

Member survey results

Date

Store or channel

Number of answers

Tally how many members ticked each box. Percent agree = (number of 4s + number of 5s) divided by the total, times 100.

STATEMENT	1	2	3	4	5	TOTAL	% AGREE
1. I know how to earn points or rewards.							
2. My next reward feels within reach.							
3. The rewards are things I actually want.							
4. Redeeming a reward is easy.							
5. The offers I get fit what I usually buy.							
6. Being a member makes me choose you over other places.							
7. Being a member makes me feel recognized here.							

Compared with other places you could buy from, how do we rate

CLEARLY THE BEST

BETTER THAN MOST

ABOUT THE SAME

NOT AS GOOD

FAR BEHIND

Strengths

The two statements with the highest percent agree.

Fix next quarter

The two statements with the lowest percent agree.

What the open answers say

Sort the comments into three or four themes.

You said, we will

What members told you, what the program will change, and when members will see it.