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A Study of Visitors to Gosmokefree.ca

Report to Health Canada

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ViewStats Research

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Executive Summary

Health Canada's Tobacco Control Programme commissioned ViewStats Research Inc. to undertake a study of visitors to its web site, Gosmokefree.ca. The site provides Canadians with information about tobacco and smoking, and advice on how to quit. ViewStats Research is the exclusive owner of the iDiary system, a unique technology that captures both Internet behaviour data, and qualitative, attitudinal data (including demographics) from one and the same group of selected respondents. The respondents are selected in a scientific manner such that they are representative of the total population of visitors to the Gosmokefree site.

Methodology

The methodology for the study includes four surveys:

- A **screening survey** (n = 774) to invite respondents and check for their eligibility (Respondents are intercepted as they enter the Web site.)
- An **initial follow-up survey** (n = 267) to determine the reaction of users to the contents and design of the site, and is applied directly after respondents have completed their visit to the Gosmokefree site
- A **tracking survey** (n = 121) to objectively measure their Internet behaviour at the Web site, and any other Web sites they may visit during the eight-week measurement period
- A **final follow-up survey** (n = 86) at the conclusion of tracking to assess the Gosmokefree site and its impact on smoking attitudes and behaviour

Demographic Composition of Visitors

- 45% of all visitors are **smokers**, with 37% saying they smoke everyday
- 66% of all visitors are **females**. A majority of both smokers and nonsmokers are females.
- 50% are **35 years of age or older**. Only 22% are below 25 years of age.
- 50% have **university** level education
- 58% are **employed full-time**, and 19% are **full-time students**
- 40% are from Ontario, 21% from Québec, 11% from the Atlantic provinces, and 28% from the rest of Canada

Frequency of Visiting

Nonsmokers visit more frequently and spend a lot more time at Gosmokefree than smokers do. In total

- 64% of all visitors said it was their first visit to the site in the past 30 days
- 35% indicated they visited at least once a month.

A significant number of "first-time in the past month" visitors had previously visited the site. Among smokers, the percentage of first-time visitors was 75% vs. 56% for nonsmokers.

Tracking results show that 46% of respondents visited the site an average of 3 times during the 8-week tracking period.

- Nonsmokers on average visit twice as often as smokers (4 vs. 2 visits per visitor).
- Also they spent a lot more time at the site then nonsmokers (25 vs. 8 minutes per visitor).

Purpose for Visiting

Smokers and nonsmokers have very different reasons for visiting the site.

- For smokers, the primary purpose is to find out **how to stop smoking** -- 51% vs. 7% for nonsmokers.
- For nonsmokers, the primary reasons are to get research data and/or to find out about trends, to learn about the health effects of smoking, and a general interest about tobacco and smoking.

What Visitors Do at the Site
Smokers and nonsmokers are interested in very different things at the site.

Tracking data shows that smokers are primarily interested in the parts of the site in dealing with
- e-Quit, other quitting information, and legislation.

The nonsmokers are primarily interested in
- research, youth, and policy.

An area where there is equal interest among both groups includes
- the Facts about Tobacco section.

Success in Finding the Required Information
- 92% indicated they were successful in finding what they needed at the site (49% being very successful and 43% being partly successful).
- Smokers are more likely to select the "partly" response than nonsmokers.
- Analyzing this response against "purpose for visiting" suggests that although smokers are satisfied with much of what Gosmokefree offers, many are looking for more content about quitting.

Visitors' Satisfaction with Site
Most visitors seem to be quite satisfied with the site:
- 88% say the information was either very easy or fairly easy to find.
- 73% strongly agree that "the text is easy to understand".
- 67% strongly agree that "the contents seems to be accurate and up-to-date".
- Of the 39% who say they looked at other sites for information on quitting, 60% say it is better than some or most comparable sites. Only 8% say it is not as good as some or most comparable sites.
- 82% said they plan to return to the site.

What visitors **liked most** about the site vs. what they found **most memorable** does not always add up to the same thing. For example when respondents were asked what they liked most, the category of Quitting and e-Quit totaling 23% was ranked third. (First was the category Facts, Stats, Information, with 46%, followed by Design, Format, Navigation, Organization with 40%.) However when asked what was most memorable about the site, the category Problems and Difficulties of Quitting at 35% was the number one category tied with The Effects of Tobacco and Smoking on Health. This raises some interesting site design choices – should one focus on content that is memorable or features that make the site more likeable?

Although a majority of visitors indicate there is nothing they would like to add to the site, of the 35% who replied yes, most cited new features that would help people stop smoking. This underlines a thread in the study results where smokers, although generally satisfied with the site, would like it to offer more to help them break the smoking habit.

Impact on smokers
Asked to sum up the impact of Gosmokefree.ca over the duration of their involvement with the site,
- 1 of every 2 smokers indicate that the site has what it takes to help people stop smoking,
- 1 of every 3 have quit tobacco since they first visited the site, and
- 1 of every 4 indicate that they subscribed to the e-Quit service at some point.

Importance Of the Internet As a Marketing Tool

Finding Gosmokefree.ca

63% of visitors indicated that they first found out about the site from **other places on the Internet**.

- The largest information source was the **main Health Canada** site with 34%.
- Next came **search engines** with 19%.
- Ads on television, radio, or other Web sites accounted for only 6% of this total.

Best Search Engine

By far the most dominant search engine was Google.

- Almost half of all visitors said they used Google to find information on the Internet, twice as many as those citing the MSN search engine or Yahoo.

Tracking information only amplifies the difference.

- Google obtains about 3 times as many page views as MSN or Yahoo (8400 vs. 2500), although the percentage of respondents using each of the search engines during the 8 week tracking period, is approximately similar (57%-47%). The large number of Google page views is the result of more visits per visitor and more page views per visit than for the MSN and Yahoo engines.
- Nonsmokers tend to use Google much more than smokers, both in terms of page views and unique reach.

Interest in Banner Ads

Gosmokefree visitors are four times more likely to click on a banner ad offering health information compared to ads selling products or services.

- 55% say they are very or somewhat likely to click on an ad offering health information, vs. only 13% for ads selling products or services.
- For smokers the health ads figure rises to 73%.

Finding Optimal Sites to Market Gosmokefree.ca

By identifying the most popular Web sites visited by Gosmokefree users, the iDiary technology provides a map of where best to find potential visitors to the Gosmokefree site. These are termed optimal sites. Targeting optimal sites with advertising offering health information can create an extremely responsive and cost effective method for driving new visitors to the Gosmokefree site.

Using the Internet to create awareness of the Gosmokefree site is even more effective today than in the past, due to the increase of Internet usage to over 60% of all Canadians.

Some Optimal Sites For Gosmokefree Visitors

- The family of Microsoft Web sites, including Hotmail
- The main Health Canada site (analysis has shown that 72% of all Gosmokefree visitors have also visited the main Health Canada site.)
- Search engines, primarily Google, but also the MSN and Yahoo engines (the Yahoo engine is effectively Google)
- Other federal government sites e.g., the Canada site, HRDC, Public Service Commission job site, Canada Post, the Weather Office of Environment Canada, among others.
- Information gateways e.g., canada.com, canoe.ca, sympatico.ca
- Locator sites e.g., canada411.sympatico.ca, yellowpages.ca, mapquest.com, classmates.com
- Community sites e.g., geocities.com, angelfire.com, members.tripod.com
- Media sites e.g., cbc.ca, CNN.com
- Banks e.g., royalbank.com, accesd.desjardins.com
- Retail sites e.g., amazon.com, eBay

Part A: Behaviour and Attitudes of Visitors to Gosmokefree.ca

Introduction

The Gosmokefree web site made its debut in January of 2002 as part of the Health Canada web site. Its purpose was to communicate to Canadians the dangers of tobacco and smoking, and provide them with information on how they might assert control over this activity. As the web site evolved, Health Canada needed to determine the demographic makeup of visitors to the site, how they came to the site, how they used the site, and how they used other health sites on the Internet. Over time, it needed to track its continued use and subjective response by visitors through the site's various developmental phases. Lastly, Health Canada needed information to help it decide on the optimal buying strategy for an online advertising campaign to drive more visitors to the site.

To this end, Health Canada contracted ViewStats Research to undertake a research study to collect this information. ViewStats Research is the exclusive owner of the proprietary iDiary Internet measurement system. The iDiary system is unique in that it provides for the capture of both objective Internet behaviour data, and qualitative, attitudinal data (including demographics) from one and the same group of selected respondents. The respondents are selected in a scientific manner such that they are representative of the total population of visitors to a target web site.

Methodology

The study of visitors to the Gosmokefree site involved the application of four distinct surveys. It includes:

1. A **screening survey** to invite respondents and check for eligibility. The screening survey intercepts respondents on their way to the Gosmokefree site.

2. The opportunity for respondents to surf the Gosmokefree web site as they had originally planned.

3. An **initial follow-up survey** immediately after they have completed their visit to determine user response to the contents and design of the site.

4. Objectively **tracking** the Internet behaviour of a representative sub sample of these respondents over approximately eight weeks.

5. A **final follow-up survey** at the conclusion of tracking to assess the Gosmokefree site and its impact on smoking attitudes and behaviour.

1. Screening survey **Sample Size = 774**

As visitors arrived at the site, they were randomly selected and asked to participate in the study. Their participation was contingent on their eligibility, as determined by their responses to the screening survey. If they did not to reside in Canada, or if they were less than 12 years of age, or were employed by the federal government, respondents were deemed ineligible and were excluded from the study. The selection interval in the screening survey was 1 in 10. The study started on May 13, 2002. Due to a lower than expected incidence of visitors to the Gosmokefree site, the sample selection stage was extended from 3 to 10 weeks (to mid July). The total number of screening survey completions was 774. This was the result of approximately 37 500 page requests of the main Gosmokefree page. Note that not all page view requests were from unique individuals. Using the frequency distribution of Gosmokefree visitors from the screening survey (see p.3 of Tables), we were able to estimate the number of unique individuals to be approximately 17,500 individuals. Since the selection rate was 1 in 10, the total number of invitations to participate to was 1750. This means that the response rate for eligible respondents was about 44%. The primary reason for this high response rate was a $50 incentive provided to participants (contingent on their eligibility). Respondents were paid half of the incentive at the start of the study and half at the end. The screening survey consisted of approximately 10 variables, including gender, age, education, occupation, geographical location, frequency of visiting the site, and whether the respondent was a smoker or not.

2/3. Initial follow-up survey **Sample Size = 267**

After completing the screening survey, the selected respondents were asked to browse the Gosmokefree site, and, directly afterwards, to answer some questions about the Gosmokefree site. This follow-up survey included questions about specific sections of the site and user satisfaction with the design and navigation features of the site. A total of 267 completed surveys were collected. The sample selection was arbitrarily stopped after the sample size had passed the minimal target of 250. Also, it was felt that the response to the tracking survey might be improved if respondents were required to answer the screening survey only.

4. Internet tracking survey **Sample Size = 121**

On completion of the follow-up survey, respondents were asked to download the iDiary tracking software into their home PC's. The tracking software was designed to automatically track all the URLs that respondents requested while surfing the Internet and automatically upload these data to the iDiary server. The software was designed to confirm the identity of the PC user at the start of each session. If the PC user was not selected into the sample, no tracking data were collected. This way we could be assured that tracking and qualitative survey data would all be linked in the database to the same respondents. The iDiary system also sensed when a respondent walked away from an Internet session, and it would reset itself for the next user session.

Statistics generated by the iDiary system for each of the web sites visited by the sample included

Visitors = total number of respondents (stated as a%) who came to visit a web site at least once during the measurement period.
Visits = the total number of times an individual visited the site during the measurement period.
Page views = total number of page views requested by respondents while visiting a web site (total, pure visitor, per visit).
Time = the total amount of time spent at a web site (total, pure visitor, per visit, per page view).

Other statistics such as visits per visitor, time per visit, or time per page view are derived from the above statistics. Note that each of the statistics can be broken down by key demographics e.g., gender, age or other important descriptive variable e.g., smoking status, for comparison purposes.

The total number of respondents who download of the iDiary software and installed at into their PCs was 121. After adjusting the 774 screening completions for eligibility (e.g., excluding all federal employees) and Windows compatibility (the iDiary system does not run on Mac computers), the response rate was estimated to be approximately 20%. Comparing the demographic composition of the tracking sample to the larger screening sample, suggests that the smaller sample is representative of the larger one within a 95% statistical confidence interval.

Because some respondents started the tracking survey in mid-May, while others started as late as July, tracking data from parts of the sample were collected over the period mid-May to mid-September at which time all remaining respondents were notified that the survey was ended. They were provided with instructions to uninstall the iDiary software. By the end of the study, the sample of 121 respondents had visited approximately 16,000 web sites, made about 100,000 visits and 450,000 page requests.

In addition to quantifying user behaviour at the Gosmokefree site itself, tracking the total Internet activity of respondents provides critical data for the marketing of Gosmokefree at other web sites on the Internet.

5. Final follow-up survey **Sample Size = 86**

After approximately two months of tracking, respondents were asked to complete a final follow-up questionnaire probing their general attitudes about the site, its role in helping them quit smoking, and their opinion of banner ads. Many of the questions allowed respondents to answer in their own words. These responses were later classified, coded, and reprocessed to produce quantitative results. Some respondents included two or three responses within a particular verbatim, necessitating a multiple response format for some of the questions. Although trickier to deal with, these questions provided a rich source of opinion that close-ended questions simply could not. The number of completions totaled 86 of the 121 who provided tracking data. Clearly some respondents lost interest in the study along the way. For the majority who remained, we confirm that, for key demographic variables, their composition was statistically identical within a 95% confidence interval, to the much larger screening sample (sample size = 774).

The results of the study are presented in two sections.

Part A
Behaviour and Attitudes of Visitors to Gosmokefree.ca

Part B.
Using the Internet to Attract New Visitors to Gosmokefree.ca

As much as possible, the results from all four surveys have been integrated into the individual sections of these reports. Statistical results referred to in the body of the report are associated with the relevant tables in **Appendix A: Tables** by the page reference in parenthesis. The questionnaires are included in **Appendix B: Surveys**, and the raw verbatim responses are summarized in **Appendix C: Verbatim Comments**.

Demographic Characteristics

Gender

- Two-thirds (66%) of all visitors are female; 34% are males (p.1).

Age

- 38% are in the age group 35-49 (p.1).
- In total, about 50% are 35 years of age or older. This represents a somewhat older skew than one finds among Internet users as a whole.
- Only 22% of Gosmokefree are below 25 years of age.

Education

- About 50% have university level education (p.1). This is significantly higher than in the general population of Canada.
- About 27% of visitors have community college education.

Occupation

- Most (58%) are employed full-time (p.2,3).
- Those who are full-time students makeup another 19%.
- Of those employed full-time, about half are employed in non-government positions, while about one-third work for one level of government or another (federal, provincial, or municipal).
- About one-third (34%) of all visitors work in the health industry or affiliated field.

Geographical Location

- 40% are from Ontario (p.1)
- 28% are from the West (Manitoba, Saskatchewan, Alberta, British Columbia, and the Northern Territories)
- 21% are from Québec
- 11% are from the Atlantic provinces

Regional Notes

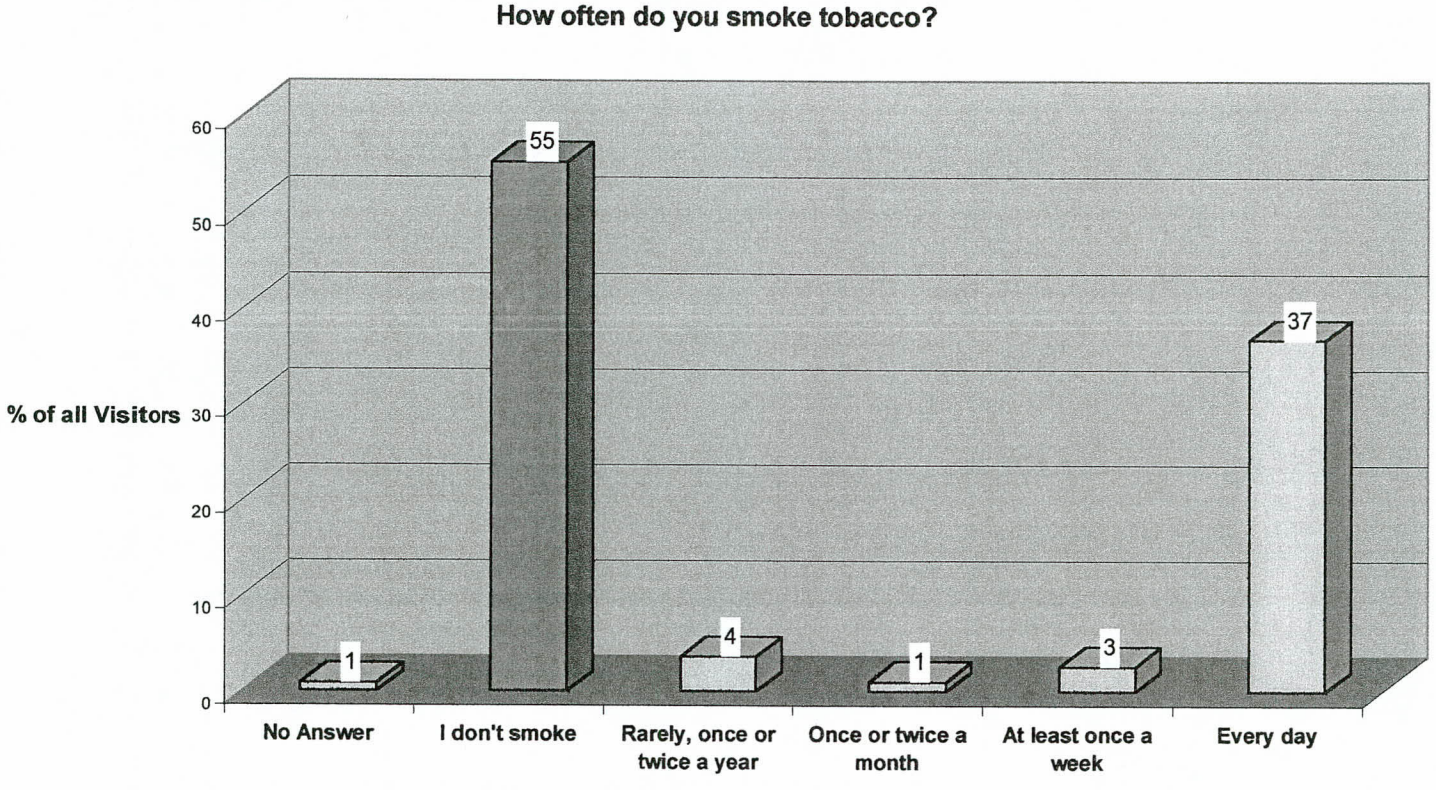
- Ontario has the largest percentage (p.5) of visitors below 25 years of age (28%) and the largest percentage of full-time students (23%).
- The Atlantic provinces and the West have the highest percentage (p.10) of users who work in the health industry (45% and 40% respectively)
- Québec has the highest percentage (p.10) of repeat visitors (44% versus 22% for Canada total)
- Atlantic Canada has the largest percentage (p.11) of heavy smokers -- 52% of all visitors from Atlantic Canada smoke every day. vs. 37% from Canada as a whole.

In summary, with regard to demographic makeup Gosmokefree visitors are primarily female, 35 and over, university educated, employed full-time, with many working in the health industry, and likely to reside in Ontario.

Smoking Status

One of the most important results (p.3 and summarized in chart below) of the study was the finding that

- 45% of all visitors were smokers,
- with the majority (37%) indicating they smoked every day.
- The remaining 55% indicated they did not smoke.



The figure of 45% represents a significant increase from the 33% noted in the interim report. The latter figure was based on data from the first two weeks of the screening survey and a sample size of 184. The 45% figure was based on a much larger and therefore more reliable sample of 774 collected over a period of about 10 weeks. Examining the composition of smokers and nonsmokers more closely shows there was a significant increase in the percentage of female smokers between the start of the study and the end of the study. Clearly, with respect to the composition of smokers and nonsmokers, the population of visitors to the Gosmokefree site is dynamic and warrants continued scrutiny.

The definition of smokers and nonsmokers in the study was based on the question "How often do you smoked tobacco?"

- Those who answered "I don't smoke" (55%) were classified as nonsmokers.
- Those who answered "every day" (37%), "at least once a week" (3%), "once or twice a month" (1%), or "rarely, once or twice a year" (4%) were classified as smokers.

The dynamic relationship between smokers and nonsmokers among Gosmokefree visitors impacted on some of the findings noted in the interim report.

Gender
The large differences noted earlier between male smokers and nonsmokers (p.14) were reduced, with the more reliable statistics showing

- male nonsmokers as 32%, and
- male smokers has 37%.

Clearly females represent the dominant group both among

- nonsmokers (68%) and
- smokers (63%).

Age and Geographical Location

- With respect to age there are no substantively significant differences (p.14) between smokers and nonsmokers.
- The same holds true for regional differences (p.13).

However, smoker/nonsmoker differences noted in the interim report persist for:

Education

- 48% of nonsmokers (p.15) completed university vs. 21% for smokers.
- Only 20% of nonsmokers had community college education vs. 36% for smokers.

Occupation

- Among nonsmokers, students represent 24% of the total (p.16). Among smokers, the figure drops to 12%.
- Among nonsmokers, only 12% are employed in the private sector. Among smokers this figure rises to 27% (p.17).
- Among smokers, 45% work in health related fields (p.18) . For smokers, the figure is 21%..

Frequency of Visiting the Site

Opinion Surveys

- 64% of all visitors (p.3) indicated it was their first visit to the site in the past 30 days.
- 35% indicated they visited more frequently.
  - 22% visited once or twice in the last month
  - 11% visited weekly or several times a week
  - 2% visited daily
- About 44% of visitors indicated they have the site bookmarked.

It's important to note that the 64% does not represent individuals who have never visited the Gosmokefree site. Many have. When this question is cross tabulated against whether they have the site bookmarked are not, 40% of the "first time in 30 days" users indicated that they do (p.25). Unless all bookmarked it after this first visit, the more likely scenario suggests that many visited the site previously and at some point bookmarked the site.

Smokers were more likely to be first-time visitors of the site (p.18) compared to nonsmokers.

- 75% of smokers indicated it was their first visit compared to 55% of nonsmokers.

Clearly it is nonsmokers who are most likely to revisit the site.

Tracking Survey

This was confirmed in the tracking study where we found (see below) that 46% of respondents visited the site an average of three times during the approximately eight weeks of tracking.

- Among nonsmokers the average number of visits per visitor was 4.
- For smokers the average number of visits per visitor was 2 -- half as many.

Domain gosmokfree.ca	Visits per Visitor	Time per Visitor (m)	Time per Visit (m)	Page Views per Visit	Total Page Views
All Persons	3	18.1	6.4	7.5	1196
Nonsmokers	4	25.2	6.6	6.8	
Smokers	2	8.4	4.7	9.6	

Other interesting statistics related to these visits are:

- average time per visit was 6.6 minutes for nonsmokers vs. 4.7 minutes for smokers
- average number of page views per visit was 6.8 for nonsmokers versus 9.6 for smokers
- average time per visitor was 25.2 minutes for nonsmokers vs. 8.4 minutes for smokers

To sum up, nonsmokers visited more often, spend significantly more time at the site during their visits, but reviewed fewer pages than smokers did.

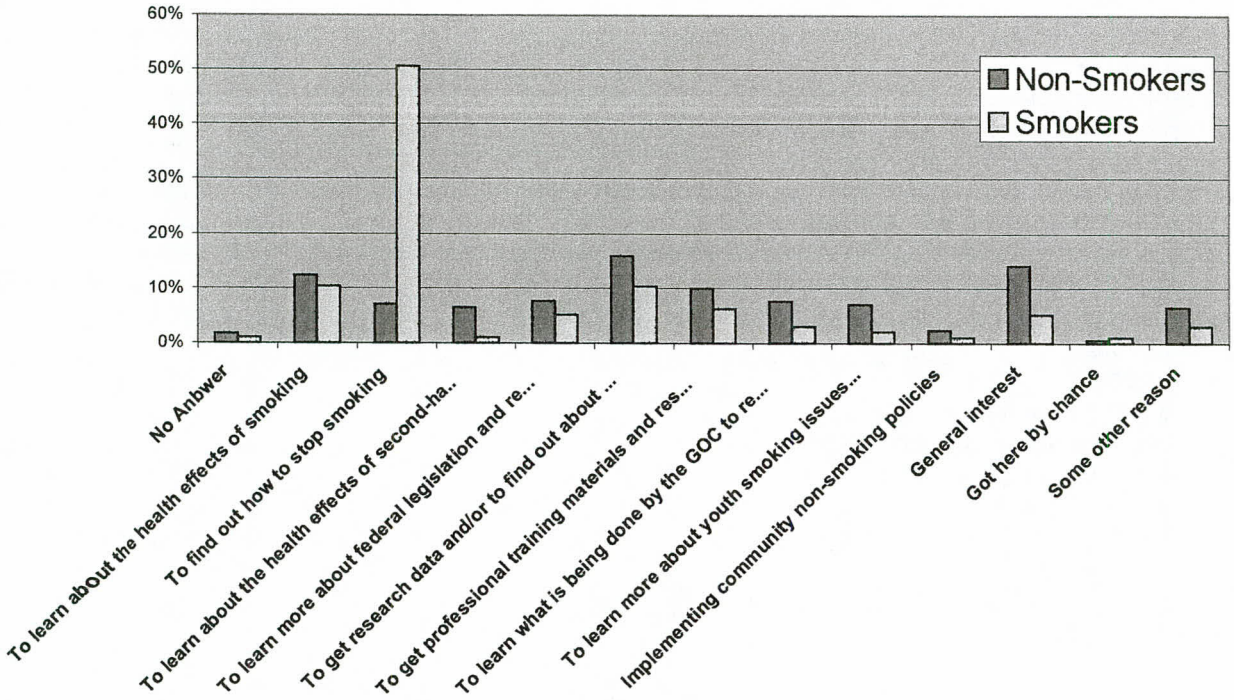
Purpose for Visiting

From a list of 12 options, the most frequently cited, were:

- "to find out how to stop smoking" -- 23%
- "to get to research data and/or to find out about trends" -- 14%
- "to learn about the health effects of smoking" -- 12%
- "General interest" -- 11%

The results for the other options are shown in the table on p.22.

Purpose for visiting Gosmokefree.ca



Smokers Vs. Nonsmokers

When these results were compared between smokers and nonsmokers (see chart above), striking differences were found. The category "to find out how to stop smoking" drew a

- 51% among smokers..
- Among nonsmokers the figure was 7%.

All other reasons for visiting the site showed higher levels among nonsmokers compared to smokers.

It is clear that as far as smokers are concerned, there is one dominant reason why they visit the site. They want to stop smoking and that is their primary interest by far. Nonsmokers, on the other hand have much different reasons for visiting the site and no single reason dominates. Generally however, they are interested in collecting some kind of information related to tobacco and smoking.

What Visitors Do at the Site

Opinion Survey

- 62% of site visitors (p.26) indicated they read about **how to quit smoking**. This activity was much more likely to be reported by smokers (78%), then nonsmokers (52%).

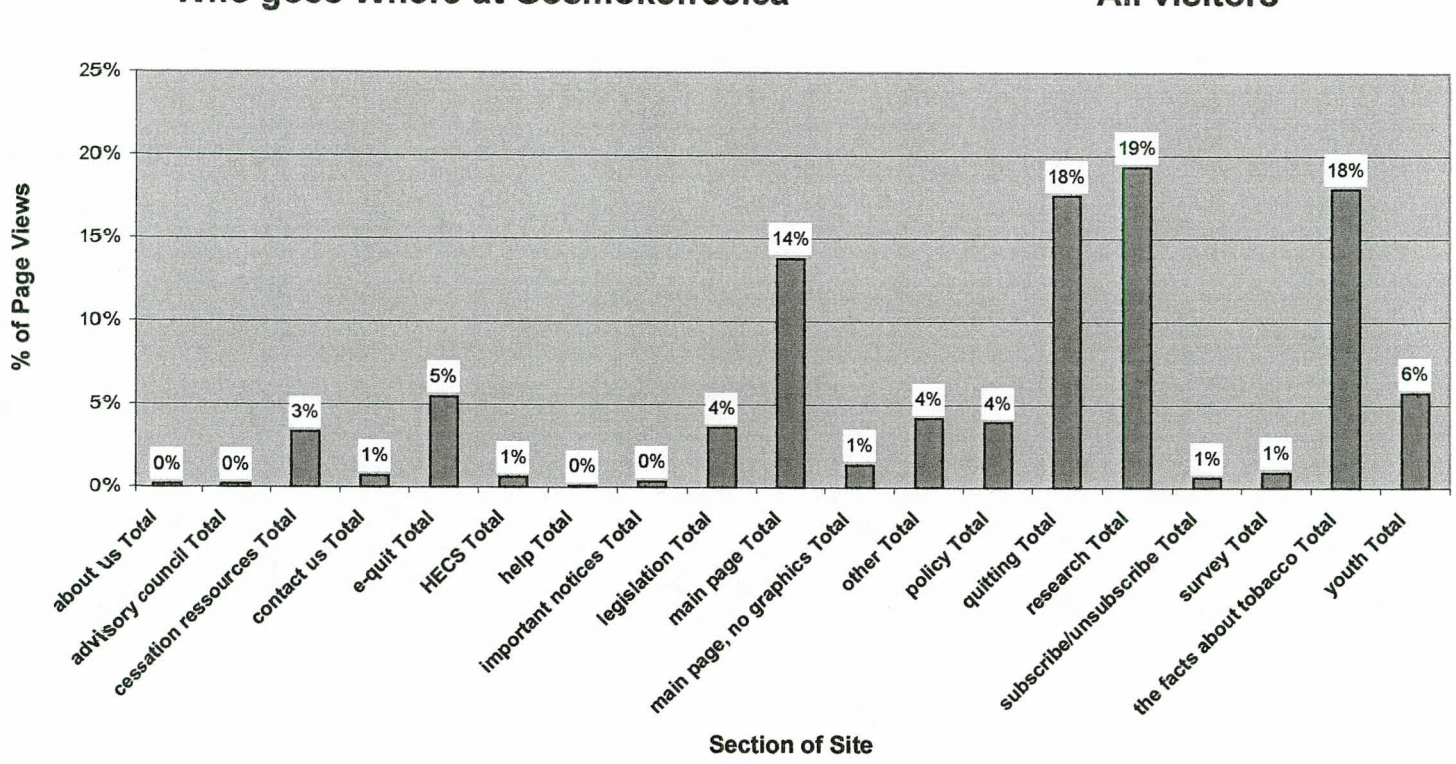
- 43% said they visited the **youth section** of Gosmokefree (p.29). Of those who did, almost all (83%) found the information they found there useful. The youth site was found much more popular among nonsmokers (51%) than with smokers (29%). Since most of these respondents were over 35 years of age, visiting this section of the site may be a bit like preaching to the converted.

- About 15% of all visitors (p.30) indicated that they registered for one or more of the **e-mail subscription services**. Somewhat higher participation rates were reported by smokers (20%) compared to nonsmokers (13%).

Tracking survey

Since a representative subset of respondents had their Internet behaviour objectively tracked over approximately eight weeks following the collection of the above data, our study provides a unique opportunity to compare respondent recollection of their behaviour as reflected in the responses above, and compare this to what they actually did at the site. As mentioned earlier, about half (46%) visited the Gosmokefree site an average of three times over the tracking period resulting in visits to a total of 1196 Gosmokefree pages. These pages were classified into 19 content categories related to the web site. The pages were then electronically processed to create a frequency distribution as shown in the chart below. The most frequent page views originated from:

- research --- 19%
- quitting information --- 18%
- the facts about tobacco -- 18%
- the main page --- 14%
- youth -- 6%



If one can assume that the

- 62% who read about "how to quit smoking" can be associated with the 18% page views on quitting information
- 43% who said they visited the " youth" section can be associated with the 6% page views of the youth section
- 15% who registered for the "e-mail subscription services", can be associated with the 5% page views from e-Quit

then there seems to be a relationship between what people say they did at the web site and what they actually did. This relationship however, is far from perfect as is evident in the example of the "youth" section, where the page views seem to be seriously underrepresented.

Smokers Vs. Nonsmokers

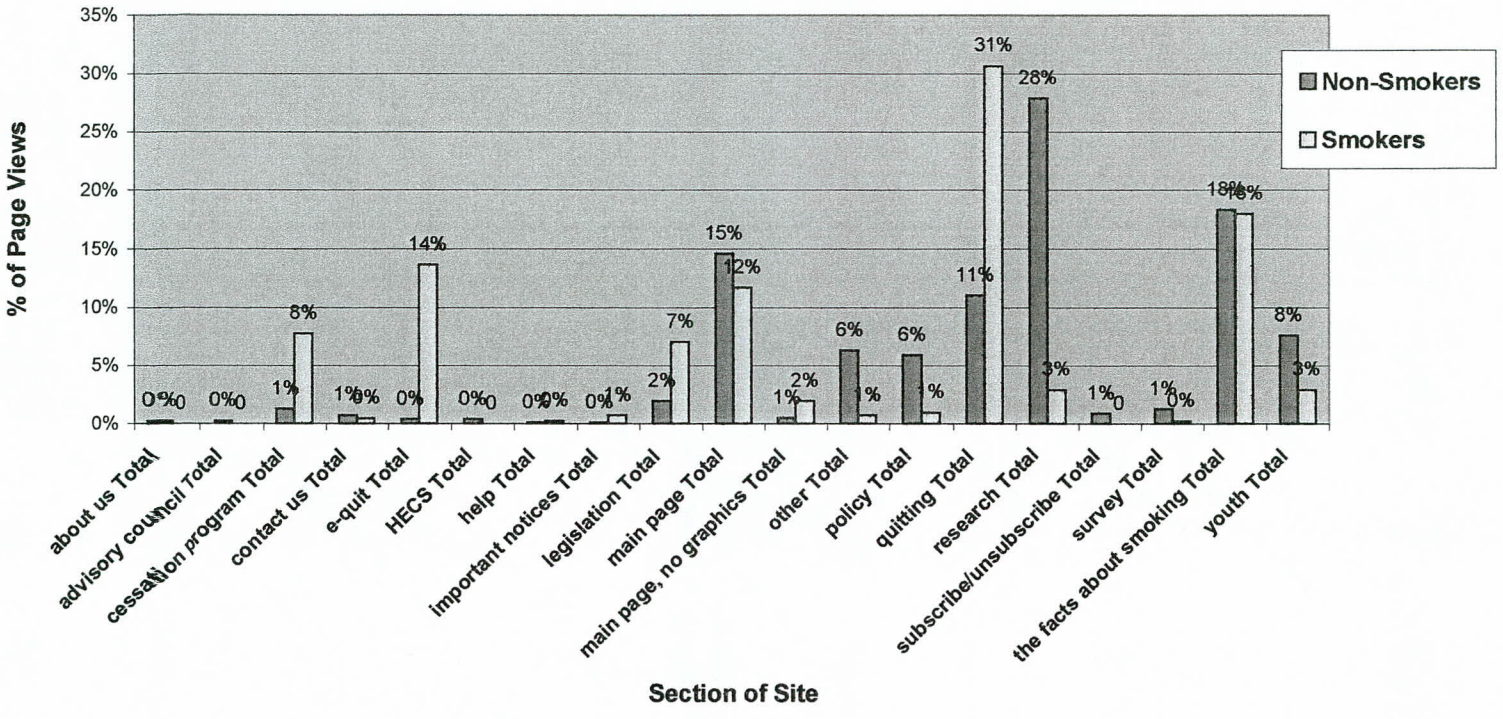
The results of the tracking study however become quite compelling when examining the above activity between smokers and nonsmokers (see chart below). With two exceptions, the chart below shows that each group is drawn to essentially different parts of the site.

- Smokers are primarily interested in e-Quit, quitting, and legislation. 97% of legislation pages were from the sub-group " /tobacco/legislation/warnings/labels/".
- Nonsmokers are primarily interested in research, youth, and policy.

The two exceptions where there is equal interest are

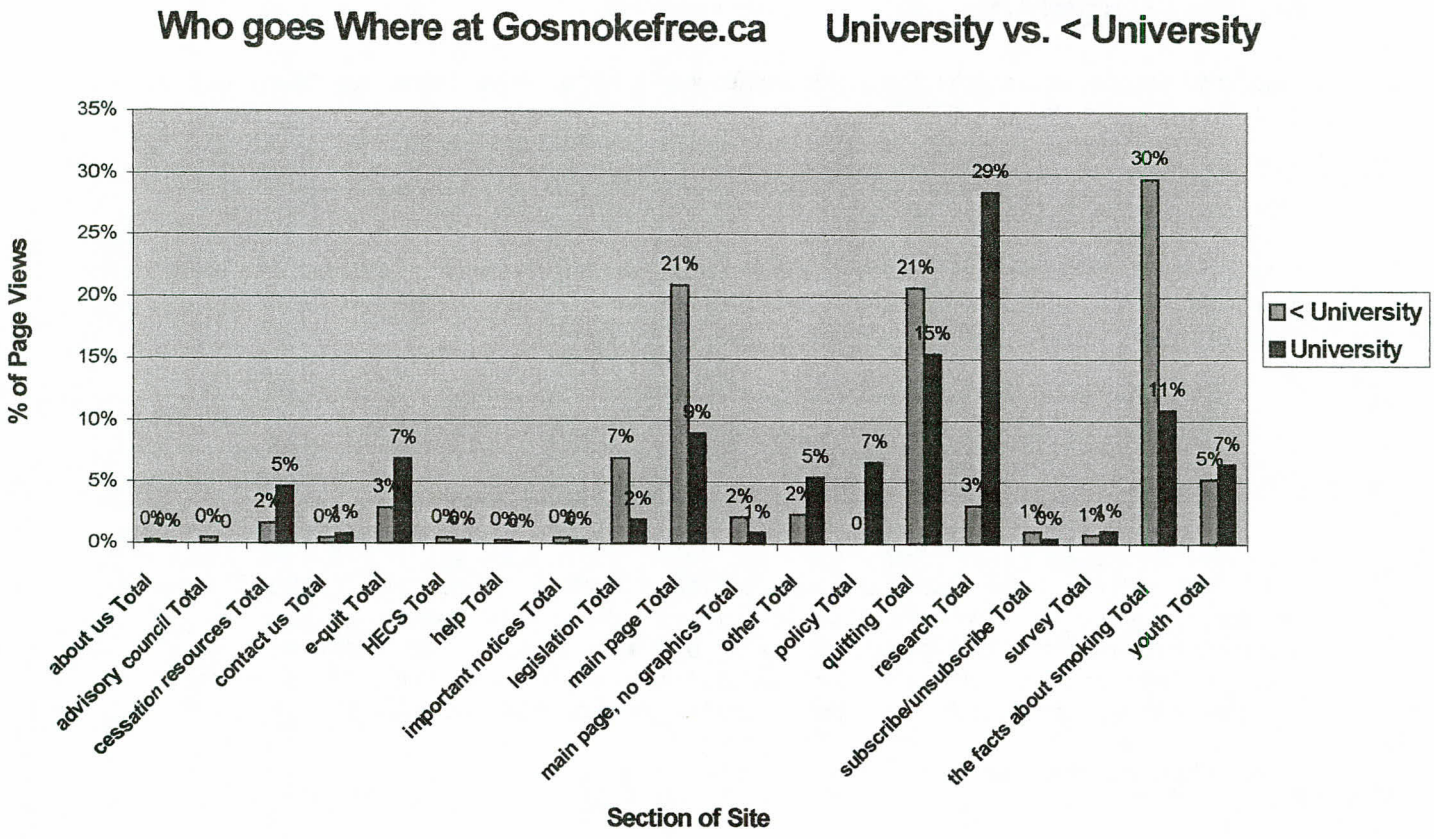
- "the facts about smoking", and
- visiting the main page.

Who goes Where at Gosmokefree.ca Non-Smokers vs. Smokers



Similar analysis was undertaken for those with university education, vs. those with less than university education. The chart below shows that parts of the site are of much more interest to one group over the other.

- Those with university are more interested in research, and policy.
- Those with less than university are more interested in the facts about smoking, the main page and legislation.
- Common interest areas are quitting and youth.



Success in Finding the Required Information

In terms of finding what they need, respondents rated the web site quite highly (p.22).

- 92% indicated that they were fully successful (49%) in finding what they were looking for, or were partly successful (43%).
- Only 6% said they were not successful.

Cross tabulating the success in finding required information against their reasons for visiting provides an indication of which areas may be most in need of improvement.

When we examined the response of those who said they were "partly" successful in finding the information they were looking for, and compared it with those who said they were completely successful, one purpose for visiting stood out. --

"to find out how to stop smoking"

- 29% for the "partly" group vs. 19% in the "completely" group(p.45)

Compared to the response to other purposes for visiting, the figure of 29% is quite large. This result underlines the recurring theme found in the study: That although smokers are satisfied with much of what Gosmokefree offers, many are looking for more help to break the smoking habit.

Related to this point, smokers are more likely (p.22) to circle the "partly" response (51%) than nonsmokers (39%).

Visitor Satisfaction

Generally, respondents seem to be quite satisfied with the site. When asked how easy it was to find information on the site (p.22),

- 88% indicated that the information was very easy (40%) or fairly easy (48%) to find.

Of course it helps that 92% either fully or partially find what they are looking for at the site.

Specifically, respondents were asked to assess the site on four measures of satisfaction. Using a four point scale ranging from strongly agree to strongly disagree, the percentage that circled **strongly agree** on each of four measures of satisfaction was:

- 73% for "the text is easy to understand" (p.23)
- 67% for "the content seems to be accurate and up-to-date" (p.23)
- 49% for "I could navigate through the site without getting lost" (p.24)
- 48% for "the overall presentation of pages is pleasing" (p.24)

While 39% said they have **looked at other sites** for information on quitting (p.27) , this figure is significantly higher for smokers (56%) vs. nonsmokers (30%). When asked to compare Gosmokefree with other "how to quit" sites (p.28), both smokers and nonsmokers rated Gosmokefree very highly. Together, 60% said it's better than some or most comparable sites. The percentage saying that the site is not as good as some or most was only 8%.

Finally, 82% indicated they planned to return to the site (p.25).

What Visitors Liked MOST about the Site

Respondents were asked to describe in their own words what they liked most about the site. The responses were categorized, coded, and reprocessed to produce the following results (p.42).

At 46% the most frequently cited category of response was Facts, Stats, Information.

Sample of comments

- All the information provided concerning every aspect of smoking and quitting.
- The information covers a wide range of topics from second hand smoke to current events. It is a site that I will book mark and use in the future
- It doesnt try to dissuade us from stopping smoking but only gives us facts....who might help us to take the decision to stop smoking
- It is very informative, and sort of reasuring , inthat it looks like with enough perserverience a person can actually go smoke free.
- Stuff that made me *mad* helped me to quit -- the information you provided about the tobacco industry was excellent. Also, the eye-catching, in-your-face graphics (e.g. "Benzene Mild") and media is wonderful.

Second, at 40% was the category of Design, Format, Navigation, Organization (35%), and related category of Videos, Graphics, Color (5%).

Sample of comments

- I liked the design and the information located on the website
- that its plain and it gets the point out about the program, fast to load and easy to navigate.
- Very easy to read and follow. I didn't get lost or overwhelmed by
the amount of information being presented. Most of it was very
informative. Those things I needed to print off, printed beautifully
without loosing page edges etc.

- The look was very nice -clean-
Pictures of people from different cultures, races, ages were shown.
- It's easy to follow format...attractive and clean, yet eye-catching (good use of space)

In third position with 23% was the category of Quitting (15%) and related to category of e-Quit (8%). A majority of these comments not unexpectedly were made by smokers. Nonsmokers were the majority in comments related to Design and Navigation.

Sample of comments

- I like the "on the road to sucess" part and the e-mail messeges to help me quit.
- It actually works.
- how it has pulled together in one place many resources to help people quit smoking
- Les e-mail que j'ai reçu chaque jour m'ont beaucoup aidé dans mes efforts pour arrêter de fumer. Les conseils qui y sont donnés sont vraiment utiles et pratiques. Bravo pour cette initiative! Les e-mail m'ont soutenue lorsque j'ai failli recommencer à fumer. Ça fait maintenant presque 8 mois que je ne fume plus.

Less frequently cited topics included Youth (5%), and information on the Industry (4%). All other response categories were below 4%.

Most Memorable Parts of Site

Respondents were also asked to describe in their own words what they found **most memorable** about the site (p.40). The response was evenly split between responses relating to

- the problems and difficulties of Quitting (35%), and
- the Effects of Tobacco and Smoking on Health (35%).

The latter included responses related to Secondhand Smoke effects, and Toxic Emissions related to smoking.

A distant third were comments related to the tobacco industry (7%) and youth (6%). All other categories of response were below 4%.

Sample of comments

Quitting

- Dépendance et tabagisme
Comment fonctionne la nicotine
- How to deal with the first hell weeks!
- information about quiting smoking (for my smoking friends)
- part about graddually quiting smoking...smoking half a cigarette, which I've been trying to do
- the 30 day e-mail advice plan for quitting smoking and all the advice on how to quit successfully
- Les e-mail reçus chaque jour et les renseignements décrivant les symptômes du sevrage de la cigarette.

Effects on Health

- Les effets de la cigarette et de la fumée secondaire
- I had just quit smoking so found the site very timely. I enjoyed the section on "How Nicotine Works" and "benefits of quiting", as well as "how to remain a non-smoker". The videos were a nice touch and reached right out to grab your attention.
- blue ribbon campaign
- Les subtances toxiques que contiennes les cigarettes
- Toxic components of cigarettes -- this was info I had been looking for elsewhere but first found on your site

As is evident by the popularity of e-Quit and quitting, the most memorable topic doesn't necessarily translate to the most liked topic. That being the case, it raises the interesting question of what brings visitors back to a web site --- a topic that some may find unpleasant yet starkly memorable, or organizational and navigational features that make the process of browsing at the site satisfying.

What visitors Liked LEAST about the site

Respondents were asked to describe in their own words what they liked least (p.42) about the site. The responses were categorized, coded, and reprocessed to produce the following results.

Perhaps most important is the fact that 44% of respondents explicitly stated that there is nothing that they liked least, and that in fact the site was good.

Sample of comments

- Nothing - the site is very "clean" and easy to read and follow - very informative - Job well done!
- Rien en particulier. Le site est très intéressant, étant un ex-fumeur depuis maintenant un an, le site me touche beaucoup.
- nothing,i find it great

Among those making specific critical comments, 23% were related to category of Site Design, Insufficient Color, Photos, etc.

Sample of comments

- The layout needs some work, keeping it simple is sometimes good but in this case it means keeping it memorable. A boring website wont stay in memory for long.
- Wish certain features were more visibly advertised on the start page (e.g. I didn't know about the e-quit feauture until reading about it below, but would have liked to use it).
- a lot of pages and you get mixed up where you've been
- too much information
- pas assez de photos

About 10% complained about information that was missing from the site.

Sample of comments

- It's not one-stop shopping for tobacco-related info (e.g. http://www.hc-sc.gc.ca/hppb/tobacco/ , www.infotobacco.com etc.)
- a web site to "help people quitting along the road".
- Je n'ai pas trouver la section sur les démarche q'effectue le gouvernement du canada pour limiter le nombre de fumeur de moins de 18 ans.
- manque d'infos sur les lois au Québec

A few complained that the site manifested a paternalistic attitude to visitors. The remainder included a potpourri of comments that are difficult to categorize.

What Visitors Would like to Add to Site

When asked if there was some feature they would like to add (p.41) to the site, 61% replied "No". Clearly, for the majority of visitors the design, content and operation of the Gosmokefree site is satisfactory.

Of the 35% that replied "Yes", the most popular themes related to additional help that the site might include to help individuals in their struggle to stop smoking. A few respondents talked about taking action to implement antismoking laws.

Sample of comments

Help to Stop Smoking

- Make a chat room where kids can talk to someone about quitting smoking.
- Some place that expresses some of the daily challenges met by people struggling with quitting with suggestions to help along the way.
- support group resources
- un forum de soutien pour les gens qui essaient d'arrêter de fumer ou qui ont récemment arrêté. Des liens vers les ressources locales d'aide à l'arrêt.
- Is hypnosious useful and if so where can I find a reliable institute for this
- it would be nice to enter the date that you quit and be able to see updated every day how much money and how much of your life you've saved by not having a smoke.
- What to do when you relapse. Also, what to do when others (husband) smokes around you.

Action on Antismoking Laws

- The provinces municipalities that have smoke free bylaws restricting smoking in restaurants etc.
- How can we apt. dwellers and Seniors get legislation, needed yesterday already,get legislation passed to protect we who are non-addicts in our own homes?

The remaining comments tend to be quite varied with no readily identifiable categorization schema.

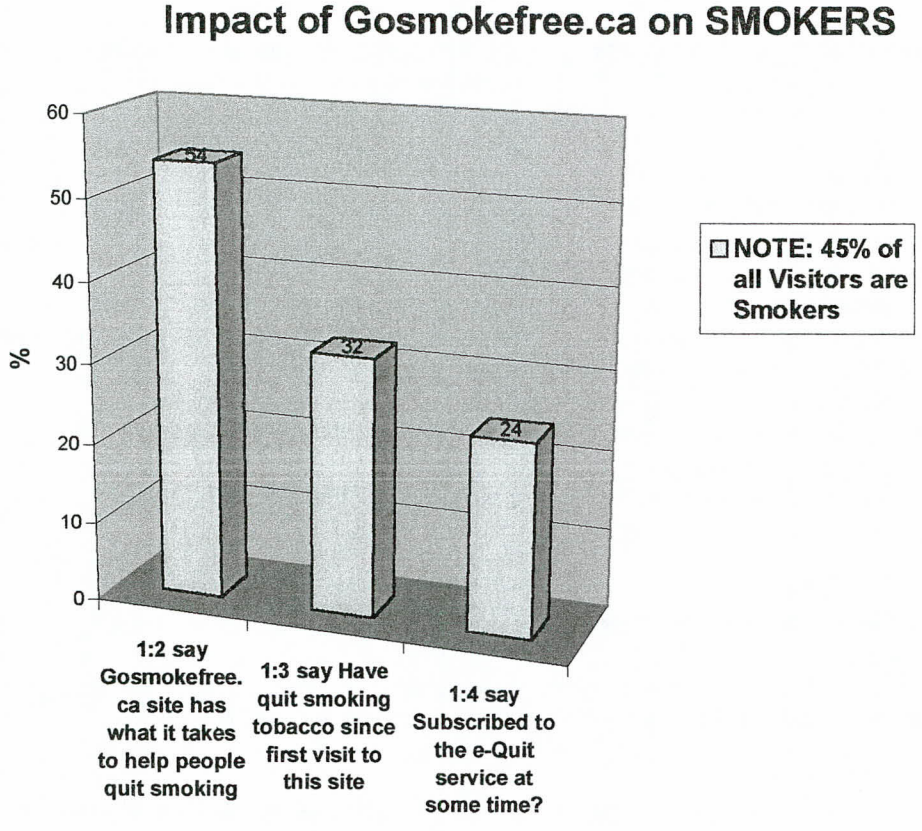
Net Impact on Smokers (1-2-3-4 Results)

In the screening survey, it was established that 45% of all visitors to the Gosmokefree web site are smokers. After tracking their Internet behaviour over two months, including any visits to the Gosmokefree web site, smokers were asked three questions in the follow-up survey to assess the impact of the Gosmokefree site during their period of involvement with the site (see chart below).

Question 1:
Did the Gosmokefree site have what it takes to help people quit smoking? (p.43)
Answer: 1 in every 2 smokers said "Yes" (54%)

Question 2:
Did respondents quit smoking since their first visit to the site? (p.43)
Answer: 1 in every 3 smokers said "Yes" (32%)

Question 3:
Did they subscribe to the e-Quit service at anytime? (p.44)
Answer: 1 in every 4 smokers said "Yes" (24%)



For a habit as difficult to break as is smoking, these are commendable figures. At the same time they constitute a challenge to the Gosmokefree site to improve on these statistics.

General Attitudes to the Internet

Most Sought-after Information on the Internet

Given that the sample was selected from the Gosmokefree site, it's not surprising that the type of information sought out most frequently (p.32) on the Internet, was Health related (55%). Next in popularity was Games, Entertainment with 45%, followed by Banking with 38%.

The demographic showing the largest interest in Health (p.33) information was Females --- 67% vs. 41% for Males.

Other demographics interested in Health were those 35 years of age and over (66%) and the university educated (61%) group.

Health information was the most popular selection (p.34) among Nonsmokers (60%). Next most popular for Nonsmokers was Games, Entertainment with 39%. For Smokers, the popularity of these two topics was reversed. The most popular topic for Smokers was Games at 61%, followed by Health were 49%. Without putting a fine point on it, this reversal in interest for Health and Games, speaks volumes about life priorities between these two groups.

Most visited sites

Respondents were also asked, as best as they could remember, to identify 3 most visited sites over the past eight weeks. With the exception of a few sites (Hotmail, MSN, Yahoo) there seems to be no correlation between their recall based answers and the group's actual behaviour as objectively measured by the iDiary system. For example, for site #1, most of the listed sites were cited only once, a few twice. Combining responses for sites #1, #2, and #3 changes these results only marginally. This confirms results from previous Internet behaviour studies that, for the most part, show duplication of web sites between individuals is relatively small. The Web is huge and the likelihood of people citing similar "most visited sites" is small. However, there are a number of web sites that the target group visits more often than other sites. This all-important group of sites is identified through the iDiary tracking system and has been measured in the study. In another section of this report they are referred to as "optimal" sites.

Since the previous question asked respondents about the kind of information they searched for **most often** on the Internet in the past few months, we wanted to examine the correlation between most sought-after information on the Internet, and the sites that were visited most often. Most popular sites were categorized into content groups that included the 7 categories of the previous question. The new values were reprocessed and cross tabulated against the 7 categories of the previous question (p.35).

The results (p.36) show that the correlation between these two questions was not that strong. For example, while 55% indicated they search most often for health information, only 23% of most visited sites are health related. In comparison, for the category of Banking, Investment, and Financial Planning, the corresponding figures were 37% who said they searched most often for this information, vs. 24% who most often visited sites are from this group. The relationship between the two questions is complicated by the fact that some sites belonged to content groups that were different than the original 7. For example, the two largest "most visited" clusters were Search Engines, and E-mail, Chat, Dating, each cited by 39% of respondents (about twice as large as the Health cluster). In effect, respondents may be saying that many topics are important, but few warrant a top three ranking.

Part B: Using the Internet to Attract New Visitors to Gosmokefree.ca

By identifying the most popular sites visited by Gosmokefree users, the study provides important information on how a targeted marketing campaign over the Internet can drive new visitors to the Gosmokefree site. The next few sections of the report review study findings and arguments that support an Internet-based marketing approach.

Most Sites Visited Only Once

By virtue of the sheer size of the Internet, most people visit a web site only once, if at all.

The tracking study determined that the 121 respondents visited 15,869 different web sites during the two-month tracking phase. This represents an average of 131 different web sites per respondent. Looking at the visitor rankings of the 15,869 web sites, shows that over 90% were visited by only one or two individuals. That means that more than 110 of 131 sites were likely different for each of the individuals. Very few web sites are common to a significant cluster of the sample. This observation echoes the previously noted finding on the question of "most visited" sites. As recalled by respondents, there was barely any clustering in evidence.

This underlines the central problem facing in a new site, namely:

*A. How does a web site **build** a loyal following if most individuals visit the site only once?*
*B. Secondly, how does a web site attract Internet users' attention (**awareness**) when it's in competition with literally thousands of other web sites?*

A. Building An Audience

The first question is somewhat easier to answer. Site traffic is built by compelling content resulting in a positive user experience. This leads to return visits, the central ingredient in building a loyal following. Gosmokefree.ca has gone some distance in achieving this goal. Results from the on-line surveys indicate that visiting the site is a positive experience, with over 82% indicating they would return to the web site. In terms of recall, about one in three visitors indicate they visit the site at least once a month. This seems to be consistent with user behaviour. Tracking data indicate that 46% of the 121 respondents have visited the site at least once during the measurement period, with the average being 3 visits per visitor. More on this later.

B. Creating Awareness

The answer to the second question is more complex. The conventional approach to create public awareness of a new site has been to mount a promotional advertising campaign across traditional media such as television, radio, and print. This has had limited success, primarily due to the inability of traditional media to target potential site visitors. There is also the mundane but significant problem of transferring information about the Internet to the Internet e.g., usually you need to write the advertised web site on a piece of paper before typing it into the address line of your browser. If the conventional approach doesn't work what does work? What are the important factors leading to user awareness of Gosmokefree.ca and how can they be used to drive more visitors to the site? The following sections address these questions.

How did Visitors *First* Find out about the Site

When Gosmokefree visitors were asked how they first found out about the site, almost two of every three respondents (63%) said they first find out about the site from **other places on the Internet** (p.20).

Specifically:

- 34% from the **main Health Canada site**
- 19% from a **search engine**
- 10% from another site on the Internet

Other information sources cited were:

- 10% a friend told me about it
- 6% I found it by chance
- 6% from **ads on television**, radio, or another web site
- 14% other methods

The above results seem to strongly suggest that whatever positive effects a large television advertising campaign may have had initially in creating public awareness of the Gosmokefree site, the most effective mechanism in bringing Canadians to the site seems to be the Internet itself. The two top referral methods include links on the main health Canada site, followed by links found by search engines.

Most Useful Search Engines

Opinion Surveys

As noted above, one out of every five visitors discovered the Gosmokefree site through search engines. The most useful search engine by far was Google (p.37). 45% indicated they used Google when searching for information over the Internet over the past few months. MSN and Yahoo were found to be most useful by 19% and 18% respectively. Of the 12% who answered Other, the most frequently noted search engine was Copernic. Toile du Québec was cited by only 1%

It is worth noting that Google was much more popular among Nonsmokers (52%) than Smokers (36%). Conversely, the MSN search engine was twice as popular among smokers and than among nonsmokers.

Tracking Survey

Since respondents' Internet behaviour was tracked independently via the iDiary tracking system, we were able to compare these results with actual user activity as it relates to search engines. In terms of the number of users who used each of the search engines at least once during the measurement period (Unique Visitors), the activity levels were similar, as shown in the table below: 57% for Google, 57% for MSN, and 47% for Yahoo. However, when we look at Total Page Views, the results seem to fall more in line with the survey data:

- 8420 page views for Google,
- 2452 page views for MSN, and
- 2525 pages for Yahoo.

Search Engine Domains	Unique Visitors	Site Visits	Visits per Visitor	Time per Visitor(m)	Time per Visit(m)	Total Page Views	Page Views per Visit	Page Views per Visitor
All Persons								
Google	57%	1083	16	58.2	3.7	8420	7.8	122
MSN	57%	556	8	15.4	1.9	2452	4.4	36
Yahoo	47%	736	13	26.3	2	2536	3.4	44
Nonsmokers								
Google	69%	700	17	66	3.9	5825	8.3	142
MSN	69%	311	8	12.3	1.6	1517	4.9	37
Yahoo	58%	505	15	30.2	2	1594	3.2	47
Smokers								
Google	45%	368	14	46.6	3.3	2451	6.7	94
MSN	47%	231	9	19	2.2	840	3.6	31
Yahoo	36%	225	11	22.2	2.1	927	4.1	44

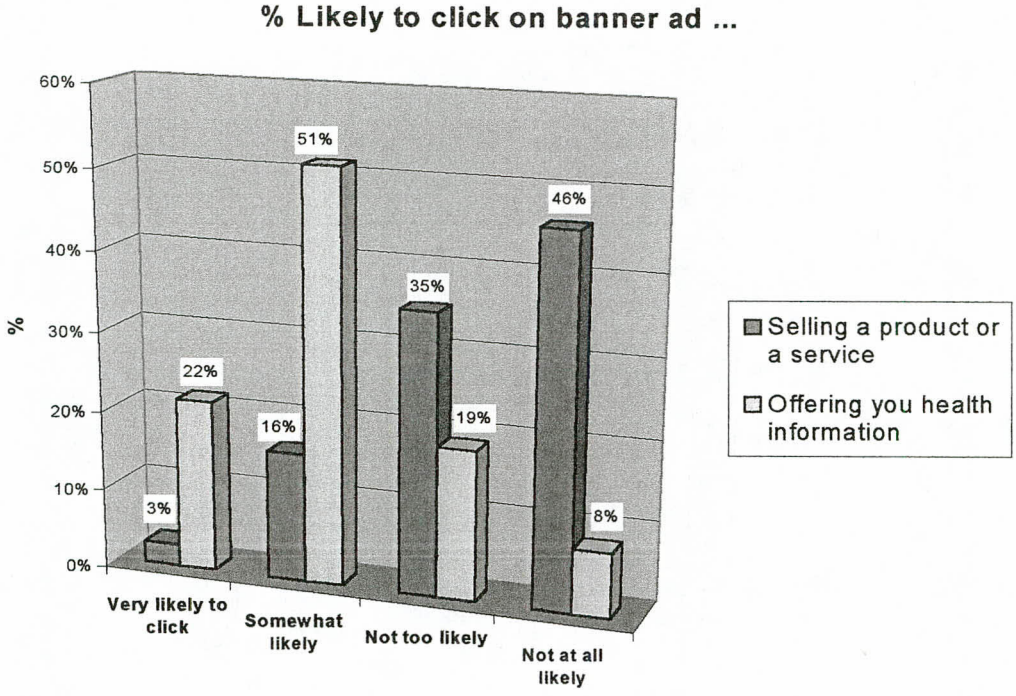
Note also that the number of pages viewed per visitor is 122 for Google, and only 36 and 44 for MSN and Yahoo respectively. Similarly, in terms of the time each visitor spends at each of the search engines, Google shows 58 minutes, vs. 15 minutes and 26 minutes for MSN and Yahoo respectively. Clearly, on the qualitative issue of **search engine usefulness**, the key factor with respect to respondent behaviour is number of **pages viewed**, and the **time** spent on the search activity, not the total number of different users.

On the question of the relative popularity of search engines between smokers and nonsmokers, the quantitative results show that on the measure of page views, **Google is the dominant engine for both** smokers and nonsmokers. However, there is a difference in degree. Google shows the number of page views per visitor is 142 for nonsmokers vs. 94 for smokers. The number of page views per visitor for the MSN search engine ranges between 31 and 37 for both smokers and nonsmokers.

The above data also show that significantly more nonsmokers use both Google and MSN than smokers -- 69% Unique Visitors for nonsmokers vs. 45-47% for smokers.

Likelihood of Clicking on Banner Ads

The study also found that Gosmokefree visitors had very different attitudes about regular banner ads, vs. ads that offered health information. The tables on p.39 summarized in the chart below show that over half (55%) indicated they were the very likely or somewhat likely click on a banner ad offering health information. The corresponding response for banner ads selling a product or service was only 13% i.e., 87% would not likely click on these ads. The latter figure is similar to the 86% who indicated they had either never or rarely clicked on banner ads over the past few months (p.38). In effect, the respondents are saying they are four times as likely to click on banner ads providing health information vs. banner ads advertising a product or service.



Although these results are based on a sample of 86 respondents from the screening survey of 774, the demographics of both groups seem to match fairy closely (almost all differences fall within the 95% confidence interval), suggesting that the 86 are representative of the larger group of 774.

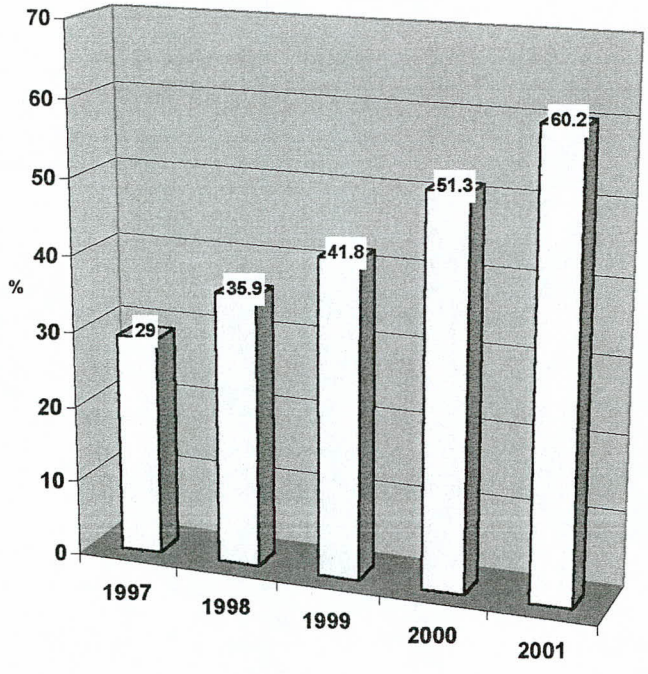
The figure of 55% likely to click on a banner ads offering health information rises to 73% for those who are smokers.

These findings have a significant implication on the use of the Internet to advertise and promote the information and services at the Gosmokefree site. The results suggest a significant number of visitors would be attracted to the site if the information in the advertisements was compelling and not disappointing. At the same time they also questioned the conventional thinking with regard to banner ads i.e., nobody clicks on banner ads so don't use them, particularly in regards to projecting click through rates for Internet ads about tobacco and cigarette smoking. The increased likelihood of click throughs among smokers makes these results even more noteworthy.

Critical Mass and Targeting of the Internet

The stated predisposition on the part of Gosmokefree visitors to respond to health information ads on the Internet, as well as the other virtues noted above make it clear that the Internet can play a far more significant role in attracting visitors to the Gosmokefree site than other media. We need to examine its role in creating awareness of the site more carefully. This examination takes on even greater importance by virtue of the fact that the Internet is now regularly used by two of every three Canadians (see chart below) and has achieved **critical mass** as an advertising medium, a virtue it did not have two or three years ago.

Chart 1: Internet Use Among Canadian Households -- Statistics Canada 2002



The Internet's main virtue of course is the ability to **target Internet users**. It addresses a group that has PCs, uses the Internet, has no problem connecting with a URL, and so on. It is well-positioned to help create awareness of a web site in a properly organized, marketing campaign. Information collected in the study through the use of the iDiary system, provides a method to target this elusive group of potential visitors. This information can generate a blueprint for a promotional advertising campaign that is reliant solely on the Internet, with all its targeting capabilities and cost efficiencies. Results from the tracking study are discussed below.

iDiary Statistics for Gosmokefree.ca and Comparisons with Webtrends

It's important to examine how statistics derived from the iDiary system compare with some of the server-side statistics obtained with the Webtrends software used by Health Canada. Before we do that, we need to define what is meant by the term site visit. By "visit ", we mean any web site from which a respondent requests at least one URL one or more times during a user session. A user session is any continuous period of Internet surfing in which the identity of the respondent is confirmed at the start. The website, by this definition, can only be visited once during a single user session. For example, a visitor can go to Google many times during a single session, but it would count as only one visit. However all page views for Google would be recorded. Intuitively, this makes sense. Why should every return to the Google search list be counted as a separate visit? If on the other hand, one were to go to Google on two different sessions in a single day, it would count as two visits.

Bearing these definitions in mind, our tracking data shows that the 121 respondents have generated 100,600 visits and 447,000 page views so far. This results in the estimate of 4.5 page views per average visit.

Visits per Unique Visitor
iDiary tracking data show that 46% of the sample visited the site at least once from the start of tracking. This is the estimate of the total number of " unique visitors " arriving at the site (a.k.a. " visitor reach "). The total number of visits for this group of unique visitors was 159. For those who visited, the average was 3 visits per visitor. For Webtrends the corresponding figure is 1.6 visits per visitor.

We believe the Webtrends estimate of unique visitors is too high, since it counts the same individual with 2 different IP addresses as different individuals. This results in the lower estimate of 1.6 visits per visitor. Conversely, Webtrends underestimates those who visited the site more than once by not counting repeat visitors with different IP addresses. In short, more people revisit the site than it is suggested by Webtrends.

Page Views per Visit
Also, our data suggest that the average number of page views viewed per visit is about 7.5. This is somewhat higher than the figure of 5 page views per visit based on Webtrends data. Since both systems account for page views the same way, the difference between these two values may lie with the definition of what constitutes a visit. We're not sure how Webtrends defines a visit, but our suspicion is that the number of visits counted by Webtrends would be higher using our " intuitive " definition.

Time per Visit
The iDiary indicates that the average length of time per visit is 6.4 minutes. The corresponding figure for Webtrends is significantly higher -- 9.5 minutes. Note that since this figure is almost 10 minutes, the Webtrends estimate of 5 page views per visit would result in approximately 2 minutes per page viewed. Compared to most other government sites as well as other sites in general, this seems on the high side.

If, as suggested above, the definition for visits were to change resulting in a higher number of visitors sessions, the time per visit would come down.

Gosmokefree.ca Users at Other Government Sites

It may be instructive to compare Gosmokefree.ca behaviour patterns with those of other federal government sites. These comparisons are summarized in the table below. The table identifies the top 16 federal government domains selected from the top 300 sites.

Visitor Reach
It is not surprising that Gosmokefree.ca, with 46%, has the highest reach of all government sites. Respondents were, after all, selected from that site.

Is interesting however, that the Health Canada site is second highest with 39%. This suggests that a large proportion of Gosmokefree.ca visitors also visit the Health Canada site. The duplication analysis based on the iDiary data shows that 72% of Gosmokefree visitors also visited the main Health Canada site during the tracking period. This can be compared to the 34% who indicated they first learned of the Gosmokefree signed from the Main health Canada site.

Most government sites range between 14% and 6% in visitor reach.

Visits per visitor
Most government sites, including Gosmokefree.ca, range between and 2 and 4 visits per visitor on average. Those at the high end include the Weather Office at Environment Canada (10), Revenue Canada (6) and the Canada site (5).

A related statistic is the re-visitation rate --- the % of visitors who visit a web site more than once.

- The highest re-visitation rates were reported by the:
  Job Bank -- 75% , 56%
  Weather Office (Environment Canada) -- 60%
  HRDC -- and 56%

- The lowest levels are reported by the search engines at the Canada site (17%) and at main Health Canada (33%).

The re-visitation rate for the Gosmokefree.ca site is 52%.

Page views per visit
Most sites, including Gosmokefree.ca, range between 2 and 10 page views per visit. The two that register significantly higher levels are:

- Statistics Canada -- 23.5 page views per visit
- Job Bank -- 30, 25 page views per visit

Time per visit
This statistic ranges from about one minute (search.hc-sc.gc.ca) to 10 minutes (psc-cfp.gc.ca). Gosmokefree.ca, at 6.4 minutes per visit, lies somewhere in the middle.

Federal Government Sites in Top 300

Rank	Domain	Visitors	Re-visitation Rate	Site Visits	Visits per Visitor	Total Time at Site (h)	Time per Visitor (m)	Time per Visit (m)	Time per Page View (m)	Total Page Views	Page Views per Visit
	All Visitors	n = 121									
10	gosmokefree.ca	46%	52%	159	3	16.9	18.1	6.4	0.8	1196	7.5
11	hc-sc.gc.ca	39%	40%	121	3	12.7	16.3	6.3	0.6	1188	9.8
59	canada.gc.ca	14%	47%	78	5	0.9	3.3	0.7	0.2	244	3.1
63	hrdc-drhc.gc.ca	13%	56%	72	4	2.9	10.9	2.4	0.5	327	4.5
69	jobs.gc.ca	12%	40%	50	3	2.6	10.3	3.1	0.3	471	9.4
74	search.hc-sc.gc.ca	12%	33%	32	2	0.7	3	1.4	0.2	178	5.6
98	canadapost.ca	10%	50%	50	4	1.9	9.7	2.3	0.7	173	3.5
104	search-recherche.gc.ca	10%	17%	30	2	0.3	1.6	0.6	0.2	100	3.3
129	weatheroffice.ec.gc.ca	8%	60%	104	10	2.9	17.7	1.7	0.8	211	2
124	statcan.ca	8%	50%	43	4	6.1	36.4	8.5	0.4	1009	23.5
187	ccra-adrc.gc.ca	7%	50%	48	6	2.1	15.5	2.6	0.3	443	9.2
151	Jb-ge.hrdc-drhc.gc.ca	7%	56%	34	4	4.8	31.9	8.4	0.3	1018	29.9
183	jobbank.gc.ca	7%	75%	26	3	3.6	27.1	8.3	0.3	659	25.3
153	psc-cfp.gc.ca	7%	33%	18	2	2.9	19.2	9.6	1.4	125	6.9
226	ec.gc.ca	6%	43%	20	3	3	25.9	9.1	2.3	79	4
238	pch.gc.ca	6%	43%	11	2	1.1	9	5.7	1	66	6

Finding Optimal Sites

iDiary data provide useful information about other web sites that are frequently visited by Gosmokefree.ca respondents. Because of the positive correlation between the Gosmokefree.ca and these other sites, we term these as " optimal " sites. The measure of optimal is **visitor reach**. These web sites are ranked on the basis of the statistic visitor reach i.e., the percentage of the sample that has visited the web site at least once from the start of measurement to date. The higher the visitor reach statistic, the greater the likelihood of finding a receptive user at the site with respect to any advertising or promotional campaign targeted for that site.

In addition, the tracking system calculates for each web site:

- The average number of visits per visitor
- The average number of page views per visit

The list for the top 300 sites is shown in the **Appendix D: Optimal Sites**.

Most Popular Sites

1. The top rated site, by far, for Gosmokefree.ca visitors was Hotmail. Its visitor reach was 75%, with an average of 43 visits per visitor, and 11 page views per visit. Clearly sending and receiving e-mails is a predominant activity among Gosmokefree.ca users.

2. A variety of Microsoft properties (excluding the MSN search engine), led by Microsoft.com with a visitor reach of the 62%, and ca.msn.com with the reach of 60% is in second position. Ca.msn.com was visited on average 20 times per user while Microsoft.com was visited on average 3 times. Other Microsoft sites include: windowsupdate.microsoft.com, msn.com, members.msn.com, groups.msn.com, and login.passport.com to mention but a few.

3. In third position with a visitor reach of 57%, was the search engine Google.ca. Google.ca has an average of 16 visits per visitor, and an average of 8 page views per visit.

4. The MSN search engine is next with 57% reach, with an average of 8 visits per visitor, and 4.4 page views per visit.

5. The Yahoo search engine was in fifth position with 47% reach. It had an average of 13 visits per visitor, and 3.4 page views per visit.

6. Geocities.com, a community site with a visitor reach of 47% ,is in sixth position. It has an average of 4 visits per visitor, and 4.2 page views per visit.

7. Classmates.com, a locator site, is in seventh position with 39% reach. It has an average of 3 visits per visitor, and 7 page views per visit. .

8. Sympatico, the large ISP and information gateway site occupies the eighth position with the 29% reach. It has 9 visits per visitor and 2.6 page views per visit.

9. Lycos, another search engine, is in the ninth position with 26% reach, 3 visits per visitor and 4.7 page views per visit.

Not surprisingly, search engines, information gateway sites, which in the case of Sympatico and MSN double as ISPs, and the myriad of properties that belong to Microsoft, the most notable of which is Hotmail, characterize the top 10.

As one moves deeper into the list, other popular domains include:

- Information gateways -- canada.com , canoe.ca
- Locator sites --- canada411.sympatico.ca, yellowpages.ca, mapquest.com
- Community sites -- angelfire.com, members.tripod.com
- Media sites -- cbc.ca, CNN.com
- Banks -- royalbank.com, accesd.desjardins.com
- Retail sites -- amazon.com, eBay

and so on.

Popular Federal Government Sites

Although there are potentially hundreds of federal government sites that Gosmokefree.ca users in theory could visit, only a handful are relevant or appealing to Gosmokefree.ca users. These represent perhaps the most cost-effective means of channeling traffic to the Gosmokefree.ca site. One example is a link exchange that can be readily arranged among sites that share a common group of visitors.

The other important result to note here is the fact that about 1 in 3 of all Gosmokefree visitors said they found the site at the main Health Canada site, and that 72% of all Gosmokefree visitors were found to have visited the main Health Canada site. Whatever linkage could be established between Gosmokefree.ca and the main page of the Health Canada site would have a massive impact on the total number of additional visitors arriving at the site.

1. Highest on the list is the Health Canada site with 39% visitor reach.
The Health Canada search engine has 12% reach. Only 33% of this total have used it more than once. The corresponding figure for Google is 68%.

2. The Canada site has a visitor reach of 14%.
Its search engine has a visitor reach of 10%. Only 17% of this total had used it more than once.

It's clear that for both the Health Canada and the Canada site search engines, user interest is not particularly strong.

Other top federal government sites include:
3.HRDC -- 13%
4.Public Service jobs -- 12%
5.Canada Post -- 10%
6.Environment Canada (weather information) -- 8%
7.Statistics Canada -- 8%
8.Revenue Canada -- 7%
9.the Job Bank (HRDC) -- 7%

Benefits Of Optimal Sites

The important result here is that this ranking of sites is unique to Gosmokefree.ca. Although there are some sites that are popular among all Canadian Internet users e.g., MSN, Google, Yahoo, there are a group of sites that are more popular among Gosmokefree.ca users and less so among Canadians generally. This identifies the so-called " optimal sites " . Sites that are more popular among Gosmokefree.ca users are the ones that offer the best value for the advertising dollar. Why? Because the data show visitors to these sites have a high likelihood of visiting the Gosmokefree.ca site. Also, since the sites are less popular with Canadians generally, advertising on the sites is more cost-efficient. Conversely, there are sites that are less popular among Gosmokefree.ca visitors, but more popular with Canadian Internet users generally. Visitors to the sites have a small likelihood of visiting the Gosmokefree.ca site. These sites should be avoided in any Internet based advertising campaign.

The end result of this iDiary analysis is a selection of a group of sites that offer the best possible chance to communicate the message about Gosmokefree.ca site to those who are most likely to become visitors of the Gosmokefree.ca site.

A Study of Visitors to Gosmokefree.ca

Report to Health Canada

October 29, 2002

APPENDICES

ViewStats **Research**

APPENDIX A : TABLES

Frequency

1. Where do you live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	5	.6	.6	.6
	Newfoundland	14	1.8	1.8	2.5
	Nova Scotia	33	4.3	4.3	6.7
	New Brunswick	29	3.7	3.7	10.5
	Prince Edward Island	9	1.2	1.2	11.6
	Quebec	158	20.4	20.4	32.0
	Ontario	308	39.7	39.7	71.7
	Manitoba	24	3.1	3.1	74.8
	Saskatchewan	23	3.0	3.0	77.8
	Alberta	76	9.8	9.8	87.6
	British Columbia	84	10.8	10.8	98.5
	North West Territories	5	.6	.6	99.1
	Nunavut	2	.3	.3	99.4
	Yukon	1	.1	.1	99.5
	Other	4	.5	.5	100.0
	Total	775	100.0	100.0	

2. Are you male or female?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	260	33.5	34.1	34.1
	Female	503	64.9	65.9	100.0
	Total	763	98.5	100.0	
Missing	System	12	1.5		
Total		775	100.0		

3. How old are you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	4	.5	.5	.5
	12 - 15 years	14	1.8	1.8	2.3
	16 - 19 years	53	6.8	6.8	9.2
	20 - 24 years	100	12.9	12.9	22.1
	25 - 34 years	218	28.1	28.1	50.2
	35 - 49 years	291	37.5	37.5	87.7
	50 - 64 years	82	10.6	10.6	98.3
	65+ years	13	1.7	1.7	100.0
	Total	775	100.0	100.0	

4. What level of education have you attained?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	18	2.3	2.3	2.3
	Primary School	4	.5	.5	2.8
	Some High School	68	8.8	8.8	11.6
	Completed High School	90	11.6	11.6	23.2
	Some Community College / CEGEP / Other Training	94	12.1	12.1	35.4
	Completed Community College / CEGEP / Other Training	117	15.1	15.1	50.5
	Some University	107	13.8	13.8	64.3
	Completed University	277	35.7	35.7	100.0
	Total	775	100.0	100.0	

5. What best describes your situation in life?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	6	.8	.8	.8
	Full-time Homemaker	23	3.0	3.0	3.7
	Full-time Student	144	18.6	18.6	22.3
	Employed full-time	448	57.8	57.8	80.1
	Employed part-time	63	8.1	8.1	88.3
	Looking for employment	46	5.9	5.9	94.2
	Retired	24	3.1	3.1	97.3
	Other	21	2.7	2.7	100.0
	Total	775	100.0	100.0	

6. If "Employed full-time", for what type of organization do you work?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	4	.9	.9	.9
	Private sector	136	30.4	30.4	31.2
	Self-employed	24	5.4	5.4	36.6
	Not-for-profit	46	10.3	10.3	46.9
	Federal government	88	19.6	19.6	66.5
	Provincial government	66	14.7	14.7	81.3
	Municipal government	15	3.3	3.3	84.6
	Other	69	15.4	15.4	100.0
	Total	448	100.0	100.0	

7. Do you work in the health industry or an affiliated field?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	55	7.1	7.1	7.1
	Yes	262	33.8	33.8	40.9
	No	458	59.1	59.1	100.0
	Total	775	100.0	100.0	

8. In the past 30 days, how often have you visited this site?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	6	.8	.8	.8
	Daily	18	2.3	2.3	3.1
	Weekly or several times a week	88	11.4	11.4	14.5
	Once or twice in the last month	169	21.8	21.8	36.3
	First visit	494	63.7	63.7	100.0
	Total	775	100.0	100.0	

9. How often do you smoke tobacco?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	6	.8	.8	.8
	I don't smoke	428	55.2	55.2	56.0
	Rarely, once or twice a year	28	3.6	3.6	59.6
	Once or twice a month	8	1.0	1.0	60.6
	At least once a week	20	2.6	2.6	63.2
	Every day	285	36.8	36.8	100.0
	Total	775	100.0	100.0	

10. How did you first find out about this site?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	From the main Health Canada site	225	29.0	33.8	33.8
	From another site on the Internet	65	8.4	9.8	43.6
	A friend told me about it	65	8.4	9.8	53.4
	Through a search engine	129	16.6	19.4	72.8
	From a television ad	15	1.9	2.3	75.0
	From a newspaper ad	9	1.2	1.4	76.4
	From an ad at another web site	12	1.5	1.8	78.2
	I found it by chance	41	5.3	6.2	84.4
	Other method	90	11.6	13.5	97.9
	Don't recall	14	1.8	2.1	100.0
	Total	665	85.8	100.0	
Missing	.00	110	14.2		
Total		775	100.0		

Cross Tabulations by Region

2. Are you male or female? * Region Crosstabulation

		Region				
		Atlantic	Quebec	Ontario	West	Total
2. Are you male or female?	Male	28	57	113	60	258
		10.9%	22.1%	43.8%	23.3%	100.0%
		34.1%	36.3%	37.2%	27.9%	34.0%
	Female	54	100	191	155	500
		10.8%	20.0%	38.2%	31.0%	100.0%
		65.9%	63.7%	62.8%	72.1%	66.0%
Total		82	157	304	215	758
		10.8%	20.7%	40.1%	28.4%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%

3. How old are you? * Region Crosstabulation

		Region				
		Atlantic	Quebec	Ontario	West	Total
3. How old are you?	.00	1				1
		100.0%				100.0%
		1.2%				.1%
	12 - 15 years		1	10	3	14
			7.1%	71.4%	21.4%	100.0%
			.6%	3.2%	1.4%	1.8%
	16 - 19 years	6	6	30	11	53
		11.3%	11.3%	56.6%	20.8%	100.0%
		7.1%	3.8%	9.7%	5.1%	6.9%
	20 - 24 years	9	13	46	32	100
		9.0%	13.0%	46.0%	32.0%	100.0%
		10.6%	8.2%	14.9%	14.9%	13.1%
	25 - 34 years	23	53	83	58	217
		10.6%	24.4%	38.2%	26.7%	100.0%
		27.1%	33.5%	26.9%	27.0%	28.3%
	35 - 49 years	35	64	101	86	286
		12.2%	22.4%	35.3%	30.1%	100.0%
		41.2%	40.5%	32.8%	40.0%	37.3%
	50 - 64 years	11	18	30	23	82
		13.4%	22.0%	36.6%	28.0%	100.0%
		12.9%	11.4%	9.7%	10.7%	10.7%
	65+ years		3	8	2	13
			23.1%	61.5%	15.4%	100.0%
			1.9%	2.6%	.9%	1.7%
Total		85	158	308	215	766
		11.1%	20.6%	40.2%	28.1%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%

4. What level of education have you attained? * Region Crosstabulation

		Region				
		Atlantic	Quebec	Ontario	West	Total
4. What level of education have you attained?	.00	2	4	5	5	16
		12.5%	25.0%	31.3%	31.3%	100.0%
		2.4%	2.5%	1.6%	2.3%	2.1%
	Primary School	1		2	1	4
		25.0%		50.0%	25.0%	100.0%
		1.2%		.6%	.5%	.5%
	Some High School	7	5	36	18	66
		10.6%	7.6%	54.5%	27.3%	100.0%
		8.2%	3.2%	11.7%	8.4%	8.6%
	Completed High School	8	21	37	23	89
		9.0%	23.6%	41.6%	25.8%	100.0%
		9.4%	13.3%	12.0%	10.7%	11.6%
	Some Community College / CEGEP / Other Training	10	17	43	24	94
		10.6%	18.1%	45.7%	25.5%	100.0%
		11.8%	10.8%	14.0%	11.2%	12.3%
	Completed Community College / CEGEP / Other Training	12	31	39	35	117
		10.3%	26.5%	33.3%	29.9%	100.0%
		14.1%	19.6%	12.7%	16.3%	15.3%
	Some University	11	24	43	29	107
		10.3%	22.4%	40.2%	27.1%	100.0%
		12.9%	15.2%	14.0%	13.5%	14.0%
	Completed University	34	56	103	80	273
		12.5%	20.5%	37.7%	29.3%	100.0%
		40.0%	35.4%	33.4%	37.2%	35.6%
Total		85	158	308	215	766
		11.1%	20.6%	40.2%	28.1%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%

5. What best describes your situation in life? * Region Crosstabulation

		Region				
		Atlantic	Quebec	Ontario	West	Total
5. What best describes your situation in life?	.00	1 33.3% 1.2%			2 66.7% .9%	3 100.0% .4%
	Full-time Homemaker	2 9.1% 2.4%	9 40.9% 5.7%	7 31.8% 2.3%	4 18.2% 1.9%	22 100.0% 2.9%
	Full-time Student	8 5.6% 9.4%	26 18.1% 16.5%	72 50.0% 23.4%	38 26.4% 17.7%	144 100.0% 18.8%
	Employed full-time	61 13.7% 71.8%	96 21.6% 60.8%	166 37.4% 53.9%	121 27.3% 56.3%	444 100.0% 58.0%
	Employed part-time	5 8.1% 5.9%	5 8.1% 3.2%	25 40.3% 8.1%	27 43.5% 12.6%	62 100.0% 8.1%
	Looking for employment	3 6.5% 3.5%	16 34.8% 10.1%	16 34.8% 5.2%	11 23.9% 5.1%	46 100.0% 6.0%
	Retired	3 12.5% 3.5%	3 12.5% 1.9%	14 58.3% 4.5%	4 16.7% 1.9%	24 100.0% 3.1%
	Other	2 9.5% 2.4%	3 14.3% 1.9%	8 38.1% 2.6%	8 38.1% 3.7%	21 100.0% 2.7%
Total		85 11.1% 100.0%	158 20.6% 100.0%	308 40.2% 100.0%	215 28.1% 100.0%	766 100.0% 100.0%

6. If "Employed full-time", for what type of organization do you work? * Region Crosstabulation

		Region				
		Atlantic	Quebec	Ontario	West	Total
6. If "Employed full-time", for what type of organization do you work?	.00	17	58	125	77	277
		6.1%	20.9%	45.1%	27.8%	100.0%
		20.0%	36.7%	40.6%	35.8%	36.2%
	Private sector	22	35	52	33	142
		15.5%	24.6%	36.6%	23.2%	100.0%
		25.9%	22.2%	16.9%	15.3%	18.5%
	Self-employed	3	4	8	10	25
		12.0%	16.0%	32.0%	40.0%	100.0%
		3.5%	2.5%	2.6%	4.7%	3.3%
	Not-for-profit	12	9	18	15	54
		22.2%	16.7%	33.3%	27.8%	100.0%
		14.1%	5.7%	5.8%	7.0%	7.0%
	Federal government	5	19	50	15	89
		5.6%	21.3%	56.2%	16.9%	100.0%
		5.9%	12.0%	16.2%	7.0%	11.6%
	Provincial government	18	15	12	31	76
		23.7%	19.7%	15.8%	40.8%	100.0%
		21.2%	9.5%	3.9%	14.4%	9.9%
	Municipal government		1	15		16
			6.3%	93.8%		100.0%
			.6%	4.9%		2.1%
	Other	8	17	28	34	87
		9.2%	19.5%	32.2%	39.1%	100.0%
		9.4%	10.8%	9.1%	15.8%	11.4%
Total		85	158	308	215	766
		11.1%	20.6%	40.2%	28.1%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%

7. Do you work in the health industry or an affiliated field? * Region Crosstabulation

		Region				
		Atlantic	Quebec	Ontario	West	Total
7. Do you work in the health industry or an affiliated field?	.00	5	8	25	14	52
		9.6%	15.4%	48.1%	26.9%	100.0%
		5.9%	5.1%	8.1%	6.5%	6.8%
	Yes	38	39	95	86	258
		14.7%	15.1%	36.8%	33.3%	100.0%
		44.7%	24.7%	30.8%	40.0%	33.7%
	No	42	111	188	115	456
		9.2%	24.3%	41.2%	25.2%	100.0%
		49.4%	70.3%	61.0%	53.5%	59.5%
Total		85	158	308	215	766
		11.1%	20.6%	40.2%	28.1%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%

8. In the past 30 days, how often have you visited this site? * Region Crosstabulation

		Region				
		Atlantic	Quebec	Ontario	West	Total
8. In the past 30 days, how often have you visited this site?	.00	1	2			3
		33.3%	66.7%			100.0%
		1.2%	1.3%			.4%
	Daily	5	3	9	1	18
		27.8%	16.7%	50.0%	5.6%	100.0%
		5.9%	1.9%	2.9%	.5%	2.3%
	Weekly or several times a week	13	20	34	20	87
		14.9%	23.0%	39.1%	23.0%	100.0%
		15.3%	12.7%	11.0%	9.3%	11.4%
	Once or twice in the last month	10	46	62	50	168
		6.0%	27.4%	36.9%	29.8%	100.0%
		11.8%	29.1%	20.1%	23.3%	21.9%
	First visit	56	87	203	144	490
		11.4%	17.8%	41.4%	29.4%	100.0%
		65.9%	55.1%	65.9%	67.0%	64.0%
Total		85	158	308	215	766
		11.1%	20.6%	40.2%	28.1%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%

9. How often do you smoke tobacco? * Region Crosstabulation

		Region				
		Atlantic	Quebec	Ontario	West	Total
9. How often do you smoke tobacco?	.00	1	2		1	4
		25.0%	50.0%		25.0%	100.0%
		1.2%	1.3%		.5%	.5%
	I don't smoke	37	91	176	118	422
		8.8%	21.6%	41.7%	28.0%	100.0%
		43.5%	57.6%	57.1%	54.9%	55.1%
	Rarely, once or twice a year	2	3	12	11	28
		7.1%	10.7%	42.9%	39.3%	100.0%
		2.4%	1.9%	3.9%	5.1%	3.7%
	Once or twice a month		2	2	4	8
			25.0%	25.0%	50.0%	100.0%
			1.3%	.6%	1.9%	1.0%
	At least once a week	1	5	8	6	20
		5.0%	25.0%	40.0%	30.0%	100.0%
		1.2%	3.2%	2.6%	2.8%	2.6%
	Every day	44	55	110	75	284
		15.5%	19.4%	38.7%	26.4%	100.0%
		51.8%	34.8%	35.7%	34.9%	37.1%
Total		85	158	308	215	766
		11.1%	20.6%	40.2%	28.1%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%

10. How did you first find out about this site? * Region Crosstabulation

		Region				
		Atlantic	Quebec	Ontario	West	Total
10. How did you first find out about this site?	From the main Health Canada site	23	50	90	62	225
		10.2%	22.2%	40.0%	27.6%	100.0%
		33.8%	35.7%	34.1%	32.8%	34.0%
	From another site on the Internet	6	15	19	24	64
		9.4%	23.4%	29.7%	37.5%	100.0%
		8.8%	10.7%	7.2%	12.7%	9.7%
	A friend told me about it	4	14	32	13	63
		6.3%	22.2%	50.8%	20.6%	100.0%
		5.9%	10.0%	12.1%	6.9%	9.5%
	Through a search engine	12	32	48	37	129
		9.3%	24.8%	37.2%	28.7%	100.0%
		17.6%	22.9%	18.2%	19.6%	19.5%
	From a television ad	1	1	7	6	15
		6.7%	6.7%	46.7%	40.0%	100.0%
		1.5%	.7%	2.7%	3.2%	2.3%
	From a newspaper ad	2	3	1	3	9
		22.2%	33.3%	11.1%	33.3%	100.0%
		2.9%	2.1%	.4%	1.6%	1.4%
	From an ad at another web site	2	1	5	4	12
		16.7%	8.3%	41.7%	33.3%	100.0%
		2.9%	.7%	1.9%	2.1%	1.8%
	I found it by chance	8	4	15	13	40
		20.0%	10.0%	37.5%	32.5%	100.0%
		11.8%	2.9%	5.7%	6.9%	6.1%
	Other method	10	17	36	27	90
		11.1%	18.9%	40.0%	30.0%	100.0%
		14.7%	12.1%	13.6%	14.3%	13.6%
	Don't recall		3	11		14
			21.4%	78.6%		100.0%
			2.1%	4.2%		2.1%
Total		68	140	264	189	661
		10.3%	21.2%	39.9%	28.6%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%

Cross Tabulations by Smoking Status

1. Where do you live? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
1. Where do you live?	.00	3		3
		100.0%		100.0%
		.7%		.4%
	Newfoundland	5	8	13
		38.5%	61.5%	100.0%
		1.2%	2.3%	1.7%
	Nova Scotia	11	22	33
		33.3%	66.7%	100.0%
		2.6%	6.5%	4.3%
	New Brunswick	16	13	29
		55.2%	44.8%	100.0%
		3.7%	3.8%	3.8%
	Prince Edward Island	5	4	9
		55.6%	44.4%	100.0%
		1.2%	1.2%	1.2%
	Quebec	91	65	156
		58.3%	41.7%	100.0%
		21.3%	19.1%	20.3%
	Ontario	176	132	308
		57.1%	42.9%	100.0%
		41.1%	38.7%	40.1%
	Manitoba	13	11	24
		54.2%	45.8%	100.0%
		3.0%	3.2%	3.1%
	Saskatchewan	12	11	23
		52.2%	47.8%	100.0%
		2.8%	3.2%	3.0%
	Alberta	40	35	75
		53.3%	46.7%	100.0%
		9.3%	10.3%	9.8%
	British Columbia	49	35	84
		58.3%	41.7%	100.0%
		11.4%	10.3%	10.9%
	North West Territories	2	3	5
		40.0%	60.0%	100.0%
		.5%	.9%	.7%
	Nunavut	1	1	2
		50.0%	50.0%	100.0%
		.2%	.3%	.3%
	Yukon	1		1
		100.0%		100.0%
		.2%		.1%
	Other	3	1	4
		75.0%	25.0%	100.0%
		.7%	.3%	.5%
Total		428	341	769
		55.7%	44.3%	100.0%
		100.0%	100.0%	100.0%

2. Are you male or female? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
2. Are you male or female?	Male	134	124	258
		51.9%	48.1%	100.0%
		31.6%	36.9%	33.9%
	Female	290	212	502
		57.8%	42.2%	100.0%
		68.4%	63.1%	66.1%
Total		424	336	760
		55.8%	44.2%	100.0%
		100.0%	100.0%	100.0%

3. How old are you? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
3. How old are you?	.00	1		1
		100.0%		100.0%
		.2%		.1%
	12 - 15 years	12	2	14
		85.7%	14.3%	100.0%
		2.8%	.6%	1.8%
	16 - 19 years	35	18	53
		66.0%	34.0%	100.0%
		8.2%	5.3%	6.9%
	20 - 24 years	49	51	100
		49.0%	51.0%	100.0%
		11.4%	15.0%	13.0%
	25 - 34 years	123	94	217
		56.7%	43.3%	100.0%
		28.7%	27.6%	28.2%
	35 - 49 years	153	136	289
		52.9%	47.1%	100.0%
		35.7%	39.9%	37.6%
	50 - 64 years	48	34	82
		58.5%	41.5%	100.0%
		11.2%	10.0%	10.7%
	65+ years	7	6	13
		53.8%	46.2%	100.0%
		1.6%	1.8%	1.7%
Total		428	341	769
		55.7%	44.3%	100.0%
		100.0%	100.0%	100.0%

4. What level of education have you attained? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
4. What level of education have you attained?	.00	11	5	16
		68.8%	31.3%	100.0%
		2.6%	1.5%	2.1%
	Primary School	3	1	4
		75.0%	25.0%	100.0%
		.7%	.3%	.5%
	Some High School	31	37	68
		45.6%	54.4%	100.0%
		7.2%	10.9%	8.8%
	Completed High School	34	54	88
		38.6%	61.4%	100.0%
		7.9%	15.8%	11.4%
	Some Community College / CEGEP / Other Training	36	58	94
		38.3%	61.7%	100.0%
		8.4%	17.0%	12.2%
	Completed Community College / CEGEP / Other Training	52	65	117
		44.4%	55.6%	100.0%
		12.1%	19.1%	15.2%
	Some University	55	51	106
		51.9%	48.1%	100.0%
		12.9%	15.0%	13.8%
	Completed University	206	70	276
		74.6%	25.4%	100.0%
		48.1%	20.5%	35.9%
Total		428	341	769
		55.7%	44.3%	100.0%
		100.0%	100.0%	100.0%

5. What best describes your situation in life? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
5. What best describes your situation in life?	.00	3		3
		100.0%		100.0%
		.7%		.4%
	Full-time Homemaker	12	11	23
		52.2%	47.8%	100.0%
		2.8%	3.2%	3.0%
	Full-time Student	102	42	144
		70.8%	29.2%	100.0%
		23.8%	12.3%	18.7%
	Employed full-time	238	208	446
		53.4%	46.6%	100.0%
		55.6%	61.0%	58.0%
	Employed part-time	35	27	62
		56.5%	43.5%	100.0%
		8.2%	7.9%	8.1%
	Looking for employment	21	25	46
		45.7%	54.3%	100.0%
		4.9%	7.3%	6.0%
	Retired	10	14	24
		41.7%	58.3%	100.0%
		2.3%	4.1%	3.1%
	Other	7	14	21
		33.3%	66.7%	100.0%
		1.6%	4.1%	2.7%
Total		428	341	769
		55.7%	44.3%	100.0%
		100.0%	100.0%	100.0%

. If "Employed full-time", for what type of organization do you work? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
6. If "Employed full-time", for what type of organization do you work?	.00	167	111	278
		60.1%	39.9%	100.0%
		39.0%	32.6%	36.2%
	Private sector	50	92	142
		35.2%	64.8%	100.0%
		11.7%	27.0%	18.5%
	Self-employed	15	11	26
		57.7%	42.3%	100.0%
		3.5%	3.2%	3.4%
	Not-for-profit	38	16	54
		70.4%	29.6%	100.0%
		8.9%	4.7%	7.0%
	Federal government	53	37	90
		58.9%	41.1%	100.0%
		12.4%	10.9%	11.7%
	Provincial government	49	27	76
		64.5%	35.5%	100.0%
		11.4%	7.9%	9.9%
	Municipal government	13	3	16
		81.3%	18.8%	100.0%
		3.0%	.9%	2.1%
	Other	43	44	87
		49.4%	50.6%	100.0%
		10.0%	12.9%	11.3%
Total		428	341	769
		55.7%	44.3%	100.0%
		100.0%	100.0%	100.0%

7. Do you work in the health industry or an affiliated field? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
7. Do you work in the health industry or an affiliated field?	.00	32	21	53
		60.4%	39.6%	100.0%
		7.5%	6.2%	6.9%
	Yes	192	70	262
		73.3%	26.7%	100.0%
		44.9%	20.5%	34.1%
	No	204	250	454
		44.9%	55.1%	100.0%
		47.7%	73.3%	59.0%
Total		428	341	769
		55.7%	44.3%	100.0%
		100.0%	100.0%	100.0%

8. In the past 30 days, how often have you visited this site? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
8. In the past 30 days, how often have you visited this site?	.00	3		3
		100.0%		100.0%
		.7%		.4%
	Daily	10	8	18
		55.6%	44.4%	100.0%
		2.3%	2.3%	2.3%
	Weekly or several times a week	65	23	88
		73.9%	26.1%	100.0%
		15.2%	6.7%	11.4%
	Once or twice in the last month	114	54	168
		67.9%	32.1%	100.0%
		26.6%	15.8%	21.8%
	First visit	236	256	492
		48.0%	52.0%	100.0%
		55.1%	75.1%	64.0%
Total		428	341	769
		55.7%	44.3%	100.0%
		100.0%	100.0%	100.0%

9. How often do you smoke tobacco? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
9. How often do you smoke tobacco?	I don't smoke	428		428
		100.0%		100.0%
		100.0%		55.7%
	Rarely, once or twice a year		28	28
			100.0%	100.0%
			8.2%	3.6%
	Once or twice a month		8	8
			100.0%	100.0%
			2.3%	1.0%
	At least once a week		20	20
			100.0%	100.0%
			5.9%	2.6%
	Every day		285	285
			100.0%	100.0%
			83.6%	37.1%
Total		428	341	769
		55.7%	44.3%	100.0%
		100.0%	100.0%	100.0%

10. How did you first find out about this site? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
10. How did you first find out about this site?	From the main Health Canada site	131	94	225
		58.2%	41.8%	100.0%
		36.4%	30.9%	33.9%
	From another site on the Internet	35	30	65
		53.8%	46.2%	100.0%
		9.7%	9.9%	9.8%
	A friend told me about it	43	22	65
		66.2%	33.8%	100.0%
		11.9%	7.2%	9.8%
	Through a search engine	64	64	128
		50.0%	50.0%	100.0%
		17.8%	21.1%	19.3%
	From a television ad	5	10	15
		33.3%	66.7%	100.0%
		1.4%	3.3%	2.3%
	From a newspaper ad	3	6	9
		33.3%	66.7%	100.0%
		.8%	2.0%	1.4%
	From an ad at another web site	6	6	12
		50.0%	50.0%	100.0%
		1.7%	2.0%	1.8%
	I found it by chance	12	29	41
		29.3%	70.7%	100.0%
		3.3%	9.5%	6.2%
	Other method	52	38	90
		57.8%	42.2%	100.0%
		14.4%	12.5%	13.6%
	Don't recall	9	5	14
		64.3%	35.7%	100.0%
		2.5%	1.6%	2.1%
Total		360	304	664
		54.2%	45.8%	100.0%
		100.0%	100.0%	100.0%

2. What was your purpose for visiting? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
2. What was your purpose for visiting?	.00	3 75.0% 1.8%	1 25.0% 1.0%	4 100.0% 1.5%
	To learn about the health effects of smoking	21 67.7% 12.4%	10 32.3% 10.3%	31 100.0% 11.7%
	To find out how to stop smoking	12 19.7% 7.1%	49 80.3% 50.5%	61 100.0% 22.9%
	To learn about the health effects of second-hand smoke...	11 91.7% 6.5%	1 8.3% 1.0%	12 100.0% 4.5%
	To learn more about federal legislation and regulations	13 72.2% 7.7%	5 27.8% 5.2%	18 100.0% 6.8%
	To get research data and/or to find out about trends	27 73.0% 16.0%	10 27.0% 10.3%	37 100.0% 13.9%
	To get professional training materials and resources	17 73.9% 10.1%	6 26.1% 6.2%	23 100.0% 8.6%
	To learn what is being done by the GOC to reduce smoking	13 81.3% 7.7%	3 18.8% 3.1%	16 100.0% 6.0%
	To learn more about youth smoking issues...	12 85.7% 7.1%	2 14.3% 2.1%	14 100.0% 5.3%
	Implementing community non-smoking policies	4 80.0% 2.4%	1 20.0% 1.0%	5 100.0% 1.9%
	General interest	24 82.8% 14.2%	5 17.2% 5.2%	29 100.0% 10.9%
	Got here by chance	1 50.0% .6%	1 50.0% 1.0%	2 100.0% .8%
	Some other reason	11 78.6% 6.5%	3 21.4% 3.1%	14 100.0% 5.3%
Total		169 63.5% 100.0%	97 36.5% 100.0%	266 100.0% 100.0%

3. Did you find what you were looking for? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
3. Did you find what you were looking for?	.00	4	1	5
		80.0%	20.0%	100.0%
		2.4%	1.0%	1.9%
	Yes, completely	89	40	129
		69.0%	31.0%	100.0%
		52.7%	41.2%	48.5%
	Yes, partly	66	49	115
		57.4%	42.6%	100.0%
		39.1%	50.5%	43.2%
	No	10	7	17
		58.8%	41.2%	100.0%
		5.9%	7.2%	6.4%
Total		169	97	266
		63.5%	36.5%	100.0%
		100.0%	100.0%	100.0%

4. How easy was it to find that information? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
4. How easy was it to find that information?	.00	2	1	3
		66.7%	33.3%	100.0%
		1.2%	1.0%	1.1%
	Very easy	66	40	106
		62.3%	37.7%	100.0%
		39.1%	41.2%	39.8%
	Fairly easy	82	45	127
		64.6%	35.4%	100.0%
		48.5%	46.4%	47.7%
	Not very easy	13	6	19
		68.4%	31.6%	100.0%
		7.7%	6.2%	7.1%
	Not at all easy	6	5	11
		54.5%	45.5%	100.0%
		3.6%	5.2%	4.1%
Total		169	97	266
		63.5%	36.5%	100.0%
		100.0%	100.0%	100.0%

5.1. Gosmokefree.ca web site - The text is easy to understand * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
5.1. Gosmokefree.ca web site - The text is easy to understand	Disagree Strongly	1	3	4
		25.0%	75.0%	100.0%
		.6%	3.1%	1.6%
	Disagree Somewhat	5	3	8
		62.5%	37.5%	100.0%
		3.1%	3.1%	3.1%
	Agree Somewhat	35	23	58
		60.3%	39.7%	100.0%
		21.6%	24.0%	22.5%
	Agree Strongly	121	67	188
		64.4%	35.6%	100.0%
		74.7%	69.8%	72.9%
Total		162	96	258
		62.8%	37.2%	100.0%
		100.0%	100.0%	100.0%

5.2. Gosmokefree.ca web site - The content seems to be accurate and up-to-date * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
5.2. Gosmokefree.ca web site - The content seems to be accurate and up-to-date	Don't Know	4	1	5
		80.0%	20.0%	100.0%
		2.5%	1.0%	1.9%
	Disagree Strongly	1	2	3
		33.3%	66.7%	100.0%
		.6%	2.1%	1.2%
	Disagree Somewhat	10	5	15
		66.7%	33.3%	100.0%
		6.2%	5.2%	5.8%
	Agree Somewhat	39	24	63
		61.9%	38.1%	100.0%
		24.1%	25.0%	24.4%
	Agree Strongly	108	64	172
		62.8%	37.2%	100.0%
		66.7%	66.7%	66.7%
Total		162	96	258
		62.8%	37.2%	100.0%
		100.0%	100.0%	100.0%

5.3. Gosmokefree.ca web site - The overall presentation of pages is pleasing * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
5.3. Gosmokefree.ca web site - The overall presentation of pages is pleasing	Don't Know		2	2
			100.0%	100.0%
			2.1%	.8%
	Disagree Strongly	3	1	4
		75.0%	25.0%	100.0%
		1.9%	1.1%	1.6%
	Disagree Somewhat	11	11	22
		50.0%	50.0%	100.0%
		7.0%	11.6%	8.7%
	Agree Somewhat	70	33	103
		68.0%	32.0%	100.0%
		44.3%	34.7%	40.7%
	Agree Strongly	74	48	122
		60.7%	39.3%	100.0%
		46.8%	50.5%	48.2%
Total		158	95	253
		62.5%	37.5%	100.0%
		100.0%	100.0%	100.0%

5.4. Gosmokefree.ca web site - I could navigate through the site without getting lost * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
5.4. Gosmokefree.ca web site - I could navigate through the site without getting lost	Disagree Strongly	8	5	13
		61.5%	38.5%	100.0%
		5.1%	5.3%	5.1%
	Disagree Somewhat	14	12	26
		53.8%	46.2%	100.0%
		8.9%	12.6%	10.3%
	Agree Somewhat	56	33	89
		62.9%	37.1%	100.0%
		35.4%	34.7%	35.2%
	Agree Strongly	80	45	125
		64.0%	36.0%	100.0%
		50.6%	47.4%	49.4%
Total		158	95	253
		62.5%	37.5%	100.0%
		100.0%	100.0%	100.0%

6. Do you plan to return to the site? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
6. Do you plan to return to the site?	Yes	138	81	219
		63.0%	37.0%	100.0%
		81.7%	83.5%	82.3%
	No	8	2	10
		80.0%	20.0%	100.0%
		4.7%	2.1%	3.8%
	Undecided	23	14	37
		62.2%	37.8%	100.0%
		13.6%	14.4%	13.9%
Total		169	97	266
		63.5%	36.5%	100.0%
		100.0%	100.0%	100.0%

7. Do you have the site bookmarked? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
7. Do you have the site bookmarked?	Yes	73	44	117
		62.4%	37.6%	100.0%
		43.2%	45.4%	44.0%
	No	96	53	149
		64.4%	35.6%	100.0%
		56.8%	54.6%	56.0%
Total		169	97	266
		63.5%	36.5%	100.0%
		100.0%	100.0%	100.0%

7. Do you have the site bookmarked? * 8. In the past 30 days, how often have you visited this site? Crosstabulation

		8. In the past 30 days, how often have you visited this site?				
		Daily	Weekly or several times a week	Once or twice in the last month	First visit	Total
7. Do you have the site bookmarked?	Yes	3	18	29	67	117
		2.6%	15.4%	24.8%	57.3%	100.0%
		42.9%	56.3%	46.8%	40.4%	43.8%
	No	4	14	33	99	150
		2.7%	9.3%	22.0%	66.0%	100.0%
		57.1%	43.8%	53.2%	59.6%	56.2%
Total		7	32	62	166	267
		2.6%	12.0%	23.2%	62.2%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%

8. Did you read any information on the site about how to quit smoking? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
8. Did you read any information on the site about how to quit smoking?	.00	1		1
		100.0%		100.0%
		.6%		.4%
	Yes	88	76	164
		53.7%	46.3%	100.0%
		52.1%	78.4%	61.7%
	No	76	18	94
		80.9%	19.1%	100.0%
		45.0%	18.6%	35.3%
	Don't Recall	4	3	7
		57.1%	42.9%	100.0%
		2.4%	3.1%	2.6%
Total		169	97	266
		63.5%	36.5%	100.0%
		100.0%	100.0%	100.0%

). Have you looked for information about how to quit at other sites? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
9. Have you looked for information about how to quit at other sites?	.00	5	2	7
		71.4%	28.6%	100.0%
		3.0%	2.1%	2.6%
	Yes	50	54	104
		48.1%	51.9%	100.0%
		29.6%	55.7%	39.1%
	No	110	35	145
		75.9%	24.1%	100.0%
		65.1%	36.1%	54.5%
	Don't Recall	4	6	10
		40.0%	60.0%	100.0%
		2.4%	6.2%	3.8%
Total		169	97	266
		63.5%	36.5%	100.0%
		100.0%	100.0%	100.0%

10. If you looked at other "how to quit" sites, how does the information on this site compare to what you have seen elsewhere? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
10. If you looked at other "how to quit" sites, how does the information on this site compare to what you have seen elsewhere?	Better than most	20	14	34
		58.8%	41.2%	100.0%
		40.0%	25.9%	32.7%
	Better than some	12	16	28
		42.9%	57.1%	100.0%
		24.0%	29.6%	26.9%
	About average	13	18	31
		41.9%	58.1%	100.0%
		26.0%	33.3%	29.8%
	Not as good as some	4	2	6
		66.7%	33.3%	100.0%
		8.0%	3.7%	5.8%
	Not as good as most	1	1	2
		50.0%	50.0%	100.0%
		2.0%	1.9%	1.9%
	Don't know/Did not look at other sites		3	3
			100.0%	100.0%
			5.6%	2.9%
Total		50	54	104
		48.1%	51.9%	100.0%
		100.0%	100.0%	100.0%

11. Did you visit the Youth section of the site? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
11. Did you visit the Youth section of the site?	Yes	86	28	114
		75.4%	24.6%	100.0%
		50.9%	28.9%	42.9%
	No	80	65	145
		55.2%	44.8%	100.0%
		47.3%	67.0%	54.5%
	Don't Recall	3	4	7
		42.9%	57.1%	100.0%
		1.8%	4.1%	2.6%
Total		169	97	266
		63.5%	36.5%	100.0%
		100.0%	100.0%	100.0%

12. If "Yes", was the information you found there helpful, or not? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
12. If "Yes", was the information you found there helpful, or not?	.00	1	1	2
		50.0%	50.0%	100.0%
		1.2%	3.6%	1.8%
	Helpful	73	22	95
		76.8%	23.2%	100.0%
		84.9%	78.6%	83.3%
	Not Helpful	12	5	17
		70.6%	29.4%	100.0%
		14.0%	17.9%	14.9%
Total		86	28	114
		75.4%	24.6%	100.0%
		100.0%	100.0%	100.0%

13. Have you registered for any of our e-mail subscription services? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
13. Have you registered for any of our e-mail subscription services?	.00	2		2
		100.0%		100.0%
		1.2%		.8%
	Yes	22	19	41
		53.7%	46.3%	100.0%
		13.0%	19.6%	15.4%
	No	144	77	221
		65.2%	34.8%	100.0%
		85.2%	79.4%	83.1%
	Don't Recall	1	1	2
		50.0%	50.0%	100.0%
		.6%	1.0%	.8%
Total		169	97	266
		63.5%	36.5%	100.0%
		100.0%	100.0%	100.0%

14. On average, how many hours per week do you spend on the Internet? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
14. On average, how many hours per week do you spend on the Internet?	Less than 1/2 an hour per week		1	1
			100.0%	100.0%
			1.0%	.4%
	1/2 to 1 hour	7	8	15
		46.7%	53.3%	100.0%
		4.1%	8.2%	5.6%
	1+ to 2 hours	22	13	35
		62.9%	37.1%	100.0%
		13.0%	13.4%	13.2%
	2+ to 3 hours	18	12	30
		60.0%	40.0%	100.0%
		10.7%	12.4%	11.3%
	3+ to 5 hours	37	12	49
		75.5%	24.5%	100.0%
		21.9%	12.4%	18.4%
	5+ to 10 hours	41	19	60
		68.3%	31.7%	100.0%
		24.3%	19.6%	22.6%
	10+ to 20 hours	21	18	39
		53.8%	46.2%	100.0%
		12.4%	18.6%	14.7%
	Over 20 hours per week	23	14	37
		62.2%	37.8%	100.0%
		13.6%	14.4%	13.9%
Total		169	97	266
		63.5%	36.5%	100.0%
		100.0%	100.0%	100.0%

Tables

1. Most searched for information on the Internet

Most searched information	1.1. - Travel -- What kinds of information have you searched for most often on the Internet in the past few months?	Count	23
		Column %	26.7
	1.2. -- Health -- What kinds of information have you searched for most often on the Internet in the past few months?	Count	48
		Column %	55.8
	1.3. - Banking, investment, financial planning-- What kinds of information have you searched for most often on the Internet in the past few months?	Count	32
		Column %	37.2
	1.4. -- Sports -- What kinds of information have you searched for most often on the Internet in the past few months?	Count	6
		Column %	7.0
	1.5. -- Employment -- What kinds of information have you searched for most often on the Internet in the past few months?	Count	23
		Column %	26.7
	1.6. -- Games, entertainment -- What kinds of information have you searched for most often on the Internet in the past few months?	Count	38
		Column %	44.2
	1.7. -- Other -- What kinds of information have you searched for most often on the Internet in the past few months?	Count	30
		Column %	34.9
Total	Count		86
	Column %		100.0

			Gender		
			Males	Females	Total
Most searched information	1.1. - Travel -- What kinds of information have you searched for most often on the Internet in the past few months?	Count	9	13	22
		Column %	24.3	27.1	25.9
	1.2. -- Health -- What kinds of information have you searched for most often on the Internet in	Count	15	32	47
		Column %	40.5	66.7	55.3
	1.3. - Banking, investment, financial planning-- What kinds of information have you	Count	17	15	32
		Column %	45.9	31.3	37.6
	1.4. -- Sports -- What kinds of information have you searched for most often on the Internet in	Count	4	2	6
		Column %	10.8	4.2	7.1
	1.5. -- Employment -- What kinds of information have you searched for most often on the	Count	11	12	23
		Column %	29.7	25.0	27.1
	1.6. -- Games, entertainment -- What kinds of information have you searched for most often on	Count	17	21	38
		Column %	45.9	43.8	44.7
	1.7. -- Other -- What kinds of information have you searched for most often on the Internet in	Count	10	19	29
		Column %	27.0	39.6	34.1
Total	Count		37	48	85
	Column %		100.0	100.0	100.0

			Smoking Status		
			Non-Smoker	Smoker	Total
Most searched information	1.1. - Travel -- What kinds of information have you searched for most often on the Internet in the past few months?	Count	14	9	23
		Column %	29.2	24.3	27.1
	1.2. -- Health -- What kinds of information have you searched for most often on	Count	29	18	47
		Column %	60.4	48.6	55.3
	1.3. - Banking, investment, financial planning-- What kinds of information have	Count	17	14	31
		Column %	35.4	37.8	36.5
	1.4. -- Sports -- What kinds of information have you searched for most often on	Count	2	4	6
		Column %	4.2	10.8	7.1
	1.5. -- Employment -- What kinds of information have you searched for most often	Count	14	9	23
		Column %	29.2	24.3	27.1
	1.6. -- Games, entertainment -- What kinds of information have you	Count	19	19	38
		Column %	39.6	51.4	44.7
	1.7. -- Other -- What kinds of information have you searched for most often on	Count	16	14	30
		Column %	33.3	37.8	35.3
Total	Count		48	37	85
	Column %		100.0	100.0	100.0

2. Most Visited Sites
(Combining Site #1, #2, and #3)

Most Visited Sites	Travel	Count	6
		Column %	7.2
	Health	Count	19
		Column %	22.9
	Banking, investment, financial planning	Count	20
		Column %	24.1
	Sports	Count	2
		Column %	2.4
	Employment	Count	10
		Column %	12.0
	School	Count	19
		Column %	22.9
	Games, entertainment	Count	21
		Column %	25.3
	E-mail, Chat, Dating, Communication	Count	32
		Column %	38.6
	News, Media	Count	17
		Column %	20.5
	E-Commerce	Count	15
		Column %	18.1
	Internet, Software, Hardware, Electronics,	Count	11
		Column %	13.3
	Government	Count	11
		Column %	13.3
	Search engines	Count	32
		Column %	38.6
	Other	Count	27
		Column %	32.5
Total	Count		83
	Column %		100.0

		Most searched information							
		1.1. - Travel	1.2. -- Health	1.3. - Banking, investment, financial planning	1.4. -- Sports	1.5. -- Employment	1.6. -- Games, entertainment	1.7. -- Other	Total
Most Visited Sites	Travel	4	3	4	1	1	2	1	6
		66.7	50.0	66.7	16.7	16.7	33.3	16.7	100.0
		18.2	6.5	12.9	20.0	4.3	5.3	3.3	7.2
	Health	7	18	3		2	5	7	19
		36.8	94.7	15.8		10.5	26.3	36.8	100.0
		31.8	39.1	9.7		8.7	13.2	23.3	22.9
	Banking, investment, financial planning	2	8	15		4	6	3	20
		10.0	40.0	75.0		20.0	30.0	15.0	100.0
		9.1	17.4	48.4		17.4	15.8	10.0	24.1
	Sports			1	1	1	1	2	2
				50.0	50.0	50.0	50.0	100.0	100.0
				3.2	20.0	4.3	2.6	6.7	2.4
	Employment	1	4	6		7	6	4	10
		10.0	40.0	60.0		70.0	60.0	40.0	100.0
		4.5	8.7	19.4		30.4	15.8	13.3	12.0
	School	7	14	7	1	3	7	10	19
		36.8	73.7	36.8	5.3	15.8	36.8	52.6	100.0
		31.8	30.4	22.6	20.0	13.0	18.4	33.3	22.9
	Games, entertainment	5	4	6	1	6	16	6	21
		23.8	19.0	28.6	4.8	28.6	76.2	28.6	100.0
		22.7	8.7	19.4	20.0	26.1	42.1	20.0	25.3
	E-mail, Chat, Dating, Communication	5	17	11	3	6	18	10	32
		15.6	53.1	34.4	9.4	18.8	56.3	31.3	100.0
		22.7	37.0	35.5	60.0	26.1	47.4	33.3	38.6
	News, Media	4	10	7		4	7	3	17
		23.5	58.8	41.2		23.5	41.2	17.6	100.0
		18.2	21.7	22.6		17.4	18.4	10.0	20.5
	E-Commerce	2	9	9	1	6	10	6	15
		13.3	60.0	60.0	6.7	40.0	66.7	40.0	100.0
		9.1	19.6	29.0	20.0	26.1	26.3	20.0	18.1
	Internet, Software, Hardware, Electronics		8	6	2	2	6	7	11
			72.7	54.5	18.2	18.2	54.5	63.6	100.0
			17.4	19.4	40.0	8.7	15.8	23.3	13.3
	Government	2	8	3		4	5	5	11
		18.2	72.7	27.3		36.4	45.5	45.5	100.0
		9.1	17.4	9.7		17.4	13.2	16.7	13.3
	Search engines	13	15	8	4	11	12	13	32
		40.6	46.9	25.0	12.5	34.4	37.5	40.6	100.0
		59.1	32.6	25.8	80.0	47.8	31.6	43.3	38.6
	Other	7	14	5	1	7	9	13	26
		26.9	53.8	19.2	3.8	26.9	34.6	50.0	100.0
		31.8	30.4	16.1	20.0	30.4	23.7	43.3	31.3
Total	Count	22	46	31	5	23	38	30	83
	Row %	26.5	55.4	37.3	6.0	27.7	45.8	36.1	100.0
	Column %	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

3.1. In searching for information on the Internet over the past few months, which of the following did you find most useful? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
3.1. In searching for information on the Internet over the past few months, which of the following did you find most useful?	Google	25	13	38
		65.8%	34.2%	100.0%
		52.1%	36.1%	45.2%
	Yahoo	8	7	15
		53.3%	46.7%	100.0%
		16.7%	19.4%	17.9%
	Alta Vista	1	2	3
		33.3%	66.7%	100.0%
		2.1%	5.6%	3.6%
	MSN Search	6	10	16
		37.5%	62.5%	100.0%
		12.5%	27.8%	19.0%
	Toile du Québec		1	1
			100.0%	100.0%
			2.8%	1.2%
	Other	8	3	11
		72.7%	27.3%	100.0%
		16.7%	8.3%	13.1%
Total		48	36	84
		57.1%	42.9%	100.0%
		100.0%	100.0%	100.0%

4. In the last few months, how often have you clicked on an ad (banner) you've seen on any web site? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
4. In the last few months, how often have you clicked on an ad (banner) you've seen on any web site?	Never	23	13	36
		63.9%	36.1%	100.0%
		47.9%	35.1%	42.4%
	1-3 times	20	18	38
		52.6%	47.4%	100.0%
		41.7%	48.6%	44.7%
	4-6 times	1	2	3
		33.3%	66.7%	100.0%
		2.1%	5.4%	3.5%
	7 or more times	2	4	6
		33.3%	66.7%	100.0%
		4.2%	10.8%	7.1%
	Don't recall	2		2
		100.0%		100.0%
		4.2%		2.4%
Total		48	37	85
		56.5%	43.5%	100.0%
		100.0%	100.0%	100.0%

5.1. How likely are you to click on a banner ad offering you health information? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
5.1. How likely are you to click on a banner ad offering you health information?	Very likely to click	8	8	16
		50.0%	50.0%	100.0%
		16.7%	21.6%	18.8%
	Somewhat likely	12	19	31
		38.7%	61.3%	100.0%
		25.0%	51.4%	36.5%
	Not too likely	14	7	21
		66.7%	33.3%	100.0%
		29.2%	18.9%	24.7%
	Not at all likely	14	3	17
		82.4%	17.6%	100.0%
		29.2%	8.1%	20.0%
Total		48	37	85
		56.5%	43.5%	100.0%
		100.0%	100.0%	100.0%

5.2. How likely are you to click on a banner ad selling a product or a service? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
5.2. How likely are you to click on a banner ad selling a product or a service?	Very likely to click		1	1
			100.0%	100.0%
			2.7%	1.2%
	Somewhat likely	4	6	10
		40.0%	60.0%	100.0%
		8.3%	16.2%	11.8%
	Not too likely	9	13	22
		40.9%	59.1%	100.0%
		18.8%	35.1%	25.9%
	Not at all likely	35	17	52
		67.3%	32.7%	100.0%
		72.9%	45.9%	61.2%
Total		48	37	85
		56.5%	43.5%	100.0%
		100.0%	100.0%	100.0%

6. Best Remembered Information from Visit

Remember Best from Site Visit	Quitting	Count	20
		Column %	24.7
	E-Quit	Count	8
		Column %	9.9
	Youth	Count	5
		Column %	6.2
	The Industry	Count	6
		Column %	7.4
	Health Info/Effects	Count	16
		Column %	19.8
	Second-Hand Smoking	Count	7
		Column %	8.6
	Statistics	Count	8
		Column %	9.9
	Toxic Emissions	Count	5
		Column %	6.2
	Media Campaigns	Count	2
		Column %	2.5
	Videos	Count	2
		Column %	2.5
	Women's health	Count	2
		Column %	2.5
	CTUMS	Count	3
		Column %	3.7
	News	Count	3
		Column %	3.7
	Legislation	Count	2
		Column %	2.5
	Other	Count	13
		Column %	16.0
Total	Count		81
	Column %		100.0

7. Overall, what did you think about the information that you found there? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
7. Overall, what did you think about the information that you found there?	.00	1		1
		100.0%		100.0%
		2.1%		1.2%
	Very useful	20	18	38
		52.6%	47.4%	100.0%
		41.7%	48.6%	44.7%
	Fairly useful	24	14	38
		63.2%	36.8%	100.0%
		50.0%	37.8%	44.7%
	Not too useful	1	1	2
		50.0%	50.0%	100.0%
		2.1%	2.7%	2.4%
	Not at all useful		3	3
			100.0%	100.0%
			8.1%	3.5%
	Undecided	2	1	3
		66.7%	33.3%	100.0%
		4.2%	2.7%	3.5%
Total		48	37	85
		56.5%	43.5%	100.0%
		100.0%	100.0%	100.0%

8.1. Is there certain information or some feature that you would like to added to the site? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
8.1. Is there certain information or some feature that you would like to added to the site?	.00	1	3	4
		25.0%	75.0%	100.0%
		2.1%	8.1%	4.7%
	Yes	13	15	28
		46.4%	53.6%	100.0%
		27.1%	40.5%	32.9%
	No	34	19	53
		64.2%	35.8%	100.0%
		70.8%	51.4%	62.4%
Total		48	37	85
		56.5%	43.5%	100.0%
		100.0%	100.0%	100.0%

9. Like MOST about Site

Like Most about Site	E-Quit	Count	6
		Column %	7.7
	Design, format, navigation, organization...	Count	27
		Column %	34.6
	Facts, Stats, Info	Count	36
		Column %	46.2
	Quitting	Count	12
		Column %	15.4
	Youth	Count	4
		Column %	5.1
	Legislation	Count	1
		Column %	1.3
	Industry	Count	3
		Column %	3.8
	Videos, graphics, colour	Count	4
		Column %	5.1
	Support	Count	2
		Column %	2.6
	Other	Count	4
		Column %	5.1
Total	Count		78
	Column %		100.0

10. Like LEAST about Site

10. What do you like least about the site?	Nothing, No problems, Site is good	Count	34
		Column %	43.6
	Site Design	Count	12
		Column %	15.4
	Missing Info	Count	8
		Column %	10.3
	Not enough colour, photos, etc.	Count	6
		Column %	7.7
	Slow site	Count	1
		Column %	1.3
	Didn't say what it was about site they didn't like	Count	3
		Column %	3.8
	Other	Count	11
		Column %	14.1
	Paternalistic	Count	3
		Column %	3.8
Total	Count		78
	Column %		100.0

Crosstabs

11. Do you think the Gosmokefree.ca site has what it takes to help people quit smoking? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
11. Do you think the Gosmokefree.ca site has what it takes to help people quit smoking?	.00	40	3	43
		93.0%	7.0%	100.0%
		83.3%	8.1%	50.6%
	Yes	6	20	26
		23.1%	76.9%	100.0%
		12.5%	54.1%	30.6%
	No	1	4	5
		20.0%	80.0%	100.0%
		2.1%	10.8%	5.9%
	Undecided	1	10	11
		9.1%	90.9%	100.0%
		2.1%	27.0%	12.9%
Total		48	37	85
		56.5%	43.5%	100.0%
		100.0%	100.0%	100.0%

12. Have you quit smoking tobacco since your first visit to this site? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
12. Have you quit smoking tobacco since your first visit to this site?	.00	44	3	47
		93.6%	6.4%	100.0%
		91.7%	8.1%	55.3%
	Yes	2	12	14
		14.3%	85.7%	100.0%
		4.2%	32.4%	16.5%
	No	2	22	24
		8.3%	91.7%	100.0%
		4.2%	59.5%	28.2%
Total		48	37	85
		56.5%	43.5%	100.0%
		100.0%	100.0%	100.0%

13. Did you subscribe to the e-Quit service at any time? * Smoking Status Crosstabulation

		Smoking Status		
		Non-Smoker	Smoker	Total
13. Did you subscribe to the e-Quit service at any time?	.00	41	3	44
		93.2%	6.8%	100.0%
		85.4%	8.1%	51.8%
	Yes	1	9	10
		10.0%	90.0%	100.0%
		2.1%	24.3%	11.8%
	No	6	25	31
		19.4%	80.6%	100.0%
		12.5%	67.6%	36.5%
Total		48	37	85
		56.5%	43.5%	100.0%
		100.0%	100.0%	100.0%

2. What was your purpose for visiting? * 3. Did you find what you were looking for? Crosstabulation

		3. Did you find what you were looking for?				
		.00	Yes, completely	Yes, partly	No	Total
2. What was your purpose for visiting?	.00		3		1	4
			75.0%		25.0%	100.0%
			2.3%		5.9%	1.5%
	To learn about the health effects of smoking		21	8	2	31
			67.7%	25.8%	6.5%	100.0%
			16.3%	6.9%	11.8%	11.6%
	To find out how to stop smoking	1	24	34	3	62
		1.6%	38.7%	54.8%	4.8%	100.0%
		20.0%	18.6%	29.3%	17.6%	23.2%
	To learn about the health effects of second-hand smoke...		7	5		12
			58.3%	41.7%		100.0%
			5.4%	4.3%		4.5%
	To learn more about federal legislation and regulations	1	12	4	1	18
		5.6%	66.7%	22.2%	5.6%	100.0%
		20.0%	9.3%	3.4%	5.9%	6.7%
	To get research data and/or to find out about trends	1	19	16	1	37
		2.7%	51.4%	43.2%	2.7%	100.0%
		20.0%	14.7%	13.8%	5.9%	13.9%
	To get professional training materials and resources		9	11	3	23
			39.1%	47.8%	13.0%	100.0%
			7.0%	9.5%	17.6%	8.6%
	To learn what is being done by the GOC to reduce smoking	1	7	8		16
		6.3%	43.8%	50.0%		100.0%
		20.0%	5.4%	6.9%		6.0%
	To learn more about youth smoking issues...		2	12		14
			14.3%	85.7%		100.0%
			1.6%	10.3%		5.2%
	Implementing community non-smoking policies		4	1		5
			80.0%	20.0%		100.0%
			3.1%	.9%		1.9%
	General interest	1	17	10	1	29
		3.4%	58.6%	34.5%	3.4%	100.0%
		20.0%	13.2%	8.6%	5.9%	10.9%
	Got here by chance		1	1		2
			50.0%	50.0%		100.0%
			.8%	.9%		.7%
	Some other reason		3	6	5	14
			21.4%	42.9%	35.7%	100.0%
			2.3%	5.2%	29.4%	5.2%
Total		5	129	116	17	267
		1.9%	48.3%	43.4%	6.4%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%

APPENDIX B : SURVEYS

Gosmokefree Study

Screening survey

As with all market surveys, we are looking for an appropriate balance of participants. The purpose of this initial set of questions is to provide us with a group of participants that will accurately match a pre-determined demographic profile for this study. Please answer these questions to see if you qualify.

For each question simply click the tab and choose the answer that most applies to you.

1. Where do you live?
Nfld,NS,NB,PEI,PQ,ONT,MAN,SASK,AL,BC,NWT, NUNAVUT, YUKON,Other

(If Other, end survey)

2. Are you male or female?
Male
Female

3. How old are you?
Under 12 years old
12 - 15 Years
16 - 19 Years
20 - 24 Years
25 - 34 Years
35 - 49 Years
50 - 64 Years
65+ Years

4. What level of education have you attained?
Primary School
Some High School
Completed High School
Some Community College / CEGEP / Other Training
Completed Community College / CEGEP / Other Training
Some University
Completed University

5. What best describes your situation in life?
Full-time homemaker
Full-time student

Employed full-time
Employed part-time
Looking for employment
Retired
Other

6. If "Employed full-time", for what type of organization do you work?
Private sector
Self-employed
Not-for-profit
Federal government
Provincial government
Municipal government
Other

7. Do you work in the health industry or a related field?
Yes
No

8. In the last 30 days, how often have you visited this site?
Daily
Weekly or several times a week
Once or twice in the last month
First visit

9. How often do you smoke tobacco?
I don't smoke
Rarely, once or twice a year
Once or twice a month
At least once a week
Every day

SEND

Initial Follow-up Survey

Our study includes two short questionnaires. You will complete one now and one at the end of the study period in approximately two months. Their main purpose is to find out what our visitors think about this site. In between, using software that identifies the web sites people have visited, we hope to learn how often you use this site and other sites on the Internet.

For each question simply click the tab and choose the answer that most applies to you.

1. How did you first find out about this site?
from the main Health Canada site
from another site on the Internet
a friend told me about it
through a search engine
from a television ad
from a newspaper ad
from an ad at another web site
I found it by chance
Other method
Don't recall

2. What was your purpose for visiting?
To learn about the health effects of smoking
To find out how to stop smoking
To learn about the health effects of second-hand smoke and how to deal with it
To learn more about tobacco industry regulations
To get research data and/or to find out about trends
To learn what is being done by the Government of Canada to reduce smoking
To learn more about youth smoking issues (prevention, access, parental influence, quitting, etc)
General interest
Got here by chance
Some other reason

3. Did you find what you were looking for?
Yes, completely
Yes, partly
No

4. How easy was it to find that information?
Very easy
Fairly easy

Not very easy
Not at all easy

5. To what extent do you agree with each of the following as it applies to the site: Agree strongly/Somewhat agree/Somewhat disagree/Disagree strongly/Don't know
The text is easy to understand.
The content seems to be accurate and up-to-date.
The overall presentation of pages (including graphics and illustrations) is pleasing.
I could navigate through the site without getting lost.

6. Do you plan to return to the site?
Yes
No
Undecided

7. Do you have the site bookmarked?
Yes
No

8. Did you read any information on the site about how to quit smoking?
Yes
No
Don't recall

9. Have you looked for information about how to quit at other sites?
Yes
No
Don't recall

10. If you looked at other "how to quit" sites, how does the information on this site compare to what you have seen elsewhere?
Better than most
Better than some
About average
Not as good as some
Not as good as most
Don't know/Did not look at other sites

11. Did you visit the Youth section of the site?
Yes
No
Don't recall

12. If "Yes", was the information you found there helpful, or not?
Helpful
Not helpful

13. Have you registered for any of our e-mail subscription services?
Yes
No
Don't recall

14. On average, how many hours per week do you spend on the Internet?
Less than 1/2 an hour per week
1/2 to 1 hour
1+ to 2 hours
2+ to 3 hours
3+ to 5 hours
5+ to 10 hours
10+ to 20 hours
Over 20 hours per week

Thank you for your time and assistance!

SEND

Final Follow-up Survey

For each question simply click on the answer that most applies to you. For questions with text boxes, please type in your answer in the box.

General Internet Questions

1: What kinds of information have you searched for most often on the Internet in the past few months?
(Please check off as many boxes as apply to you.)

- Travel
- Health
- Banking, investment, financial planning
- Sports
- Employment
- Games, entertainment
- Other

(if Other, please describe briefly in the box below)

2: What are the 3 web sites you visited most often during the last 8 weeks?
(Please state the name or domain in the 3 boxes below)

Site #1

Site #2

Site #3

3: In searching for information on the Internet over the past few months, which of the following did you find most useful?

- Google
- Yahoo

Alta Vista
MSN Search
Other (please specify)

4: In the last few months, how often have you clicked on an ad (banner) you've seen on any web site?
Never
1-3 times
4-6 times
7 or more times
Don't recall

5: How likely are you to click on a banner ad offering you health information, vs. a banner ad selling a product or a service ?

Banner ad with information about your health service	Banner ad selling a product or service
Very likely to click	Very likely to click
Somewhat likely	Somewhat likely
Not too likely	Not too likely
Not at all likely	Not at all likely

Questions About the www.gosmokefree.ca Web Site:

6: What information or sections of the site do you remember best from your visit(s)?
(please describe briefly in the box below)

7: Overall, what did you think about the information that you found there?

Very useful
Fairly useful
Not too useful
Not at all useful
Undecided

8: Is there certain information or some feature that you would like to add to the site?
Yes
No
(If "Yes ", please describe briefly in the box below)

9: What do you like most about the site?

To review the site please click on www.Gosmokefree.ca
(please describe briefly in the box below)

10: What do you like least about the site?

To review the site please click on www.Gosmokefree.ca
(please describe briefly in the box below)

For Smokers Only:

11: Do you think the Gosmokefree.ca site has what it takes to help people quit smoking?
Yes
No
Undecided

12: Have you quit smoking tobacco since your first visit to this site?
Yes
No

13: Did you subscribe to the e-Quit service at any time?
Yes
No

Thank you for completing this questionnaire.
Please review you answers and when satisfied press SEND

SEND

APPENDIX C : VERBATIM COMMENTS

Verbatim Comments from Final Followup Survey of Gosmokefree Study (French and English comments combined)

The Questionnaire

1	#	%	What kinds of information have you searched for most often on the Internet in the past few months?
	22	26%	Travel
	45	54%	Health
	32	38%	Banking, investment, financial planning
	5	6%	Sports
	23	27%	Employment
	37	44%	Games, entertainment
	31	37%	Other [Verbatim Responses]
2	**#**	**%**	**What are the 3 web sites you visited most often during the last 8 weeks?**
	83	99%	Site 1 [Verbatim Responses]
	81	96%	Site 2 [Verbatim Responses]
	77	92%	Site 3 [Verbatim Responses]
3	**#**	**%**	**In searching for information on the Internet over the past few months, which of the following did you find most useful?**
	1	1%	No Response
	38	45%	Google
	15	18%	Yahoo
	3	4%	Alta Vista
	16	19%	MSN Search
	1	1%	Toile du Québec
	10	12%	Other [Verbatim Responses]
4	**#**	**%**	**In the last few months, how often have you clicked on an ad (banner) you've seen on any web site?**
	0	0%	No Response
	36	43%	Never
	36	43%	1-3 times
	3	4%	4-6 times
	6	7%	7 or more times
	3	4%	Don't recall
5	**#**	**%**	**How likely are you to click on a banner ad offering you health information, vs. a banner ad selling a product or a service?**
	0	0%	No Response
	15	18%	Banner with Info : Very likely to click
	31	37%	Banner with Info : Somewhat likely
	20	24%	Banner with Info : Not too likely
	18	21%	Banner with Info : Not at all likely

	0	0%	No Response
	1	1%	Banner Selling : Very likely to click
	10	12%	Banner Selling : Somewhat likely
	22	26%	Banner Selling : Not too likely
	51	61%	Banner Selling : Not at all likely
6	**#**	**%**	**What information or sections of the site do you remember best from your visit(s)?**
	2	2%	No Response
	82	98%	Sections remembered best ... [Verbatim Responses]
7	**#**	**%**	**Overall, what did you think about the information that you found there?**
	1	1%	No Response
	37	44%	Very useful
	37	44%	Fairly useful
	3	4%	Not too useful
	3	4%	Not at all useful
	3	4%	Undecided
8	**#**	**%**	**Is there certain information or some feature that you would like to added to the site?**
	4	5%	No Response
	29	35%	Yes
	51	61%	No
	29	35%	If Yes, please describe ... [Verbatim Responses]
9	**#**	**%**	**What do you like most about the site?**
	6	7%	No Response
	78	93%	Most liked ... [Verbatim Responses]
10	**#**	**%**	**What do you like least about the site?**
	6	7%	No Response
	78	93%	Least liked ... [Verbatim Responses]
11	**#**	**%**	**Do you think the Gosmokefree.ca site has what it takes to help people quit smoking?**
	42	50%	No Response
	27	32%	Yes
	5	6%	No
	10	12%	Undecided
12	**#**	**%**	**Have you quit smoking tobacco since your first visit to this site?**
	46	55%	No Response
	14	17%	Yes
	24	29%	No
13	**#**	**%**	**Did you subscribe to the e-Quit service at any time?**
	43	51%	No Response
	9	11%	Yes
	32	38%	No

1	#	%	What kinds of information have you searched for most often on the Internet in the past few months?
	22	26%	Travel
	45	54%	Health
	32	38%	Banking, investment, financial planning
	5	6%	Sports
	23	27%	Employment
	37	44%	Games, entertainment
	31	37%	Other [Verbatim Responses]

[Verbatim Responses]

1. What kinds of information have you searched for most often on the Internet in the past few months?

2002-09-13 02:36:29
home improvement
2002-09-10 17:49:01
Seniors Friendship/Dating web sites
2002-09-09 15:41:57
Collectors' sites.
2002-09-08 17:48:23
Education
2002-09-06 21:20:33
Rencontre chat
2002-09-06 12:26:44
Current News & Events
2002-09-05 08:10:00
government sponsered programs (information)
2002-09-04 21:55:23
career hunting
2002-09-04 21:15:57
e-mail accounts university websites
2002-09-04 17:17:38
pet information, non-smoking tips
2002-09-04 12:22:56
Real Estate Weather
2002-09-04 02:15:13
genealogy related pages
2002-09-03 04:24:19
housing searches
2002-08-23 00:29:23
Printers, School Supplies, Schools
2002-08-22 20:50:45
Dog information/adoption and supplies Realestate listings Shopping- home depot etc.

2002-08-22 12:02:47

research based information - health related; for my work as a research consultant

2002-08-09 14:59:44

universities

2002-08-09 00:38:38

Housing

2002-08-08 15:56:51

Info related to my field of study (biology, chemistry)

2002-08-08 13:04:37

Orchids,growth and propagation Orchids growth and care I got a shock.Online dating came up repeatedly.I really have an orchid that needs me to know how to get it to bloom again. Moisture Seekers- Sjogrens Syndrome-Dry eyes

2002-08-08 12:26:23

E-mail communication Secondary Education related sites

2002-08-08 11:21:45

Courriel, nouvelles, faits divers, critiques de restaurants

2002-08-08 11:21:35

news, reference sites (dictionary.com, imdb.com etc.)

2002-08-07 14:44:01

religion Wicca Pagan, ferret (the animal, genealogy.

2002-08-03 00:10:39

Goverment services

2002-08-01 17:32:07

Actualités

2002-08-01 16:58:53

fashion/beauty

2002-08-01 14:27:35

Sunlife Retirement investment plan E-mail Equipment (labratory & building) Tools for Lab work Heart smart cooking recipies

2002-08-01 07:22:47

Searched for cars: buying guide, insurance, used cars data: statistics Canada

2002-07-31 18:21:18

informations religieuses

2002-07-31 17:05:56

educational resources

2. What are the 3 web sites you visited most often during the last 8 weeks?

Site 1

2002-09-13 02:36:29

the brick

2002-09-10 17:49:01

Seniors Match.com

2002-09-09 15:41:57

eBay

2002-09-08 17:48:23

fantasycastle.com

2002-09-06 21:20:33

www.sevl2815.com

2002-09-06 19:50:11

msn hotmail

2002-09-06 12:26:44

mail.yahoo.com

2002-09-05 19:32:37

www.aadac.com

2002-09-05 08:10:00

www.hc-sc.gc.ca

2002-09-04 21:55:23

http://www.jobbank.gc.ca

2002-09-04 21:27:02

campusworklink.com

2002-09-04 21:15:57

hotmail

2002-09-04 17:17:38

www.hotmail.com > Hotmail

2002-09-04 17:03:24

http://www.hotmail.com

2002-09-04 13:11:57

thames valley district school board

2002-09-04 12:42:41

Scotiabank

2002-09-04 12:22:56

Weather network.com

2002-09-04 11:32:04

www.hotmail.com

2002-09-04 10:24:07

bmo.com

2002-09-04 07:10:48

health canada

2002-09-04 04:21:43

www.spies.com
2002-09-04 02:15:13
www.familysearch.org
2002-09-04 01:07:47
http://muchmusic.com
2002-09-03 15:45:58
www.yahoo.com
2002-09-03 12:48:19
hotmail
2002-09-03 12:22:12
ROYAL BANK
2002-09-03 04:24:19
sportingnews.com
2002-09-02 18:52:09
Sears
2002-08-31 09:38:53
AccesD
2002-08-30 15:48:01
http://www.ottawacitizen.com
2002-08-30 08:40:03
www.e-laws.gov.on.ca
2002-08-29 21:28:21
http://www.thetelegram.com/
2002-08-29 01:11:38
www.arsmoriendi.freewebspace.com
2002-08-28 20:28:36
Nouvel Journaux: cyberpresse, Reuter,etc
2002-08-28 17:02:51
http://groups.msn.com/FreedomFromTobaccoQuitSmokingNow
2002-08-28 16:53:47
hotmail.com
2002-08-28 12:23:33
http://www.ebay.com
2002-08-28 12:14:22
www.westjet.com
2002-08-28 02:36:36
Yahoo.ca
2002-08-23 16:31:31
www.google.ca
2002-08-23 08:06:50
Banque Scotia
2002-08-23 02:46:49
www.betterbanking.com
2002-08-23 00:39:26

Royal Bank
2002-08-23 00:29:23
www.hotmail.com
2002-08-22 23:04:34
www.hotmail.com
2002-08-22 20:50:45
the animal guardian society
2002-08-22 17:37:10
www.cyberpresse.ca
2002-08-22 12:02:47
Health Canada
2002-08-22 11:14:40
www.download.com
2002-08-22 11:07:42
goldfishlegs.com
2002-08-12 10:15:28
http://www.pcfinancial.ca/
2002-08-11 13:30:46
Info tabac
2002-08-09 14:59:44
neopets
2002-08-09 09:37:14
www.islamway.com
2002-08-09 00:38:38
http://www.hotmail.com
2002-08-08 16:14:14
Stockhouse
2002-08-08 15:56:51
www.habitrol.com
2002-08-08 13:21:57
www.hc-sc.gc.org
2002-08-08 13:04:37
Google
2002-08-08 12:55:52
webmd
2002-08-08 12:26:23
www.hotmail.com
2002-08-08 11:21:45
Hotmail
2002-08-08 11:21:35
www.rnao.org
2002-08-08 11:19:17
www.shoutweb.com
2002-08-07 14:44:01

http://www.myfamily.com/
2002-08-05 18:45:32
gouvernement du Canada
2002-08-03 00:10:39
www.disney.com
2002-08-02 16:40:32
www.tobacco.org
2002-08-01 21:26:55
www.yahoo.com
2002-08-01 20:39:16
l'orage club
2002-08-01 20:31:45
www.hotmail.com
2002-08-01 19:03:47
u2.com
2002-08-01 17:59:54
www.fivehorizons.com
2002-08-01 17:32:07
Cinoche.com
2002-08-01 16:58:53
www.xanga.com
2002-08-01 14:27:35
Sunnet sunlife
2002-08-01 07:22:47
Statistics Canada
2002-07-31 22:51:51
www.msn.ca
2002-07-31 22:28:41
www.msn.ca
2002-07-31 22:24:00
yahoo
2002-07-31 19:58:41
easyweb.tdcanadatrust.com
2002-07-31 18:21:18
msn
2002-07-31 17:05:56
msn portal

2. What are the 3 web sites you visited most often during the last 8 weeks?

Site 2

2002-09-13 02:36:29

sears

2002-09-10 17:49:01

lavalife.com

2002-09-09 15:41:57

SpamCop

2002-09-08 17:48:23

osap.gov.on.ca

2002-09-06 21:20:33

www.gangirc.com

2002-09-06 19:50:11

government of nova scotia

2002-09-06 12:26:44

google.com

2002-09-05 08:10:00

www.gosmokefree.ca

2002-09-04 21:55:23

http://www.pollstar.com

2002-09-04 21:27:02

www.stareastnet.com

2002-09-04 21:15:57

dalhousie

2002-09-04 17:17:38

www.msn.com > Msn

2002-09-04 17:03:24

http://www.download.com

2002-09-04 13:11:57

pogo.com

2002-09-04 12:42:41

Health Canada

2002-09-04 12:22:56

MLS listings

2002-09-04 11:32:04

www.google.com

2002-09-04 10:24:07

vasectomy.com

2002-09-04 07:10:48

university of toronto

2002-09-04 04:21:43

www.members.shaw.ca/thirteen_shadows

2002-09-04 02:15:13

www.msn.gamezone.com
2002-09-04 01:07:47
http://darkfallonline.com
2002-09-03 15:45:58
www.hotmail.com
2002-09-03 12:48:19
banking (president's choice)
2002-09-03 12:22:12
MAKINGCOSMETICS.COM
2002-09-03 04:24:19
ualberta.ca
2002-09-02 18:52:09
Weather
2002-08-31 09:38:53
www.toile.qc.ca
2002-08-30 15:48:01
http://ca.msn.com
2002-08-30 08:40:03
www.lsuc.on.ca
2002-08-29 21:28:21
http://weatheroffice.ec.gc.ca/scripts/citygen.pl?client=eccdn_e&city=AU4
2002-08-29 01:11:38
http://everquest.allakhazam.com/
2002-08-28 20:28:36
TV5-news.
2002-08-28 17:02:51
Homeiswhereyouhangyourheart@groups.msn.com
2002-08-28 16:53:47
telusplanet.net
2002-08-28 12:23:33
http://www.jobboom.com
2002-08-28 12:14:22
www.flytango.com
2002-08-28 02:36:36
Expedite.ca
2002-08-23 16:31:31
www.hotmail.com
2002-08-23 08:06:50
Banque Nationale
2002-08-23 02:46:49
www.douglas.bc.ca
2002-08-23 00:39:26
Lotteries
2002-08-23 00:29:23

www.douglas.bc.ca
2002-08-22 23:04:34
www.webcrawler.com
2002-08-22 20:50:45
Clarrington Pet connection
2002-08-22 17:37:10
www.sevl2815.com
2002-08-22 12:02:47
U of Calgary Library
2002-08-22 11:14:40
www.td.com
2002-08-22 11:07:42
ebay.com
2002-08-12 10:15:28
hotmail.com
2002-08-11 13:30:46
développement des ressources humaines du Canada
2002-08-09 14:59:44
saint george's university
2002-08-09 09:37:14
www.msn.com
2002-08-09 00:38:38
http://www.wordsmyth.com
2002-08-08 16:14:14
Bank of Nova Scotia
2002-08-08 15:56:51
www.videofitness.com
2002-08-08 13:21:57
www.istockphoto.com
2002-08-08 13:04:37
Yahoo Canada
2002-08-08 12:55:52
brandonu.ca
2002-08-08 12:26:23
www.hc-sc.gc.ca
2002-08-08 11:21:45
Accès D (caisse populaire Desjardins, online banking)
2002-08-08 11:21:35
www.google.ca
2002-08-08 11:19:17
www.pcfinancial.ca
2002-08-07 14:44:01
http://www.angelfire.com/
2002-08-05 18:45:32

région de Québec
2002-08-03 00:10:39
www.royalbank.com
2002-08-02 16:40:32
www.google.ca
2002-08-01 21:26:55
www.job-bank.gc.ca
2002-08-01 20:39:16
le 1081
2002-08-01 20:31:45
www.royalbank.com
2002-08-01 19:03:47
webshots community
2002-08-01 17:59:54
www.hotmail.com
2002-08-01 17:32:07
Toile du Québec
2002-08-01 16:58:53
www.asianavenue.com
2002-08-01 14:27:35
centruy21sports.zzn.com
2002-08-01 07:22:47
Health Canada
2002-07-31 22:51:51
www.workopolis.ca
2002-07-31 22:24:00
my manitoba
2002-07-31 19:58:41
msn.ca
2002-07-31 18:21:18
TF1, france 2
2002-07-31 17:05:56
lycos.com

2. What are the 3 web sites you visited most often during the last 8 weeks?

Site 3

2002-09-13 02:36:29

govnt sites

2002-09-10 17:49:01

friendfinder.com

2002-09-09 15:41:57

3M

2002-09-08 17:48:23

hotmail.com

2002-09-06 21:20:33

www.priape.com

2002-09-06 19:50:11

pregnancytoday.com

2002-09-06 12:26:44

cbc.com

2002-09-05 08:10:00

www,moncton.org

2002-09-04 21:55:23

http://www.eye.net

2002-09-04 21:27:02

www.hkentreview.com

2002-09-04 21:15:57

saint mary's

2002-09-04 17:17:38

The Chihuahua List

2002-09-04 17:03:24

http://www.fileplanet.com

2002-09-04 13:11:57

hotmail.com

2002-09-04 12:42:41

Tobacco Related Sites

2002-09-04 12:22:56

Fark.com

2002-09-04 11:32:04

www.windowsmedia.com

2002-09-04 10:24:07

neddforspeedextreme.com

2002-09-04 04:21:43

www.runawaysquirrels.com

2002-09-04 02:15:13

www.rootsweb.com

2002-09-04 01:07:47

http://wnn.warcry.com
2002-09-03 15:45:58
www.desjardins.com
2002-09-03 12:48:19
cinema listings (citycinema)
2002-09-03 12:22:12
EDUCATIONDIRECT.COM
2002-09-03 04:24:19
amazon.ca
2002-09-02 18:52:09
Library
2002-08-31 09:38:53
vbfrance
2002-08-30 15:48:01
http://www.cscoop.ca/
2002-08-30 08:40:03
www.teraview.ca
2002-08-29 21:28:21
http://www.uproar.com/home/flashhome.asp
2002-08-29 01:11:38
http://eq.crgaming.com/
2002-08-28 20:28:36
News-York time,Washington Post. Canadian Newswire.
2002-08-28 17:02:51
http://groups.msn.com/AskCalli
2002-08-28 16:53:47
simslots.com
2002-08-28 12:23:33
http://www.desjardins.ca
2002-08-28 12:14:22
health canada site
2002-08-28 02:36:36
MSN
2002-08-23 16:31:31
www.penofchaos.com
2002-08-23 08:06:50
Quixtar
2002-08-23 02:46:49
www.date.com
2002-08-23 00:39:26
My Winnipeg
2002-08-23 00:29:23
www.yahoo.ca
2002-08-22 23:04:34

www.yahoo.com
2002-08-22 20:50:45
MLS realestate website
2002-08-22 17:37:10
www.quebecor.com
2002-08-22 12:02:47
Various medical journal sites
2002-08-22 11:14:40
www.sevl2815.com
2002-08-22 11:07:42
yahoo.ca
2002-08-12 10:15:28
http://www.holidayjunction.com/
2002-08-11 13:30:46
Sympatico
2002-08-09 14:59:44
douglas college website
2002-08-09 09:37:14
www.forislam.com
2002-08-09 00:38:38
http://www.uoguelph.ca
2002-08-08 16:14:14
Penticton, BC
2002-08-08 15:56:51
www.ubc.ca
2002-08-08 13:21:57
www.nbatc-actnb.org
2002-08-08 13:04:37
Jeeves
2002-08-08 12:55:52
umanitoba.ca
2002-08-08 12:26:23
www.dal.ca
2002-08-08 11:21:45
Guide resto Voir
2002-08-08 11:21:35
www.mcsweeneys.net
2002-08-08 11:19:17
www.cbs.com/primetime/bigbrother3
2002-08-07 14:44:01
http://www.adoption.about.com/.
2002-08-05 18:45:32
Aucun
2002-08-03 00:10:39

www.expidia.ca
2002-08-02 16:40:32
www.yahoo.ca
2002-08-01 21:26:55
www.hotmail.com
2002-08-01 20:31:45
www.ontariolearn.com
2002-08-01 19:03:47
wireless broadband live streaming webcam
2002-08-01 17:59:54
www.sony.ca
2002-08-01 17:32:07
southerncharm
2002-08-01 16:58:53
www.apt107.com
2002-08-01 14:27:35
netscape.com
2002-08-01 07:22:47
Road Companion
2002-07-31 22:51:51
www.rdl.gouv.qc.ca
2002-07-31 19:58:41
hotmail.com
2002-07-31 18:21:18
catholiens
2002-07-31 17:05:56
school net

3	#	%	In searching for information on the Internet over the past few months, which of the following did you find most useful?
	1	1%	No Response
	38	45%	Google
	15	18%	Yahoo
	3	4%	Alta Vista
	16	19%	MSN Search
	1	1%	Toile du Québec
	10	12%	Other [Verbatim Responses]

[Verbatim Responses]

3. In searching for information on the Internet over the past few months, which of the following did you find most useful?

2002-09-09 15:41:57
Copernic
2002-08-23 00:39:26
mywinnipeg
2002-08-22 23:04:34
Copernic
2002-08-22 11:07:42
Copernic
2002-08-09 14:59:44
my bc
2002-08-08 13:04:37
Jeeves through Google
2002-08-06 15:25:18
Copernic
2002-08-01 20:39:16
copernic
2002-08-01 17:32:07
Copernic
2002-07-31 22:51:51
copernic

6. What information or sections of the site do you remember best from your visit(s)?

2002-09-13 02:36:29
cant remember
2002-09-10 17:49:01
Sorry,don't remember.
2002-09-09 15:41:57
Health Effects
2002-09-08 17:48:23
e-quit calendar
2002-09-06 21:20:33
Les faits - la dépendance ... Les causes de la dépendance aux cigarette
2002-09-06 19:50:11
didn't really get to visit it as the web study survey came up almost immediately
2002-09-06 12:26:44
How to stop smoking and other links to other resources.
2002-09-05 19:32:37
I remember seeing information about the toxic contents of cigerettes.
2002-09-05 08:10:00
the poster contest
2002-09-04 21:55:23
Media Campaigns, Health Effects, Second Hand Smoke
2002-09-04 21:27:02
the latest smoking rates drop
2002-09-04 21:15:57
I remember pointers on how to stop smoking. and stat son negatives of smoking.
2002-09-04 17:17:38
I loved the quitting tips they really are great.
2002-09-04 17:03:24
I've never visited
2002-09-04 13:11:57
information on stop smoking aids
2002-09-04 12:42:41
The opening page had lots of links and information to offer
2002-09-04 12:22:56
Up to date data and a good variation of resource material.
2002-09-04 11:32:04
recent news, second hand smoke section
2002-09-04 10:24:07
tips on quitting
2002-09-04 07:10:48
the source colour
2002-09-04 04:21:43

About Quitting and what kinds of help are available.

2002-09-04 02:15:13

discussion about legislation to deter smokers

2002-09-04 01:07:47

health risks

2002-09-03 15:45:58

Effets sur la santé

2002-09-03 12:48:19

sections with facts on health, second hand smoke

2002-09-03 12:22:12

QUITTING TIPS

2002-09-03 04:24:19

I remember that it didn't seem too pushy.

2002-08-31 09:38:53

le sevrage et la préparation pour arreter de fumer

2002-08-30 15:48:01

Effects of smoking and impact on cancers. Also the e-quit.

2002-08-30 08:40:03

section whether I am ready to quit; e-quit messages;

2002-08-29 21:28:21

part about graddually quiting smoking...smoking half a cigarette, which I've been trying to do

2002-08-28 20:28:36

Effets sur les jeunes des fumées secondaires.

2002-08-28 17:02:51

It sure did not earn a repeat visit so I guess not much. The freedom site I have listed above has helped me stay smoke free for over 3 mons now.

2002-08-28 16:53:47

the site or groups that could act as future resources should I quick smoking

2002-08-28 12:23:33

Les effets de la cigarette et de la fumée secondaire

2002-08-28 12:14:22

the 30 day e-mail advice plan for quitting smoking and all the advice on how to quit successfully

2002-08-28 02:36:36

Health Information

2002-08-23 16:31:31

Les subtances toxiques que contiennes les cigarettes

2002-08-23 08:06:50

Renseignements sur les effets de la fumée pour une recherche scolaire

2002-08-23 02:46:49

the sections on how to quit and getting ready to quit smoking.

2002-08-23 00:39:26

quit smoking tips

2002-08-23 00:29:23

The e-mail help to quit smoking. I think it's a great thing. I just found it and signed up today!

2002-08-22 23:04:34

The youth section

2002-08-22 20:50:45

Recent News-discusses current events pertaining to tobacco control

2002-08-22 17:37:10

Dépendance et tabagisme Comment fonctionne la nicotine

2002-08-22 12:02:47

Statistical data - CTUMS results as well as any information realted to smoking cessation during pregnancy, effects of smoke on childrenand unborn babies, quitting tips etc.

2002-08-22 11:14:40

l'index

2002-08-22 11:07:42

statistics

2002-08-12 10:15:28

I had just quit smoking so found the site very timely. I enjoyed the section on "How Nicotine Works" and "benefits of quiting", as well as "how to remain a non-smoker". The videos were a nice touch and reached right out to grab your attention.

2002-08-11 13:30:46

arrêter de fumée au cours du mois à venir

2002-08-09 14:59:44

the commercials/video clips that we could view on the net

2002-08-09 09:37:14

Health information regarding smoking

2002-08-09 00:38:38

-health facts (statistics)

2002-08-08 16:14:14

The site is biased and hypocritical. If smoking is bad for you, quit selling cigarettes.

2002-08-08 15:56:51

Toxic components of cigarettes -- this was info I had been looking for elsewhere but first found on your site

2002-08-08 13:21:57

smoking tobacco labels

2002-08-08 13:04:37

Effects of Nicotine on non-addicts Lack of legal protection for Apartment dwellers and Seniors from second hand smoke and its toxic residue. Urgently needed and long overdue!!!!!!!

2002-08-08 12:55:52

Information pamphlets available, stats on smokers etc.

2002-08-08 12:26:23

graphics highlighted "news brief" style summaries of tobacco related topics

2002-08-08 11:21:45

Trucs pour arrêter de fumer, composantes toxiques, effets sur la santé

2002-08-08 11:21:35

some stuff about how to quit (email support), some stuff about the yukky contents of cigarettes, some stuff that was very critical of the tobacco industry (very interesting!)

2002-08-08 11:19:17

The Facts. I'm a stats person myself so I can appreciate important facts.

2002-08-07 14:44:01

How to deal with the first hell weeks!

2002-08-06 15:25:18

fumée secondaire

2002-08-05 18:45:32

Les e-mail reçus chaque jour et les renseignements décrivant les symptômes du sevrage de la cigarette.

2002-08-03 00:10:39

Smoke prevention for kids.

2002-08-02 16:40:32

CTUMS

2002-08-01 21:26:55

The section to sign up for daily emails to help quit smoking.

2002-08-01 20:39:16

aucun

2002-08-01 20:31:45

statistics

2002-08-01 19:03:47

effets sur la santé le service j arrete

2002-08-01 17:59:54

The Tobacco Industry section. It has plenty of infos about smokes.

2002-08-01 17:32:07

le nombre de décès et les statistiques sur les coûts et maladies engendré par le tabagisme

2002-08-01 16:58:53

blue ribbon campaign

2002-08-01 14:27:35

I found that ,like myself, it is very hard to quit. It does help to follow the program, tending to stay away from pharmacy aids

2002-08-01 07:22:47

Information on impact of smoking on women's health; CTUMS data...trends, prevalences, incidence of smoking.

2002-07-31 22:51:51

études sur les adolescents

2002-07-31 22:28:41

Media campaigns

2002-07-31 22:24:00

comments from other people

2002-07-31 19:58:41

information about quiting smoking (for my smoking friends)

2002-07-31 18:21:18

fabricants de tabac

2002-07-31 17:05:56

youth tobacco site

8	#	%	Is there certain information or some feature that you would like to added to the site?
	4	5%	No Response
	29	35%	Yes
	51	61%	No
	29	35%	If Yes, please describe ... [Verbatim Responses]

[Verbatim Responses]

8. Is there certain information or some feature that you would like to added to the site?

2002-09-13 02:36:29

I would like to see it being eligle for minors to have cigerettes. it doesn't make sense for them to be able to smoke in restaraunts and at high SCHOOL without any concern but a retailer can be charged for selling to minors. Actually if it is so bad to smoke why dont they make it elligle period. thats one way to make most people quit I know I would.

2002-09-10 17:49:01

Some place that expresses some of the daily challenges met by people struggling with quitting with suggestions to help along the way.

2002-09-06 12:26:44

Perhaps the site could include relevent research journals and their reviews.

2002-09-04 21:55:23

more graphics and picture

2002-09-04 17:17:38

A forum/Message board.

2002-09-04 13:11:57

more direct information about the graphic damage smoking does.

2002-09-04 10:24:07

support group resources

2002-08-30 15:48:01

Any other information that would encourage me not to smoke again. Such as the pricing of cigarettes that goes sky high, and the acceptance in provinces.

2002-08-30 08:40:03

If the 30 day period can be extended

2002-08-28 20:28:36

Des photos commes sur les paquets de cigarettes avec explications médicales cependant. Des articles sur la recherche scientiques pertinentes aux effets néfaste.

2002-08-28 17:02:51

Postings and possibly chat

2002-08-23 02:46:49

it would be nice to enter the date that you quit and be able to see updated every day how much money and how much of your life you've saved by not having a smoke.

2002-08-23 00:29:23

I work with the Girl Guides of canada and I'm always looking for resources to help me teach young girls about the perils of smoking. I have not yet found one site on the net with any such resources. Something like that would be greatly apreciated.

2002-08-22 20:50:45

The provinces municipalities that have smoke free bylaws restricting smoking in restaurants etc.

2002-08-22 17:37:10

C'est déja ssez complet!

2002-08-22 12:02:47

This may be pie in the sky, but connections to 'local' smoking cessation programs for people who decide they wish to quit smoking. This may be there, but I didn't stumble upon them. If I missed them, and the connections are there, just ignore the message. (I do feel,that this may be difficult to manage, as names and addresses change frequently, and keeping this up would be an enormous task.)

2002-08-09 14:59:44

get all the video clips on as soon as possible. my children liked to see them on t.v. then watch them on the computer

2002-08-08 15:56:51

Access/links to discussion forum for support from other quitters

2002-08-08 13:04:37

How can we apt. dwellers and Seniors get legislation, needed yesterday already,get legislation passed to protect we who are non-addicts in our own homes?The americans have "a right to clean air" law to protect them from toxic second hand smoke.They describe the situation as The Tobacco Holocaust.It is illegal to kill people. It is illegal to shoot people. It is illegal to POISON people, Second hand smoke is TOXIC.It is an illegal poisonous substance.When will Canada GET REAL?!!!!!We need legislation! NOW!!!Health Canada has a responsibility to Canadians!And Health Canada has a responsibility to better manage our dwindling Health Care resources by actively practicing DISEASE PREVENTION!!!!!!!GET REAL HEALTH CANADA!!!!!!THE TIME IS NOW!!!!!!!

2002-07-31 17:05:56

maybe fewer pages, just make them a bit longer

9. What do you like most about the site?

2002-09-13 02:36:29

very well presented

2002-09-10 17:49:01

Some of the studies reported...ex.First Nations,Iniut,Metis.

2002-09-09 15:41:57

Easy to find what we're looking for. Interested to read through completely.

2002-09-08 17:48:23

e-quit calendar

2002-09-06 21:20:33

Beaucoup d'informations

2002-09-06 19:50:11

On the Road to Quitting

2002-09-06 12:26:44

It is geared toward the general public. There are many useful links and information for those wanting to stop smoking and those wanting to be knowledgeable about smoking. Great site. I really like the idea to combining information in one spot for easy navigation without having to click too much.

2002-09-05 19:32:37

The site is very informative and can provide useful information that I can print and pass along to others.

2002-09-05 08:10:00

easily accessable

2002-09-04 21:55:23

the accessibility of the information and the easily navigated layout

2002-09-04 21:27:02

there's a section for youth smokers

2002-09-04 21:15:57

Health information, negative effects on smoking.

2002-09-04 17:17:38

All the information provided concerning every aspect of smoking and quitting.

2002-09-04 17:03:24

This study...

2002-09-04 13:11:57

all the different aspects of information available to the general public.

2002-09-04 12:42:41

Information you provide, good crisp colours and easy to read

2002-09-04 12:22:56

Health effects as an incentive to quit

2002-09-04 11:32:04

up-to-date news

2002-09-04 10:24:07

information about health risks and concerns

2002-09-04 07:10:48

nice colours up to date information

2002-09-04 04:21:43

the variety of information about quitting

2002-09-04 02:15:13

there were some feature to aid in quitting smoking but nothing new.

2002-09-04 01:07:47

I liked the design and the information located on the website

2002-09-03 15:45:58

facilité èa trouver les informations requises

2002-09-03 12:48:19

how it has pulled together in one place many resources to help people quit smoking

2002-09-03 12:22:12

TIPS

2002-09-03 04:24:19

It actually works.

2002-08-31 09:38:53

site complet sur comment vivre sans fumer

2002-08-30 15:48:01

Resources for helping and encouraging to quit smoking.

2002-08-30 08:40:03

e-quit

2002-08-29 21:28:21

the various hints on stop smoking. i had printed them out.

2002-08-28 20:28:36

Il s'adresse aux jeunes qui peuvent efficacement cesser de fumée afin d'etre intoxiqué jusqu'a la moelle des os.

2002-08-28 17:02:51

it was easy to navigate

2002-08-28 16:53:47

organizational information of the groups that can help

2002-08-28 12:23:33

La facilité de navigation et de recherche de sujets sans avoir à passer par 200 liens.

2002-08-28 12:14:22

user friendly

2002-08-23 16:31:31

La section sur les effets du tabagisme sur la santé.

2002-08-23 08:06:50

Effets sur la santé

2002-08-23 02:46:49

the helpful hints and information on getting ready to quit.

2002-08-23 00:39:26

The facts on smoking and how horrible it really is for my body.

2002-08-23 00:29:23

I like the "on the road to sucess" part and the e-mail messeges to help me quit.

2002-08-22 23:04:34

The information provided

2002-08-22 20:50:45

The information covers a wide range of topics from second hand smoke to current events. It is a site that I will book mark and use in the future

2002-08-22 17:37:10

Site rempli de renseignement intéressent. Facilité a naviguez

2002-08-22 12:02:47

Very easy to read and follow. I didn't get lost or overwhelmed by the amount of information being presented. Most of it was very informative. Those things I needed to print off, printed beautifully without loosing page edges etc. So many sites don't have that.

2002-08-22 11:07:42

very informative

2002-08-12 10:15:28

The video clips and recommendations on how to stay smoke free - also education on nicotine.

2002-08-11 13:30:46

les trucs pour arrêter de fumée.

2002-08-09 14:59:44

the quiz.

2002-08-09 09:37:14

Youth information to quit smoking

2002-08-09 00:38:38

Support to motivate smokers to quit

2002-08-08 16:14:14

The site was easy to navigate.

2002-08-08 15:56:51

Stuff that made me *mad* helped me to quit -- the information you provided about the tobacco industry was excellent. Also, the eye-catching, in-your-face graphics (e.g. "Benzene Mild") and media is wonderful.

2002-08-08 13:21:57

that its plain and it gets the point out about the program, fast to load and easy to navigate.

2002-08-08 13:04:37

It is informative and addresses Nicotine Addicts as well as those of us who are not addicted,but who suffer illnesses and death as a result of their addiction.The are not impressed though.It does not change their addiction or the effects on us. Their addiction is their overridingly primary conscern.LEGISLATION IS NEEDED. Your Survey, a chance to speak out.

2002-08-08 12:55:52

It is colorful and easily accessed. I like the types of factual information provided.

2002-08-08 12:26:23

It's easy to follow format...attractive and clean, yet eye-catching (good use of space)

2002-08-08 11:21:45

les trucs et conseils pour arrêter de fumer

2002-08-08 11:21:35

anti-industry stuff, concrete support for quitting

2002-08-08 11:19:17

10. What do you like least about the site?

2002-09-13 02:36:29

on the main page you should have the effects your body has within the first few hours of stopping smoking and how much better off your lungs and heart are doinging within a few months. I know that was helping me I printed it up and kept it with me and every time I needed a smoke i would read that and felt better. I have been smoking since I was 12 and I am now 26. that was the first time I went straight for 1 week without having 1 drag. but within that time frame I had my son drive my minivan into my new deck acidently, my house caught on fire, and my sons 2 bikes stolen. Soon as my house is back in order I know I will try again.

2002-09-10 17:49:01

No help tips.Quitters groups are hard to find,are usually very expensive and I thought this was a web site to "help people quitting along the road".

2002-09-09 15:41:57

I liked the whole site.

2002-09-08 17:48:23

advertisments

2002-09-06 21:20:33

Beaucoup de liens se qui fait qu'il est parfois difficile de revenir a la source

2002-09-06 19:50:11

nothing

2002-09-06 12:26:44

The colour scheme has an orangey tone. This a tone I associate with "lighting up" the cigarettes. The images have warm glow of yellow, brown, and orange. If I do smoke, the images and tone would be some kind of a cue for me to "light up" and smoke...perhaps a cooler colour scheme would help? Eg. light blue, sky and cloud (after the fire?), light green...anything not associated with lighting up and fire..

2002-09-05 08:10:00

somtimes it was difficult to print off some of the information

2002-09-04 21:55:23

weren't enough visuals and things to looks at, mostly reading

2002-09-04 21:27:02

not attractive enough

2002-09-04 21:15:57

Very little.

2002-09-04 17:17:38

I thoroughly enjoyed the site and can't think of any way I would change it.

2002-09-04 17:03:24

n/a

2002-09-04 13:11:57

I really didn't have a specific area that I didn't like about the site.

2002-09-04 12:42:41

Too much white space on the right side, the lady playing the flute (Not sure what that has to do with anything)

2002-09-04 12:22:56

I don't really have an answer for that.

2002-09-04 11:32:04

why is there a lady playing a flute?

2002-09-04 10:24:07

layout

2002-09-04 04:21:43

Undecided.

2002-09-04 02:15:13

the legislation discussions

2002-09-04 01:07:47

I think it's a bit confusing and it's hard to find the information that Im looking for right away

2002-09-03 15:45:58

pas grand chose

2002-09-03 12:48:19

although you do have a small button at the top labelled 'quitting' and you can get to the resources by clicking on the pictures on the home page, i think a bigger button along the sidebar labeled 'quitting' or 'how to quit' or something like that would aid people in finding and getting to the information a little more quickly.

2002-09-03 12:22:12

NOTHING..I LOVED IT

2002-09-03 04:24:19

nothing really.

2002-08-30 15:48:01

The fact that I have to use it :-)

2002-08-30 08:40:03

statistics

2002-08-29 21:28:21

the part where it reminds us of what it is doing to our health.

2002-08-28 20:28:36

Le titre du site est trop long . Je préfèrerais: www.fumer.ca ou www.smoke.ca

2002-08-28 17:02:51

too dry no heart

2002-08-28 16:53:47

nothing really

2002-08-28 12:23:33

Manque de liens vers d'autres sites intéressants sur le sujet

2002-08-28 12:14:22

nothing

2002-08-23 16:31:31

Il n'ai pas vraiment décelé section que j'aime moins

2002-08-23 08:06:50

Rien en particulier. Le site est très intéressant, étant un ex-fumeur depuis maintenant un an, le site me touche beaucoup.

2002-08-23 02:46:49

Nothing it was all good info.

2002-08-23 00:39:26

It scares me sometimes.

2002-08-23 00:29:23

There's really mothing that I don't like. I think all the information is useful and it's well laid out.

2002-08-22 23:04:34

Its kind of boring, it needs more color

2002-08-22 20:50:45

Nothing

2002-08-22 17:37:10

Je n'ai pas trouver la section sur les démarche q'effectue le gouvernement du canada pour limiter le nombre de fumeur de moins de 18 ans.

2002-08-22 12:02:47

Nothing. I was pleased with the site.

2002-08-22 11:14:40

lenteur du site web.....

2002-08-22 11:07:42

nothing I don't like...

2002-08-12 10:15:28

Nothing - the site is very "clean" and easy to read and follow - very informative - Job well done!

2002-08-11 13:30:46

J'aime presque tout.

2002-08-09 14:59:44

to smokers...I asked my smoking friends. it can seem a little condemning. perhaps thats just how they felt personally.

2002-08-09 09:37:14

too much information

2002-08-09 00:38:38

too many links to obtain information

2002-08-08 16:14:14

I do not like the idea of the Government condemming cigarette smoking when it is the major benefactor of the tax money.

2002-08-08 15:56:51

Wish certain features were more visibly advertised on the start page (e.g. I didn't know about the e-quit feauture until reading about it below, but would have liked to use it).

2002-08-08 13:21:57

nothing, but I dont know if you have a section for address info after this form. My address has changed to #19 Jones forks rd, Burtts Corner NB, E6L 2R2, Canada.

2002-08-08 13:04:37

It does not inform us about what we can do toget legislation passed quickly or even otherwise.

2002-08-08 12:55:52

No problems

2002-08-08 12:26:23

Messages of encouragement on the sides of text are slightly corney --- but okay I suppose (overall, the site is very good, so this is the best I can come up with in terms of a dislike)

2002-08-08 11:21:45

le discours sonne un tantinet paternaliste...

2002-08-08 11:21:35

all government sites look similarly wholesome and gosmokefree is no different.

2002-08-08 11:19:17

links aren't obvious...i don't know where to click first...kind of all over the place

2002-08-07 14:44:01

There should have been a personal follow-up. Perhaps someone whose job it is to email people who quit and offer support in some way.

2002-08-06 15:25:18

rien

2002-08-05 18:45:32

Rien. Vraiment tout est parfait et j'ai adoré ce site et il m'a beaucoup aidé.

2002-08-03 00:10:39

There is nothing in particular that I don't like.

2002-08-02 16:40:32

It's not one-stop shopping for tobacco-related info (e.g. http://www.hc-sc.gc.ca/hppb/tobacco/ , www.infotobacco.com etc.)

2002-08-01 21:26:55

Nothing that I can think of at the moment.

2002-08-01 20:39:16

tout

2002-08-01 20:31:45

I didn't find anything about cigarette companies accountability.

2002-08-01 19:03:47

pas assez de photos

2002-08-01 17:59:54

nothing,i find it great

2002-08-01 17:32:07

N/A

2002-08-01 16:58:53

nothing

2002-08-01 14:27:35

the sight is good.

2002-08-01 07:22:47

There is nothing that I liked least.

2002-07-31 22:51:51

manque d'infos sur les lois au Québec

2002-07-31 22:28:41

The layout needs some work, keeping it simple is sometimes good but in this case it means keeping it memorable. A boring website wont stay in memory for long.

2002-07-31 22:24:00

not enough information on :Lazer treament to quit smoking

2002-07-31 19:58:41

character font choice

2002-07-31 18:21:18

rien

2002-07-31 17:05:56

a lot of pages and you get mixed up where you've been

Appendix D: Optimal Sites

Top 300 Domains -- Gosmokefree.ca (excluding unrequested domains e.g., pop-ups, popunders)

Rank	Domain	Visitors	Visits per Visitor	Page Views per Visit
	All Respondents	n = 121		
1	Hotmail.com	75%	43	11.2
2	microsoft.com	62%	3	2.3
3	ca.msn.com	60%	20	1.8
5	Google.com	57%	16	7.8
6	Msn search	57%	8	4.4
8	Yahoo.com	47%	13	3.4
9	geocities.com	47%	4	4.2
10	gosmokefree.ca	46%	3	7.5
11	hc-sc.gc.ca	39%	3	9.8
13	classmates.com	39%	3	7
15	msn.com	33%	23	1.7
19	login.yahoo.com	30%	9	1.9
20	auto.search.msn.com	30%	5	1.7
21	sympatico.ca	29%	9	2.6
22	Idiary.com	28%	2	3.7
23	windowsupdate.microsoft.com	28%	2	1.4
24	Lycos.com	26%	3	4.7
28	members.msn.com	24%	8	5.1
29	canada.com	23%	11	3.2
31	groups.msn.com	21%	3	66.9
32	login.passport.com	21%	4	1.5
34	angelfire.com	21%	3	8.2
35	cbc.ca	20%	3	3.9
37	download.com.com	19%	4	6.3
38	canada411.sympatico.ca	19%	4	4.4
39	amazon.com	19%	2	7.1
40	royalbank.com	18%	6	5.6
41	64.225.152.215	17%	2	1.2
42	mapquest.com	17%	2	14.9
43	canoe.ca	17%	4	2.4
44	mail.yahoo.com	17%	9	1.1
45	images.bonzi.com	17%	3	1.6
46	v4.windowsupdate.microsoft.com	17%	1	1
47	windowsmedia.com	17%	2	1.9
49	search.ebay.com	16%	3	8.6
50	members.tripod.com	16%	2	7.3
51	bonzi.com	15%	4	1.9
52	ca.dir.yahoo.com	15%	2	4
54	yellowpages.ca	14%	2	6.6

55	sears.ca	14%	2	15.2
56	pages.ebay.com	14%	4	2.2
57	store.yahoo.com	14%	1	8.2
58	my.ca.msn.com	14%	3	3.8
59	canada.gc.ca	14%	5	3.1
60	apple.com	14%	1	1.8
61	us.a1.yimg.com	14%	3	1
63	hrdc-drhc.gc.ca	13%	4	4.5
64	dir.yahoo.com	13%	3	4.2
65	ebay.ca	13%	5	1.4
66	g.msn.com	13%	2	1.2
67	shockwave.com	12%	7	3
68	cgi.ebay.com	12%	8	6.8
69	jobs.gc.ca	12%	3	9.4
70	usapromotravel.com	12%	2	1.2
71	pages.ebay.ca	12%	4	4.5
72	ebay.com	12%	3	2
73	real.com	12%	2	3.2
74	search.hc-sc.gc.ca	12%	2	5.6
75	f.about.com	12%	2	1.1
76	resourcecenter.msn.com	12%	1	1.1
77	accesd.desjardins.com	12%	9	7.5
78	cnn.com	12%	12	2.2
79	cgi.ebay.ca	12%	7	16.4
80	64.4.14.250	12%	4	1.8
81	members.aol.com	12%	4	4
82	web.icq.com	12%	4	2.7
83	bell.ca	12%	4	6.2
84	clickit.go2net.com	12%	1	1.9
85	groups.yahoo.com	11%	8	16.6
86	dictionary.com	11%	2	6.2
87	altavista.com	11%	9	5.8
88	wp.netscape.com	11%	7	1.8
89	a248.g.akamaitech.net	11%	1	1.1
90	help.microsoft.com	11%	2	1.3
91	newtopsites.com	11%	3	2.3
93	pre.sympatico.ca	10%	9	2.3
94	listings.ebay.ca	10%	3	23.4
95	visit.referralware.com	10%	4	1.5
96	chat.msn.com	10%	10	5.1
97	desjardins.com	10%	8	2.6
98	canadapost.ca	10%	4	3.5
99	tdcanadatrust.com	10%	9	3.2
100	pages.infinit.net	10%	2	5.2
101	gov.on.ca	10%	2	5.4
102	cq-search.ebay.ca	10%	2	9.4
103	verisign-direct.com	10%	2	1.3
104	search-recherche.gc.ca	10%	2	3.3

105 macromedia.com	10%	1	2.2
106 infospace.com	10%	2	2.2
107 information.gopher.com	10%	1	1.7
108 fortunecity.com	10%	1	2.5
110 cyberpresse.ca	9%	42	2.9
111 games.yahoo.com	9%	4	3.2
112 muchmusic.com	9%	3	9.9
113 findanopportunity.com	9%	8	1.7
114 scotiabank.com	9%	3	2
115 edit.yahoo.com	9%	2	3.6
116 search.ebay.ca	9%	5	6.4
117 search.sli.sympatico.ca	9%	3	9.9
118 adcontroller.unicast.com	9%	1	1.2
119 adincl.gopher.com	9%	1	2.1
120 adobe.com	9%	2	3.2
121 zone.msn.com	8%	17	1.9
122 lavalife.com	8%	12	5.2
123 home.real.com	8%	8	1.3
124 statcan.ca	8%	4	23.5
125 messenger.microsoft.com	8%	24	2.7
126 canoe.com	8%	8	2.3
127 hallmark.com	8%	2	22.9
128 disney.go.com	8%	2	11.4
129 weatheroffice.ec.gc.ca	8%	10	2
130 64.4.18.250	8%	5	1.7
131 shop.store.yahoo.com	8%	1	3.9
132 theweathernetwork.com	8%	3	4.7
133 cdc.gov	8%	2	9.9
134 msnbc.com	8%	3	4.4
135 bcentral.com	8%	2	1.8
136 health.discovery.com	8%	1	5.4
137 rogers.com	8%	2	2.9
138 cache.unicast.com	8%	3	1.4
139 flowgo.com	8%	3	2.2
140 infotobacco.com	8%	1	1.8
141 search.atomz.com	8%	1	2.3
142 easyweb.tdcanadatrust.com	8%	3	1.1
143 kazaa.com	8%	1	2.5
144 load.focalex.com	8%	1	1.2
145 service.bfast.com	8%	1	1.4
146 neopets.com	7%	54	48.8
147 scotiaonline.scotiabank.com	7%	13	6.3
148 jobs.workopolis.com	7%	8	20.5
149 match.com	7%	8	12.2
150 meteomedia.com	7%	14	5
151 jb-ge.hrdc-drhc.gc.ca	7%	4	29.9
152 canadiantire.ca	7%	3	25.1
153 psc-cfp.gc.ca	7%	2	6.9

154 shoprogers.com	7%	2	13.3
155 referralware.com	7%	3	1.4
156 profiles.yahoo.com	7%	5	2.9
157 recherche.toile.qc.ca	7%	7	4.3
158 thenewairmiles.ca	7%	2	14.4
159 realguide.real.com	7%	3	2.9
160 toile.qc.ca	7%	14	1.9
161 us.imdb.com	7%	1	9.3
162 search-explorer.net	7%	2	2.1
163 astrology.msn.com	7%	3	4.4
164 eps.new.search.new.net	7%	9	2.1
165 206.47.135.100	7%	2	2.6
166 cibc.com	7%	4	2.5
167 messenger.msn.com	7%	1	2.2
168 kevdb.infospace.com	7%	2	2.8
169 support.microsoft.com	7%	1	2.5
170 cgi3.ebay.ca	7%	3	3.1
171 mirc.com	7%	1	1.3
172 specialoffers.aol.com	7%	3	1
174 cf.icq.com	7%	2	1.2
176 play.pogo.com	7%	16	3.3
177 tx.preschoicefinancial.com	7%	13	8.7
178 espn.go.com	7%	6	2.6
179 buyersport.com	7%	6	1.3
180 gov.ns.ca	7%	7	12.5
181 pogo.com	7%	24	1.9
182 cgi6.ebay.com	7%	11	3.1
183 jobbank.gc.ca	7%	3	25.3
184 radio-canada.ca	7%	5	2.8
185 pub.chez.com	7%	5	3.5
186 dgl.microsoft.com	7%	3	3.4
187 ccra-adrc.gc.ca	7%	6	9.2
188 mls.ca	7%	2	73.2
189 204.29.171.80	7%	5	1.3
190 ticketmaster.ca	7%	4	7.4
191 icq.com	7%	4	5.8
192 classifieds.canada.com	7%	3	3.9
193 terra.es	7%	1	16
194 entertainment.msn.com	7%	4	2.1
195 aircanada.ca	7%	3	7
196 who.int	7%	1	5.8
197 chez.com	7%	7	2.6
198 paypal.com	7%	1	14
199 expedia.ca	7%	1	4.6
200 toronto.com	7%	2	5.6
201 eshop.msn.ca	7%	2	4.2
202 216.33.240.250	7%	4	1.7
203 my.msn.com	7%	6	2.2

204	movies.yahoo.com	7%	2	10.5
205	workopolis.com	7%	2	5.1
206	geocities.yahoo.com	7%	2	3.5
207	eshop.msn.com	7%	3	3
208	search.freefind.com	7%	1	14.8
209	pbs.org	7%	1	1.5
210	barnesandnoble.com	7%	1	1.9
211	tv69.com	7%	1	3.2
212	karasxxx.com	7%	2	3.9
213	overture.com	7%	2	2.2
214	shell.windows.com	7%	2	1.2
215	sportsinteraction.com	7%	2	1.5
216	media33.fastclick.net	7%	1	1.1
217	bfc.iwon.com	7%	1	1.6
218	search.microsoft.com	7%	1	1.8
219	quit4life.com	7%	1	4.6
220	media29.fastclick.net	7%	1	1
221	media39.fastclick.net	7%	1	1.1
222	media17.fastclick.net	7%	1	1
223	pop.mircx.com	7%	2	1
224	winamp.com	6%	49	1.9
225	audiogalaxy.com	6%	9	6.7
226	ec.gc.ca	6%	3	4
227	ticketing.ticketmaster.com	6%	5	6.6
228	209.185.240.250	6%	10	1.8
229	quizyourfriends.com	6%	4	4.6
230	cbs.com	6%	4	7.7
231	futureshop.ca	6%	2	12.4
232	memberdirect.net	6%	3	9.1
233	64.4.20.250	6%	5	1.8
234	msncontest.com	6%	6	2
235	pcfinancial.ca	6%	17	1.3
236	messenger.yahoo.com	6%	3	2
237	canoe.qc.ca	6%	9	1.7
238	pch.gc.ca	6%	2	6
239	listings.ebay.com	6%	2	6.5
240	xe.com	6%	4	4.2
241	ca.maps.yahoo.com	6%	2	7.1
242	cokeauction.ca	6%	1	10.3
243	emode.com	6%	2	4.1
244	msn.ca	6%	11	1.3
245	expedia.com	6%	1	10.5
246	jackpot.com	6%	3	8.9
247	money.msn.ca	6%	3	1.7
248	tqs.qc.ca	6%	3	2
249	netflip.com	6%	2	2.5
250	amazon.ca	6%	1	24.6
251	206.191.7.143	6%	2	2.2