on Sunday for Sunday news

Sun Sections read online: TV & Showbiz, Money, Fabulous, Travel

Where they read it

78% Paper
44% App
35% Online

Shopalongs & Star Savers

11% have seen these videos

Sporadic Savers

Demographics



Average age: **40**

Gender split (M/F): **39% / 61%**

41% are married

43% do not have kids at home

22% have grandchildren

93% are employed

4% are retired

51% have a household income of <£20K

Hobbies



46% watching TV

42% reading books

32% food & drink

38% gardening

47% nature

45% travel

36% music

Lifestyle



Favourite shops

59% PRIMARK®

43% home bargains

40% Poundland®

37% Argos

43% wilko

Supermarkets

44% next

40% George.

Most likely to shop at: **TESCO**

Would like to shop at: M&S

Other:



Finance



Current situation

60% healthy or OK

28% struggle to control spending

When they have a bit of money left

42% save it

38% buy extras for family members

35% buy things for my home

23% pay debt

Change over the year

28% worse off

62% no change

Wish to have extra money for

38% general savings

36% paying bills

59% days out with the family

21% gifts for others

Sporadic Savers

Savers performance

22,774 members
Loyalty Index: 12%
Expiry Risk: 14%
Engaged status: 20%
NPS score: 53

63% know about the fivers
81% feel that Sun Savers gives them something back
38% feel part of the Sun Savers community

Sun advocacy

Strong advocates: 50%
Soft advocates: 43%
Soft rejectors: 6%
Strong rejectors: 1%

Promotions

Interested in:  

Offers propensity: 40%

12,689  25,504 

2,516 competitions 2,827 

Affiliates

 9%
 1%
 0%

Habits

Paper buying behaviour: Mon-Tues, Sat-Sun
Code banking time: PM, 6pm-9pm
Banks code, promotion gives motivation
Average code banking (90 days): 9
Cycles completed: 2

Savers wallets

Avg. savings in wallets: £2.97
Avg. cash out to BACs vs. PayPal: £5.83 vs. £3.22
5,471 save all of their Savers money (£10.38)
8,031 spend all of their Savers money (£18.53)
6,318 spend vs. save (£12.66 vs. £7.13)



Social

 73%
 46%
 35%

23% Follow The Sun
42% Follow Sun savers

Sporadic Savers

Media



Papers read

The Sun **91%**
Local paper **25%**
Daily mail **17%**
Metro **17%**

News sites

The Sun **32%**
BBC news **64%**
Local news **16%**
Sky news **24%**

Sun sections

Sun Savers **66%**
Front page **64%**
UK & World News **53%**

Listens to **Capital FM, BBC Radio 1, Kiss** and **Heart**

Media usage

Read paper **77%**
Listen to radio **73%**
Watches freeview **65%**
Read a news website **59%**

Other sites

Sun Savers **59%**
The Sun Money **11%**
Money saving expert **32%**
Extreme Couponing **4%**
LadBible **8%**

TV

65% Freeview /on-demand
37% Paid for/subs

Content

47% receive in-life comms
Like **promotions and deals** from content newsletter

61% read The Sun for daily news
47% read The Sun on Sunday for Sunday news

Sun Sections read online: TV & Showbiz, Money, Fabulous, Travel

Where they read it

72% Paper
32% App
38% Online

Shopalongs & Star Savers

9% have seen these videos

Irregular Savers

Demographics



Average age: **39**

Gender split (M/F): **37% / 63%**

38% are married

42% do not have kids at home

28% have grandchildren

93% are employed

4% are retired

52% have a household income of <£20K

Hobbies



41% watching TV

46% reading books

39% food & drink

23% gardening

47% nature

39% travel

38% music

Lifestyle



Favourite shops

62% PRIMARK®

42% home bargains

41% Poundland®

41% Argos

41% wilko

Supermarkets

32% next

45% George.

Most likely to shop at:



Would like to shop at: M&S

Other: ASDA Boots

Finance



Current situation

50% healthy or OK

18% struggle to control spending

When they have a bit of money left

47% save it

42% buy extras for family members

28% buy things for my home

22% pay debt

Change over the year

31% worse off

61% no change

Wish to have extra money for

45% general savings

28% paying bills

64% days out with the family

31% gifts for others

Irregular Savers

Savers performance

39,392 members
Loyalty Index: **9%**
Expiry Risk: **24%**
Dormant status: **91%**
NPS score: **65**

56% know about the fivers
78% feel that Sun Savers gives them something back
35% feel part of the Sun Savers community

Sun advocacy

Strong advocates: **54%**
Soft advocates: **35%**
Soft rejectors: **9%**
Strong rejectors: **1%**

Promotions

Interested in:  

Offers propensity: **49%**

18,322  **33,019** 
1,959 competitions **4,470** 

Affiliates

 **10%**
 **1%**
 **1%**

Habits

Paper buying behaviour: **Mon-Weds, Sat-Sun**
Code banking time: **PM, 6pm-9pm**
Banks code, promotion gives motivation
Average code banking (90 days): **6**
Cycles completed: **1**

Savers wallets

Avg. savings in wallets: **£2.28**
Avg. cash out to BACs vs. PayPal: **£6.40 vs. £2.98**
4,245 save all of their Savers money (£8.94)
5,451 spend all of their Savers money (£20.94)
4,272 spend vs. save (£11.98 vs. £7.00)



Social

 **76%**
 **43%**
 **41%**

32% Follow The Sun
49% Follow Sun savers

Irregular Savers

Media



Papers read

The Sun **84%**
Local paper **27%**
Daily mail **19%**
Metro **14%**

News sites

The Sun **39%**
BBC news **41%**
Local news **19%**
Sky news **20%**

Sun sections

Sun Savers **62%**
Front page **61%**
UK & World News **43%**

Listens to **Capital FM** and **Heart**

Media usage

Read paper **64%**
Listen to radio **64%**
Watches freeview **58%**
Read a news website **43%**

Other sites

Sun Savers **57%**
The Sun Money **12%**
Money saving expert **32%**
Extreme Couponing **9%**
LadBible **15%**

TV

70% Freeview /on-demand
36% Paid for/subs

Content

52% receive in-life comms
Like **promotions and deals** from content newsletter

57% read The Sun for daily news
49% read The Sun on Sunday for Sunday news

Sun Sections read online: TV & Showbiz, Money, Fabulous, Travel

Where they read it

65% Paper
38% App
51% Online

Shopalongs & Star Savers

14% have seen these videos

Snoozing Savers

Demographics



Average age: **43**

Gender split (M/F): **42% / 58%**

44% are married

47% do not have kids at home

29% have grandchildren

89% are employed

7% are retired

58% have a household income of <£20K

Hobbies



41% watching TV

44% reading books

25% food & drink

28% gardening

43% nature

29% travel

40% music

Lifestyle



Favourite shops

54% PRIMARK®

46% home bargains

45% Poundland®

39% Argos

36% wilko

Supermarkets

38% next

38% George.

Most likely to shop at: **TESCO**

Would like to shop at: **Waitrose**

Other: **ASDA** **Boots**

Finance



Current situation

61% healthy or OK

21% struggle to control spending

When they have a bit of money left

41% save it

34% buy extras for family members

23% buy things for my home

22% pay debt

Change over the year

20% worse off

69% no change

Wish to have extra money for

50% general savings

44% paying bills

50% days out with the family

19% gifts for others

Snoozing Savers

Savers performance

28,440 members
Loyalty Index: **19%**
Expiry Risk: **48%**
Dormant status: **92%**
NPS score: **59**

87% know about the fivers
83% feel that Sun Savers gives them something back
41% feel part of the Sun Savers community

Sun advocacy

Strong advocates: **50%**
Soft advocates: **45%**
Soft rejectors: **5%**
Strong rejectors: **0%**

Promotions

Interested in: 

Offers propensity: **25%**

3,807  **17,949** 
522 competitions **4,127** 

Affiliates

 **12%**
 **2%**
 **0%**

Habits

Paper buying behaviour: **Mon-Sun**
Code banking time: **PM, 6pm-9pm**
Banks code, promotion gives motivation
Average code banking (90 days): **0**
Cycles completed: **4**

Savers wallets

Avg. savings in wallets: **£4.96**
Avg. cash out to BACs vs. PayPal: **£11.03 vs. £4.23**
6,923 save all of their Savers money (£11.12)
12,791 spend all of their Savers money (£26.62)
5,234 spend vs. save (£18.76 vs. £9.01)



Social

 **81%**
 **53%**
 **26%**

24% Follow The Sun
41% Follow Sun savers

Snoozing Savers

Media



Papers read

The Sun **85%**
Local paper **27%**
Daily mail **17%**
Metro **9%**

News sites

The Sun **31%**
BBC news **42%**
Local news **21%**
Sky news **18%**

Sun sections

Sun Savers **56%**
Front page **58%**
UK & World News **39%**

Listens to **Heart**

Media usage

Read paper **68%**
Listen to radio **71%**
Watches freeview **61%**
Read a news website **44%**

Other sites

Sun Savers **54%**
The Sun Money **12%**
Money saving expert **26%**
Extreme Couponing **4%**
LadBible **6%**

TV

71% Freeview /on-demand
46% Paid for/subs

Content

23% receive in-life comms
Like **promotions and deals** from content newsletter

62% read The Sun for daily news
43% read The Sun on Sunday for Sunday news

Sun Sections read online: TV & Showbiz, Money, Fabulous, Sport

Where they read it

73% Paper
43% App
40% Online

Shopalongs & Star Savers

8% have seen these videos

Disengaged Savers

Demographics



Average age: **40**

Gender split (M/F): **35% / 65%**

41% are married

45% do not have kids at home

24% have grandchildren

92% are employed

5% are retired

53% have a household income of <£20K

Hobbies



45% watching TV

36% reading books

29% food & drink

32% gardening

52% nature

36% travel

39% music

Lifestyle



Favourite shops

67% PRIMARK®

53% home bargains

51% Poundland®

43% Argos

43% wilko

Supermarkets

40% next

45% George.

Most likely to shop at:



Would like to shop at: M&S

Other: ASDA Boots

Finance



Current situation

49% healthy or OK

33% struggle to control spending

When they have a bit of money left

38% save it

47% buy extras for family members

32% buy things for my home

30% pay debt

Change over the year

30% worse off

56% no change

Wish to have extra money for

48% general savings

39% paying bills

66% days out with the family

25% gifts for others

Disengaged Savers

Savers performance

100,719 members
Loyalty Index: 2%
Expiry Risk: 49%
Dormant status: 98%
NPS score: 47

41% know about the fivers
66% feel that Sun Savers gives them something back
41% feel part of the Sun Savers community

Sun advocacy

Strong advocates: 46%
Soft advocates: 48%
Soft rejectors: 4%
Strong rejectors: 2%

Promotions

Interested in:  
Offers propensity: 28%
12,181  61,532 
323 competitions 10,973 

Affiliates

 17%
 2%
 1%

Habits

Paper buying behaviour: Mon-Tues, Sat-Sun
Code banking time: PM, 6pm-9pm
Banks code, promotion gives motivation
Average code banking (90 days): 0
Cycles completed: 0

Savers wallets

Avg. savings in wallets: £0.10
Avg. cash out to BACs vs. PayPal: £0.32 vs. £0.25
3,358 save all of their Savers money (£2.21)
1,198 spend all of their Savers money (£4.85)
119 spend vs. save (£3.01 vs. £2.59)



Social

 81%
 53%
 41%
41% Follow The Sun
44% Follow Sun savers

Disengaged Savers

Media



Papers read

The Sun **78%**
Local paper **25%**
Daily mail **13%**
Metro **15%**

News sites

The Sun **45%**
BBC news **51%**
Local news **19%**
Sky news **24%**

Sun sections

Sun Savers **51%**
Front page **54%**
UK & World News **35%**

Listens to **Capital FM, Kiss** and **Heart**

Media usage

Read paper **60%**
Listen to radio **80%**
Watches freeview **62%**
Read a news website **53%**

Other sites

Sun Savers **43%**
The Sun Money **10%**
Money saving expert **30%**
Extreme Couponing **15%**
LadBible **14%**

TV

69% Freeview /on-demand
43% Paid for/subs

Content

73% receive in-life comms
Like **promotions and deals** from content newsletter

55% read The Sun for daily news
41% read The Sun on Sunday for Sunday news

Sun Sections read online: TV & Showbiz, Money, Fabulous, Travel

Where they read it

58% Paper
29% App
51% Online

Shopalongs & Star Savers

13% have seen these videos

Churning Savers

Demographics



Average age: **41**

Gender split (M/F): **36% / 64%**

40% are married

47% do not have kids at home

32% have grandchildren

90% are employed

6% are retired

56% have a household income of <£20K

Hobbies



41% watching TV

37% reading books

35% food & drink

30% gardening

57% nature

45% travel

38% music

Lifestyle



Favourite shops

65% PRIMARK®

54% home bargains

43% Poundland®

43% Argos

43% wilko

Supermarkets

44% next

49% George.

Most likely to shop at:



Would like to shop at: Waitrose

Other: ASDA Boots

Finance



Current situation

50% healthy or OK

30% struggle to control spending

When they have a bit of money left

46% save it

49% buy extras for family members

27% buy things for my home

35% pay debt

Change over the year

33% worse off

54% no change

Wish to have extra money for

44% general savings

40% paying bills

66% days out with the family

22% gifts for others

Churning Savers

Savers performance

58,802 members
Loyalty Index: **3%**
Expiry Risk: **91%**
Dormant status: **50%**
NPS score: **54**

26% know about the fivers
70% feel that Sun Savers gives them something back
41% feel part of the Sun Savers community

Sun advocacy

Strong advocates: **55%**
Soft advocates: **36%**
Soft rejectors: **8%**
Strong rejectors: **2%**

Promotions

Interested in:  

Offers propensity: **43%**

60  **2,307** 
366 competitions **533** 

Affiliates

 **11%**
 **1%**
 **1%**

Habits

Paper buying behaviour: **Mon-Weds, Sat-Sun**
Code banking time: **PM, 6pm-9pm**
Not a regular scanner, stops after promo
Average code banking (90 days): **0**
Cycles completed: **0**

Savers wallets

Avg. savings in wallets: **£0.38**
Avg. cash out to BACs vs. PayPal: **£7.45 vs. £3.36**
3,958 save all of their Savers money (£7.09)
4,380 spend all of their Savers money (£21.40)
1,631 spend vs. save (£16.21 vs. £7.96)



Social

 **85%**
 **46%**
 **42%**

36% Follow The Sun
51% Follow Sun savers

Churning Savers

Media



Papers read

The Sun **78%**
Local paper **24%**
Daily mail **14%**
Metro **12%**

News sites

The Sun **35%**
BBC news **51%**
Local news **20%**
Sky news **26%**

Sun sections

Sun Savers **55%**
Front page **55%**
UK & World News **36%**

Listens to **Capital FM, Kiss** and **Heart**

Media usage

Read paper **60%**
Listen to radio **78%**
Watches freeview **55%**
Read a news website **51%**

Other sites

Sun Savers **48%**
The Sun Money **11%**
Money saving expert **22%**
Extreme Couponing **19%**
LadBible **13%**

TV

64% Freeview /on-demand
41% Paid for/subs

Content

70% receive in-life comms
Like **promotions and deals** from content newsletter

56% read The Sun for daily news
41% read The Sun on Sunday for Sunday news

Sun Sections read online: TV & Showbiz, Travel, Money, Fabulous

Where they read it

60% Paper
26% App
49% Online

Shopalongs & Star Savers

8% have seen these videos

Moving Savers

Demographics



Average age: **39**

Gender split (M/F): **40% / 60%**

40% are married

49% do not have kids at home

24% have grandchildren

92% are employed

5% are retired

51% have a household income of <£20K

Hobbies



46% watching TV

37% reading books

32% food & drink

27% gardening

44% nature

37% travel

33% music

Lifestyle

Favourite shops

65% PRIMARK®

45% home bargains

44% Poundland

48% Argos

44% wilko

Supermarkets

41% next

45% George.

Most likely to shop at:



Would like to shop at: M&S



Finance

Current situation

53% healthy or OK

35% struggle to control spending

When they have a bit of money left

44% save it

47% buy extras for family members

32% buy things for my home

32% pay debt

Change over the year

28% worse off

60% no change

Wish to have extra money for

47% general savings

40% paying bills

61% days out with the family

24% gifts for others



Moving Savers

Savers performance

91,219 members
Loyalty Index: **11%**
Expiry Risk: **17%**
Dormant status: **81%**
NPS score: **64**

46% know about the fivers
81% feel that Sun Savers gives them something back
50% feel part of the Sun Savers community

Sun advocacy

Strong advocates: **59%**
Soft advocates: **36%**
Soft rejectors: **4%**
Strong rejectors: **1%**

Promotions

Interested in:  
Offers propensity: **38%**
27,414  **54,213** 
6,909 competitions **2,021** 

Affiliates

 **15%**
 **2%**
 **1%**

Habits

Paper buying behaviour: **Mon-Tues, Sat-Sun**
Code banking time: **PM, 6pm-9pm**
Banks code infrequently, promotion or not
Average code banking (90 days): **10**
Cycles completed: **0**

Savers wallets

Avg. savings in wallets: **£0.48**
Avg. cash out to BACs vs. PayPal: **£0.53 vs. £0.38**
9,947 save all of their Savers money (£4.18)
1,878 spend all of their Savers money (£6.76)
3,500 spend vs. save (£3.03 vs. £3.56)



Social

 **78%**
 **48%**
 **42%**

30% Follow The Sun
44% Follow Sun savers

Moving Savers

Media



Papers read

The Sun **90%**
Local paper **22%**
Daily mail **14%**
Metro **14%**

News sites

The Sun **41%**
BBC news **53%**
Local news **17%**
Sky news **27%**

Sun sections

Sun Savers **64%**
Front page **66%**
UK & World News **42%**

Listens to **Capital FM** and **Heart**

Media usage

Read paper **71%**
Listen to radio **72%**
Watches freeview **53%**
Read a news website **47%**

Other sites

Sun Savers **60%**
The Sun Money **11%**
Money saving expert **23%**
Extreme Couponing **14%**
LadBible **11%**

TV

65% Freeview /on-demand
39% Paid for/subs

Content

97% receive in-life comms

Like **tips and deals** from content newsletter

58% read The Sun for daily news

47% read The Sun on Sunday for Sunday news

Sun Sections read online: TV & Showbiz, Money, Travel, Fabulous

Where they read it

74% Paper
35% App
39% Online

Shopalongs & Star Savers

14% have seen these videos

Unclassified Savers

Demographics



Average age: **40**

Gender split (M/F): **34% / 66%**

40% are married

51% do not have kids at home

25% have grandchildren

90% are employed

7% are retired

55% have a household income of <£20K

Hobbies



44% watching TV

36% reading books

34% food & drink

29% gardening

46% nature

37% travel

38% music

Lifestyle



Favourite shops

64% PRIMARK®

48% home bargains

47% Poundland®

42% Argos

44% wilko

Supermarkets

38% next

46% George.

Most likely to shop at:



Would like to shop at: M&S

Finance



Current situation

44% healthy or OK

29% struggle to control spending

Change over the year

35% worse off

52% no change

When they have a bit of money left

45% save it

47% buy extras for family members

30% buy things for my home

34% pay debt

Wish to have extra money for

48% general savings

43% paying bills

66% days out with the family

18% gifts for others

Unclassified Savers

Savers performance

29,770 members

Loyalty Index: **7%**

Expiry Risk: **5%**

Dormant status: **54%**

NPS score: **54**

Sun advocacy

Strong advocates: **55%**

Soft advocates: **39%**

Soft rejectors: **4%**

Strong rejectors: **2%**

Media

Papers read

The Sun **89%**

Local paper **26%**

Daily mail **13%**

Metro **13%**

News sites

The Sun **47%**

BBC news **49%**

Local news **17%**

Sky news **28%**

Sun sections

Sun Savers **64%**

Front page **64%**

UK & World News **40%**

Media usage

Read paper **70%**

Listen to radio **76%**

Watches freeview **60%**

Read a news website **46%**

Other sites

Sun Savers **55%**

The Sun Money **10%**

Money saving expert **22%**

Extreme Couponing **8%**

LadBible **17%**

TV

70% Freeview /on-demand

42% Paid for/subs



Content

99% receive in-life comms

61% read The Sun for daily news

43% read The Sun on Sunday for Sunday news

Sun Sections read online: Travel, TV & Showbiz, Money, Fabulous

Where they read it

78% Paper

31% App

40% Online

Shopalongs & Star Savers

12% have seen these videos

Promotions

263



12,887



1,145 competitions

1,226



Social



81%



49%



49%

32% Follow The Sun

41% Follow Sun Savers



Zero Value Savers

Demographics



Average age: **37**

Gender split (M/F): **30% / 70%**

37% are married

45% do not have kids at home

24% have grandchildren

93% are employed

4% are retired

54% have a household income of <£20K

Hobbies



47% watching TV

40% reading books

38% food & drink

28% gardening

49% nature

38% travel

43% music

Lifestyle

Favourite shops

69% PRIMARK®

53% home bargains

47% Poundland®

38% Argos

40% wilko

Supermarkets

33% next

47% George.

Most likely to shop at:



Would like to shop at: M&S



Finance

Current situation

48% healthy or OK

35% struggle to control spending

When they have a bit of money left

39% save it

42% buy extras for family members

31% buy things for my home

36% pay debt

Change over the year

33% worse off

52% no change

Wish to have extra money for

45% general savings

39% paying bills

61% days out with the family

22% gifts for others



Zero Value Savers

Savers performance

49,203 members

Loyalty Index: **0%**

Expiry Risk: **54%**

Dormant status: **99%**

NPS score: **43**

Sun advocacy

Strong advocates: **44%**

Soft advocates: **49%**

Soft rejectors: **7%**

Strong rejectors: **0%**

Media



Papers read

The Sun **80%**

Local paper **22%**

Daily mail **14%**

Metro **14%**

News sites

The Sun **43%**

BBC news **54%**

Local news **21%**

Sky news **26%**

Sun sections

Sun Savers **54%**

Front page **59%**

UK & World News **42%**

Media usage

Read paper **52%**

Listen to radio **71%**

Watches freeview **54%**

Read a news website **56%**

Other sites

Sun Savers **50%**

The Sun Money **12%**

Money saving expert **20%**

Extreme Couponing **8%**

LadBible **14%**

TV

67% Freeview /on-demand

38% Paid for/subs

Content

95% receive in-life comms

56% read The Sun for daily news

43% read The Sun on Sunday for Sunday news

Sun Sections read online: TV & Showbiz, Fabulous, Money, Travel

Where they read it

59% Paper

27% App

56% Online

Shopalongs & Star Savers

15% have seen these videos

Promotions

3



208



16 competitions

33



Social



82%



48%



47%

40% Follow The Sun

46% Follow Sun Savers



Expired Savers

Demographics



Average age: **41**

Gender split (M/F): **34% / 66%**

43% are married

44% do not have kids at home

31% have grandchildren

91% are employed

6% are retired

53% have a household income of <£20K

Hobbies



45% watching TV

38% reading books

30% food & drink

31% gardening

48% nature

37% travel

39% music

Lifestyle

Favourite shops

66% PRIMARK®

53% home bargains

50% Poundland

44% Argos

44% wilko

Supermarkets

37% next

47% George.

Most likely to shop at:



Would like to shop at: M&S



Finance

Current situation

47% healthy or OK

33% struggle to control spending

When they have a bit of money left

38% save it

46% buy extras for family members

30% buy things for my home

31% pay debt

Change over the year

31% worse off

56% no change

Wish to have extra money for

44% general savings

40% paying bills

66% days out with the family

26% gifts for others



Expired Savers

Savers performance

450,928 members

Loyalty Index: **1%**

Expiry Risk: **100%**

Dormant status: **100%**

NPS score: **46**

Sun advocacy

Strong advocates: **47%**

Soft advocates: **44%**

Soft rejectors: **8%**

Strong rejectors: **1%**

Media



Papers read

The Sun **78%**

Local paper **30%**

Daily mail **14%**

Metro **16%**

News sites

The Sun **43%**

BBC news **48%**

Local news **22%**

Sky news **27%**

Sun sections

Sun Savers **49%**

Front page **58%**

UK & World News **38%**

Media usage

Read paper **57%**

Listen to radio **77%**

Watches freeview **61%**

Read a news website **49%**

Other sites

Sun Savers **45%**

The Sun Money **13%**

Money saving expert **27%**

Extreme Couponing **19%**

LadBible **12%**

TV

70% Freeview /on-demand

45% Paid for/subs

Content

20% receive in-life comms

54% read The Sun for daily news

41% read The Sun on Sunday for Sunday news

Sun Sections read online: TV & Showbiz, Fabulous, Money, Sport

Where they read it

59% Paper

19% App

53% Online

Shopalongs & Star Savers

10% have seen these videos

Social



82%



51%



41%

33% Follow The Sun

42% Follow Sun Savers

Appendix

Audience classifications

Segment name	Description	New segment name
Colin	Highest value members	Loyal Savers
Steve (High value)	High value members	Committed Savers
Steve (Low value)	Mid value members	Mid-value Savers
Karen (High value)	Mid value members (more promotion led)	Curious Savers
Karen (Low value)	Low value members (more promotion led)	Sporadic Savers
Denise (engaged in Q)	Low value members (more promotion led)	Irregular Savers
Denise (not engaged in Q, has 1+ cycle)	Members who are not engaged in the quarter but have completed more than 1 cycle	Snoozing Savers
Denise (other, not engaged)	All remaining members that don't fall into a segment	Disengaged Savers
Denise (about to expire - 90 days)	Members who will expire within 90 days	Churning Savers
Ally	Members that registered after the Q (require 90 days before assigned to segment)	Moving Savers
Not a member	Members that have registered after the quarter (and after the data has run)	Unclassified Savers
Never active	Members that have never banked a print code since registration	Zero value Savers
Expired	Members who are flagged as expired (12 month code expiry)	Expired Savers