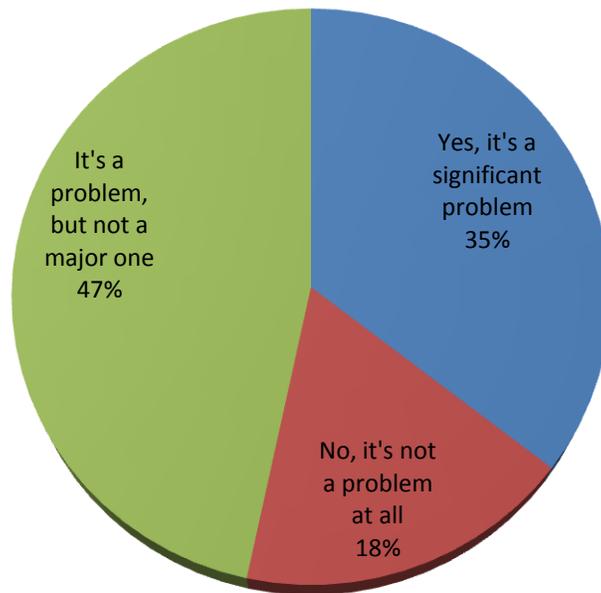


1.

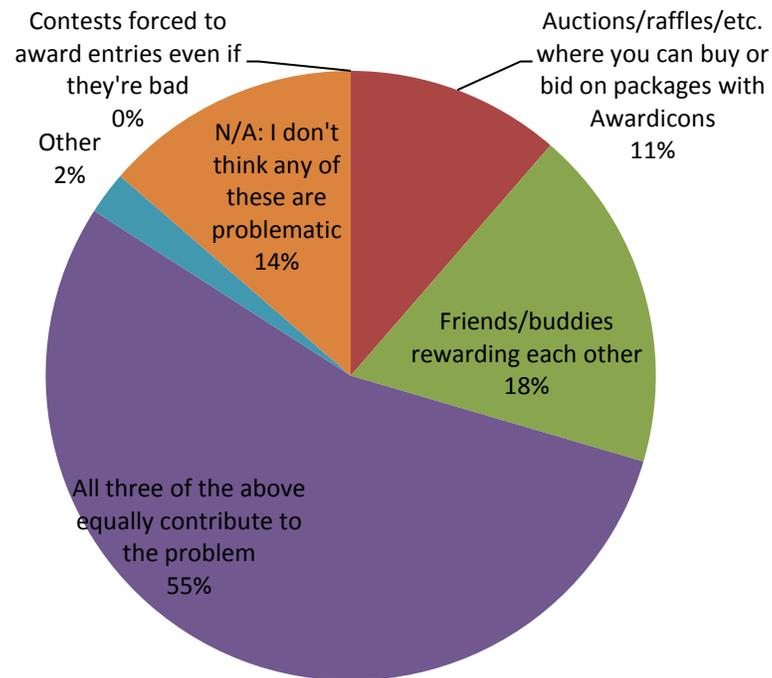
Do you think there's a significant problem around WdC regarding Awardicons being given to undeserving items?



INTERESTING FACT: If you disregard the issue of magnitude, an overwhelming 82% of respondents felt that Awardicons being given to undeserving items was a problem of some kind, versus only 18% of respondents thinking that there is no problem with Awardicons at all.

2.

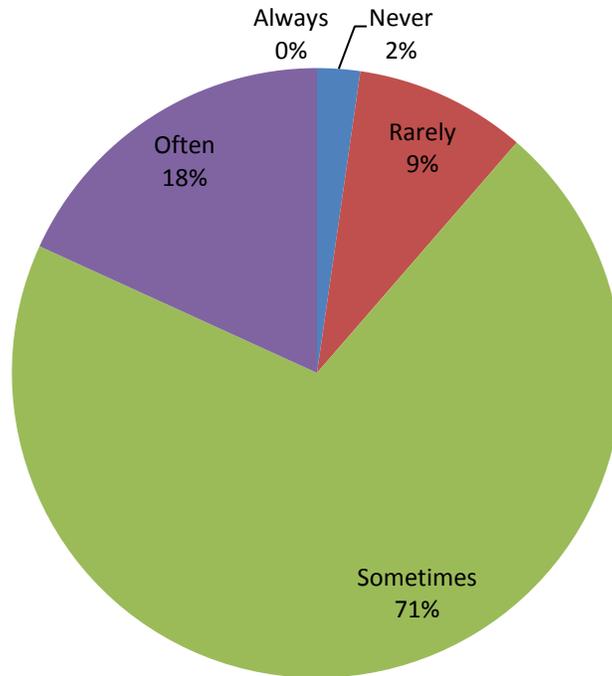
If you do think there's a problem with Awardicons being given to undeserving items, what is the main cause?



INTERESTING FACT: The overwhelming majority of respondents felt that any problem with Awardicons is the result of a combination of factors, although no one felt that contests required to award entries were a factor. Of those that felt there was a specific singular cause of the problem, respondents were split between friends rewarding each other and auctions/raffles where you can purchase prize packages that include Awardicons.

3.

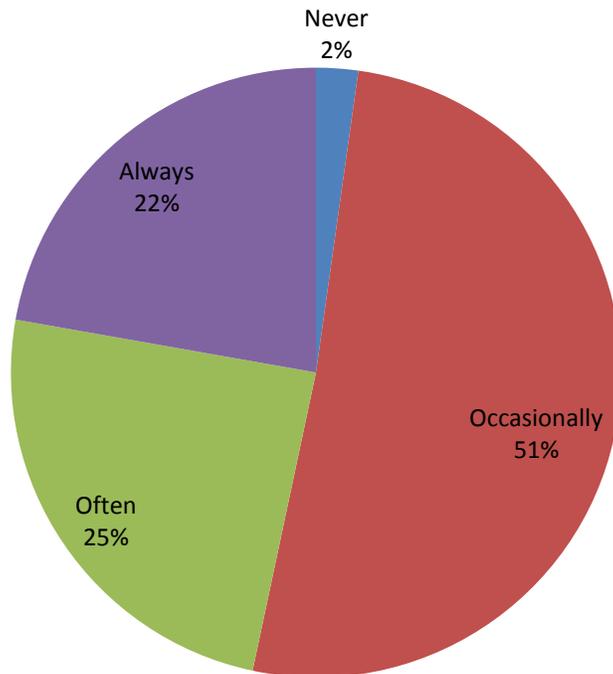
Are Awardicons an accurate measure of an item's quality?



INTERESTING FACT: Only 2% of respondents thought Awardicons were either always or never accurate measures of an item's quality. An overwhelming 98% think that their indication of item quality varies.

4.

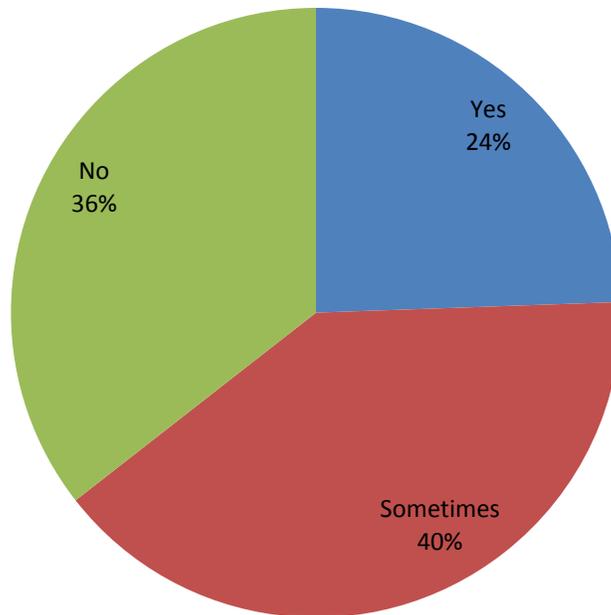
How often do you read the inscription on an Awardicon?



INTERESTING FACT: Awardicon inscriptions are read occasionally, if not more often, by 98% of respondents on the survey.

5.

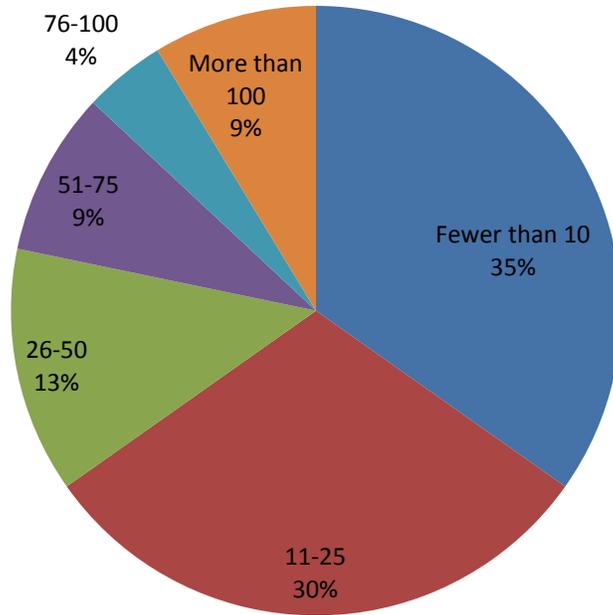
Does seeing an Awardicon on an item impact your opinion of that item's quality?



INTERESTING FACT: Respondents were fairly evenly split between feeling that an Awardicon did, did not, or sometimes affected their opinion of an item.

6.

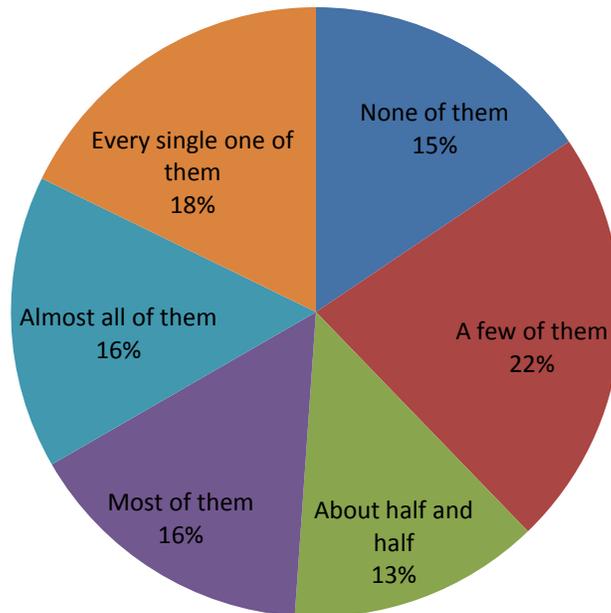
Approximately how many total Awardicons have you given out since joining WdC?



INTERESTING FACT: 65% of respondents have given out less than 25 Awardicons.

7.

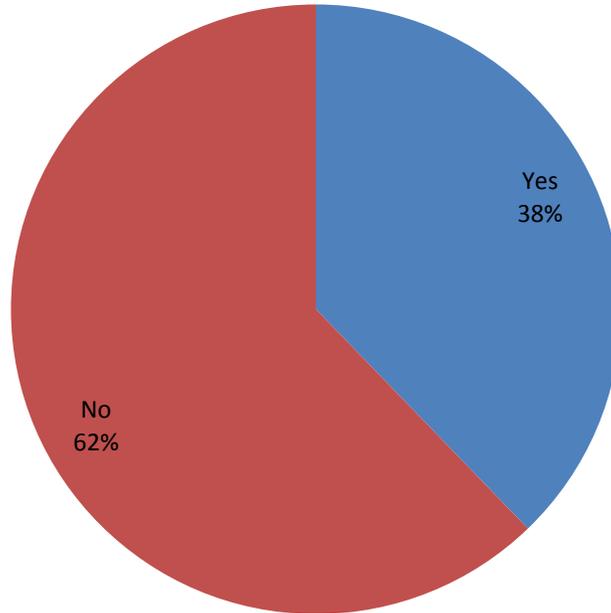
Of that total, approximately how many Awardicons did you give independently and solely based on the quality of the item? (In other words, excluding those given as part of contest placement, prize packages, or "just because" awards... i.e. the ones where you found something and felt compelled to award it)



INTERESTING FACT: Response to this question was nearly evenly split among all the possible responses.

8.

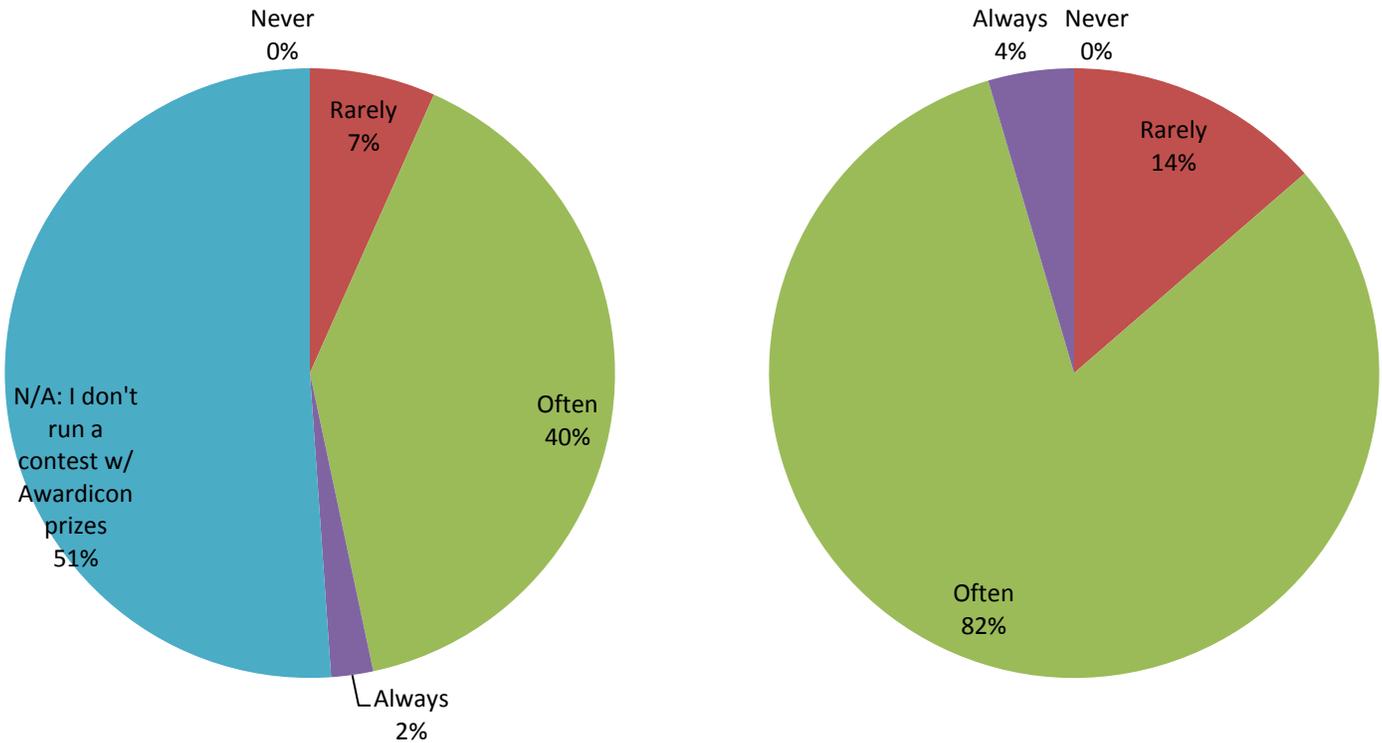
Have you ever given an Awardicon to an item, for any reason, that you didn't feel deserved it? (Including giving higher value Awardicons than you felt an item deserved as a result of a contest or prize package requirement.)



INTERESTING FACT: Despite an overwhelming number of respondents thinking that Awardicons are a problem of some degree or another, 62% of respondents claimed to have never given an Awardicon of any value to an item that didn't deserve it.

9.

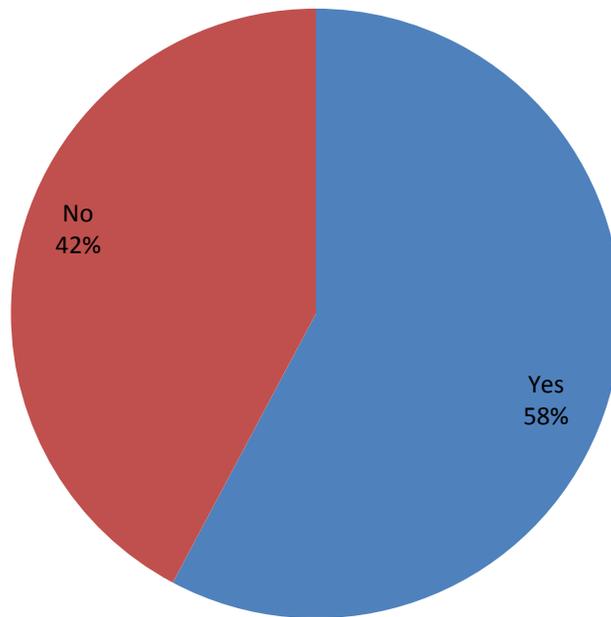
If you run a contest that includes Awardicon prizes, how often do you feel that entries deserve the Awardicon you're offering?



INTERESTING FACT: Although 51% of respondents reported not running a contest with Awardicon prizes, removing those answers reveals that 82% of those who do run a contest feel that entries often deserve the Awardicons offered by the contest. 14%, though, feel that the entries rarely deserve their contest's Awardicons.

10.

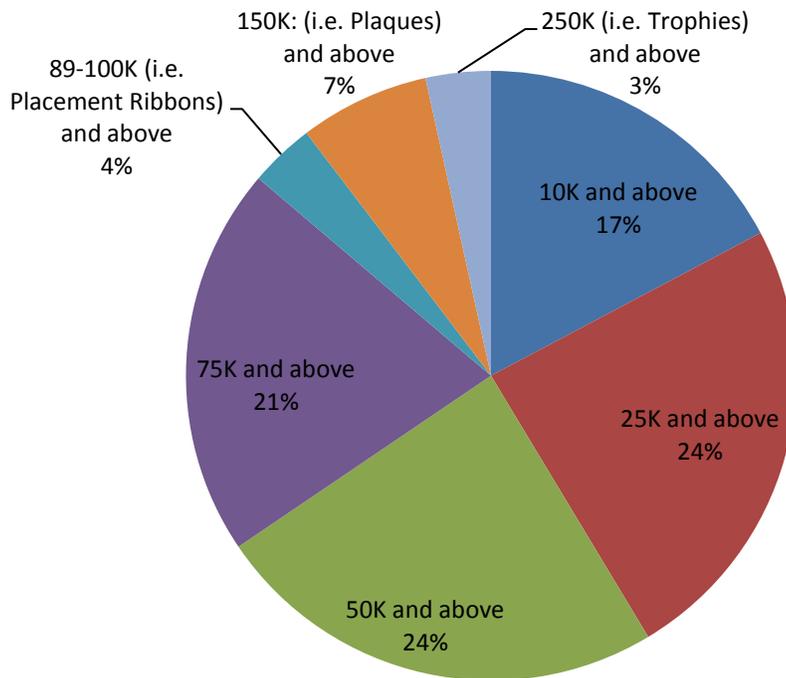
Do you feel that there's a value point at which Awardicons are more likely to indicate quality? (For example, when you see an Awardicon of a certain value and above, are you more likely to assume it's a meaningful award/quality item?)



INTERESTING FACT: More than half of the respondents believe that there is a certain point (or value) at which Awardicons are more likely to indicate quality.

11.

If you answered yes to the above question, at what value do you start assuming the awardicon is meaningful and the item is of comparable quality?



INTERESTING FACT: While not all respondents answered this optional question, of the ones that did, 17% indicated that 10K Awardicons and above indicated quality (i.e. that all Awardicons indicate quality). At the other end of the spectrum, only 14% of respondents indicated that high-value Awardicons (placement ribbons, plaques, and trophies) were required to indicate quality. The vast majority of respondents to this question (69%, split almost equally) felt that quality was indicated by Awardicons valued at a minimum of 25K, 50K, or 75K.