

Healthy Weight Awareness Campaign
April 2007 Direct Mailing
Survey Responses

Survey Responses: n=1970, 7% return rate

1. Circle the piece you find most useful in this mailing.

Are Your Portions in Proportion? = 1,013

Now You're Cooking! Facts on Fat! = 776

Both = 138

No Answer = 53

2. Will you or your family change your eating habits after receiving this information?

Yes = 1,695

No = 249

Maybe = 4

No Answer = 22

2b. If yes, what will you do?

The majority of respondents mentioned ideas that came from within the two brochures in the mailing.

3. Would you be likely to read information about physical activity and nutrition if it were at:

Physician Office = 1272

Grocery Store = 860

Schools = 665

Workplace = 518

E-mails = 515

Laundromat = 363

Daycare = 280

Church = 162

Other (please list): Top three "other" - Mail, Library & Pharmacy

4. Would you like to receive more health information similar to this mailing?

Yes = 1660

No = 304

No Answer = 6

4b. If yes, what information would you be interested in receiving?

Responses were reviewed and the top five categories of responses were:

#1 - Healthy Recipes/Making Healthy Meals # 2 - Physical Activity/Exercise Ideas

#3 - Diet/Losing Weight/Weight Control/Low-carb info

#4 - Diabetes

#5 - Cholesterol & Smoking