



A focus group was held at an in-house medical aid scheme to gauge the response of employees to the health letter. The results were as follows:

1. "What do you do with your health letter?"

Either kept it or gave it to others to read	100%
Showed it to family and friends	67%
Threw it away	0%

2. "How much of each issue do you read?"

More than one page	89%
More than half of it	67%

(This is a particularly good percentage when it is taken into account that only 64% of people who buy magazines actually read them.)

3. "Have you found something new in your health letter that you didn't know before?"

Yes	100%
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4. The most frequent responses given when describing the health letter were:

- "understandable", "informative", "interesting", "useful", "motivating"
- No-one found the health letter "boring".

All respondents who read their health letter either kept it or gave it to others to read, (in fact 67% of respondents showed their health letter to friends and family). None threw it away.

89% of respondents read more than 1 page of the health letter, and 67% read more than half. This is particularly good when it is taken into account that only 64% of people who buy magazines actually read them.

Everyone who read their health letter found something in it they didn't know before (novel material).

When given a list of adjectives to choose from to describe the health letter, the most frequent responses were understandable, informative, interesting, useful and motivating. No-one found it boring!