



Survey Results

prepared for:

Flint Industries

October 2005

HOPE Health Letter

Survey Summary

Executive summary

The *Flint Industries* newsletter survey was conducted by surveying readers on-line. Readers took the survey by going to www.HOPEHealth.com/flintsurvey. Responses were sent via e-mail to HOPE Health.

The survey was open to 390 readers of the *HOPE Health Letter*. This began on September 1st and ended September 30th. A total of 73 surveys were completed and returned to HOPE Health.

Purpose of the survey

The purpose of this survey was to determine the following five questions:

- a. Do you read or browse through the *HOPE Health Letter* when you receive it?
- b. Has the *HOPE Health Letter* helped you, or your family improve your health, manage stress better, or use the medical system more wisely?
- c. Do you pass the *HOPE Health Letter* along to other family members or friends to read?
- d. Should we continue to send the *HOPE Health Letter*?
- e. What do you like best about the *HOPE Health Letter*?

Survey results

The favorable responses lead us to conclude that *The Flint Company* has a reliable benchmark upon which to make future decisions regarding the newsletter.

The key findings from this survey are:

- 90% of respondents read or browse through the *HOPE Health Letter* each issue.
- Over 65% of your readers that replied, felt the *HOPE Health Letter* has improved their health, helped them manage stress better and/or has helped them use the medical system more wisely.
- 84.7% of *Flint Industries* employees feel you should continue to send them the *HOPE Health Letter*.

Summary

Please take a moment to read some of the comments from readers for a more in-depth understanding of how the *HOPE Health Letter* contributes to the quality of life for readers and their families.

We thank you for the opportunity to survey your readers, and for your continued support.

Sincerely,



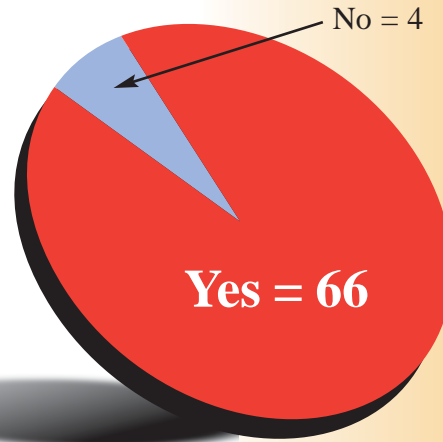
Shawn M. Connors
President, Hope Health



Question #1

Do you read or browse through the *HOPE Health Letter* when you receive it?

Yes	66	90.4%
No	4	5.4%



Actual Comments:

“I always find something that I can relate to, and the quotes and facts are great.”

“I enjoy the HOPE Health Letter. I save mine so that I can refer back to some of the articles that you print. Thanks.”

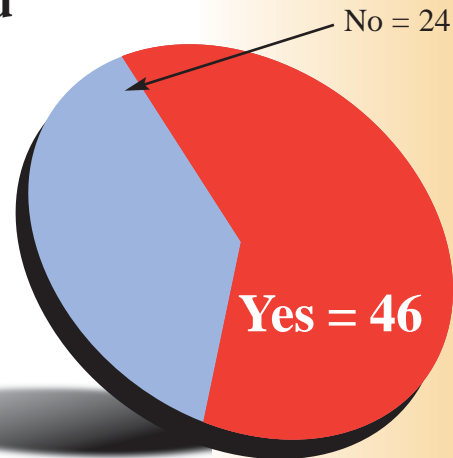
“Appreciate Flintco’s effort to keep healthy lifestyle information available to its employees.”



Question #2

Has the *HOPE Health Letter* helped you, or your family, improve your health, manage stress better, or use the medical system more wisely?

Yes	46	63%
No	24	32.8%



Actual Comments:

“I enjoy the reminder to live healthy. The HOPE Health Letter is nice to read. However, the same information could be sent via e-mail to save printing and mailing costs. Thanks!”

“We use the information in the newsletter to help with our overall health plan.”

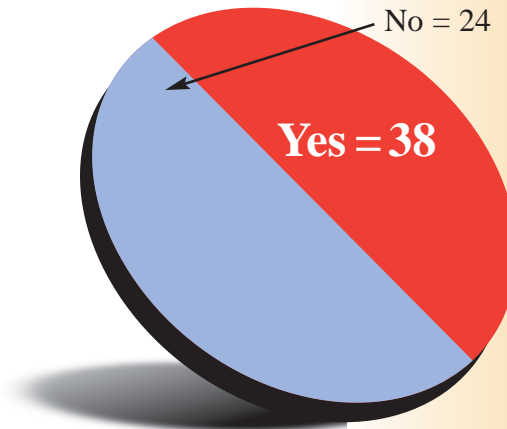
“I’m healthy and proactive in maintaining my health. I could be a writer for your newsletter.”



Question #3

Do you pass the *HOPE Health Letter* along to other family members or friends to read?

Yes	38	52.1%
No	24	32.8%



Actual Comments:

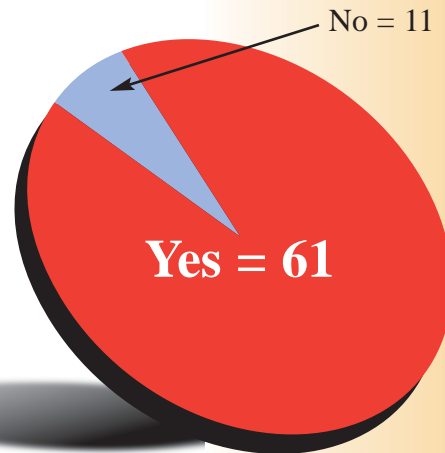
“I had never thought of passing it on. I will start doing that. It is really very good!!! Thanks for caring and sharing!”



Question #4

**Should we continue to send the
*HOPE Health Letter?***

Yes	61	83.5%
No	11	15.1%



Actual Comments:

“Give it more time before you make any significant changes. I haven’t paid enough attention to it until recently.”

“Love the letter — keep sending it!”

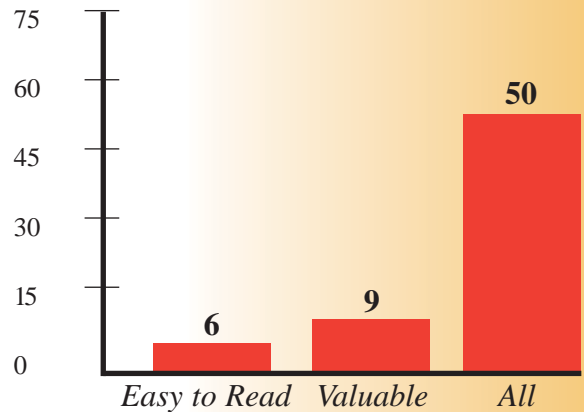
“Hope to keep receiving it.”



Question #5

What do you like best about the HOPE Health Letter?

Easy & enjoyable to read.....	6
Valuable health information.....	9
All of the above.....	50



Actual Comments:

*“The healthy recipes are great.
I read them from cover to cover.”*

*“It is encouraging that the company cares
for the health of the employees and
their families.”*

*“I’m already swamped with information.
I just throw it away with a lot of other mail.”*