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Health Canada

***Research Related to the Quit4Life Web
Site***

Final Report

July 9, 1999

**Presented by: Phase 5 Consulting Group Inc.
Presented to: Health Canada**

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EXECUTIVE SUMMARY

Introduction

To help further its mandate of encouraging Canadians to adopt healthy lifestyles and to widely disseminate “public good” information, Health Canada developed the *Quit4Life* Web site. The site was designed to distribute cessation information to young smokers primarily of the ages 13 to 19.

To ensure the *Quit4Life* Web site meets the information needs of visitors, particularly young people, Health Canada commissioned the Phase 5 Consulting Group Inc. to assist it with an evaluation of the Web site.

#1 The purpose of the research was to provide user-based feedback on the *Quit4Life* site. The assessment covered all major aspects of the site including content, ‘look and feel’, navigational features, organization and interactive features.

The overall approach to the assignment consisted of two distinct stages:

- four focus groups with teens between the ages 13 and 19; and
- an online survey of 453 Web site visitors.

Key Findings

1. Demographic profiling of visitors of teens 13-19 to the site:
 - 76% were English;
 - three-quarters were Canadian visitors primarily from Quebec, Ontario and the West;
 - 58% were 16-19 year olds and 42% were 13-15 year olds;
 - 66% were females;
 - more than half (58%) were from a city;
 - more than half (55%) smoked every day;
 - 72% said they tried smoking; and
 - 43% said they were planning on quitting.
2. Smokers coming onto the site are more likely to be older teens (16-19) (83%) than younger teens (13-15) (58%). They are equally as likely to be male respondents as females and to speak English as French.
3. The majority (72%) of the online survey respondents smoke. Of those who smoke, almost two-thirds smoke frequently (every day/at least once a week).
4. Almost half (43%) of the online survey respondents are planning on quitting with another 12% indicating they already quit. More older teens (almost half) are planning to quit than younger teens (one-third). Focus groups revealed that the primary reasons for quitting are for health reasons and cost. The majority of group

participants said it was very difficult for them to quit because of constant exposure to smoke and stress related to exams, family, etc.

5. A large portion of the online survey respondents either learned about the site through T.V. advertisements (42%) or got onto the site through a search engine (32%) (the dominant search engine used by these respondents was Yahoo). Those planning on quitting (58%) were more likely to learn about the site through T.V. advertisements than those with no plans to quit (35%).
6. Most online survey respondents (84%) were newcomers to the *Quit4Life*. Close to 40% of the visitors came to the site because they were conducting some type of research (e.g. for a school project) followed closely by those who were looking for information to help them quit (33%). Older teens (42%) who responded to the online survey were more likely to look for information to help them quit smoking than younger teens (22%). More male respondents (42%) than females (29%) look for information to help them quit smoking.
7. The teenage stories, particularly Nathalie's story and the "steps" were the areas of the site *most widely visited* by the online survey respondents. The interactive features were not as popular. Those respondents who are older teens and who smoke are more likely to visit the "steps" than younger teens (e.g. 49% compared to 29% visited Step 5). Those respondents planning on quitting are the most likely to visit the "steps" (e.g. 64% of those planning to quit visited Step 1 compared to 27% of those who have no definite plans to quit).
8. The most commonly sought type of information by the online survey respondents is "information on the effects or health risks of smoking", particularly by those doing general research for a school project. Respondents are more interested in concrete, pointed information than general information about Health Canada. More than half (55%) of the older teens who responded to the online survey were looking for ideas/tips to help them quit smoking compared to 32% of the younger teens.
9. Overall reactions by the online survey respondents were positive, particularly when asked whether they would recommend the site to a friend that smokes and when comparing the site to other Internet sites. Also, a large portion (70%) of the online survey respondents said they would visit the site again. Respondents generally liked the teenage stories but almost one-quarter criticized the language used and said the stories were not realistic. In contrast, the overall reaction to the site by the focus group participants was more negative. While these participants supported the concept of the teenage stories, "steps" and the "look" of the site, they were far more critical of about the 'tone' which was not regarded as serious enough. They also did not think the stories were realistic enough.
10. On the whole, the 'look' of the site including the colours used worked well and the content meets the needs of many visitors. The issues that need to be addressed, however, include the frivolous nature of the 'tone', the need for more depth in the

information as well as the need to make the site more 'age' appropriate (i.e. it was considered too young by some).

11. The focus groups supported the use of Internet for communicating to youth about smoking related issues. Most of these participants felt a separate web site devoted to this topic was better and that Health Canada was an appropriate sponsor for this type of site.
12. The majority of online survey respondents said there was no improvements needed to the site. Of the few who offered suggestions, having more publicity around the site was the most frequently mentioned. This differed considerably from the focus group results. The focus group participants suggested that the 'tone' of the site be more serious and that it contain more hard-hitting stories. Other suggestions included: adding more facts and statistics; personalizing the information; offering more variety with respect to the teenage stories and providing an opportunity for visitors to access an expert for questions and answers.
13. On the whole, respondents from both the online survey and the focus groups were very positive about the 'look and feel' of the site in terms of creativity, colour, typeface and the graphics/pictures used, and positive about the navigational features of the site in terms of ease in which visitors get around the site. Focus group participants, however, were more critical about the 'tone' of the site as they regarded it as not serious enough. Both were less positive about the content in terms of level of detail and depth of information. The focus group participants wanted to see more 'hard-hitting' information/facts, practical tips and techniques to help smokers quit and more personalized information as well as a stronger link between the "steps" and the stories.
14. Overall, the results from the online survey and the focus groups revealed a high degree of support for the 'idea' of the teenage stories as a way of organizing the site. The online survey respondents were generally more positive than the focus group participants about how realistic the teenagers experiences were and the language used in the stories.
15. Close to half (47%) of the online survey respondents said they did not spend time in any of the interactive areas. Overall, participants from the online survey and the focus groups were positive about the Interactive Quiz. Of those online survey respondents that used the Graffiti Wall, they generally liked it, however, only one focus group clearly supported this interactive area as they felt it served no real purpose and was 'childish'. The focus group participants liked the Pen Pals and Spin4Life areas but few thought they would use Pen Pals and many thought the information on Spin4Life should be personalized. The sample size was too small to report conclusively on these two interactive areas for the online survey results. For those online survey respondents who used The Stomach, they were positive about this interactive area. However, this differed from the focus group participants which liked

the 'concept' of the chat room (i.e. The Stomach) but indicated they were not likely to use it.

16. Online respondents who were first-time visitors were positive about the impact the site is *likely to have* on visitors. Findings related to the site's ability to help them or a friend quit smoking or make them think more about quitting were rated slightly higher than the site's ability to help people stay "smoke-free".
17. Online respondents who had visited the site more than once were generally less positive about the impact the site *has had* on people, particularly in terms of the site having an impact on actually helping people quit smoking or helping them from going back to smoking. Only one-third said they cut down on their smoking because of the site.

Conclusions

Based on the research, the key conclusions are:

18. The research supports the use of a web site to reach teens who smoke. The Internet is becoming increasingly more important as a source of information as it is convenient, inexpensive, contains a wide range of information, and is easy and fun to use. However, Health Canada must offer content that is informative, comprehensive, motivational and relevant to the difficulties faced by teens trying to quit.
19. The majority of visitors to the Quit4Life site are first time users of the site which suggests that many of the users are not familiar with the site's structure, design or organization and are more likely to experience difficulties using the site. The site should be organized to ensure ease of use and expediency through effective navigational features.
20. The research indicates that the recent Health Canada T.V. advertisement campaign was successful in directing or referring people to the Quit4Life site, particularly for the young teenage smokers. Health Canada must consider continuing using T.V. advertisements to reach more young smokers.
21. Smoking behaviour among teenagers varies depending on the age group. The research shows that younger teens (13-15) smoke less frequently than older teens (16-19) but are less interested in quitting smoking than the older teens. Targeting a smoking cessation program to younger teens may have less of an impact than on older teens who appear more interested in quitting and visiting the site. Health Canada must target the audience where they will have the largest impact.
22. Reasons for visiting the site varies with age. Most older teens who smoke visit the site to look for information to help them quit smoking. Looking for general information for research purposes, remains an important information need especially for younger teens. Health Canada must consider the purpose of teenagers' visits

when modifying the site and provide more direct, personal and tangible information that will give those conducting research the information they need.

23. The research indicates that older teens are visiting different areas of the site than younger teens. Older teens are more interested in the concrete information provided in the “steps” than younger teens and also look more for specific ideas/tips to help quit smoking than younger teens. Younger teens are more interested in the teenage stories and the interactiveness and graphics of a site. Health Canada must ensure the site offers language and images that are appropriate to the targeted age group.
24. The use of teenage stories as a way of organizing the information on the site was widely supported. However, the research shows that the stories as they stand, are not that effective. Stories need to be more realistic and hard-hitting as well as there needs to be a stronger link between the stories and smoking cessation.
25. The interactive features were not as popular as the teenage stories or “steps”. The least used were those areas that function like a chat line (Pen Pals and The Stomach). Content and the ability to download these areas quickly was considered very important.
26. In general, older teens were more critical than younger teens. Older teens were less impressed, overall, with the site than younger teens, particularly around the age appropriateness of the site and the tone of the site.

Recommendations

Based on the research, our main recommendation for site modifications is to:

Target Audience

27. Target one age group, in particular, those 16-19 year olds while continuing to attract some of the younger teenagers. By appealing to older teens, the risk of losing younger teens to the site is considerably less than appealing primarily to younger teens where there is more likelihood of losing the interest of older teens as the site will be perceived as not serious or pointed enough.

Organization of Site

28. Continue to use the concept of the teenage stories to present key information on the site.
29. Provide more hyperlinks directly from the home page to more popular areas of the site for expedient access (e.g. links to the five “steps”).
30. Create a site map or provide some basic information on how the site is organized.

‘Look and Feel’

31. Look and feel should appeal to an older audience.
32. The tone of site should be more serious.
33. Consider including stronger ‘shock’ effect through more ‘hard-hitting’ imagery and facts.
34. Continue to be creative with the use of colour and font size.

Content

General

35. Provide content that appeals to older teens.
36. Include testimonials from smokers on why and how they quit and possibly, videos of real people talking about their experiences.
37. Use more realistic, credible facts and information.
38. Have more practical/innovative tips to help stay smoke free (e.g. dietary techniques).
39. Provide information on medical options (e.g. “patch”).
40. Within various sections of the site, develop features that allow users to retrace their steps.

Stories

41. Stories must be more realistic (e.g. quitting is not easy).
42. Develop a stronger link between the teenage stories and smoking.
43. Develop a clearer link between the stories and the “steps” or the information that Health Canada wants to promote.

Additional content/features

44. Consider adding:
 - feature that lets ‘real’ teens tell their story
 - information that deals with other issues that effect smoking (e.g. stress, peer pressure, problems in the family, etc.)

Interactive features

45. Consider adding more interactive activities on the site (e.g. quizzes, calculators, etc.).
46. Personalize the information (e.g. calculators).

47. Ensure interactive areas are 'age-appropriate'.

Other

48. Ensure frequent updates to the site.

49. Add links to other related sites with a focus on those teens conducting research.

1.0 INTRODUCTION

As part of their overall mandate to encourage Canadians to adopt healthy lifestyles, Health Canada has developed a number of smoking cessation initiatives. One of these initiatives is *Quit4Life*. Originally the information contained in the Quit4Life cessation initiative was disseminated through a 'smoking cessation' kit. However, to help further its mandate of widely disseminating "public good" information, Health Canada launched an Internet Web site in 1997. The site was designed to distribute cessation information to young smokers primarily of the ages 13 to 19 and in particular, those 13-19 year olds who are thinking about quitting or have recently quit.

The site is organized around four teenagers (Zoe, Tony, Nathalie and Matthew) and their experiences related to smoking and the impact of this on their lives. As the visitor moves through the stories he/she can access a range of content elements and features. Some of these include:

- five *Steps* which provide information on the effects or health risks of smoking and addictions and ideas/tips to help young people quit smoking;
- interactive features such as 'pen pals', chat rooms and interactive quizzes to communicate information and encourage users to explore and remain on the site while learning and sharing their experiences;
- general information on what Health Canada is doing in the way of smoking cessation and prevention; and
- several opportunities to order the *Quit4Life* kit.

Recognizing the capacity of the Internet to effectively reach young people and the user-friendliness of the medium, Health Canada decided to evaluate the content, design and organization of the site and the extent to which these elements contribute to changing behaviour among young smokers. This report presents the detailed findings from this research. The work was conducted in February and March 1999. It included an online survey completed by visitors to the site and four focus groups. # 11

The remainder of this report is organized into 7 chapters. Chapter 2.0 presents the research objectives and approach. Chapters 3.0 to 7.0 presents research findings from both the qualitative and quantitative research where relevant. Chapter 3.0 examines the smoking behaviour of teens 13-19 and Chapter 4.0 examines the point of origin and referring sources to the site. Chapter 5.0 analyzes visitor behaviour and findings on site users' information needs. Chapter 6.0 presents an overall assessment of the site and its features as well as an assessment of various parts of the site, while Chapter 7.0 assesses the impact of the site on smoking behaviour. The final chapter presents our key conclusions and recommendations.

2.0 OBJECTIVES AND APPROACH

2.1 RESEARCH OBJECTIVES

The fundamental purpose of the research was to ^{#1}provide user-based feedback on the *Quit4Life* site to assist Health Canada in improving the appeal and impact of the site. The assessment covered all major aspects of the site including user interface, organization, general content and interactive features. Specific research objectives included:

- 2 • understand whether users find the content and interactive areas useful;
- 3 • identify information that could be added to encourage repeat visits;
- 4 • determine whether the site is viewed as appealing, interesting and fun;
- 5 • evaluate creative elements (e.g. layout, design, features, etc.) to determine their contribution to the overall “feel” of the site;
- 6 • assess the ease which users are able to navigate through the site and locate desired information;
- 7 • identify which sources (personal, print, online) referred users to the site;
- 8 • collect demographic information on site users (e.g. smoking habits);
- 9 • assess what impact the site has had on their smoking behaviour; and
- 10 • determine whether users would recommend the site to their peers.

The qualitative research also addressed ¹²questions around a web strategy and explored the effectiveness of using a web site to reach young people who smoke.

2.2 APPROACH AND METHODOLOGY

The research involved a combination of qualitative and quantitative methodologies. The research involved those who were between the ages of 13 and 19. Our overall approach to the research consisted of two stages:

- in-person focus groups with users from the teens 13-19 ; and
- an online survey of Web site visitors.

While online surveys identify strengths and weaknesses of a site, they are not particularly good at giving detailed information on how to modify and improve the site. Focus groups help better understand problem areas of a web site and help develop user-based solutions and modifications. They provide rich and detailed information on specific points of detail regarding the site and are well suited to idea generation and problem-solving. Focus groups were used for teens 13-19 to facilitate detailed probing and also to benefit from group interaction.

Online surveys, as opposed to paper or telephone surveys, have a number of advantages, for a Web site evaluation. First, an online questionnaire can be programmed to prompt participants to complete the full questionnaire immediately after using the site. This

ensures their experience is still top-of-mind. Second, an online questionnaire facilitates the collection of information in the same technological context in which the service is being used.

2.2.1 FOCUS GROUPS

The first stage of the assignment consisted of four focus groups - two in Toronto and two in Montreal. The Montreal groups were conducted in French and the Toronto groups in English. All participants were between the ages of 13 and 19 and used the Internet either at home or at school. All of the participants were also smokers and were interested in or had given thought to quitting smoking or wanted to remain non-smokers as they had recently quit. Smoking frequency ranged from primarily on weekends and less frequently to a pack a day. Quotas were established for the following variables:

- gender – a balance of men and women;
- household income – a balance of participants from different family income levels; and
- age – two groups with those 13-15 and two with those 16-19.

An honourarium of \$40.00 was offered for participants' time.

Prior to the focus group sessions, participants were asked to spend 15-20 minutes on the Web site and answer a few questions (e.g. what they liked most and least about the web site) provided by Phase 5. They were asked to bring their responses to the focus group.

The focus groups addressed the following information requirements:

- use of the Internet;
- smoking behaviour;
- suggestions for a Web site designed for smoking teenagers;
- feedback on the *Quit4Life* site covering topics such as overall reactions, functionality of home page; organization, look, content/features and interactive features; and
- suggestions for a Web strategy for the *Quit4Life* site.

Following a discussion of Internet use and smoking behaviour, we projected the Web site onto a screen and took the participants through each section of the site. Specific questions were asked while they were reviewing the site. We audiotaped the focus group sessions and a top-of-line findings report was prepared and submitted to Health Canada.

This report focuses primarily on the results of the online survey with less emphasis on the focus group findings. Where relevant, results of the focus groups are addressed separately in the body of the report.

2.2.2 ONLINE SURVEY

The second stage of the research consisted of an online survey of site visitors. The purpose of this stage was to:

- provide descriptive information on site users;
- examine visitor behaviour related to the site;
- obtain a quantitative measure of users' opinions of the site's content, functionality and organization;
- acquire feedback on specific areas of the site, in particular, the 4 teenage stories and interactive features;
- obtain feedback on the impact of the site on smoking behaviour; and
- solicit overall impressions of the site and recommendations for improvement.

With the input of Health Canada, a questionnaire was developed to address each of the research objectives described in Section 2.2. The questionnaire contained primarily close-ended questions as well as a small number of open-ended questions that allowed respondents to expand on areas that were of particular interest to Health Canada (e.g. What did they like most or least about the site and why? What if anything should be done to the site to encourage people to visit it?).

An invitation presented in a pop-up window explained the purpose of the study and asked them whether or not they would be willing to participate in a brief online survey. It also informed participants that they would be eligible to win a prize (a \$100 gift certificate for HMV). Those who agreed to participate were asked to complete the survey when their visit to the site was complete. Those who did not wish to participate simply returned to the site. The survey invitation resided on the Health Canada server while the questionnaire was housed on a Phase 5 server.

The survey was conducted between March 9th and April 13th, 1999. During this period, 453 respondents completed the questionnaire in its entirety. Of the completed surveys, 340 were in English and 113 in French.

The data was cleaned and coded and consistency edits were conducted to ensure that responses to questions were logically consistent with those for other questions. SPSS was used to conduct the data analysis. The analysis consisted primarily of frequencies, cross tabulations and correlations.

The online survey captured *all* visitors to the *Quit4Life* site. As indicated earlier, the population of interest for this work was young Canadians 13-19 years old. Of the 453 respondents who completed the questionnaire, 232 of these were between the ages of 13-19 and 56 of the 232 visited the French portion of the site.

The findings were examined using the following key analysis variables; age, language, region, gender, place of residence (e.g. a city, a suburb, a town, the country), smoking behaviour (i.e. smoker versus non-smoker, smoking frequency of smoking (e.g. every

day, less than once a month, etc.) and smoking intentions (e.g. planning on quitting, already quit, no definite plans to quit and never really smoked).

2.3 PROFILE OF ONLINE RESPONDENTS

A profile of all of the online survey respondents as well as teens 13-19 based on the key analysis variables is presented in the tables below.

Respondent Distribution by Language

Language	All Respondents (n=453)	Percentage of Total	Target Group (ages 13-19) (n=232)	Percentage of Total
English	340	75%	176	76%
French	113	25%	56	24%
Total	453	100%	232	100%

Respondent Distribution by Region

Region	All Respondents (n=453)	Percentage of Total	Target Group (ages 13-19) (n=232)	Percentage of Total
Maritimes	20	4%	11	5%
Quebec	109	24%	56	24%
Ontario	134	30%	64	27%
West/NWT	107	24%	46	20%
USA	56	12%	39	17%
Other	27	6%	16	7%
Total	453	100%	232	100%

Respondent Distribution by Age

Age	All Respondents (n=453)	Percentage of Total	Target Group (ages 13-19) (n=232)	Percentage of Total
Under 13	19	4%	-	-
13-15	97	22%	97	42%
16-19	135	30%	135	58%
20-34	128	28%	-	-
35 or older	74	16%	-	-
Total	453	100%	232	100%

Respondent Distribution by Gender

Gender	All Respondents (n=453)	Percentage of Total	Target Group (ages 13-19) (n=232)	Percentage of Total
Male	171	38%	78	34%
Female	282	62%	154	66%
Total	453	100%	232	100%

Respondent Distribution by Place of Residence

Place of Residence	All Respondents (n=453)	Percentage of Total	Target Group (ages 13-19) (n=232)	Percentage of Total
City	274	60%	135	58%
Suburb	59	13%	31	13%
Town/Village	76	17%	38	17%
Country	44	10%	28	12%
Total	453	100%	232	100%

Respondent Distribution by Smoking Behaviour

Smoking Behaviour	All Respondents (n=453)	Percentage of Total	Target Group (ages 13-19) (n=232)	Percentage of Total
Only tried it a couple of times	97	27%	43	25%
Infrequent – less than once a month to at least once a week)	52	15%	33	20%
Every day	208	58%	93	55%
Total	453	100%	232	100%

Respondent Distribution by Smoking Behaviour (Have you ever tried smoking – even just a puff?)

Smoking Behaviour	All Respondents (n=453)	Percentage of Total	Target Group (ages 13-19) (n=232)	Percentage of Total
Yes	356	79%	168	72%
No	97	21%	64	28%
Total	453	100%	232	100%

Respondent Distribution by Current Smoking Situation

Current Situation	All Respondents (n=453)	Percentage of Total	Target Group (ages 13-19) (n=169)	Percentage of Total
Planning on quitting	156	44%	73	43%
Already quit	67	19%	21	12%
No definite plans to quit	52	15%	34	20%
Never really smoked	82	23%	41	24%
Total	453	100%	232	100%

Respondent Distribution by Occupation

Occupation	All Respondents (n=453)	Percentage of Total	Target Group (ages 13-19) (n=232)	Percentage of Total
Full-time student	280	62%	210	91%
Health Canada employee	3	1%	0	
Other Government employee	31	7%	0	
Not-for-profit employee	10	2%	2	1%
Private sector employee	84	19%	10	4%
Other	45	10%	10	4%
Total	453	100%	232	100%

2.4 RESEARCH CONSIDERATIONS AND LIMITATIONS

In general, the study provided useful information to support the research objectives. Despite this, the research had some limitations and biases that should be considered when reviewing the findings.

- When reviewing findings from the focus groups the reader should keep in mind that qualitative research by its very nature provides neither precise measures nor quantifiable results. The results may not necessarily represent the opinions of the population of interest. On the other hand, qualitative research provides useful insight and an in-depth understanding not readily obtained using quantitative methods of data collection.
- Small sample sizes. Throughout the report, findings are reported by key analysis variables. In many cases the sample size is considered too small to report with appropriate confidence. For example, when examining the findings by key analysis variables such as the smoking behaviour or intentions of teens 13-19, in some cases the sample size was too small ($N < 30$) to draw any conclusive findings.

2.5 PRESENTATION OF FINDINGS

Chapters 3.0 to 7.0 present research findings from both the qualitative and quantitative research. With the exception of findings related to the profile of all visitors to the site (Section 2.3) and reasons for coming to the site (Section 5.2), only teens 13 to 19 years of age were included in our analysis of findings. We included both smokers and non-smokers, but smoking behaviour was a key analysis variable along with the other key lines of analysis including gender, language, region and place of residence, previously mentioned.

Sections 3.0 to 7.0 are organized into subsections for all key topic areas. An overview of the chapter as well as key highlights of the findings is provided upfront. For each key topic area consistent subsections are then provided. First, the results of the online survey are presented and second, the results of the focus group discussions are addressed. In Chapter 6.0 that addresses the overall assessment of the site, a comparison between the online survey results and the focus group results is presented.

Note to the reader:

“Respondents” refers to those who answered the online survey. *“Participants”* refers to those who participated in the focus group discussions.

“Younger” teen refers to teenagers between the ages of 13 and 15. *“Older”* teen refers to teenagers between the ages of 16 and 19.

3.0 SMOKING BEHAVIOUR

This chapter examines the smoking behaviour of teens 13-19. The following bullets present key highlights of the findings.

- The majority (72%) of the online survey respondents were smokers.
- Focus group participants indicated that the primary reason for starting smoking was peer pressure and the desire to 'fit in' with their friends.
- Of the online respondents who smoke, almost two-thirds smoke either every day or at least once a week.
- Almost half (43%) of the online survey respondents are planning on quitting. Twelve percent have already quit. More older teens (16-19) than younger teens (13-15) are planning on quitting.
- The primary reasons cited by the focus groups for quitting was health reasons and cost.
- The majority of focus group participants said it was difficult to quit because of the constant exposure to smoking by friends or parents who smoke, and because it helps relieve stress from exams, family, etc.
- Most group participants said that 'shocking' facts or stories as well as real life 'testimonials' would help motivate teens to stop smoking.

3.1 PENETRATION OF SMOKING

The survey results indicate that the majority (72%) of teens 13-19 are smokers (those who said they tried smoking-even just a puff). Based on the survey findings, we created the following descriptors of teenage smokers. Young smokers coming onto the site are:

- more likely to be older teens (83%) than younger teens (58%);
- more likely to come from cities (73%), towns (76%) and the country (75%) than from suburbs (65%);
- equally as likely to be males as females;
- equally as likely to speak English as French; and
- less likely to come from the U.S. (67%) than the other regions (Quebec-73%, Ontario-78% and the West-78%).

3.2 REASONS FOR SMOKING

3.2.1 ONLINE SURVEY RESULTS

This topic was not addressed in the online survey.

3.2.2 FOCUS GROUP RESULTS

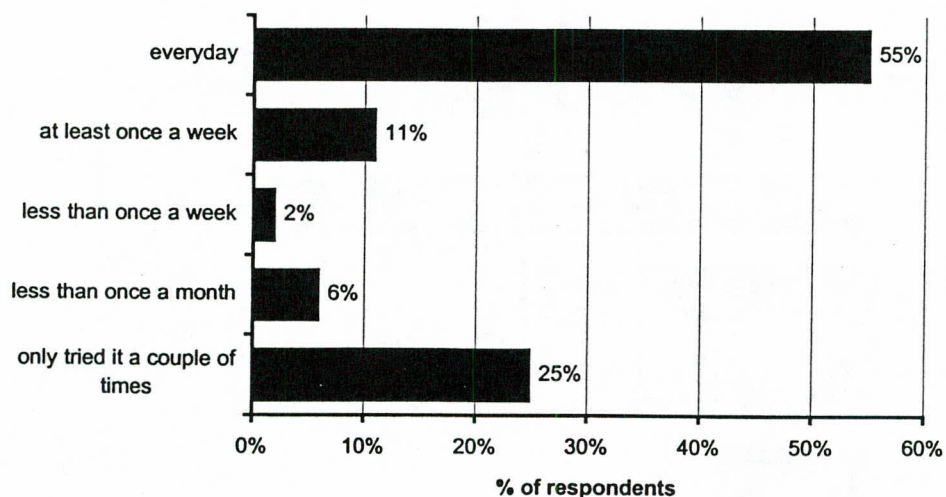
The primary reason for starting smoking cited by most of the focus group participants was peer pressure and the desire to 'fit in' with their friends. Other reasons cited were curiosity, making a fashion statement (e.g. it's stylish to smoke) and looking older and more sophisticated. A couple of participants mentioned that a parent introduced them to smoking.

3.3 FREQUENCY OF SMOKING

3.3.1 ONLINE SURVEY RESULTS

Survey respondents were asked how frequently they smoked. Figure 3.1 shows that of those respondents that smoke, more than half smoke every day and almost two-thirds smoke frequently (every day/at least once a week).

**Figure 3.1 - Frequency of smoking
(n=169)**



Analysis by key variables revealed the following:

- By age: More 13-15 year olds (30%) smoke less frequently (less than once a month/week) than 16-19 year olds (14%).

- By age: More 16-19 year olds (61%) are regular smokers (every day/at least once a week) than 13-15 year olds (41%).
- By gender: More male respondents (77%) smoke more frequently (every day/at least once a week) than females (61%).
- By language: More English respondents (73%) smoke more frequently (every day/at least once a week) than French (47%).
- By region: More respondents from the West (83%) and Ontario (75%) smoke more frequently (every day/at least once a week) than Quebec (46%).

3.3.2 FOCUS GROUP RESULTS

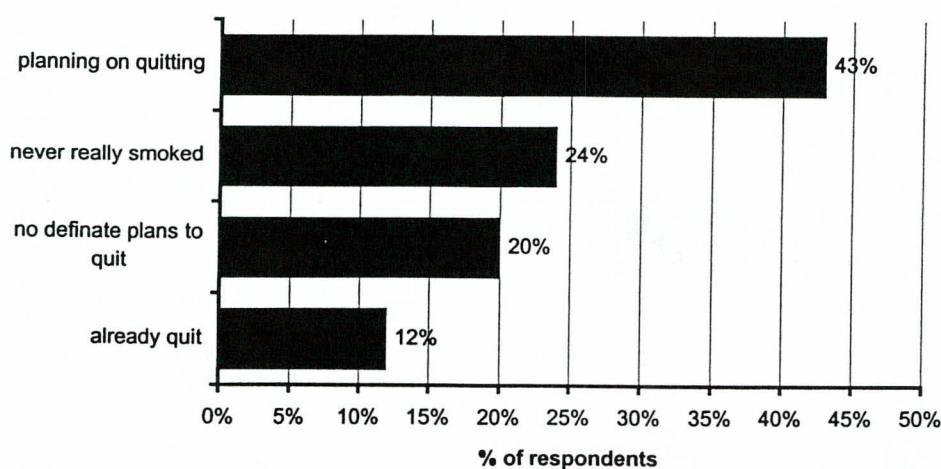
Most of the focus group participants reported smoking a half a pack to a pack a week with some suggesting they smoked more on the weekends particularly when socializing with friends, for example, at parties. One group also noted that frequency of smoking depends on a number of factors including; mood, boredom, stress levels and the actual time they have available to smoke (e.g. during school breaks).

3.4 SMOKING SITUATION

3.4.1 ONLINE SURVEY RESULTS

Respondents were asked to describe their current situation i.e. planning on quitting, already quit, or no definite plans to quit. Figure 3.2 shows that a significant percentage of interviewees are planning on quitting. Of those planning on quitting, more of them were 16-19 year olds.

**Figure 3.2 – What best describes your situation
(n=169)**



Analysis by key variables revealed the following:

- By age: More 16-19 year olds (61%) are regular smokers (every day/at least once a week) than 13-15 year olds (41%).
- By gender: More male respondents (77%) smoke more frequently (every day/at least once a week) than females (61%).
- By language: More English respondents (73%) smoke more frequently (every day/at least once a week) than French (47%).
- By region: More respondents from the West (83%) and Ontario (75%) smoke more frequently (every day/at least once a week) than Quebec (46%).

3.3.2 FOCUS GROUP RESULTS

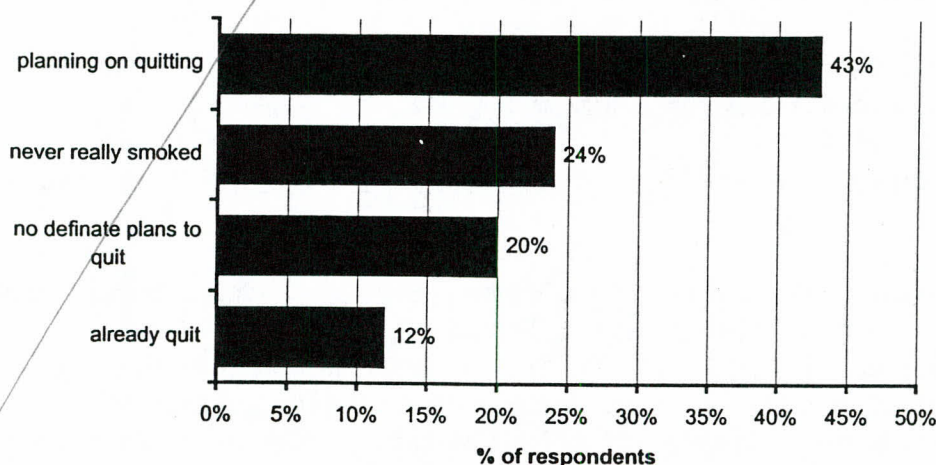
Most of the focus group participants reported smoking a half a pack to a pack a week with some suggesting they smoked more on the weekends particularly when socializing with friends, for example, at parties. One group also noted that frequency of smoking depends on a number of factors including; mood, boredom, stress levels and the actual time they have available to smoke (e.g. during school breaks).

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**Figure 3.2 – What best describes your situation
(n=169)**



Analysis by key variables revealed the following:

- By age: More 16-19 year olds (almost half) plan on quitting than 13-15 year olds (almost one-third);
- By language: More English respondents (52%) than French (19%) plan on quitting. A higher percentage of French (21%) have already quit compared to 10% English;
- By gender: More male respondents (54%) than females (38%) plan on quitting while more females (31%) reported never really smoking than males (11%);
- By region: More respondents from the West (72%) and Ontario (51%) are planning on quitting than Quebec (20%); and
- By smoking behaviour: More regular smokers (68%) are planning to quit than infrequent smokers i.e. less than once a month to at least once a week (30%).

3.4.2 FOCUS GROUP RESULTS

The focus groups were used to explore what happens when teens try to quit. First, participants were asked why teens try to quit smoking. The primary reasons cited by participants included:

- health reasons (affect on breathing and skin);
- cost;
- affect on sports performance;
- smell left on clothing and breath;
- friends quitting;
- waste of time;
- cut back in the winter (too cold).

Then participants were asked about the ease in which they could quit. The majority of smokers stated it was very difficult for them to quit. Most of them indicated they had tried to quit smoking at some point in time, but had failed to stay smoke-free. Some of the reasons cited why it is difficult to quit smoking were:

- the continuous exposure to smoking because of friends or parents who smoke;
- to relieve stress related to exams, family, etc;
- “it’s a habit”; and
- there is no alternative available to them that would provide them with the same effect (i.e. they liked smoking).

Group participants were also asked what would help young people who are trying to quit smoking in terms of information and support. Most participants suggested that ‘shocking’ facts or stories as well as real life ‘testimonials’ is the most effective way to motivate teens to quit smoking. For example, one participant described a biology lab where a cigarette was placed in water and students watched the toxic chemicals leak out. Others suggested showing what smoking does to a person dying of cancer. Other tips suggested by the participants to help people quit smoking included:

- curtail socializing where exposed to smoking;
- keep busy;

- play sports;
- chew gum; and
- support from parents.

4.0 POINT OF ORIGIN AND REFERRING SOURCES

This chapter examines how teens 13-19 learned about the site and some of the sources that referred them to the *Quit4Life* site. The following bullets present key highlights of the findings.

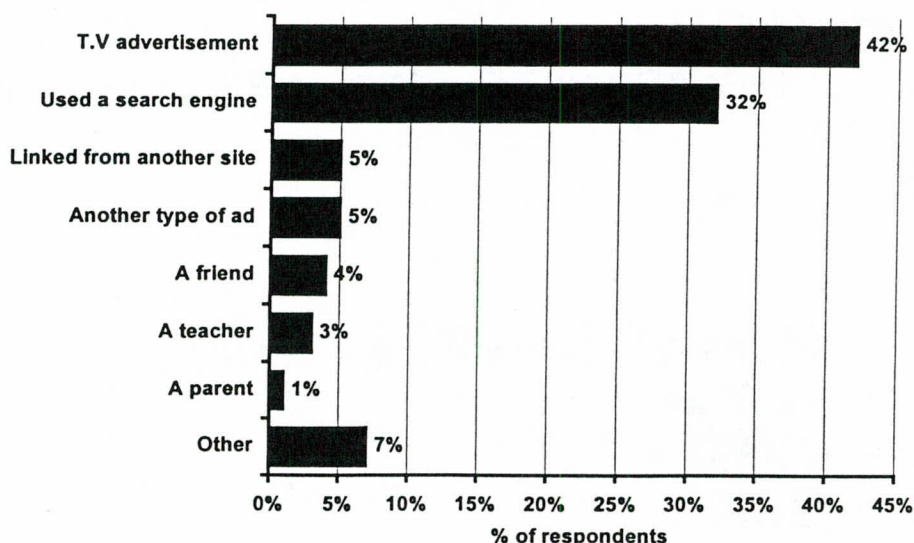
- A large portion of teens who responded to the online survey learned about the site through T.V. advertisements (42%) or got onto the site through a search engine (32%).
- The strong showing for T.V. advertisements may be attributed to a recent Health Canada T.V. advertisement campaign.
- Almost half (49%) of the online survey respondents who smoke learned about the site through T.V. advertisements compared to 23% of non-smokers.
- Those respondents planning on quitting (58%) were more likely to learn about the site through T.V. advertisements than those with no plans to quit (35%).
- Yahoo is the dominant search engine used by teens who responded to the online survey.
- Teachers, parents and friends played a minimal role in directing this group to the site.

4.1 HOW VISITORS LEARNED ABOUT THE SITE

4.1.1 ONLINE SURVEY RESULTS

Figure 4.1 shows that a large portion of teens 13-19 learned about the site through T.V. advertisements or got onto the *Quit4Life* site through a search engine. Teachers, parents and friends played a minimal role in directing this group to the *Quit4Life* site. The strong showing for the T.V. advertisements may be explained by a recent Health Canada T.V. advertisement campaign that ran during the period of the online survey. T.V. advertisements were most effective at reaching smokers who are planning on quitting. Of those that linked into the *Quit4Life* site through another site, most of them could not recall where they linked from.

**Figure 4.1 – How visitors learned about or got to site
(n=232)**



Analysis by key variables revealed the following:

- By language: French respondents were the most likely to learn about the site through T.V advertisements (59%) compared to only 36% of the English. Forty percent of English respondents used a major search engine for information on smoking to find the site.
- By region: The majority of the U.S respondents (77%) accessed the site through a search engine and only 3% said they learned about the site through a T.V advertisement.
- By gender: Female respondents (35%) tended to use a search engine for information on smoking more than males (27%).
- By place of residence: Those in a city (49%), town/village (42%), or suburb (36%) were more likely to learn about the site through T.V advertisements. than those in the country (14%). Half of those living in the country reported using a search engine to access the site.
- By smoking behaviour: Almost half (49%) of those who smoked learned about the site through T.V advertisements compared to 23% of the non-smokers. Of those 13-15 year olds who smoked, 57% learned about the site through T.V. advertisements compared to 45% of 16-19 year olds.
- By smoking intentions: Those planning on quitting (58%) were more likely to learn about the site through T.V. advertisements than those with no definite plans to quit (35%). Those with no definite plans to quit (44%) were the most likely to use a search engine.

4.1.2 FOCUS GROUP RESULTS

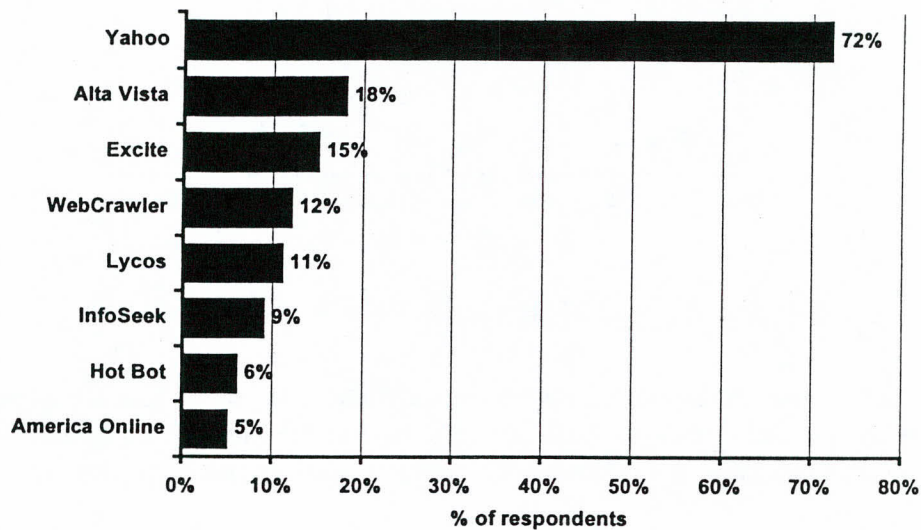
This topic was not addressed in the focus group discussions.

4.2 SEARCH ENGINES USED TO DO A SEARCH ON THE INTERNET

4.2.1 ONLINE SURVEY RESULTS

As shown in Figure 4.2, Yahoo is the dominant search engine used by visitors followed by Alta Vista and Excite.

**Figure 4.2 – Search Engines Used
(n=341)**



4.2.2 FOCUS GROUP RESULTS

This topic was not addressed in the focus group discussions.

5.0 VISITOR BEHAVIOUR AND INFORMATION NEEDS

This section presents information that will help Health Canada understand how teens 13-19 are using the *Quit4Life* site as well as provide insight on the information needs that bring visitors to the site. Key highlights of the findings are presented in the following bullets.

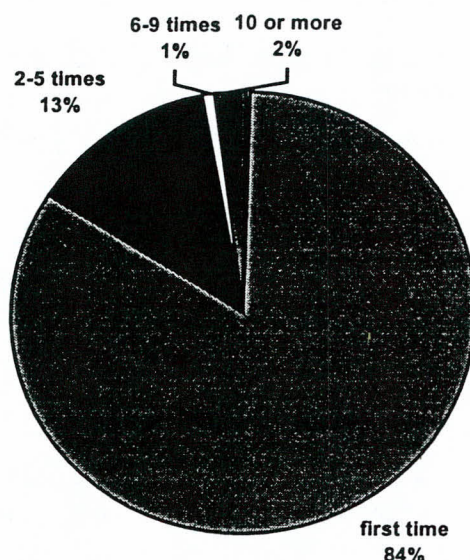
- Most of the online survey respondents (84%) were newcomers to the site (visiting the site for the first time in the past year).
- Close to 40% of the online survey respondents came to the site to conduct some type of research e.g. for a school project followed closely by those who were looking for information to help them quit (33%).
- More older teens (42%) who responded to the online survey were looking for information to help them quit smoking than younger teens (22%).
- Online survey results indicated that the “steps” were accessed more by older teens than younger teens (48% compared to 30% visited Step 5) and those who are planning to quit and are looking for concrete information to help them quit.
- The most popular areas visited by the respondents were the teenage stories, particularly, Nathalie’s story, and the “steps” (i.e. Step 1-“Why Quit”, Step 2-“Getting ready to quit” and Step 5-“Staying smoke-free”).
- The least popular areas visited by respondents were the interactive areas of the site (i.e. Pen Pals and Spin4Life).
- Online survey respondents of both age groups spent the most time in Nathalie’s story followed by ‘Step 1-Why Quit’ and the remaining teenage stories. Again, the interactive areas were the areas where visitors spent the least amount of time.
- The most common information sought by respondents was information on the “effects or health risks of smoking” especially for those doing general research for a school project.
- The online respondents are more interested in concrete, pointed information and less interested in general information about Health Canada.
- More than half (55%) of older teen respondents were looking for ideas/tips to help them quit smoking compared to one-third of the younger teens.

5.1 FREQUENCY OF VISITS

5.1.1 ONLINE SURVEY RESULTS

Most survey respondents were newcomers to the *Quit4Life* site. Eighty-four percent of respondents indicated they were visiting the site for the first time in the past year while only 16% indicated that they had used the site before. This suggests that the vast majority of interviewees were not familiar with the site’s structure, design or organization.

**Figure 5.1 – Frequency of visits to the site
(n=232)**



Based on the survey findings, we created the following descriptive segments on the basis of visitor frequency.

First-timers - These people reported visiting the site for the first time in the past year.
First-timers:

- more likely to be either regular smokers (85%) or those that have only tried it a couple of times (88%) compared to those less frequent smokers at 76%
- tend to spend less time in Zoe's story (75%) than other stories
- are less likely to be looking for specific information such as ideas/tips to keep them or someone else from starting again (74%) than looking for general information on Health Canada (90%)

Infrequent users (2-5 times) - These are people who had visited the site on an average of no more than once per month. These visitors:

- are more likely to be French (25%) than English (9%);
- are more likely to come from Quebec (25%) and least likely to come from the U.S (5%) or Ontario (11%);
- are more likely to reside in a city (17%) than a suburb (3%) or town (8%);
- are more likely to visit the Steps than some of the interactive features (e.g. 16% of those visiting Step 5 compared to only 3% of The Stomach);
- tend to spend more time in Zoe's story (25%) than other stories;
- are more likely to be looking for ideas/tips to keep them or someone else from starting again (24%) and less likely to be looking for general information.

5.1.2 FOCUS GROUP RESULTS

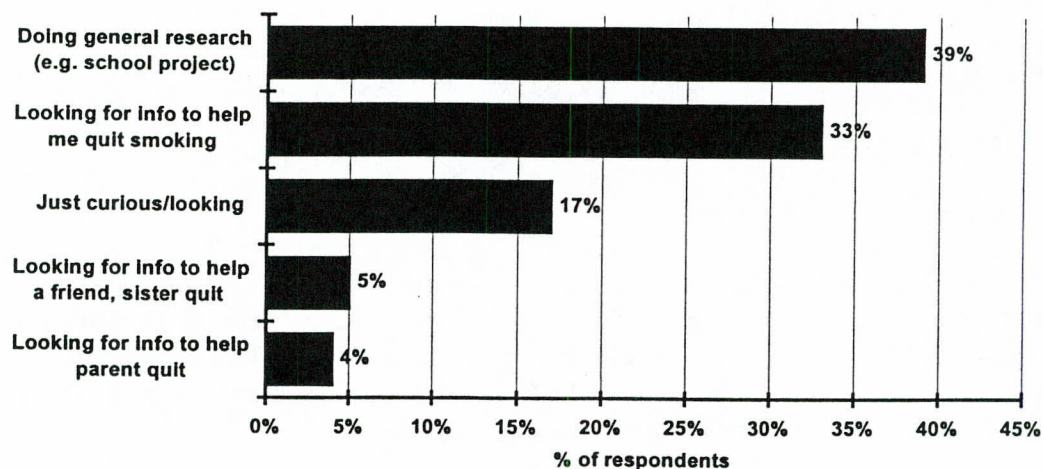
This topic was not addressed in the focus group discussions.

5.2 REASONS FOR VISITING THE SITE

5.2.1 ONLINE SURVEY RESULTS

Figure 5.2 shows that close to 40% of the visitors came to the site because they were conducting some type of research e.g. for a school project followed closely by those who were looking for information to help them quit. While 42% of the 16-19 year olds were looking for information to help them quit smoking only 22% of the 13-15 year olds indicated this reason for visiting the site. The “steps” were accessed more by those who are more serious about quitting and who are looking for concrete information to help them quit.

**Figure 5.2 – Reasons for visiting the site
(n=231)**



Analysis by key variables revealed the following:

- By age: Both age groups (13-15 and 16-19) cited doing general research (e.g. for a school project) as their main reason for visiting the site about the same (40%). Those 16-19 were more likely to cite looking for information to help them quit smoking as their main reason (42%) compared to 22% for those 13-15. Teens 13-15 were more likely to state they were “just curious and looking through the site “ (26%) than 16-19 year olds (10%).
- By language: Considerably more English respondents (45% and 37% respectively) than French (22% for both respectively) cited doing a research project and looking for information to help them quit smoking as their main reason for visiting the site. The

French were the most likely (42%) to state “just curious and looking through the site” as the main reason.

- By gender: More male respondents (42%) than females (29%) reported looking for information to help them quit smoking as their main reason.
- By region: Respondents from Ontario (47%) and the West (50%) were more likely to visit the site looking for information to help them quit. Interviewees from Quebec (44%) on the other hand, tended to state they were “just curious and looking through the site”. The majority (74%) of U.S. respondents visited the site because they were doing general research.
- By smoking behaviour: Smokers (44%) tended to be looking for information to help them quit, while non-smokers (55%) were more likely to be doing general research. Half of the 16-19 year olds who smoke were looking for information on the effects of smoking compared to 33% of those 13-15 year olds. The younger age group were more likely to be “just curious and looking through the site” (24%) than 16-19 year olds (8%).
- By smoking intentions: The majority (81%) of those who are planning on quitting were looking for information to help them quit. Those who have no definite plans to quit were more likely to be “just curious and looking through the site”.

5.2.2 FOCUS GROUP RESULTS

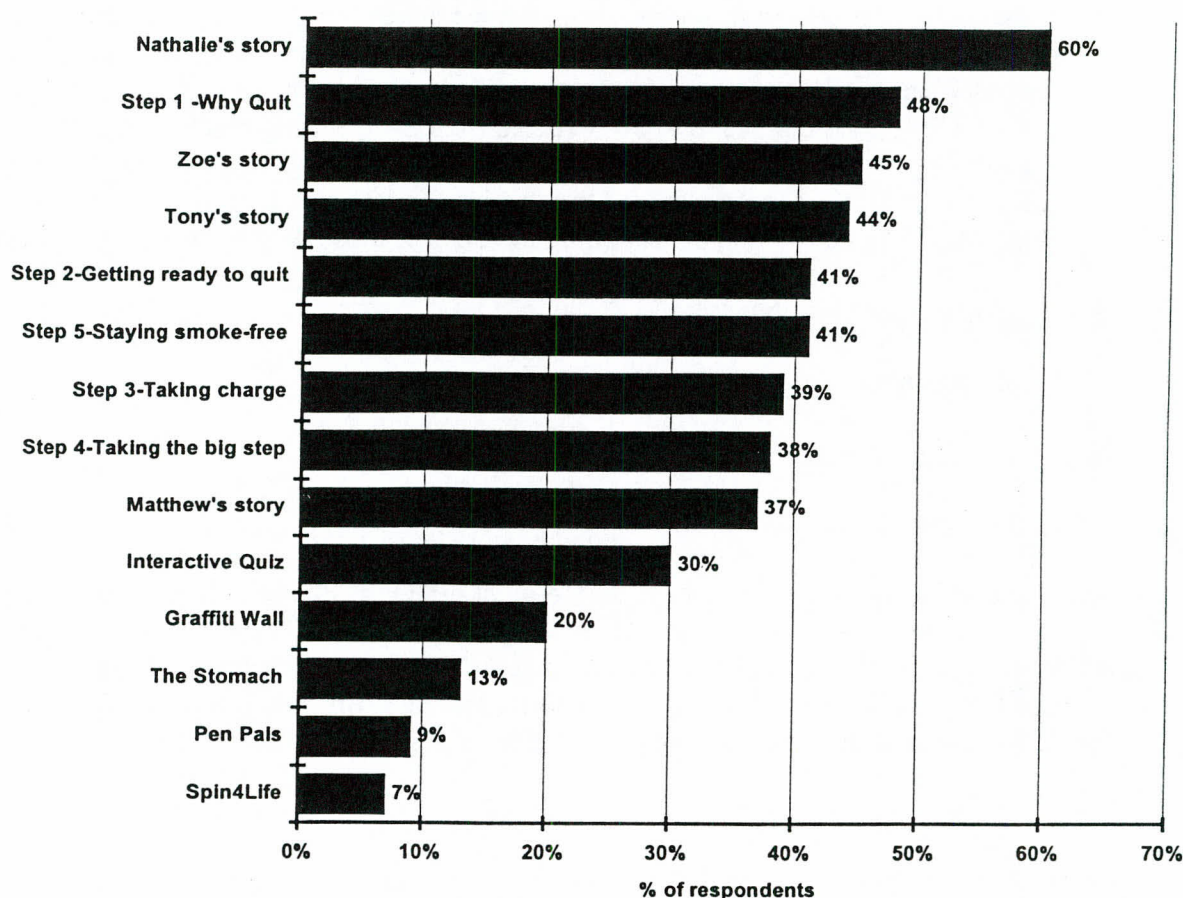
This topic was not addressed in the focus group discussions.

5.3 AREAS VISITED

5.3.1 ONLINE SURVEY RESULTS

Based on the survey data, Nathalie’s story received the most visits. This area of the site was followed by Step 1 – “Why Quit”, Zoe’s story, Tony’s story, Step 2 – “Getting ready to quit” and Step 5 – Staying Smoke-Free (see Figure 5.3). The interactive features were not as popular as indicated in the figure below, for example, Spin4Life and Pen Pals were accessed by less than one in 10 respondents.

Figure 5.3 – Areas visited
(n=232)



Analysis by key variables revealed the following:

- By age: In general, older teens are more likely to visit the “Steps” than younger teens (48% compared to 30% visited Step 5). Younger teens on the other hand, were more likely to visit Matthew’s story (47%) than older teens (30%).
- By region: While respondents from Quebec, Ontario and the U.S. tend to visit all of the teenage stories about the same, respondents from the West were less likely to visit these areas (50%-Quebec, 47%-Ontario, 46%-U.S. and 35%-West visited Tony’s story).
- By gender: Slightly more female respondents than males visited Zoe and Nathalie’s stories (48% and 64% compared to 39% and 53% respectively).
- By place of residence: Those in the country were the most likely to visit the interactive features. For example, 43% visited the Graffiti Wall compared to 16% of those who live in a city.
- By smoking behaviour: Older teens who smoke are more likely to visit the “Steps” than 13-15 year olds (e.g. 29% of 13-15 year olds visited Step 5 compared to 49% of

16-19). In contrast, 13-15 year olds who smoke are more likely to visit the stories (Tony-52% and Matthew-45%) than 16-19 year olds (Tony-41% and Matthew-26%).

- By smoking frequency: Infrequent smokers were the most likely to visit the teenage stories (e.g. 75% compared to 57% of regular smokers visited Nathalie's story). On the other hand, regular smokers reported visiting the five Steps more than infrequent smokers (e.g. 54% compared to 30% visited Step 2 – "Getting ready to quit").
- By smoking intentions: The most likely to visit the five Steps were those planning on quitting (e.g. 64% of those planning on quitting visited Step 1, compared to 27% of those who have no definite plans to quit and 34% of those who never really smoked).

5.3.2 FOCUS GROUP RESULTS

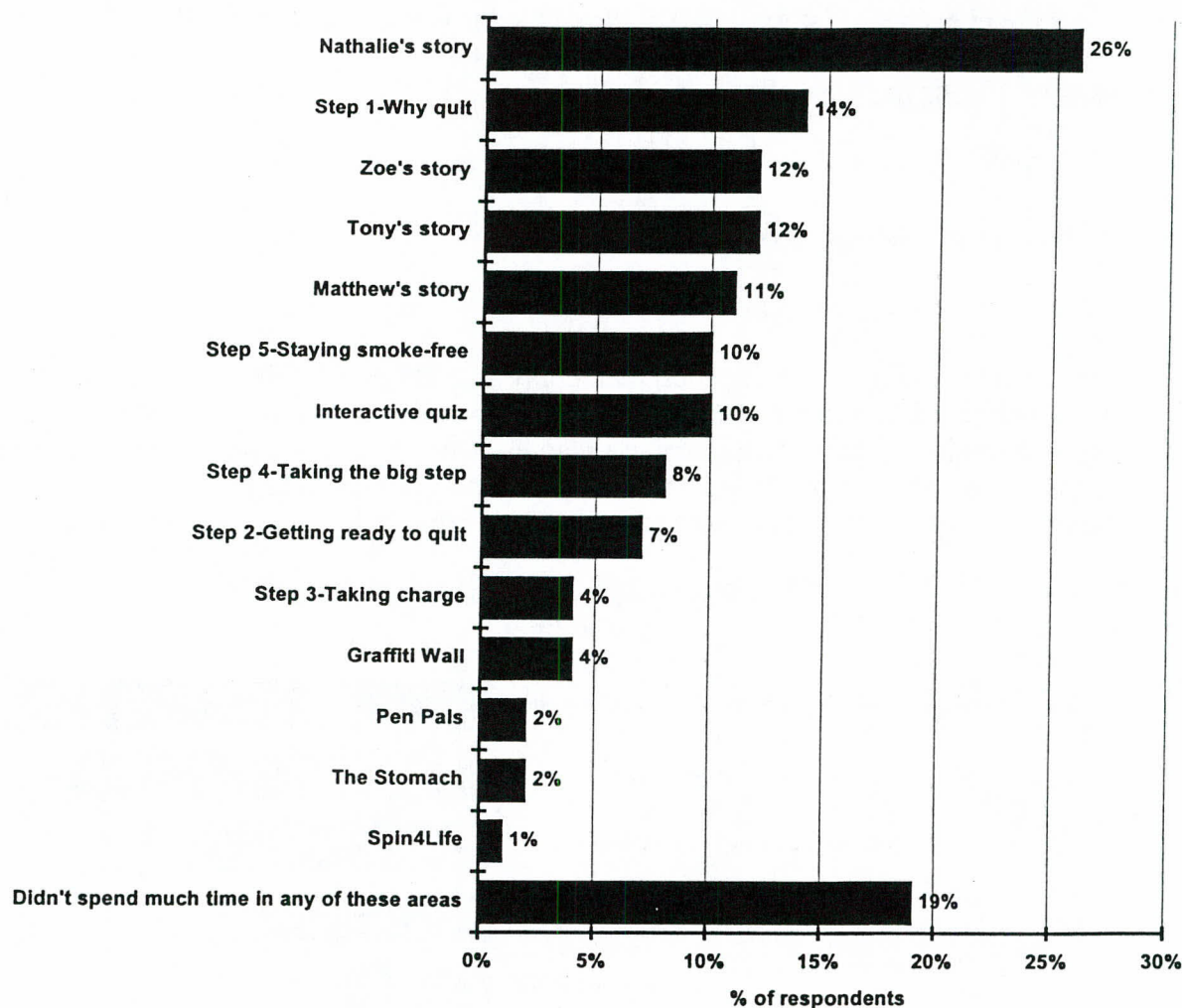
This topic was not addressed in the focus group discussions.

5.4 AREAS WHERE VISITORS SPENT THE MOST TIME

5.4.1 ONLINE SURVEY RESULTS

As indicated in Figure 5.4, visitors spent the most time in Nathalie's story followed by 'Step 1' and the remaining teenage stories. Step 1 – "Why quit" and Step 5 – "Staying smoke-free" were the most popular of the "steps". The interactive features were among some of the areas where visitors spent the least amount of time. It is interesting to note that 19% indicated they did not spend much time in any of the areas.

**Figure 5.4 – Areas where most time was spent
(n=231)**



Analysis by key variables revealed the following:

- By age: A higher and similar percentage of both age groups said they spent most of their time in Nathalie's story. However, the 13-15 year olds were less likely to spend most of their time in Tony's story (8% compared to 14% for those 16-19) whereas the 16-19 year olds were less likely to spend most of their time in Matthew's story (9% versus 14% for those 13-15).
- By region: Those from the U.S. were more likely to spend most of their time in Nathalie's story than other regions (44% compared to 33% for the West, 24% for Quebec, 16% for Ontario). They were also less likely to spend most of their time in the interactive quiz (5% compared to 16% for Ontario, 9% for Quebec);

- By gender: Male respondents (23%) and females (28%) were equally likely to spend most of their time in Nathalie's story.
- By place of residence: Those who live in the country tended to spend most of their time in Nathalie's story (50%) compared to those in a city (20%).

5.4.2 FOCUS GROUP RESULTS

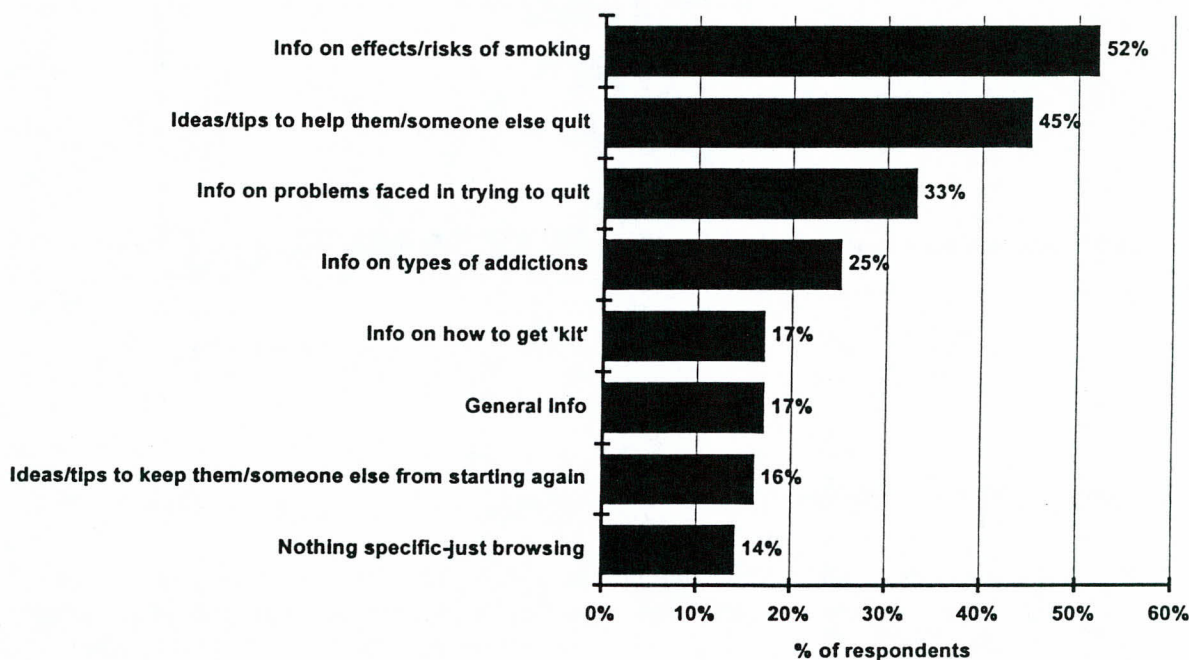
This topic was not addressed in the focus group discussions.

5.5 TYPE OF INFORMATION SOUGHT

5.5.1 ONLINE SURVEY RESULTS

As indicated in Figure 5.5, the most commonly sought type of information is information on the effects or health risks of smoking, particularly by those doing general research for a school project. This is followed closely by ideas/tips to help them or someone else quit smoking. The research indicates that interviewees were more interested in concrete, pointed information and less interested in general information about Health Canada.

**Figure 5.5 – Type of information sought
(n=232)**



Analysis by key variables revealed the following findings:

- By age: Younger teens were more likely to be browsing through the site (22%) than 16-19 year olds (8%). Those 13-15 were also more likely to be looking for information on types of addictions (34%) than 16-19 year olds (19%). More than half

(55%) of the 16-19 year olds were looking for ideas/tips to help them or someone else quit smoking compared to 32% of the younger teens.

- By language: French respondents were the most likely to say they were just browsing through the site (23%) or looking for general information (25%) compared to 11% and 15% of the English (respectively).
- By region: Those from Ontario were the most likely to look for ideas/tips to help them or someone else quit (59%), obtain ideas/tips to help them from starting again (27%), as well as, obtain information on how to get the 'kit' (31%). Those from Quebec were the most likely to browse (25%).
- By place of residence: Those from the city were the most likely (23%) to look for information on how to get the Quit4Life kit.
- By smoking behaviour: Smokers were more likely to look for ideas/tips to help them quit smoking (55%) and seek information on the effects/health risks of smoking (50%).
- By smoking behaviour: Older teens who smoke (59%) are more likely to look for ideas/tips to help them from smoking than 13-15 year olds (48%). On the other hand, younger teens (34%) are more likely to seek information on type of addictions than those 16-19 year olds (15%).
- By smoking behaviour: Those planning on quitting were more likely to look for information on problems faced by people trying to quit (37%) and ideas/tips to help them or someone else quit smoking (81%) compared to those with no definite plans.

5.5.2 FOCUS GROUP RESULTS

This topic was not addressed in the focus group discussions.

6.0 OVERALL ASSESSMENT OF THE SITE

The previous sections looked at descriptive and behavioural facts. This section presents the research findings as they relate to users' opinions and impressions of the site's content, 'look and feel', and functionality. Specifically, this chapter presents findings related to top-of-mind reactions to the site, overall evaluations of various elements of the site, discussions of the site content, 'look and feel', navigation, organization and interactive features.

6.1 OVERALL IMPRESSIONS/REACTIONS

Survey findings that relate to the overall assessment of the Quit4Life site are reported in two sub-sections. The first sub-section presents the overall reactions of the online survey respondents. It examines what online survey respondents liked *most* and *least* about the site as well as how respondents compared the *Quit4Life* site with other sites and looks at any technical problems they may have experienced. The second examines top-of-mind impressions of the site from focus group participants.

The following bullets present key highlights related to "overall" impressions and reactions.

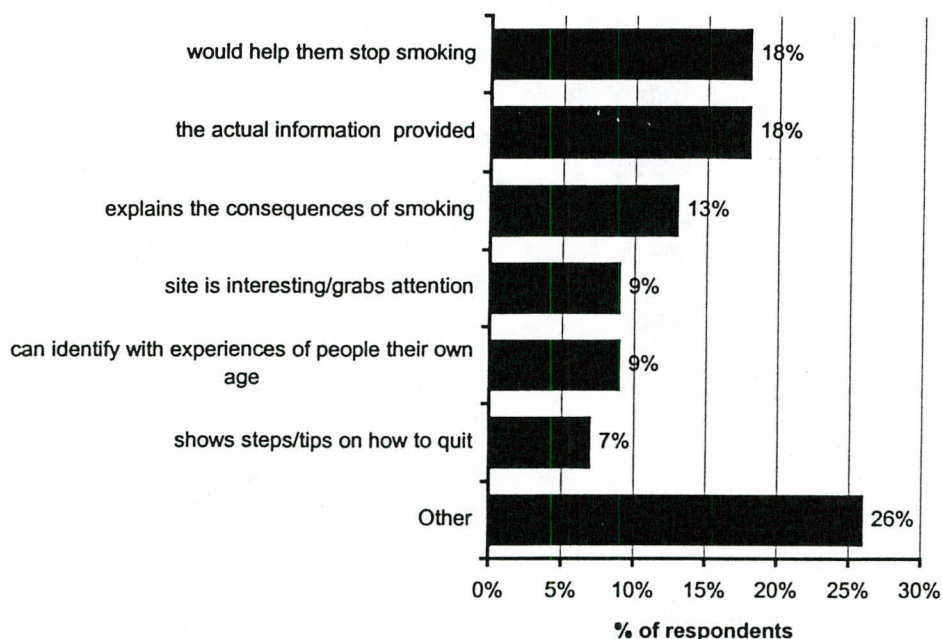
- Overall reactions to the site by the online survey respondents were positive. A large portion (70%) said that they would visit the site again. In contrast, the overall reaction by the focus groups tended to be more negative.
- The majority (82%) of online survey respondents said they would recommend the site to a friend that smokes because of the content and quality of the information.
- Almost two-thirds (63%) of the online survey respondents said they found the site either "a lot better than most" or "better than most".
- While online survey respondents (45%) generally liked the stories, almost one-quarter of them said the language used and the stories themselves were not realistic.
- While the focus groups supported the concept of the stories as a way of communicating information to teens as well as the "steps" and the "look" of the site, they were far more critical about the 'tone' of the site which was not regarded as being serious enough. They also did not think the stories were realistic enough.

6.1.1 ONLINE SURVEY RESULTS

Overall reactions to the *Quit4Life* site of the online survey respondents were positive. As an indication of overall perceptions, respondents were asked whether they would recommend this site to a friend who smokes. The majority (82%) of visitors said they would recommend the site to a friend that smokes. Respondents were then asked to explain why they would recommend the site to a friend who smokes. Respondents were also asked when assessing key features, whether they would visit the site again. A large portion (70%) said they would visit the site again. Figure 6.1 summarizes the results of

the open-ended questions. The reader will note that the main reasons for referral deal with the content and quality of the information on the site, not other elements such as organization or functionality of site.

Figure 6.1- Why respondents would recommend site to a friend who smokes (n=171)

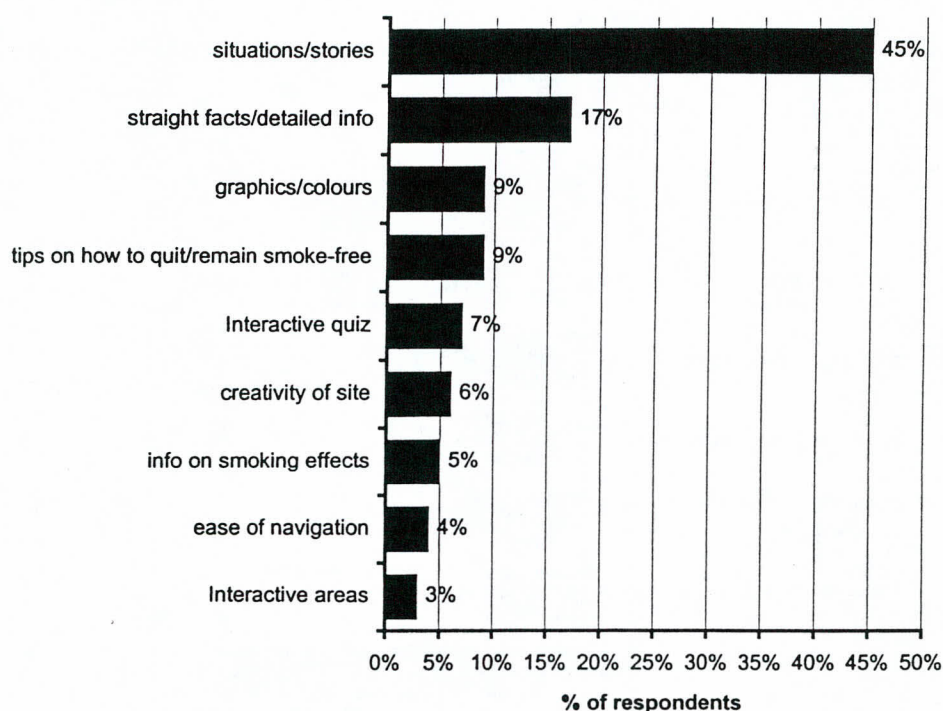


When examined by key analysis variables the following was revealed.

- Respondents from Ontario (28%) were more likely to say the site would help them quit smoking than those in the West (12%) and Quebec (16%).
- More male respondents (34%) than females (10%) mentioned they liked the 'actual' information provided on the site.
- Regular smokers (4%) were less likely to say they could identify with the experiences of the teenagers than those who had tried smoking a couple of times (24%). However, the same group (23%) was more likely to say they liked the actual information provided on the site.

What respondents liked most about the site: Respondents were asked to explain what they liked most about the *Quit4Life* site. Again, this was an open-ended question. Comments covered a range of topics from specific areas of the site to the content, 'look and feel' of the site to the interactive features and the teenage stories. As indicated in Figure 6.2, almost half of the respondents who answered this question said they liked the situations and/or stories.

**Figure 6.2 – What respondents liked most about the
(n=164)**

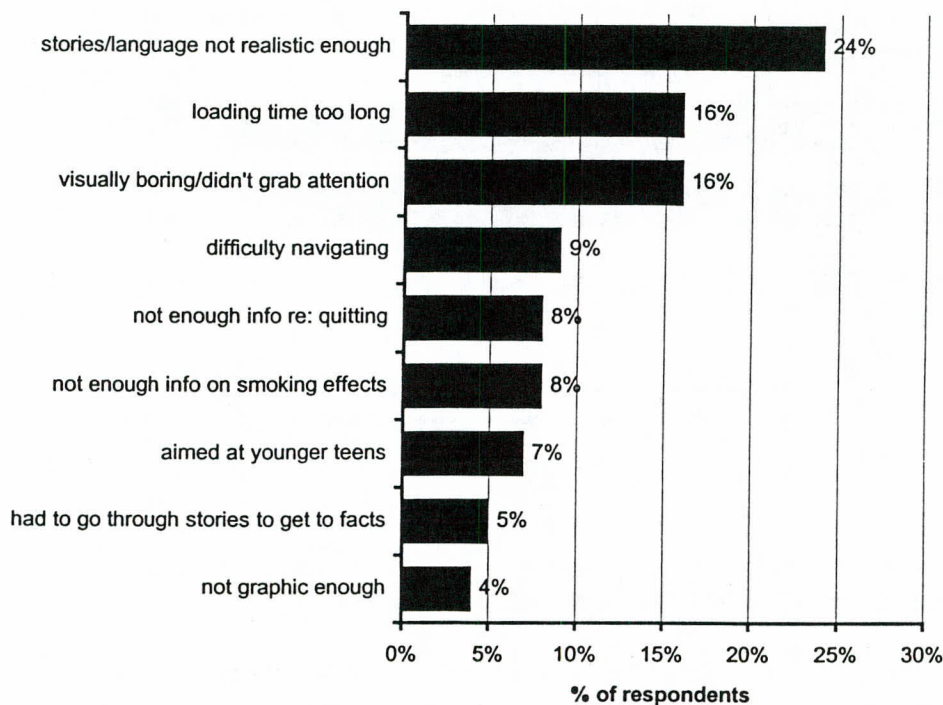


When examined by key analysis variables, the following themes emerged:

- Respondents from Quebec (54%) were more likely than other regions to mention they liked the situations/stories and the interactive quiz.
- More male respondents (22%) than females (14%) said they liked the straight facts/detailed information.
- People in towns (21%) and suburbs (16%) were more likely to mention they liked the interactive quiz than those in a city (4%).

What respondents liked least about the site: Respondents also completed an open-ended question that asked what they liked least about the site. Almost one-quarter (24%) of the respondents said that the stories/situations and language were not realistic. Similarly, comments provided by the respondents ranged from content specific to functionality, layout and design.

Figure 6.3 – What respondents liked least about the (n=72)

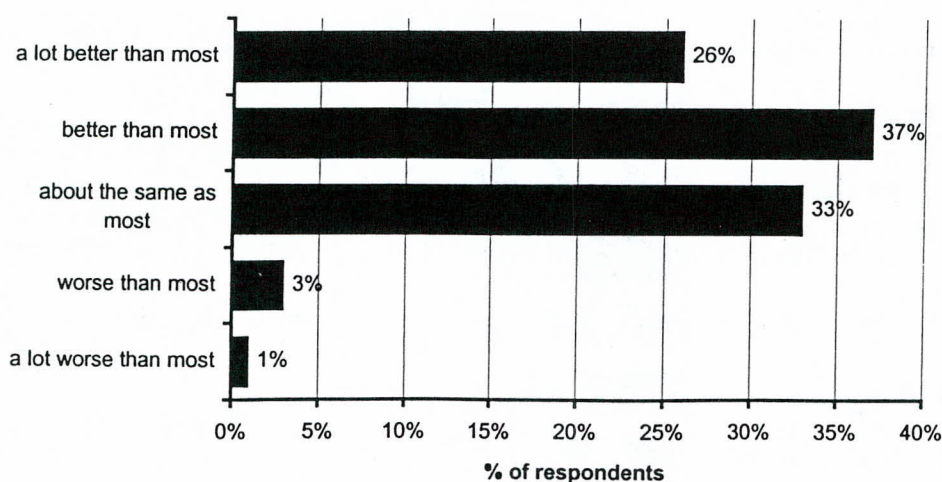


When examined by key analysis variables, the following themes emerged.

- Younger (21%) teens were more inclined to say the site was visually boring and did not grab their attention than older teens (7%).
- Male respondents (24%) were more likely to say the site was visually boring/did not grab their attention than females (6%).
- Smokers (27%) were more likely to say the stories, situations and language were not realistic than non-smokers (13%).

Comparing Quit4Life with other sites: Respondents were asked to compare *Quit4Life* to other Internet sites. When comparing the *Quit4Life* site with other sites, respondents were very positive. As indicated in Figure 6.4, almost two-thirds (63%) of the respondents said they found the site either “a lot better than most” or “better than most”. Only 4% saying that the site was “worse than most” or “a lot worse than most”.

**Figure 6.4 – Comparing the Quit4Life Site with other sites
(n=232)**



When examined by key variables, the following themes emerged.

- By age: Just over 60% of both age groups indicated that they thought the site was “a lot better than” or “better than most” other sites they visited.
- By gender: Female respondents (37%) were more likely to say the site was “about the same as most” than males (26%).
- By region: Those in the West were more less positive in their response, with 50% stating the site was “a lot better than” or “better than most” other sites compared to 64% in Quebec and 62% in Ontario.
- By smoking intentions: Those respondents who are planning on quitting (71%) were more likely to say the site was “a lot better than” or “better than most” than those with no definite plans to quit (56%).

Technical problems: Online survey respondents were asked whether they experienced any technical problems. The majority of respondents (94%) reported that they experienced no technical problems during their visit to the *Quit4Life* Web site. Of the 12 respondents who said they encounter technical difficulties, some of the problems sited in order of most frequently mentioned are listed below. The number in brackets indicates the number of mentions:

- downloading time too long (6);
- disconnection problems (2);
- survey problems (2);
- difficulty getting the ‘kit’ (1); and
- difficulty printing (1).

6.1.2 FOCUS GROUP RESULTS

Before and during the groups, participants were asked to think about their overall reactions and to comment on what they liked most and least about the site. The overall reaction was generally negative. The most positive group was younger teens in Toronto. The following summarizes these comments.

What respondents liked most about the site: Overall, group participants supported the concept of communicating through individual teenage stories, the interactive quizzes and the information on the steps to quitting (a detailed review of this will follow).

Many of the group participants found the “look” of the site to be appealing and enticing as reflected in remarks such as “colourful” and “imaginative”.

Other positive comments included:

- “It’s an interesting way of getting the message across”;
- “It’s good because it tells you stuff”; and
- “Liked the links on the bottom of the home page”.

What respondents liked least about the site: Most participants indicated the tone was “not serious enough” given the severity of smoking and its impact. Many participants wanted to see a more serious focus rather than treating the topic light-heartedly. This was reflected in the following comments.

- “It’s not harsh/shocking enough.”
- “You have to really hit it.”
- “The problem with the Web site now is that it’s too much fun.”
- “It’s too light”.

Some participants went further to say that they felt the site was designed for much younger visitors. The site was regarded by some older teenagers as very “childish” and “corny”.

Also, many participants felt the site was not direct enough and that the content was somewhat elusive. This was also re-emphasized in comments related to the home page e.g. “it doesn’t say what you do exactly”. One participant stated that “even the title... ‘Staying Smoke-Free’... is not direct” and offered an alternative ‘Teens Trying to Quit’.

Another primary concern expressed by the focus groups participants was that they felt that the teenage stories were not convincing or realistic as is reflected in these remarks.

- “It’s phony/fake/corny”
- “People are too pretty-not representative of the average people”
- “They’re trying to be cool”

Some of the focus group participants were also generally negative about the *Quit4Life* site's home page as reflected in these comments.

- “Does not grab interest”
- “People are too pretty – not representative of *real kids*”
- “Looks childish”

6.1.3 COMPARISON OF RESULTS FROM ONLINE SURVEY AND FOCUS GROUPS

In general, feedback on overall impressions of the site from the focus group participants was more negative than feedback from the online survey. It is interesting to note, however, that while the online survey results were more favourable, the areas where some negative feedback was obtained were consistent with the feedback from the focus group participants (e.g. how realistic the stories were).

It is our impression that both sets of results carry important messages. There are elements that are working well. The ‘look’ and colour used appears to be a good fit with teens. The content meets the needs of many visitors. However, when teens in the focus groups focussed clearly on the objective of the site, it was felt that there are issues that need to be addressed.

- the site is considered too young for many;
- the ‘tone’ is too light, frivolous; and
- the need for more depth.

6.2 SUGGESTIONS FOR IMPROVEMENT

The following sub-section presents key suggestions for improvement by both online survey respondents and focus group participants. The following bullets present key highlights of the findings.

- The majority (70%) of online survey respondents said there were no improvements needed to the site. Of the few online survey respondents who offered suggestions, having more publicity around the site was the most frequently mentioned. Other suggestions concerned navigational features (e.g. site map and more links) and technical capabilities of the site (e.g. reducing downloading time).
- All focus group participants commented negatively on the 'tone' of the site suggesting it marginalized the difficulty of quitting smoking. Participants suggested that the 'tone' of the site be more serious and that the site have more hard-hitting stories with 'real' people.
- Other suggestions from the focus groups included: adding more facts and statistics; personalizing the information; offering more variety with respect to the teenage stories; and providing access to an expert for questions and answers.
- The focus groups also stressed the need to increase publicity related to the site (e.g. advertising in subways, buses, arcades, schools, shopping centers, movie theatres, magazines and television as well as online advertising) as well as the need to change the 'tone' of the site to make it more serious.
- In general, the focus groups supported the use of Internet for communicating to youth about smoking related issues. Most of the focus group participants felt a separate web site devoted to this topic was better and that Health Canada was an appropriate sponsor for this type of site.

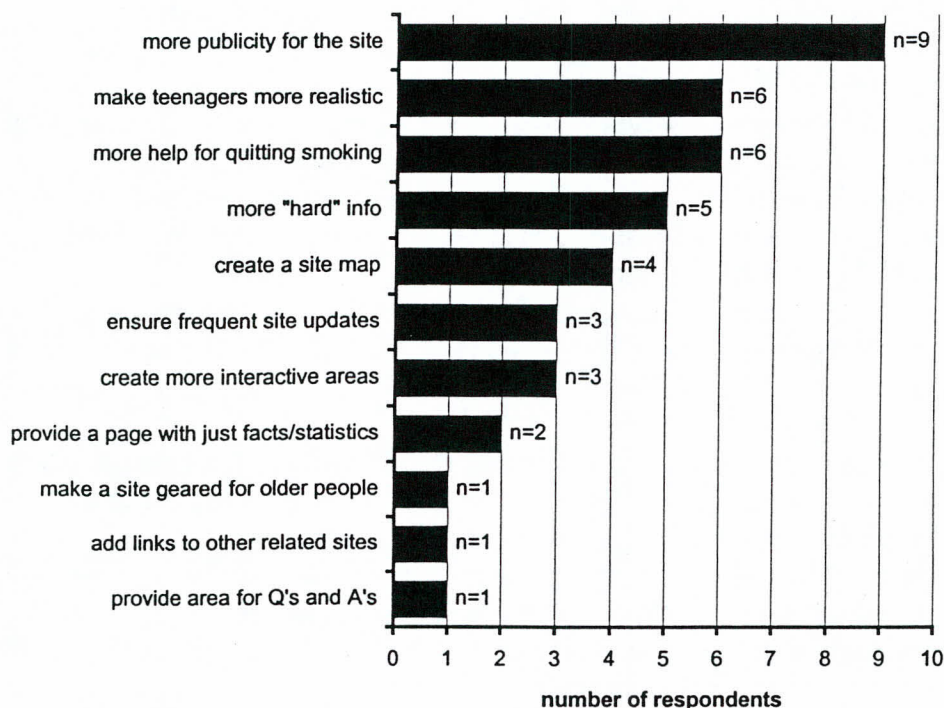
6.2.1 ONLINE SURVEY RESULTS

Survey respondents were asked what, if anything, should be done to make the site better or to encourage people like themselves to visit the *Quit4Life* Web site more often. Seventy percent of the respondents indicated that no improvement is needed and that the *Quit4Life* site is fine the way it is.

Of the 33 respondents who did offer suggestions, the most frequently mentioned area for improvement was to have more publicity around the site followed by making the stories more realistic and offering more tips and 'hard' information to help teens quit smoking (see Figure 6.5). Two interviewees said they would like a page with just facts and statistics and one wanted a frequently asked question and answer section.

Most other suggestions concerned the navigational features (e.g. site map and more links) as well as the maintenance of the site and the technical capabilities of the site (e.g. reducing loading times). Three respondents said they would like to see more interactive areas.

**Figure 6.5 – Suggested improvements
(n=33)**



6.2.2 FOCUS GROUP RESULTS

The following bullets highlight the key suggestions of focus group respondents.

- In every group, participants commented on the tone of the site and the effect it has on marginalizing the difficulty of quitting smoking. Participants suggested that the tone be more serious to emphasize the severity of the problem in order to ensure the problem is not trivialized nor that the difficulties in quitting are not understated. For example, participants suggested using more 'hard-hitting' stories with 'real' people.
- The focus group respondents emphasized the need to increase publicity of the site. When probed, the groups suggested the following:
 - Advertising in:
 - subways, buses and bus-stops;
 - arcades;
 - schools;
 - shopping centers;
 - movie theatres;
 - magazines (teen, sports); and
 - television.

- Online advertising on:
 - popular web sites (e.g. music sites); and
 - banner ads on major search engines.
- Encouraging schools to use the site as part of health-related assignments.
- Other suggestions included:
 - adding more facts and statistics;
 - personalizing the information;
 - offering more variety with respect to the teenage stories; and
 - providing access to an expert for questions and answers.

Respondents were also asked to provide overall reactions to the concept of an Internet site to encourage teens to stop smoking. The following bullets summarize their comments.

- Teens clearly supported the use of Internet. It is considered a good medium for communicating with youth about smoking related issues. The advantages of Internet are its growing popularity, accessibility to most teens either at home or school and accessibility to the information/site when they choose.
- Health Canada was considered an appropriate sponsor for this type of site.
- Most stated information on quitting smoking should be featured on a separate web site devoted to the topic and not combined with other smoking or health topics.
- The site should be separated into two areas:
 - for younger teens (13-15 year olds) and possibly younger; and
 - for older teens/young adults (16-19).

6.2.3 COMPARISON OF RESULTS FROM ONLINE SURVEY AND FOCUS GROUPS

The majority of online survey respondents said there were *no* improvements needed to the site. Of those who made suggestions, having more publicity around the site was mentioned more often. These results differed considerably from the focus group results. The focus group participants focused primarily on the 'tone' and content of the site. These participants suggested that the 'tone' of the site be more serious and that the site contain more hard-hitting stories with 'real' people. Other suggestions from the focus groups relating to the content of the site included: adding more facts and statistics; personalizing the information; offering more variety with respect to the teenage stories and providing an opportunity for visitors to access an expert for questions and answers. Similar to the online survey results however, the focus groups also suggested increasing publicity related to the site.

6.3 ASSESSMENT OF KEY FEATURES

This section presents feedback on various elements of the site pertaining to content, 'look and feel' and navigation. The following bullets present key highlights of the findings.

- On the whole, respondents from both the online survey and the focus groups were very positive about the 'look and feel' and positive about the navigational features of the site. However, the focus group participants were more negative about the 'feel' in terms of the seriousness of the tone.
- The online survey respondents were particularly positive about the creativity of the site and the colours and typeface used whereas the focus groups were more impressed with the graphics and pictures used. At the same time, however, the participants in the focus groups stressed the importance of having a 'look' that is *appealing yet serious*.
- Both the online survey respondents and the focus group participants were impressed with the ease in which a visitor could move around the site. Online respondents were also positive about the expediency in which it took to get to a specific area of the site.
- Both the online survey respondents and the focus group participants were less positive about the content in terms of the level of detail. While online survey respondents felt the content was easy to read and understand, they were more negative about the level of detail and the site's ability to present something new about smoking. The focus group participants wanted to see more 'hard-hitting' information/facts, practical tips and techniques to help smokers quit and more personalized information, particularly in the "steps".
- Focus group participants also said they would like to see a stronger link between the "steps" and the stories.
- Some focus group participants said it was hard to know what the site contained, as there was no logical or consistent path to follow. The need to point the user a little bit more was highlighted.

6.3.1 ONLINE SURVEY RESULTS

Respondents were asked to rate the extent to which they agreed or disagreed with a number of statements describing various features of the Quit4Life site. These statements covered issues related to the content, 'look and feel', and navigational features of the site. They were given a scale of 1 to 5 where 1 represented strongly disagree and 5 meant strongly agree. The following table summarizes the results of the respondents' ratings related to the site's content, 'look and feel' and ease of navigation by presenting the mean responses. Well over half of the respondents agreed with all of the statements. It is interesting to note that 70% of the respondents agreed that they would visit the site again.

Table 6.2– Site's content, 'look and feel' and navigation ratings

Statement	Number of respondents	Mean Score	% Who Agree
The information is easy to read and understand.	229	4.49	88%
The site is creative.	230	4.25	84%
I like the colours they use.	224	4.09	76%
I had no problems printing the information I wanted.	141	4.09	76%
It was easy to move around on the site.	229	4.07	77%
I like the different types of print used.	225	4.00	72%
It didn't take long to get to a specific area of the site.	228	3.94	69%
I will visit this site again.	220	3.92	70%
The site had the information I was looking for.	216	3.82	66%
I had fun going through the site.	227	3.82	64%
The homepage made me want to look further on the site.	227	3.73	63%
There was the right amount of detail on the topic I was interested in.	217	3.67	57%
I think others my age would like this site.	226	3.65	60%
I learned something new about smoking because of visiting the site.	225	3.53	54%

Mean scores are reported on a scale of 1 to 5 where 1 is 'strongly disagree' and 5 is 'strongly agree'.

Analysis by key variables revealed the following.

- By age: Those 13-15 year olds tended to be more positive about the home page than those 16-19 year olds - 73% compared to 57% either "strongly agreed" or "agreed" that the home page made them want to look further onto the site.
- By gender: Male respondents tended to be less positive in their feedback particularly with the 'look' of the site. For example, 82% of the females supported the use of colours compared to 63% males.
- By language: French respondents tended to be more positive than English. For example, when considering whether others their age would like this site, 71% of the French either "strongly agreed" or "agreed" compared to 56% of the English speaking respondents.
- By region: The West and U.S. tended to be more negative or ambivalent in their feedback while Quebec tended to be more positive. For example, when considering whether they had learned something new about smoking, 44% of the West and 32% of U.S either "strongly agreed" or "agreed" with this statement compared to 68% in Quebec.
- By place of residence: Those in the country tended to be more positive than those in the city. For example, when considering whether they had fun going through the site, 74% of those in the country either "strongly agreed" or "agreed" with this compared to 63% in the city.
- By smoking behaviour: Regular smokers were less negative about the site than infrequent smokers. For example, 64% of regular smokers supported the statement that the site had the right amount of detail compared to 46% of those who smoke less frequently.

- By smoking behaviour: Those 13-15 who smoke (70% and 83%) tended to like the home page and use of colours more than 16-19 year olds (57% and 73%). In addition, more young teens (13-15 year olds) who smoke said they would visit the site again (82%) than older teens (67%) who smoke.
- By smoking intentions: Those planning to quit were more positive about the site than respondents with no definite plans to quit. For example, 80% of those planning to quit “strongly agreed” or “agreed” they would visit the site again compared to 59% of those with no definite plans to quit.

Content

The areas that were rated less positively related to content, in particular, the level of detail found on the site (mean score of 3.67) and the site’s ability to present something new about smoking (3.53). However, one of the highest ratings (mean score of 4.49) related to the ease in which they could read and understand the information.

‘Look and feel’

Respondents were particularly positive about the ‘look and feel’ of the site as reflected in the mean scores related to the creativity of the site (mean score of 4.25) and the colours (mean of 4.09) and typeface (mean of 4.00) that are used. However, respondents were less positive about the home page and its ability to entice people to look further on the site (mean of 3.73).

Navigational features

Respondents were also relatively positive about the navigational features of the site, particularly with respect to the ease in which a visitor could move around the site (mean score of 4.07) and the length of time it took to get to a specific area of the site (mean score of 3.94).

6.3.2 FOCUS GROUP RESULTS

During the focus group discussions, participants were asked to comment on a number of elements of the site including content, ‘look and feel’ and navigation. The following summarizes the results of these discussions.

Content

Overall reaction by focus group participants to the Quit4Life’s content was moderately positive or negative. Key points raised are summarized below.

- Participants wanted to see more hard facts (e.g. statistics on the effects of smoking); more practical tips and techniques to help smokers quit (e.g. medical options for assisting quitters, practical techniques to lessen the effects of withdrawal, information

on the 'patch' etc.) and more personalized information (e.g. the cost savings for an individual smoker who quits).

- The content of the "steps" was considered pertinent and reasonably complete by the groups and most participants felt that it had the right amount of detail. However, participants indicated they would like to see an increased focus on more practical/innovative tips to help visitors stay smoke free.
- Many participants also noted that there was no apparent link between "steps" and the story lines as reflected in this comment "you get side tracked". Some participants indicated they prefer that the "steps" be together in a separate area of the site devoted to information so that visitors are able to link to the "steps" directly from the home page as a few participants did not notice the links to the steps within the stories.
- There were mixed opinions related to the presentation of the information in the "steps". For example, some participants found the faded background and plain lettering uninteresting (mainly the younger participants) and others (mainly older) commented that the sober colouring and lettering underlined the seriousness of the information.

'Look and feel'

- As indicated earlier, focus group participants indicated the 'tone and feel' of the site was too 'light' or even 'frivolous'. It needs to be "harder hitting".
- Focus group participants were generally positive about the 'look' of the site, particularly, with respect to the graphics and pictures. The groups stressed that the overall 'look' should be 'appealing', not 'fun' and 'colourful' yet 'serious'. However, the 'look' of the site was said to be of secondary importance compared to the quality of information it contained.
- Participants generally felt the colours and fonts used were good, contributing to the overall site's "brightness" and "appeal". A few group participants, however, felt that the colours used and the design elements were too extreme i.e. either too flashy/brash (e.g. fluorescent cartoons in Matthew's story or dark colouring in Zoe's story) or too faded (e.g. background in the "step" areas).
- Participants supported the use of bullets/point-form instead of paragraphs to present the information.

Navigational features

- Most of the focus group participants reported having no difficulty in navigating through various areas of the site. The site was considered easy to get around by most of the participants, however, it was felt by some that it jumped visitors around from topic to topic as conveyed in these comments.

- “It’s confusing to have to keep going back to the story. It’s hard to get through the steps”
- “You click on it, then they tell you to click on something else and before you get back to your story you’ve done so much other stuff, you’ve lost track of your story.”
- Some participants stated it is hard to identify what the site contains (e.g. content/features) and there is no logical or consistent path to follow. This is problematic particularly for those who are searching for specific information and have limited time to browse around the site. Participants suggested that this is frustrating and will dissuade repeat visits.
- Focus groups also emphasized the importance of determining *how* visitors use the site specifically, as visitors will use the site in different ways. A few participants suggested including more directional information on the ‘home page’ to help “point the reader a little bit more”. For example, organize the content of the site to access the information in the ‘steps’ in more than one way (e.g. more hyperlinks).

6.3.3 COMPARISON OF RESULTS OF ONLINE SURVEY AND FOCUS GROUPS

On the whole, findings from the online survey and the focus groups were very positive with respect to the ‘look and feel’ and positive about the navigational features of the site. The online survey respondents were particularly positive about the colours and typeface used whereas the focus groups were more impressed with the graphics and pictures. Again, the focus group participants, critical of the ‘tone’ of the site, stressed the importance of offering a site that has a ‘look’ that is *appealing* yet *serious*. Both the online survey respondents and the focus group participants were also impressed with the ease in which a visitor could move around the site.

The online survey respondents and the focus group participants were less positive, however, about the content of the site, particularly, in terms of the level of detail. The focus group participants wanted more hard-hitting information; practical tips and techniques to help smokers quit and more personalized information. The online survey respondents were more critical about the site’s ability to present something new about smoking.

6.4 FEEDBACK ON ORGANIZATION OF SITE

This sub-section presents the feedback obtained on the organization of the site based on the four teenage stories. The key highlights are summarized below.

- Overall both the online survey respondents and the focus group participants supported the 'idea' of using the teenage stories as a way of organizing the site.
- Two-thirds of the online survey respondents felt the teenagers' experiences were real, enticing and the language was appropriate. However, the focus groups were less positive as many felt the stories should be more realistic and hard hitting.
- For some of the focus group participants, there was not enough of a link between the stories and smoking.
- There were mixed reactions by those in the focus groups to the format of the stories. Some disliked the design style of mixing cartoon and real characters as they felt it was "childish". However it did appeal to some of the younger teens.

6.4.1 ONLINE SURVEY RESULTS

As discussed earlier, the site is organized around 4 teenagers and their experiences with smoking. Respondents were asked what they thought about this as a way of organizing the information and features on the site. Using the same scale referred to in the previous section, respondents were asked to rate how strongly they "agreed" or "disagreed" with statements assessing the organization of the site.

Overall, the survey respondents strongly supported (mean of 4.25) the idea of using the stories of four teenagers to provide information on smoking and smoking cessation (see Table 6.3). In addition to this, approximately two-thirds agreed that the teenagers' experiences were real, enticing and the language was appropriate.

Figure 6.3 - Site Organization Ratings

Statement	Number of respondents	Mean Score	% Who Agree
I like the idea of using the stories of 4 teenagers to give the information.	230	4.25	80%
Their experiences were realistic.	219	3.82	68%
I was interested enough to read the whole story.	224	3.75	62%
The language they use is the kind of language that people my age would use.	217	3.73	64%

Mean scores are reported on a scale of 1 to 5 where 1 is 'strongly disagree' and 5 is 'strongly agree'

When examined by key variables, the following themes emerged:

- By language: French speaking respondents tended to be more positive in their feedback. For example, when considering whether the teenagers' experiences were realistic, 81% either "strongly agreed" or "agreed" compared to 63% of English respondents.

- By region: Quebec respondents tended to be more positive. For example, 81% of respondents in Quebec either “strongly agreed” or “agreed” that the experiences of the teenagers were realistic compared to only 57% in Ontario.
- By gender: More female respondents (71%) agreed that the teenagers’ stories were realistic compared to males (60%). However, more males (70%) agreed that the language was appropriate for their age group than females (61%).
- By place of residence: Those respondents in a suburb tended to be more negative in their feedback. For example, only 44% of them supported that language used was appropriate compared to 68% in the country.
- By smoking behaviour: Those 13-15 who smoke (89%) tended to be marginally more positive about using teenage stories to organize the site than 16-19 year olds (79%).
- By smoking behaviour: Those planning on quitting tended to be more positive in their feedback. For example, when asked whether they liked the idea of using the stories, 85% “strongly agreed” or “agreed” compared to 71% of those who have no definite plans to quit.

6.4.2 FOCUS GROUP RESULTS

Overall, the focus groups supported the use of the teen stories about teenagers who are trying to quit or have quit as a way to organize the site. Most participants, however, said that they would not have gone to the end of the stories had they not been prompted because of the lack of interest in the stories and the amount of time it took to download. Older teenagers tended to be more critical than the younger participants.

Also, many of the participants felt the stories should be more realistic and hard hitting as conveyed in these comments.

- “They weren’t real enough...the kids quit too easily”
- “Nobody dumps their girlfriend because she smokes...”
- “Plenty of rockers smoke and still sing”.

Many also suggested that the characters and language were not representative of average teens but they were more targeted at 10-12 year olds.

Some participants also suggested presenting a situation/story around why people are pushed into smoking and what leads them to smoking (e.g. peer pressure, conflict at home, poor school performance, etc.).

With the exception of Zoe’s story, group participants observed that the link between the teenage characters’ problem and smoking is not always obvious and is often too removed. For some participants, there was not a direct enough link between the character’s problem and the fact that they smoke. Also, for many of the participants, the stories were not considered cohesive enough as one respondent stated “it (story) goes along but it seems to be missing pieces”.

Finally, there were mixed reactions by the group participants to the format of the stories. Many disliked the design style of mixing cartoon and real characters as they felt it contributed to the 'young/childish' feel of the site as was reflected in this comment "the kid looks cut out and pasted there". However, this format did appeal to some of the younger teenagers (primarily in Toronto). Also some mentioned that the comment bubbles (e.g. Matthew's story) were not properly timed for the story and were distracting and frustrating to the reader.

6.4.3 COMPARISON OF RESULTS FROM ONLINE SURVEY AND FOCUS GROUPS

Both the online survey respondents and the focus group participants like the 'idea' of the teenage stories to organize the information on the site. The online survey respondents rated the experiences of the teenagers higher in terms of the language used and the stories being realistic enough. Whereas the focus groups felt the stories were not 'realistic' and hard-hitting enough.

6.5 FEEDBACK ON THE INTERACTIVE FEATURES

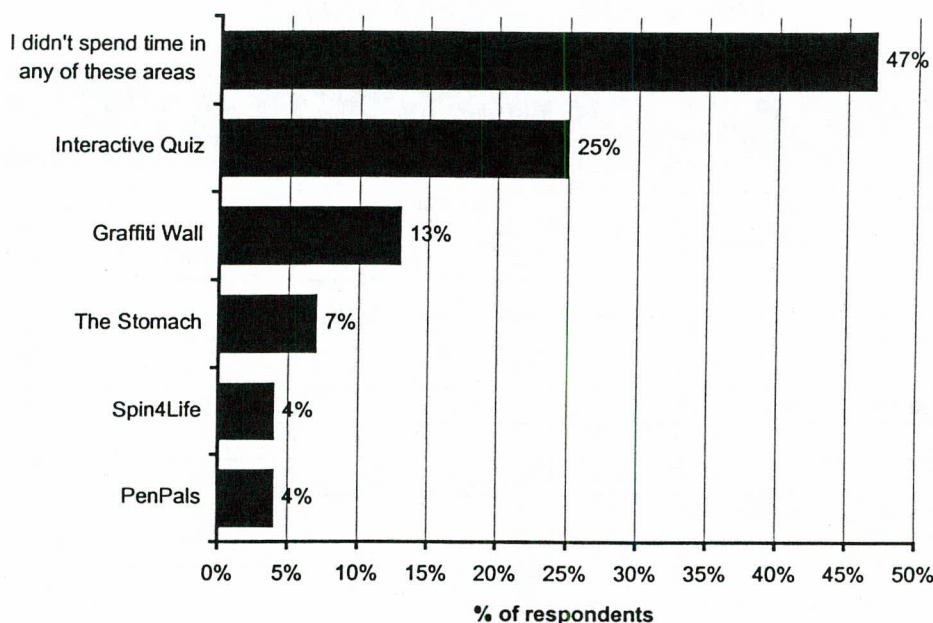
The final sub-section addresses the feedback elicited around the interactive features. The following bullets present key highlights of the findings.

- Close to half (47%) of the online survey respondents said they did not spend time in any of the interactive areas. One-quarter of the online survey respondents spent the *most* time in the Interactive Quiz followed by the Graffiti Wall (13%). The Stomach, Spin4Life and Pen Pals were less used by visitors. Of those respondents who visited The Graffiti Wall and the Interactive Quiz, positive feedback was provided in terms of finding the areas easy to get to, interesting, easy and fun to use.
- The focus group participants generally supported the idea of including interactive features on the site, particularly, for the younger users. However, many of these participants criticized the length of time it took to download these areas.
- The majority of the focus group participants liked the Interactive Quiz and found it interesting and worth keeping on the site. However, only one focus group clearly supported the Graffiti Wall. Most of the other participants felt it served no real purpose and was 'childish'.
- The focus group participants were also positive about the 'concept' of the remaining interactive areas (i.e. Pen Pals, Spin4Life and The Stomach). However, many of the respondents said that they are unlikely to actually use these features. The sample size was too small to report anything conclusively for the online survey respondents with respect to Pen Pals and Spin4Life.
- Personalizing the information with respect to the Spin4Life area was also stressed by the focus group participants.

6.5.1 ONLINE SURVEY RESULTS

The site contains a number of interactive features including; an Interactive Quiz, Graffiti Wall, Pen Pals, Spin4life and The Stomach. It is notable that close to half (47%) of the respondents said they did not spend time in any of these areas. One-quarter (25%) of the respondents indicated they spent the most time in the Interactive Quiz followed by the Graffiti Wall (13%). The Stomach, Spin4Life and Pen Pals were less popular among visitors.

Figure 6.6 – Interactive areas where respondents spend the most time in (n=232)



Analysis by key variables revealed the following:

- By region: Visitors from Ontario are more likely to access the Interactive Quiz than other regions. Over a third of Ontario (38%) respondents spent most of their time in the Interactive Quiz compared to 27% of those from Quebec, 21% from the U.S and 13% from the West.
- By place of residence: Those from the country are the most likely to access the Graffiti Wall. One-quarter of those in the country spent most of their time in the Graffiti Wall compared to 10% of those in the city.

Online survey respondents who visited an interactive area were asked to comment on the one where they spent the most time. Using the same scale referred to in previous sections, respondents were asked to rate how strongly they “agreed” or “disagreed” with statements assessing their experience with this interactive area.

The following table summarizes the results of the respondents’ ratings related to their experience with the interactive area identified as the area they spent the most time in by presenting the mean responses. As indicated in Table 6.4, all of the interactive areas received positive feedback overall. As a whole, the Graffiti Wall and Interactive Quiz received the strongest feedback as reflected in its mean scores of well over 4.0. Pen Pals and The Stomach were the interactive areas that received the least positive feedback particularly in the areas of whether they found the interactive area fun and interesting. In general, the feedback was quite positive related to the content of these interactive areas (i.e. whether visitors learned something or got something out of visiting these areas) as

well as the ability to download quickly and get to the interactive area easily. The reader is reminded that very few visitors went to Pen Pals, Spin4Life and The Stomach.

Table 6.4 – Interactive area ratings

Statement	Interactive Quiz (n=57)	Graffiti Wall (n=29)	PenPals (n=10)	Spin4Life (n=9)	The Stomach (n=17)
I found it easy to get into that area of the site					
Mean score	4.12	4.52	3.8	4.11	4.0
% agree	75%	90%	70%	78%	71%
This area is fun to use					
Mean score	3.96	4.34	3.80	4.11	3.58
% agree	72%	90%	60%	89%	59%
I found this area interesting					
Mean score	4.26	4.45	3.7	4.22	3.76
% agree	75%	97%	60%	89%	65%
It is easy to use this area of the site					
Mean score	4.11	4.52	4.10	4.44	3.82
% agree	75%	93%	70%	78%	59%
It is creative					
Mean score	4.18	4.28	4.2	4.22	4.06
% agree	77%	79%	90%	78%	77%
I learned something or got something out of visiting this area of the site					
Mean score	3.95	4.34	3.90	4.11	4.0
% agree	67%	90%	60%	67%	65%
I would go to this area of the site again					
Mean score	4.0	4.28	4.0	4.0	3.65
% agree	65%	83%	50%	78%	59%

When examined by key analysis variables, the sample size was generally too small to do any significant analysis. However, for those respondents who indicated they spent the most time in the Interactive Quiz or Graffiti Wall, limited analysis could be done and caution must be exercised when interpreting these results as the sample size was quite small in some cases ($n < 30$).

- By age: More 16-19 year olds who indicated they spent the most time in the Graffiti Wall (mean of 4.35) said they learned something or got something out of the site and would visit this area of the site again (mean of 4.29) than those who spent the most time in the interactive quiz (mean of 3.81 and 3.61).
- By language: English respondents who indicated they spent the most time in the interactive quiz (mean of 3.76) were less inclined to say they learned something new and that they would visit this area again (3.88) than French who tended to spend more time in the Graffiti Wall (4.42 and 4.32).

6.5.2 FOCUS GROUP RESULTS

The focus group discussions revealed that most participants supported the idea of including interactive activities to the site, particularly for younger visitors to the site. However, the importance of being able to download the activities quickly was stressed and in general, participants felt this was not the case. Many criticized the length of time it took to download these areas. Some visitors were hesitant to download Shockwave which is required to access many of the interactive areas because they were unsure of the complexity of downloading, feared viruses and, in some cases, parents forbade them from downloading from the Internet.

The following comments were offered for each interactive area from the group participants.

Interactive Quiz

The majority of group participants found the quiz interesting and worth maintaining on the *Quit4Life* site. Most participants also appreciated the use of colour and choice of font. A few participants commented that the terminology should be better defined (e.g. cyanide) so there is no room for confusion or misinterpretation. Others would like to see additional questions (or steps) that help them determine if they are addicted to smoking or not i.e. to personalize the information. Also, changing the questions periodically (or as new information is available) was suggested as a way of encouraging repeat visits to this area and making it more interesting for these repeat visitors.

Graffiti Wall

This interactive feature only received widespread support in one focus group (i.e. younger teens in Toronto). Most of the other participants felt it served no purpose and was 'childish'. Many believed that the Wall would encourage irrelevant or unrelated comments as well as make it difficult to maintain any kind of a focus. As an alternative, some participants suggested that users be able to post questions on the wall where experts could provide responses.

Pen Pals

Participants generally liked the idea of being able to communicate with others who are attempting to quit as an additional element of support and for information exchange. However, when probed few participants indicated they are likely to actually use it. Most of the participants disliked the cartoon character icons used to describe themselves and match them with a pen pal.

Participants also cautioned that many young teens would have to participate in order for everyone to find a pen pal and if their search did not identify anyone with the desired interests they would not return to this area. As an alternative, it was suggested that it

might be more useful to have an area like this that allows “real” teens to tell “real” stories.

Spin4Life

During the focus groups, the moderator had difficulties accessing this interactive area. However, the idea was presented and group participants supported the “concept” of being able to access information on the cost of smoking. Also, the notion of personalizing the information was raised again. For example, having some kind of mechanism that allows visitors to calculate how much they spend on cigarettes depending on their smoking behaviour. Participants indicated they are not particularly interested nor would they be motivated in knowing what they could buy with the savings. The moderators did not gain any insight from participants on the coping strategies as this area of the site was harder to explain.

The Stomach

In general, group participants liked the concept of the ‘chat room’ and indicated it would be interesting. However, most participants said they would not go to a smoking cessation site to ‘chat’ with peers. Most participants indicated they would not want to limit their conversation to smoking related topics and therefore, did not see how this area would serve Health Canada’s objectives.

In the Montreal focus groups, there was a strong negative reaction to the choice of a ‘chat’ environment (i.e. some were disgusted by the idea of conducting a conversation in a stomach). A few participants felt the icons were childish and seemingly unrelated to the chat room (i.e. pig, phone).

6.5.3 COMPARISON OF RESULTS FROM ONLINE SURVEY AND FOCUS GROUPS

Findings from both the online survey respondents and the focus groups were positive with respect to the Interactive Quiz. However, while those online survey respondents who visited the Graffiti Wall were generally positive about this feature, only one focus group clearly supported it. Most of the other group participants felt the Graffiti Wall served no real purpose and was ‘childish’. The focus group participants liked the idea of the Pen Pals area but few indicated they would use it. Many of the focus group participants also liked the idea of the Spin4Life area but felt the information should be personalized. The sample size was too small to report anything conclusively for the online survey respondents with respect to Pen Pals and Spin4Life. For those online survey respondents that visited The Stomach, they were positive in terms of the creativity of the area, the ease in which to get around and the ability to learn something or get something out of visiting the area. This differed from the focus group participants which liked the ‘concept’ of the chat room (i.e. The Stomach) particularly if the site used experts to answer questions, however, they also indicated they were not likely to use it.

7.0 IMPACT OF SITE ON SMOKING BEHAVIOUR

This section deals with the impact, if any, the site is *likely to have or has had* on people who visit/visited it. The following bullets present key highlights of the findings.

- Online respondents who were first-time visitors were positive about the impact the site is *likely to have* on visitors. Findings related to the site's ability to help them or a friend quit smoking or make them think more about quitting were rated slightly higher than the site's ability to help people stay "smoke-free".
- Online respondents who had visited the site more than once were generally less positive about the impact the site *has had* on people, particularly in terms of the site having an impact on actually helping people quit smoking or helping them from going back to smoking. Only one-third said they cut down on their smoking because of the site.

7.1 FEEDBACK FROM FIRST TIME VISITORS TO THE SITE ON THE IMPACT

7.1.1 ONLINE SURVEY RESULTS

The following table represents the responses of those who indicated that this was their first visit to the *Quit4Life* site. Again, respondents were asked to rate the extent to which they agreed or disagreed with a number of statements relating to *the impact the site is likely to have on people who visit it*. They used a similar scale of 1 to 5 where 1 represented strongly disagree and 5 meant strongly agree. Figure 7.1 summarizes the results of the respondents' ratings related to the potential impact of the site by presenting the mean responses.

Contrary to the very positive feedback concerning key features of the site, respondents were less positive about the impact that the site is likely to have on people who visit it. Slightly more than half of the respondents agreed with all of the statements and slightly more positive feedback (close to two-thirds) was obtained when respondents were to consider whether they will think about quitting smoking as a result of visiting the site. The ability of the site to help people stay "smoke-free" was least positive as indicated in Table 7.1

Table 7.1 – Impact site will have - ratings

Statement	Number of respondents	Mean Score	% Who Agree
I will use the site or information from the site to help a friend or family member quit smoking.	144	3.65	59%
I will think more about quitting smoking because of visiting the site.	112	3.64	63%
I think I will cut down on my smoking because of visiting the site.	106	3.55	58%
Visiting the site will help me to quit smoking.	106	3.46	58%
I've learned a lot more about smoking because of visiting the site.	190	3.34	52%
Visiting the site has helped me from going back to smoking.	72	3.21	51%

Mean scores are reported on a scale of 1 to 5 where 1 is 'strongly disagree' and 5 is 'strongly agree'.

When examined by key variables, the following themes emerge:

- By age: The 13-15 year olds tended to be more positive than those in the 16-19 age bracket. For example, 59% of 13-15 year olds either “strongly agreed” or “agreed” that they have learned a lot more about smoking since visiting the site compared to 47% of 16-19 year olds.
- By gender: Male respondents tended to be more positive than females in their feedback. For example, 70% of males either “strongly agreed” or “agreed” that they will think more about quitting because of visiting the site compared to 59% of female respondents.
- By region: Those in the West tended to be more negative in their feedback. For example, only 46% of those from the West “strongly agreed” or “agreed” that they will use the site or information from the site to help a friend quit smoking compared to 70% in Ontario.

7.1.2 FOCUS GROUP RESULTS

This topic was not addressed in the focus group discussions.

7.2 FEEDBACK FROM THOSE WHO HAVE VISITED THE SITE MORE OFTEN

7.2.1 ONLINE SURVEY RESULTS

Similarly, respondents who indicated earlier that they had visited the site more than once, were asked what *impact the site has had on people who have visited it*. Using the same scale, respondents were asked to rate the extent to which they agreed or disagreed with a number of statements relating to the impact the site has had on people who have visited it. Figure 7.2 summarizes the results of the respondents' ratings related to the impact of the site by presenting the mean responses.

As seen in Table 7.2, the feedback is less positive than in Table 7.1. Although more than half of the respondents indicated that they learned a lot more about smoking, have thought about quitting and/or are planning to quit or cut down because of visiting the site, the site has had little impact on actually helping people quit smoking or helping them from going back to smoking. Only one-third of the respondents stated that they have cut down on their smoking because of the site.

Table 7.2 – Impact site has had – ratings

Statement	Number of respondents	Mean Score	% Who Agree
I've learned a lot more about smoking because of visiting the site.	35	3.57	57%
I plan to quit or cut down on my smoking because of visiting the site.	22	3.36	55%
I thought more about quitting smoking because of visiting the site.	22	3.18	50%
I've cut down on my smoking because of visiting the site.	21	2.86	33%
I used the site or information from the site to help a friend or family member quit smoking.	27	2.74	41%
Visiting the site has helped me to quit smoking.	18	2.44	28%
Visiting the site has helped me from going back to smoking.	20	2.25	20%

Mean scores are reported on a scale of 1 to 5 where 1 is 'strongly disagree' and 5 is 'strongly agree'.

When examined by key analysis variable, the numbers were too small to report on with any confidence.

7.2.2 FOCUS GROUP RESULTS

This topic was not addressed in the focus group discussions.

8.0 CONCLUSIONS AND RECOMMENDATIONS

This final chapter summarizes the key conclusions of the research and presents our recommendations. Readers should note that in recommending changes, we have tried to make suggestions that address users' concerns and have not considered the technical or financial feasibility of implementing such changes.

8.1 KEY CONCLUSIONS

1. **The research supports the use of a web site to reach teens who smoke.**
Participants reported a range of Internet use and behaviour. Among teenagers, the main reasons cited for using the Internet were research for school, connecting with others (e.g. e-mail, chat groups) and entertainment (e.g. music and sports sites). There is both quantitative and anecdotal information to suggest Internet is becoming increasingly more important as a source of information. The Internet is convenient, inexpensive and contains a wide range of information and is relatively easy and fun to use. Participants from the focus groups supported the use of a web site such as *Quit4Life* as an effective way to reach young people who smoke. However, the caveat for Health Canada is to ensure the content of the site is informative, comprehensive, motivational and relevant to the difficulties faced by teenagers trying to smoke.
2. **The majority of visitors to the *Quit4Life* site are first time users of the site.**
Inexperienced visitors are more likely to experience difficulties using the site. It is critical that the site be organized in such a way as to ensure ease of use and expediency. Navigational mechanisms such as hyperlinks, drop down menus and/or menu bars can assist newcomers in their efforts to seek the information they are looking for in a timely and effortless way.
3. **The research indicates that the recent Health Canada T.V. advertisement campaign was successful in directing or referring people to the *Quit4Life* site.**
This is particularly true of young (13-15) smokers where more than half learned about the site through T.V. advertisements. In an effort to increase publicity related to the site, Health Canada should consider continuing using television advertisements in order to reach a higher portion of the young smokers. Other forms of advertising should be considered (e.g. teen magazines, bus shelters) as well as lower cost alternatives such as encouraging schools to direct and refer students to the site.
4. **Smoking behaviour among teenagers varies depending on the age group.** For instance, the research shows that younger teens (13-15 year olds) smoke less frequently than older teens (16-19). This could be explained by a number of things, including the experimental (sporadic) nature of smoking as a young teen, limited access to cigarettes due to the high costs of cigarettes or a greater fear of parental reprisals. While younger teens are smoking less and may be less

dependent on cigarettes, the research shows that they are less interested in quitting smoking than the older teens. This may suggest that targeting a smoking cessation program to younger teens may have less impact on changing behaviour than targeting older teens who appear to be more motivated to quit. A smoking prevention program or prevention content may be more effective in influencing younger teens. Health Canada must consider their target audience, where 'they are at', and focus on the population where the site will have the largest impact. Based on their willingness and interest in quitting and their interest in visiting the site, older teens may appear to be a more attractive target audience for a cessation program. Future enhancements or modifications to the site should be implemented with the target audience in mind.

5. **Reasons for visiting the site varies with age.** Most older teens 'who smoke' visited the Quit4Life site to look for information to help them quit smoking (50%) rather than to do general research for a school project (35%). Looking for general information for research purposes, however, remains an important information need especially for younger teens (one-third of both age groups who smoke cited doing research as their main reason for going onto the site). This suggests Health Canada must consider the purpose of teenagers' visits when modifying the site. Consideration should be given to providing more direct, personal and tangible information that will give those conducting research the information they need. However, this also represents a perfect opportunity to expose them to areas of the site that may be useful down the road (i.e. that it has the tools and support that can help them quit).
6. **In line with the above findings, the research indicates that older teens are visiting different areas of the site than younger teens.** The areas visited also reinforces the above statement that older teenagers who smoke may be more serious in their efforts to quit smoking than younger teenagers. The research indicates that older teens are more interested in the concrete information provided in the "steps" than younger teens (25% of young teens were just curious and looking through the site). Also, the research showed that older teens tended to look more for specific ideas/tips to help quit smoking. Younger teens were more interested in the teenage stories (i.e. Tony and Matthew's stories). However, they were less likely to go further into the site and access the "steps" from the stories. The appeal to the younger teens revolves more around the graphics, stimulation and interactiveness of the site than the content which seems more appealing to older teens. When making changes to the site, Health Canada must again consider the two audiences (13-15 year olds and 16-19 year olds) to ensure the *Quit4Life* site offers language and images that are appropriate to the targeted age group.
7. **Respondents supported the use of the teenage stories as a way of organizing the information on the site.** However, the research suggests that the stories, as they stand, are not that effective. Based on number of visits, Nathalie's story appears to be the most popular of the four teenage stories. It is difficult to say with any confidence why this is the case as the focus groups were not any more

positive about Nathalie's story than the others. While the focus groups were more positive about Zoe, in general, none of the teenage stories stood out as exceptional or particularly well received. The biggest criticism of the teenage stories was that they were not realistic or hard hitting enough nor was there a strong enough link between the stories and smoking cessation. The organization of information can act an impediment to participants' use of the information. However, most participants reported finding the information they were looking for.

8. **The interactive features were not as popular as the teenage stories or "steps".** The least used were those areas that function like a chat line (e.g. Pen Pals and The Stomach). The most frequently visited were the Interactive Quiz and Graffiti Wall. However, the Graffiti Wall was less popular among focus group participants than the on-line survey respondents. While there was support for interactive features in general (even a suggestion to increase the number of interactive features), content and the ability to download these areas quickly is considered very important and will be the determining factor in whether a teenager visits that area or not.
9. **In general, older teens were more critical than younger teens.** While overall, the online survey results were quite positive particularly when they compared the *Quit4Life* site to other sites, older teens were less impressed with the site than younger teens. This is based on whether they would recommend the site to a friend and what they liked most and least about the site. The findings from the qualitative research were more negative. The fundamental concerns were related to the age appropriateness of the site (i.e. too young for older teens) and the tone of the site (i.e. not serious and 'hard hitting' enough).

8.2 RECOMMENDATIONS

Based on both the quantitative and qualitative research, our main recommendations for site modifications include:

Target Audience

Selecting a target audience for the *Quit4Life* site will be a fundamental challenge for Health Canada. The research indicates that one web site will not be suitable for both age groups as smoking intentions and information needs vary with age. Health Canada should consider the following options with respect to target audience when pursuing modifications to the site.

1. develop two different sites (one aimed at 13-15 year olds and the other aimed at 16-19 year olds); or
2. target one age group, in particular, those 16-19 year olds while continuing to attract some of the younger teenagers.

Based on the research of the smoking cessation site, we recommend appealing to the older teenagers as they represent a larger portion of smoking teens and are generally more interested and willing to quit. By appealing to older teenagers, the risk of losing younger teenagers to the site is considerably less than by appealing primarily to younger teens. A site that targets younger teens is more likely to lose the interest of older teens as the site will be perceived as not serious or pointed enough.

Organization of Site

With respect to the organization of the site, we recommend you consider the following.

- Continue to use the concept of the stories to introduce visitors to key information on the site and lead them to the various areas of the site.

As 40% of the target audience are coming onto the site to look for information, the home page is important in providing clues to what the site contains and how it is structured. We recommend that the following be considered.

- Provide more hyperlinks directly from the home page to more popular areas of the site for expedient access. For example, the links could be the five “steps” providing users the opportunity to go directly to the information rather than navigating through the stories. At the same time, testimonials could be integrated into the “steps” providing these same visitors the benefit of the insight from “real” life experiences.
- Create a site map or provide some basic information on how the site is organized and hints on where visitors can find commonly sought information.

Look/Feel

- Generally speaking, the ‘look and feel’ of the site should appeal to an older audience.
- Overall ‘tone’ of site should be more serious and not trivialize how difficult it is for youth to quit smoking.
- Consider including stronger ‘shock’ effect through more ‘hard-hitting’ imagery and facts. For example, images mentioned by the teenagers included.
 - vivid images (e.g. picture of a smoker’s lung)
 - advertisement with a youth being told he has cancer
 - girl looking in the mirror and her face deteriorates
 - person with a handful of cigarettes squeezing out enough tar to fill a glass
 - family/friends who died of a related illness (e.g. cancer or heart disease).
- Continue to be creative with the use of colour and font size. The use of colour and font size in the site was generally well-received.

Site Content

General

- Provide content that appeals to older teenagers.
- Include testimonials from smokers on why and how they quit (i.e. true stories). Possibly include videos of some real people talking about their experiences.
- Increase the use of realistic, credible facts and information describing:
 - the affects of smoking on our body (e.g. skin, eyes, etc.);
 - diseases linked to smoking;
 - smoking related morbidity statistics; and
 - content of cigarettes and what the impact is.
- Include more practical/innovative tips to help stay smoke free (e.g. dietary techniques, exercise) and make quitting more bearable.
- Provide information on all the medical options available to smokers and lists of the pros and cons of each (e.g. the “patch”).

Stories

- Stories must be more realistic (e.g. quitting smoking is not that easy) using language and situations that teens can relate more to.
- Develop a stronger link between the characters’ problems and struggles in the teenage stories and smoking.
- Develop a clearer link between the stories and the information Health Canada wishes to present.

Additional content/features

- Consider adding the following content elements:
 - a feature that lets ‘real’ teens tell their story – talking about why they started and why and how they quit.
 - deal with other issues that effect smoking e.g. stress, peer pressure, problems in the family, etc.

Interactive Areas

- Consider adding more interactive activities onto the site that increase users' knowledge. Respondents had the following suggestions.
 - more quizzes;
 - offer health and cost calculators;
 - provide a section/feature that enables teens to ask a question/seek advice from an expert; and
 - include a section that addresses frequently asked questions.
- Undertake every effort to personalize the information. For example, let the user plug in their own personal information when using the calculators.
- In general, ensure the interactive areas are 'age-appropriate'

Other features

- Ensure frequent site updates to encourage repeat visits.
- Add links to other related sites with a particular focus on those teens conducting research.

*These are
unclassified*

per

Health Canada

***Research Related to the Quit4Life Web
Site***

Final Report

July 9, 1999

**Presented by: Phase 5 Consulting Group Inc.
Presented to: Health Canada**

6.0 OVERALL ASSESSMENT OF THE SITE

The previous sections looked at descriptive and behavioural facts. This section presents the research findings as they relate to users' opinions and impressions of the site's content, 'look and feel', and functionality. Specifically, this chapter presents findings related to top-of-mind reactions to the site, overall evaluations of various elements of the site, discussions of the site content, 'look and feel', navigation, organization and interactive features.

6.1 OVERALL IMPRESSIONS/REACTIONS

Survey findings that relate to the overall assessment of the *Quit4Life* site are reported in two sub-sections. The first sub-section presents the overall reactions of the online survey respondents. It examines what online survey respondents liked *most* and *least* about the site as well as how respondents compared the *Quit4Life* site with other sites and looks at any technical problems they may have experienced. The second examines top-of-mind impressions of the site from focus group participants.

The following bullets present key highlights related to "overall" impressions and reactions.

- Overall reactions to the site by the online survey respondents were positive. A large portion (70%) said that they would visit the site again. In contrast, the overall reaction by the focus groups tended to be more negative.
- The majority (82%) of online survey respondents said they would recommend the site to a friend that smokes because of the content and quality of the information.
- Almost two-thirds (63%) of the online survey respondents said they found the site either "a lot better than most" or "better than most".
- While online survey respondents (45%) generally liked the stories, almost one-quarter of them said the language used and the stories themselves were not realistic.
- While the focus groups supported the concept of the stories as a way of communicating information to teens as well as the "steps" and the "look" of the site, they were far more critical about the 'tone' of the site which was not regarded as being serious enough. They also did not think the stories were realistic enough.

6.1.1 ONLINE SURVEY RESULTS

Overall reactions to the *Quit4Life* site of the online survey respondents were positive. As an indication of overall perceptions, respondents were asked whether they would recommend this site to a friend who smokes. The majority (82%) of visitors said they would recommend the site to a friend that smokes. Respondents were then asked to explain why they would recommend the site to a friend who smokes. Respondents were also asked when assessing key features, whether they would visit the site again. A large portion (70%) said they would visit the site again. Figure 6.1 summarizes the results of

(55%) of the 16-19 year olds were looking for ideas/tips to help them or someone else quit smoking compared to 32% of the younger teens.

- By language: French respondents were the most likely to say they were just browsing through the site (23%) or looking for general information (25%) compared to 11% and 15% of the English (respectively).
- By region: Those from Ontario were the most likely to look for ideas/tips to help them or someone else quit (59%), obtain ideas/tips to help them from starting again (27%), as well as, obtain information on how to get the 'kit' (31%). Those from Quebec were the most likely to browse (25%).
- By place of residence: Those from the city were the most likely (23%) to look for information on how to get the Quit4Life kit.
- By smoking behaviour: Smokers were more likely to look for ideas/tips to help them quit smoking (55%) and seek information on the effects/health risks of smoking (50%).
- By smoking behaviour: Older teens who smoke (59%) are more likely to look for ideas/tips to help them from smoking than 13-15 year olds (48%). On the other hand, younger teens (34%) are more likely to seek information on type of addictions than those 16-19 year olds (15%).
- By smoking behaviour: Those planning on quitting were more likely to look for information on problems faced by people trying to quit (37%) and ideas/tips to help them or someone else quit smoking (81%) compared to those with no definite plans.

5.5.2 FOCUS GROUP RESULTS

This topic was not addressed in the focus group discussions.

- By gender: Male respondents (23%) and females (28%) were equally likely to spend most of their time in Nathalie's story.
- By place of residence: Those who live in the country tended to spend most of their time in Nathalie's story (50%) compared to those in a city (20%).

5.4.2 FOCUS GROUP RESULTS

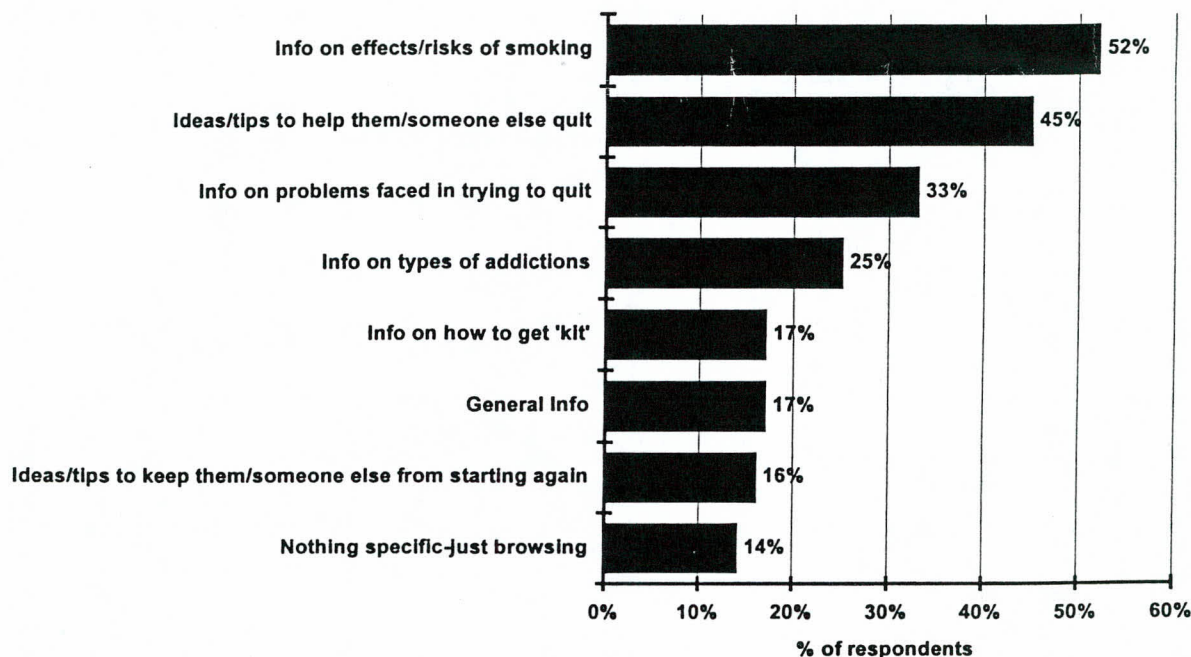
This topic was not addressed in the focus group discussions.

5.5 TYPE OF INFORMATION SOUGHT

5.5.1 ONLINE SURVEY RESULTS

As indicated in Figure 5.5, the most commonly sought type of information is information on the effects or health risks of smoking, particularly by those doing general research for a school project. This is followed closely by ideas/tips to help them or someone else quit smoking. The research indicates that interviewees were more interested in concrete, pointed information and less interested in general information about Health Canada.

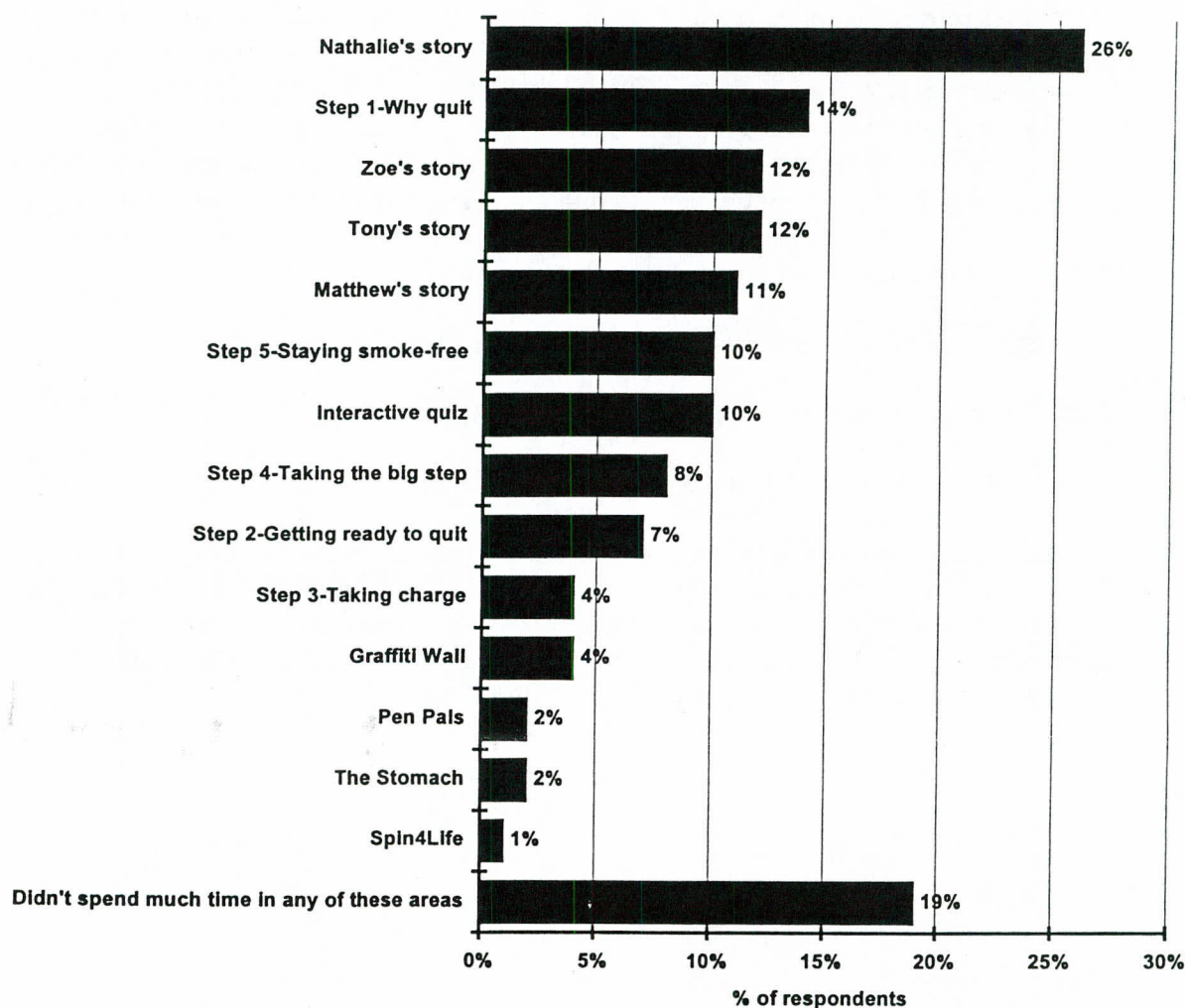
**Figure 5.5 – Type of information sought
(n=232)**



Analysis by key variables revealed the following findings:

- By age: Younger teens were more likely to be browsing through the site (22%) than 16-19 year olds (8%). Those 13-15 were also more likely to be looking for information on types of addictions (34%) than 16-19 year olds (19%). More than half

**Figure 5.4 – Areas where most time was spent
(n=231)**



Analysis by key variables revealed the following:

- By age: A higher and similar percentage of both age groups said they spent most of their time in Nathalie's story. However, the 13-15 year olds were less likely to spend most of their time in Tony's story (8% compared to 14% for those 16-19) whereas the 16-19 year olds were less likely to spend most of their time in Matthew's story (9% versus 14% for those 13-15).
- By region: Those from the U.S. were more likely to spend most of their time in Nathalie's story than other regions (44% compared to 33% for the West, 24% for Quebec, 16% for Ontario). They were also less likely to spend most of their time in the interactive quiz (5% compared to 16% for Ontario, 9% for Quebec);

16-19). In contrast, 13-15 year olds who smoke are more likely to visit the stories (Tony-52% and Matthew-45%) than 16-19 year olds (Tony-41% and Matthew-26%).

- By smoking frequency: Infrequent smokers were the most likely to visit the teenage stories (e.g. 75% compared to 57% of regular smokers visited Nathalie's story). On the other hand, regular smokers reported visiting the five Steps more than infrequent smokers (e.g. 54% compared to 30% visited Step 2 – "Getting ready to quit").
- By smoking intentions: The most likely to visit the five Steps were those planning on quitting (e.g. 64% of those planning on quitting visited Step 1, compared to 27% of those who have no definite plans to quit and 34% of those who never really smoked).

5.3.2 FOCUS GROUP RESULTS

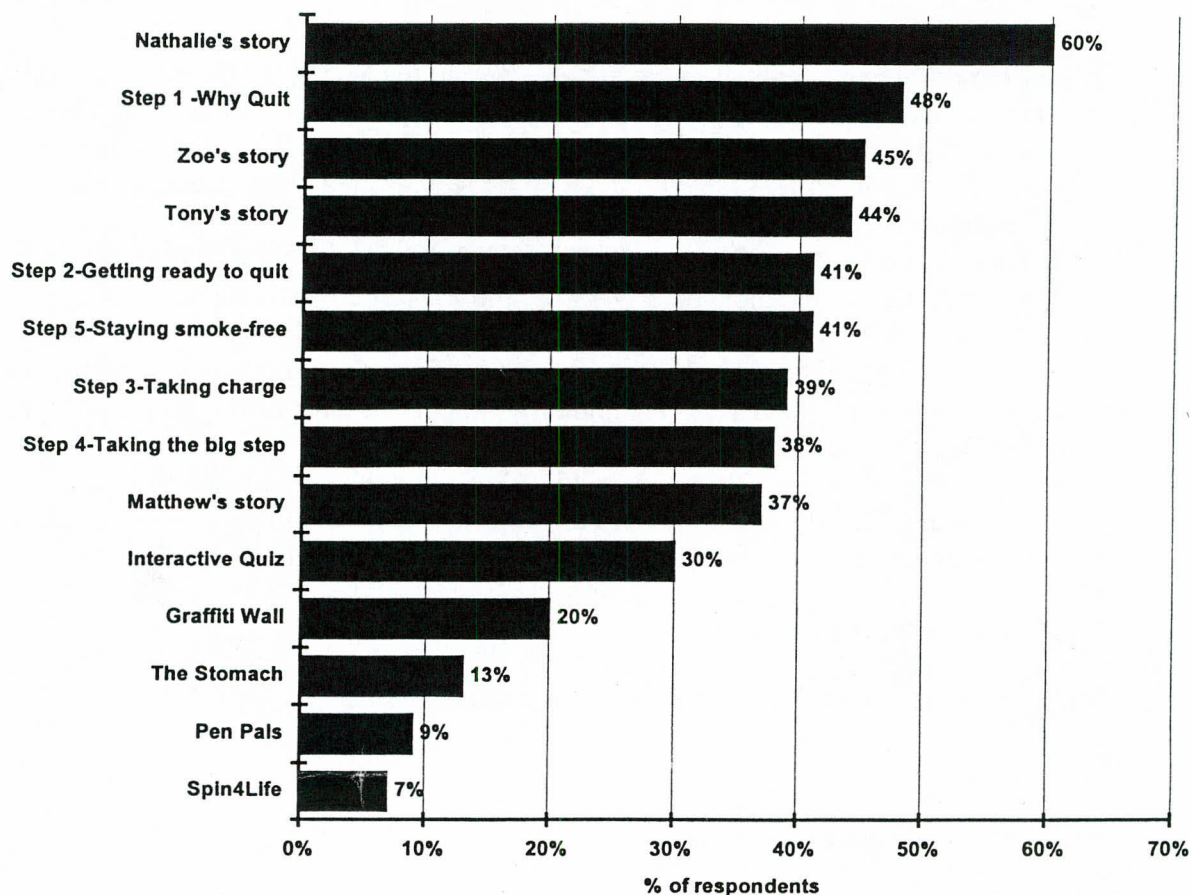
This topic was not addressed in the focus group discussions.

5.4 AREAS WHERE VISITORS SPENT THE MOST TIME

5.4.1 ONLINE SURVEY RESULTS

As indicated in Figure 5.4, visitors spent the most time in Nathalie's story followed by 'Step 1' and the remaining teenage stories. Step 1 – "Why quit" and Step 5 – "Staying smoke-free" were the most popular of the "steps". The interactive features were among some of the areas where visitors spent the least amount of time. It is interesting to note that 19% indicated they did not spend much time in any of the areas.

**Figure 5.3 – Areas visited
(n=232)**



Analysis by key variables revealed the following:

- By age: In general, older teens are more likely to visit the “Steps” than younger teens (48% compared to 30% visited Step 5). Younger teens on the other hand, were more likely to visit Matthew’s story (47%) than older teens (30%).
- By region: While respondents from Quebec, Ontario and the U.S. tend to visit all of the teenage stories about the same, respondents from the West were less likely to visit these areas (50%-Quebec, 47%-Ontario, 46%-U.S. and 35%-West visited Tony’s story).
- By gender: Slightly more female respondents than males visited Zoe and Nathalie’s stories (48% and 64% compared to 39% and 53% respectively).
- By place of residence: Those in the country were the most likely to visit the interactive features. For example, 43% visited the Graffiti Wall compared to 16% of those who live in a city.
- By smoking behaviour: Older teens who smoke are more likely to visit the “Steps” than 13-15 year olds (e.g. 29% of 13-15 year olds visited Step 5 compared to 49% of

French were the most likely (42%) to state “just curious and looking through the site” as the main reason.

- By gender: More male respondents (42%) than females (29%) reported looking for information to help them quit smoking as their main reason.
- By region: Respondents from Ontario (47%) and the West (50%) were more likely to visit the site looking for information to help them quit. Interviewees from Quebec (44%) on the other hand, tended to state they were “just curious and looking through the site”. The majority (74%) of U.S. respondents visited the site because they were doing general research.
- By smoking behaviour: Smokers (44%) tended to be looking for information to help them quit, while non-smokers (55%) were more likely to be doing general research. Half of the 16-19 year olds who smoke were looking for information on the effects of smoking compared to 33% of those 13-15 year olds. The younger age group were more likely to be “just curious and looking through the site” (24%) than 16-19 year olds (8%).
- By smoking intentions: The majority (81%) of those who are planning on quitting were looking for information to help them quit. Those who have no definite plans to quit were more likely to be “just curious and looking through the site”.

5.2.2 FOCUS GROUP RESULTS

This topic was not addressed in the focus group discussions.

5.3 AREAS VISITED

5.3.1 ONLINE SURVEY RESULTS

Based on the survey data, Nathalie’s story received the most visits. This area of the site was followed by Step 1 – “Why Quit”, Zoe’s story, Tony’s story, Step 2 – “Getting ready to quit” and Step 5 – Staying Smoke-Free (see Figure 5.3). The interactive features were not as popular as indicated in the figure below, for example, Spin4Life and Pen Pals were accessed by less than one in 10 respondents.

5.1.2 FOCUS GROUP RESULTS

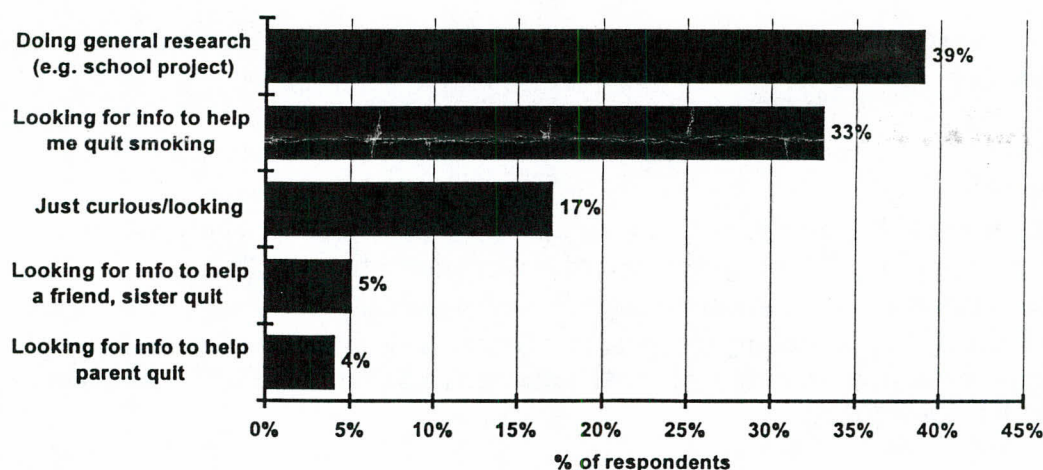
This topic was not addressed in the focus group discussions.

5.2 REASONS FOR VISITING THE SITE

5.2.1 ONLINE SURVEY RESULTS

Figure 5.2 shows that close to 40% of the visitors came to the site because they were conducting some type of research e.g. for a school project followed closely by those who were looking for information to help them quit. While 42% of the 16-19 year olds were looking for information to help them quit smoking only 22% of the 13-15 year olds indicated this reason for visiting the site. The “steps” were accessed more by those who are more serious about quitting and who are looking for concrete information to help them quit.

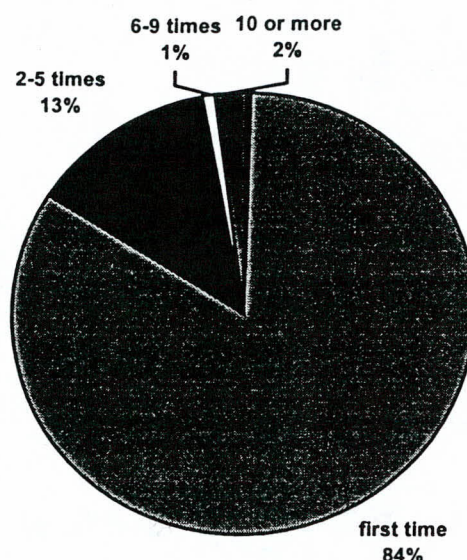
**Figure 5.2 – Reasons for visiting the site
(n=231)**



Analysis by key variables revealed the following:

- By age: Both age groups (13-15 and 16-19) cited doing general research (e.g. for a school project) as their main reason for visiting the site about the same (40%). Those 16-19 were more likely to cite looking for information to help them quit smoking as their main reason (42%) compared to 22% for those 13-15. Teens 13-15 were more likely to state they were “just curious and looking through the site “ (26%) than 16-19 year olds (10%).
- By language: Considerably more English respondents (45% and 37% respectively) than French (22% for both respectively) cited doing a research project and looking for information to help them quit smoking as their main reason for visiting the site. The

**Figure 5.1 – Frequency of visits to the site
(n=232)**



Based on the survey findings, we created the following descriptive segments on the basis of visitor frequency.

First-timers - These people reported visiting the site for the first time in the past year.

First-timers:

- more likely to be either regular smokers (85%) or those that have only tried it a couple of times (88%) compared to those less frequent smokers at 76%
- tend to spend less time in Zoe's story (75%) than other stories
- are less likely to be looking for specific information such as ideas/tips to keep them or someone else from starting again (74%) than looking for general information on Health Canada (90%)

Infrequent users (2-5 times) - These are people who had visited the site on an average of no more than once per month. These visitors:

- are more likely to be French (25%) than English (9%);
- are more likely to come from Quebec (25%) and least likely to come from the U.S (5%) or Ontario (11%);
- are more likely to reside in a city (17%) than a suburb (3%) or town (8%);
- are more likely to visit the Steps than some of the interactive features (e.g. 16% of those visiting Step 5 compared to only 3% of The Stomach);
- tend to spend more time in Zoe's story (25%) than other stories;
- are more likely to be looking for ideas/tips to keep them or someone else from starting again (24%) and less likely to be looking for general information.

5.0 VISITOR BEHAVIOUR AND INFORMATION NEEDS

This section presents information that will help Health Canada understand how teens 13-19 are using the *Quit4Life* site as well as provide insight on the information needs that bring visitors to the site. Key highlights of the findings are presented in the following bullets.

- Most of the online survey respondents (84%) were newcomers to the site (visiting the site for the first time in the past year).
- Close to 40% of the online survey respondents came to the site to conduct some type of research e.g. for a school project followed closely by those who were looking for information to help them quit (33%).
- More older teens (42%) who responded to the online survey were looking for information to help them quit smoking than younger teens (22%).
- Online survey results indicated that the “steps” were accessed more by older teens than younger teens (48% compared to 30% visited Step 5) and those who are planning to quit and are looking for concrete information to help them quit.
- The most popular areas visited by the respondents were the teenage stories, particularly, Nathalie’s story, and the “steps” (i.e. Step 1-“Why Quit”, Step 2-“Getting ready to quit” and Step 5-“Staying smoke-free”).
- The least popular areas visited by respondents were the interactive areas of the site (i.e. Pen Pals and Spin4Life).
- Online survey respondents of both age groups spent the most time in Nathalie’s story followed by ‘Step 1-Why Quit’ and the remaining teenage stories. Again, the interactive areas were the areas where visitors spent the least amount of time.
- The most common information sought by respondents was information on the “effects or health risks of smoking” especially for those doing general research for a school project.
- The online respondents are more interested in concrete, pointed information and less interested in general information about Health Canada.
- More than half (55%) of older teen respondents were looking for ideas/tips to help them quit smoking compared to one-third of the younger teens.

5.1 FREQUENCY OF VISITS

5.1.1 ONLINE SURVEY RESULTS

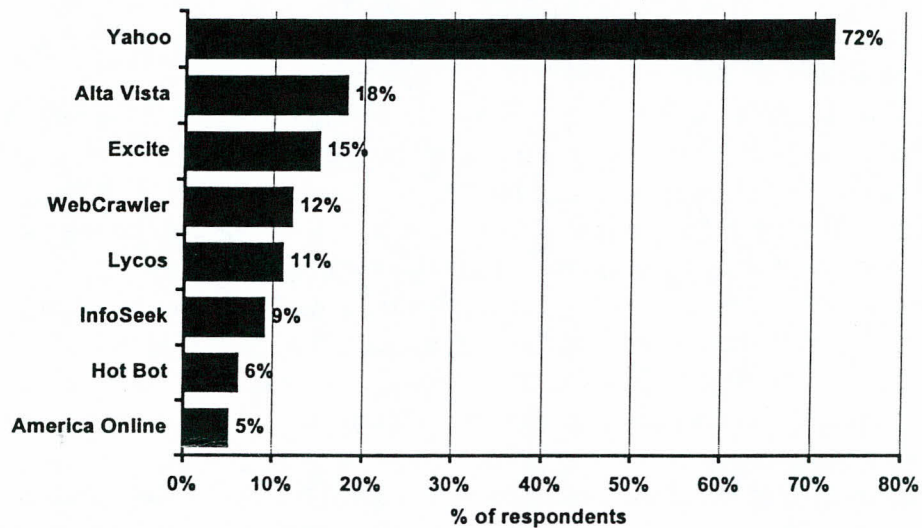
Most survey respondents were newcomers to the *Quit4Life* site. Eighty-four percent of respondents indicated they were visiting the site for the first time in the past year while only 16% indicated that they had used the site before. This suggests that the vast majority of interviewees were not familiar with the site’s structure, design or organization.

4.2 SEARCH ENGINES USED TO DO A SEARCH ON THE INTERNET

4.2.1 ONLINE SURVEY RESULTS

As shown in Figure 4.2, Yahoo is the dominant search engine used by visitors followed by Alta Vista and Excite.

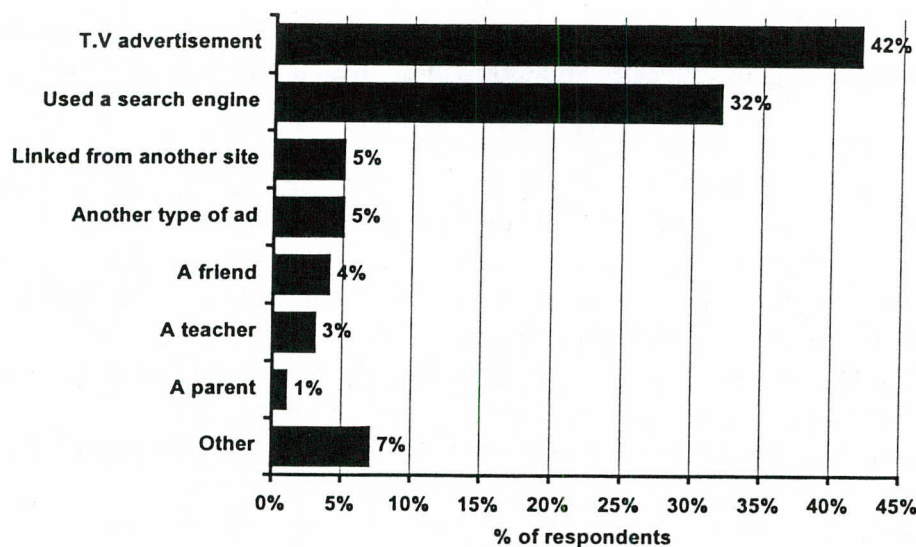
**Figure 4.2 – Search Engines Used
(n=341)**



4.2.2 FOCUS GROUP RESULTS

This topic was not addressed in the focus group discussions.

**Figure 4.1 – How visitors learned about or got to site
(n=232)**



Analysis by key variables revealed the following:

- By language: French respondents were the most likely to learn about the site through T.V advertisements (59%) compared to only 36% of the English. Forty percent of English respondents used a major search engine for information on smoking to find the site.
- By region: The majority of the U.S respondents (77%) accessed the site through a search engine and only 3% said they learned about the site through a T.V advertisement.
- By gender: Female respondents (35%) tended to use a search engine for information on smoking more than males (27%).
- By place of residence: Those in a city (49%), town/village (42%), or suburb (36%) were more likely to learn about the site through T.V advertisements. than those in the country (14%). Half of those living in the country reported using a search engine to access the site.
- By smoking behaviour: Almost half (49%) of those who smoked learned about the site through T.V advertisements compared to 23% of the non-smokers. Of those 13-15 year olds who smoked, 57% learned about the site through T.V. advertisements compared to 45% of 16-19 year olds.
- By smoking intentions: Those planning on quitting (58%) were more likely to learn about the site through T.V. advertisements than those with no definite plans to quit (35%). Those with no definite plans to quit (44%) were the most likely to use a search engine.

4.1.2 FOCUS GROUP RESULTS

This topic was not addressed in the focus group discussions.

4.0 POINT OF ORIGIN AND REFERRING SOURCES

This chapter examines how teens 13-19 learned about the site and some of the sources that referred them to the *Quit4Life* site. The following bullets present key highlights of the findings.

- A large portion of teens who responded to the online survey learned about the site through T.V. advertisements (42%) or got onto the site through a search engine (32%).
- The strong showing for T.V. advertisements may be attributed to a recent Health Canada T.V. advertisement campaign.
- Almost half (49%) of the online survey respondents who smoke learned about the site through T.V. advertisements compared to 23% of non-smokers.
- Those respondents planning on quitting (58%) were more likely to learn about the site through T.V. advertisements than those with no plans to quit (35%).
- Yahoo is the dominant search engine used by teens who responded to the online survey.
- Teachers, parents and friends played a minimal role in directing this group to the site.

4.1 HOW VISITORS LEARNED ABOUT THE SITE

4.1.1 ONLINE SURVEY RESULTS

Figure 4.1 shows that a large portion of teens 13-19 learned about the site through T.V. advertisements or got onto the *Quit4Life* site through a search engine. Teachers, parents and friends played a minimal role in directing this group to the *Quit4Life* site. The strong showing for the T.V. advertisements may be explained by a recent Health Canada T.V. advertisement campaign that ran during the period of the online survey. T.V. advertisements were most effective at reaching smokers who are planning on quitting. Of those that linked into the *Quit4Life* site through another site, most of them could not recall where they linked from.

- play sports;
- chew gum; and
- support from parents.

- By age: More 16-19 year olds (almost half) plan on quitting than 13-15 year olds (almost one-third);
- By language: More English respondents (52%) than French (19%) plan on quitting. A higher percentage of French (21%) have already quit compared to 10% English;
- By gender: More male respondents (54%) than females (38%) plan on quitting while more females (31%) reported never really smoking than males (11%);
- By region: More respondents from the West (72%) and Ontario (51%) are planning on quitting than Quebec (20%); and
- By smoking behaviour: More regular smokers (68%) are planning to quit than infrequent smokers i.e. less than once a month to at least once a week (30%).

3.4.2 FOCUS GROUP RESULTS

The focus groups were used to explore what happens when teens try to quit. First, participants were asked why teens try to quit smoking. The primary reasons cited by participants included:

- health reasons (affect on breathing and skin);
- cost;
- affect on sports performance;
- smell left on clothing and breath;
- friends quitting;
- waste of time;
- cut back in the winter (too cold).

Then participants were asked about the ease in which they could quit. The majority of smokers stated it was very difficult for them to quit. Most of them indicated they had tried to quit smoking at some point in time, but had failed to stay smoke-free. Some of the reasons cited why it is difficult to quit smoking were:

- the continuous exposure to smoking because of friends or parents who smoke;
- to relieve stress related to exams, family, etc;
- “it’s a habit”; and
- there is no alternative available to them that would provide them with the same effect (i.e. they liked smoking).

Group participants were also asked what would help young people who are trying to quit smoking in terms of information and support. Most participants suggested that ‘shocking’ facts or stories as well as real life ‘testimonials’ is the most effective way to motivate teens to quit smoking. For example, one participant described a biology lab where a cigarette was placed in water and students watched the toxic chemicals leak out. Others suggested showing what smoking does to a person dying of cancer. Other tips suggested by the participants to help people quit smoking included:

- curtail socializing where exposed to smoking;
- keep busy;