

Lowell Community Wellness Community Survey 2011

Goal

The goal of the survey was to begin to get input from the community about what they think they want from Lowell Community Wellness.

Scope

Questions included general topics in the 6 areas covered by our mission, types of activities in which they are willing to participate and where they get information. Additional space was provided for comment and the online version asked if they were willing to volunteer.

Summary of results

Areas of interest

In order of interest high to low rating a 4 or 5 (5 being highly interested):

Physical activities	75%
Intellectual growth	61%
Environmental Improvement	59%
Social activities	54%
Emotional health	45%
Spiritual connections	42%

Types of activities

More than 40% of respondents willing to participate (rating 4 or 5 on a scale with 5 being highly interested):

Group walks, runs or biking events	65%
Exercise classes	57%
Cooking classes	56%
Nutritional classes	51%
Informational health seminars	48%
Health screenings	47%
Children's activities	43%
Adult sports teams	42%

Vehicles for marketing

(more than 40% of respondents said yes)

Lowell Ledger	80%
Buyers Guide	77%
Lowell Area School Newsletter	57%
Email list	52%
Direct mail	52%
Lowell Chamber website	51%
Grand Rapids Press	50%
WZZM 13 My Town Lowell website	48%
Signs along primary streets	48%
Lowell city website	46%
Facebook	45%
Church news bulletin	44%
Mlive.com website	42%

Willing to volunteer

16 individuals responding yes

Pink Arrow	10
100 Miles in 100 Days	9
Weight Loss Challenge	8
Health & Fitness Fair	7
Harvest Hustle	4
Lowell Community Expo	3
Other	2