

**Healthy Weight Awareness Campaign
September 2008 Direct Mailing**

Survey Responses: n = 66, 2% return rate

1. How often do you and your family visit **Maine State Parks**?
 - a) I have never visited a Maine state park = 14
 - b) 1 time per year or less = 21
 - c) 2-3 times per year = 18
 - d) 4-5 times per year = 4
 - e) More than 5 times per year = 9

2. (If respond with b-e in question 1) Which **Maine State Parks** do you and your family visit (list as many as you can think of)?

Acadia - 9
Aroostook State Park - 2
Baxter - 10
Bradbury Mt. 2
Crescent Beach - 2
Damiscott Lake
Fort Williams Park
Houlton Park
Katadhin Shawdows
Lamoine State Park -2
Maine Wildlife Park
Moose Point - 3
Mt. Blue - 3
Peaks State Park in Dover-Foxcroft
Popham Beach - 6
Presque Isle
Range Pond State Park - 5
Rangley State Park - 3
Reed - 8
Saint George -2
Sebago State Park - 9
Swan Lake - 2
Wolfe Neck
York Animal Farm

3. (If respond with b-e in question 1) What kind of activities do you and your family enjoy when visiting **Maine State Parks** (circle all that apply - please put into two columns)?
 - a) Bicycling = 6
 - b) Bird watching = 21
 - c) Fishing = 28

- d) Hiking or Walking = 35
- e) Picnicking = 45
- f) Playgrounds = 37
- g) Reading = 18
- h) Swimming and Sunbathing = 53
- i) Sports(Frisbee, whiffle ball, etc) = 23
- j) Other (specify) – Camping, Boating, Cooking, Collecting Shells, Visiting Tide Pools, Campfires, Riding, Photography, Knitting

4. (If respond with a in question 1) What keeps you and your family from visiting **Maine State Parks**?

- a) No state park near where we live = 3
- b) I don't know where to find a state park = 11
- c) I don't have a car or can't afford the gasoline to go to a park = 20
- d) The admission fees are too expensive = 17
- e) We don't have time to go to a state park = 7
- f) We go to our local town park = 6
- g) The state park playground isn't fun for my children to play on = 1
- h) We don't enjoy/are afraid of spending time outside = 0
- i) Other (specify) – nothing, time & gas, Family of 6 w/1 income so cost plays a part in what we do, gas

5. What kind of activities do you and your family enjoy for fun and relaxation when you are not at a **Maine State Park**? For Example Board Games, bicycling, watching TV, etc.(Please specify) Watching TV, Auto Racing, Playing Tennis or Volleyball, Gardening, playing outside, camping, bicycling, shopping, walking, reading, fishing, board games, movies, swimming, nature walks, boating, games.

6. Did you find the “Pack a Healthy Picnic” brochure useful?

- a. yes = 64
- b. no = 2

7. What did you like best in the “Pack a Healthy Picnic” Brochure?

- a. healthy picnic tips = 14
- b. shopping list (card) = 7
- c. recipe cards = 23
- d. all of the above = 37
- e. Other = none

8. Will you or your family pack a healthy picnic after reading this information?

- a. yes = 56
- b. no = 5

c. If yes, what will you do? - Pack healthier foods, add more fruit, shop healthier, go to play ground with kids, no chips/more veggies, salads & bananas to beach, bring from fruits & veggies, three bean salad, go outside and enjoy a healthy lunch, try to find a Maine Park, fly a kite and pack a picnic, pack more juice instead of soda, make the recipes, pack a healthy and safe lunch, better awareness of season shopping, pack healthier sandwiches, try recipes, picnic and enjoy the outdoors.

DRAFT