



2019 VOICE OF THE PARTICIPANT SURVEY

10/23 - 11/8

Criteria: active participants who have made a redemption in the last year & received a point award in the last two years.

THE RESULTS...

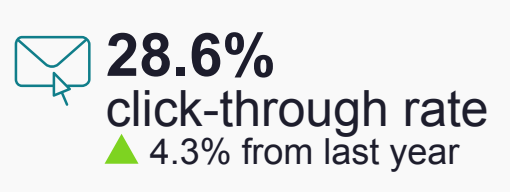
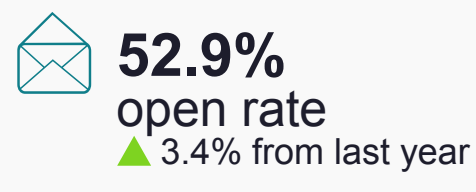
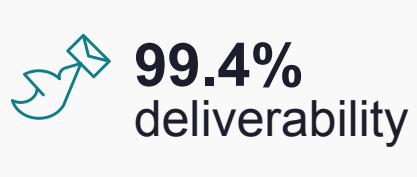


Participants were asked to indicate how much they agree or disagree with the following statements regarding the rewards catalog:

- 4.1 "I can easily navigate around the rewards catalog."
- 4.2 "The catalog offers an expansive collection of rewards."
- 4.2 "The selections offered in the rewards catalog are of high quality."
- 4.1 "Customer Service provided to me is exceptional."
- 4.1 "Receiving emails keep the program top of mind."

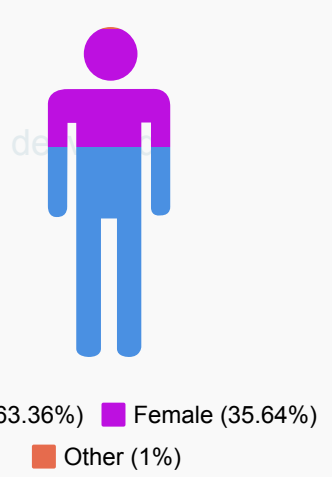
1 = Strongly Disagree , 2 = Disagree , 3 = Neutral , 4 = Agree , 5 = Strongly Agree

EMAIL STATS

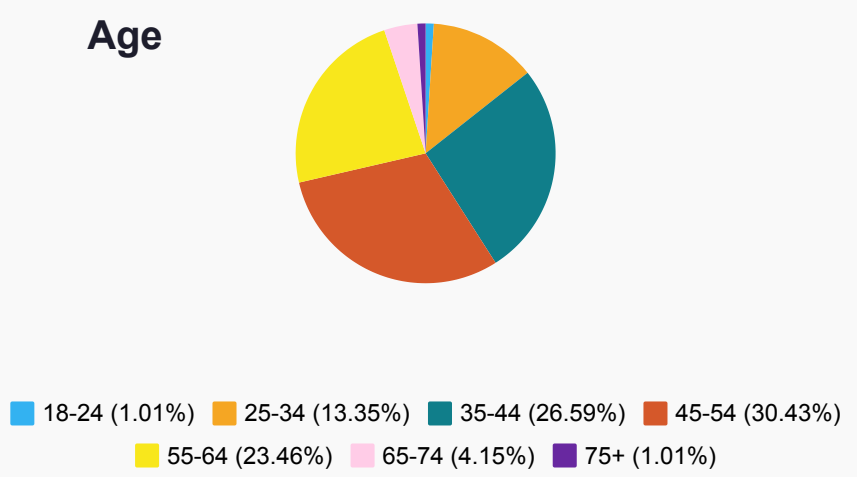


DEMOGRAPHIC DATA

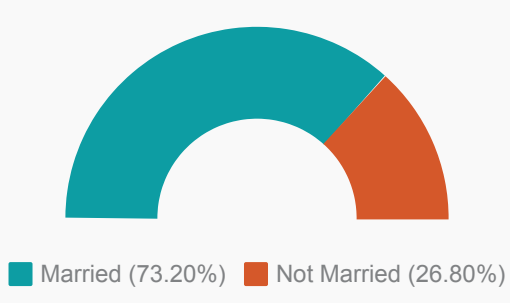
Gender



Age



Marital Status



Top 5 interests:

1. Travel/Vacation (52%)
2. Recreational Sports (41%)
3. Listening to Music (40%)
4. Technology (39%)
5. Tools/Building (37%)

PERSONALITY FEEDBACK

Participants were asked to describe themselves using 1-3 words.

Here were the top 24 responses...

- Active
- Adventurous
- Compassionate
- Dedicated
- Detail Oriented
- Driven
- Easy-going
- Energetic
- Family-oriented
- Funny
- Fun
- Honest
- Happy
- Hardworking
- Intelligent
- Kind
- Loving life
- Loyal
- Passionate
- Personable
- Organized
- Outdoor lover
- Outgoing
- Self-Motivated

And the most humorous responses...

- I am BATMAN
- I am a starving golfer
- Nerdy Ron Swanson
- Old grumpy man
- Ready to retire
- Sophisticated neanderthal