

Healthy Weight Awareness Campaign September 2007 Survey Results

Survey's Responses: n = 2,496, 9% return rate

1. Did you find the brochure titled, "Make Time for Family Fun" Brochure useful?

- a. Yes – 2,422
- b. No - 62

2. What did you like best about the "Make Time for Family Fun" brochure?

- a. The letter enclosed in the brochure which includes a list of gift ideas – 351
- b. The list of ideas for gift certificates - 239
- c. The actual gift certificate for your completion – 253
- d. All of the above – 1,694
- e. Other(97 Responses) – Liked overall idea, wanted more certificates(couldn't copy), liked the ideas, liked the to do note pad, liked the information provided.

3. Will you or your child complete one of the gift certificates?

- a. Yes – 2,287
- b. No – 175

If no, why? (250 total) Age of child(too young/old), already active, already do activities and are too busy, not sure, no money and some were confused and answered this questions with a positive response.

4. Will you or your family become more active after receiving this information?

- a. Yes – 2,053
- b. No – 362

If yes, what will you do? (1,571 total) Walk more, already active(big answer), be active outside, be active(do more) together, bike rides, walk dog, Frisbee, sledding, eat healthier(better), play basketball, camping, go to the park, gives more ideas of what to together, watch less TV, more family time.

5. Would you like to receive more tips to become active?

a. Yes – 1,889

b. No – 569

If yes, what information would you be of value to you? (1,217 total) Anything, a healthy diet, where to walk(winter), more activities(for younger children), everything, exercise(weight loss, in winter, with small children,), family activities, information for disabled people, free activities & areas, fun inside/outside activities, healthy eating/foods, How to(be active, eat healthier, cook healthy), listing of activities in area(that are free/cheap), nutrition, rainy day activities

6. Would you be likely to read information on physical activity or nutrition if it were at: (check all that apply)

Your workplace - 574

Grocery store - 912

Physician offices - 1,330

The Laundromat - 449

Your church - 276

Daycares - 446

Schools - 1,022

Email - 548

In mail – 1,754

Other (please list): 130

WIC, DHHS, TV, Library, Early Childhood Education Centers, Recreation Departments, Pre-schools, Pharmacy Newspapers, Malls, At home(there seems to be a disconnect between in the mail and at home)