



Canadian Cancer Society
Société canadienne du cancer

Canadian Cancer Society *e-boutique* Customer Satisfaction Survey

1. Is this your first Canadian Cancer Society *e-boutique* purchase?
- Yes
 - No

2. If yes, how did you hear about the Canadian Cancer Society *e-boutique*?
- Canadian Cancer Society Website
 - Hope Blooms e-newsletter
 - Relay for Life* Website
 - Relay Rap newsletter
 - Mailing from Local Office
 - Email from Local Office
 - Advertisement
 - Word of Mouth
 - Other

3. How important were the following factors in your decision to purchase from the Canadian Cancer Society *e-boutique*?

	Very Important	Somewhat Important	Not important	N/A
Support for the cause.				
Desire to own the product.				
Promote your affiliation with the cause.				
Other (please explain):				

4. How did you make your purchase?
- Website
 - Mail Order
 - Phone
 - Email
 - Fax

5. Please rate the following:

	Excellent	Good	Average	Below Average	Poor	N/A
Product Quality						
Product Selection						
Customer Service						

6. Please add any additional comments. For example: what other types of products you would be interested in ordering from the *e-boutique*, or how we can enhance your shopping experience.

7. Please tell us a little bit about yourself.

Age Range:

- Under 18
 18-29
 30 - 45
 46-64
 65+

Total household income:

- Under \$19,999
 \$20,000-\$29,999
 \$30,000 - \$39,999
 \$40,000 - \$49,999
 \$50,000 - \$59,999
 \$60,000 - \$69,999
 \$70,000 - \$79,999
 \$80,000 - \$89,999
 \$90,000 - \$99,999
 \$100,000+

Male/Female

Purchased for yourself or for a friend/family member

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Please note that the Canadian Cancer Society will only be using this information for *e-boutique* customer analysis. We will never share your information.

The Canadian Cancer Society values your feedback. Thank you for your time in filling out this survey.

Please return this survey to:

Canadian Cancer Society
Attn: Tracey Matsugu
55 St. Clair Ave W, Suite 500
Toronto, ON M4V 2Y7
Email: tmatsugu@ontario.cancer.ca
Fax: 416-488-2782