



Dear KICKIN' CANCER! 2009 Participant:
We want to learn more about you! Complete the brief survey below for a chance to WIN Two Southwest Airline Ticket Vouchers (expires 10/1/2010). Please return the completed survey by November 11. Email to info@kickincancer.com, fax to 310.443.4245, or mail to PO BOX 7128, Santa Monica, CA 90406-7128.
THANK YOU!!!

Name

Phone

Email

Age:

- | | |
|-----------------------------------|----------------------------------|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 40 - 44 |
| <input type="checkbox"/> 18 - 24 | <input type="checkbox"/> 45 - 49 |
| <input type="checkbox"/> 25 - 29 | <input type="checkbox"/> 50 - 54 |
| <input type="checkbox"/> 30 - 34 | <input type="checkbox"/> 55 - 59 |
| <input type="checkbox"/> 35 - 39 | <input type="checkbox"/> 60 + |

Gender:

- Female Male

Ethnicity:

- | | |
|---|--------------------------------|
| <input type="checkbox"/> African American | <input type="checkbox"/> White |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Other |
| <input type="checkbox"/> Hispanic | |

Are you of Jewish Ancestry?

- Yes No

Highest Education Level:

- | | |
|---|--|
| <input type="checkbox"/> High School or GED | <input type="checkbox"/> Some College |
| <input type="checkbox"/> College Graduate | <input type="checkbox"/> Graduate School or Higher |

Household Income:

- | | |
|--|--|
| <input type="checkbox"/> Less than \$25,000 | <input type="checkbox"/> \$25,000 - \$50,000 |
| <input type="checkbox"/> \$50,000 - \$75,000 | <input type="checkbox"/> \$75,000 - 100,000 |
| <input type="checkbox"/> \$100,000 - \$125,000 | <input type="checkbox"/> \$125,000 or above |

Have you or anyone in your family been touched by cancer?

- Yes No

On average, how many charity events/fundraisers to you participate in each year?

- 1- 2 3- 4 5 or more

How did you hear about KICKIN' CANCER!?

- I am a past participant
 Website
 Email blast
 Direct mail piece
 Picked up an event flyer at a local store/event
 Print ad. Which publication? _____
 Sponsor
 From a friend

How did you register for KICKIN' CANCER!?

- Online By mail In person

If you registered online via the KICKIN' CANCER! website (www.kickincancer.com), how would you rate the online registration process?

- Easy
 Ok, with some challenges
 Difficult
 I did not register online

Have you ever raised funds for KICKIN' CANCER! or another charity?

- Yes No

Did you email the KICKIN' CANCER! website and/or send emails to family, friends, coworkers, etc. about the event?

- Yes No

How would you rate your experience at KICKIN' CANCER! overall?

- I loved it! Fair
 Good Needs Improvement

Would you participate in KICKIN' CANCER! again?

- Yes No

Is a company's community involvement/charitable contribution important to you when making purchasing decisions?

- Yes No

What did you like most about KICKIN' CANCER!?

What did you like least about KICKIN' CANCER!?

Additional comments, feedback, etc. to improve KICKIN' CANCER!?