



Applied Communication Technology . Information . Organizations . Networks

## BC HealthGuide Online Evaluation: Summary Report of Preliminary Findings February 2, 2005

### Purpose of web survey:

To obtain demographic information and feedback from users of the BC HealthGuide (BCHG) Online site ([www.bchealthguide.org](http://www.bchealthguide.org)) website through a “pop-up” web survey that appeared when the user was **exiting the web site**, or after a **user logged three minutes** on the site.

### Description of survey:

The web survey involved presenting users with a questionnaire consisting of 19 questions. Seven of the questions requested demographic information, such as users’ sex, age group, household income and education. Others asked how users rate the site, how they learned about it, the type of information they are looking for, the people they want the information for, and their pre-use and post-use planning in relation to visiting a doctor or emergency room. The questions were in multiple-choice format with the exception of the last one, which was an open-ended question asking for improvement suggestions. Most of the questions allowed only one response, and three allowed multiple responses.

### Research dates:

The web survey appeared on the BCHG OnLine site from September 14, 2004 through February 1, 2005. This report presents preliminary findings from September through November 2004 data.

### Evaluation findings

- 1 out of 4 BC households are **aware** of the web site
  - ◆ Awareness information was gathered through a longitudinal telephone survey used for awareness/tracking purposes. The purpose of the telephone survey was to gauge awareness/usage/satisfaction of all four BC HealthGuide program components (i.e., Handbook, Nurseline, Online, and one-page Health files) across the population of BC over a period of one year, and sampled across health authorities.
- Through the telephone survey, the evaluation team learned that **awareness** of the web site was highest
  - ◆ Outside of Lower Mainland
  - ◆ 18 – 34 age group
  - ◆ Low income households
- 53% **response rate** to web survey. This rate was determined by dividing the number of times that the web survey “presented” or “popped up” (2,588) into the number of attempted/completed surveys (1364)



SIMON FRASER  
UNIVERSITY



Social Sciences and Humanities  
Research Council of Canada

Conseil de recherches en  
sciences humaines du Canada

Vancouver  
Coastal Health  
Research Institute  
*Healthier lives through discovery*

- **Demographic profile** of BC HealthGuide Online user
  - ◆ Female (78 %)
  - ◆ Age 20-64 (94%)
    - 3% were 65+ and 3% were 10 to 19
  - ◆ Higher socio-economic status
    - 38 % reported having finished university
    - 80% reported having a household income > \$30,000
  - ◆ Infrequent user
    - 60% said used site one or two times in past 6 months
    - 12% said they used the site “8 + times”
      - Heavy users more likely to be women and younger (20-39 years)
- How did **users first find the site?**
  - ◆ Males more likely to learn about the site using a search engine (42% vs. 33% of females)
  - ◆ Women were more likely to learn about the site through the BCHG Handbook (29% vs 21% of males)
- Types of Information Sought
  - ◆ Majority reported that they were looking for information on a **specific health condition (40%)**, followed by general physical health (9%), medication information (8%) and health and wellness information (7%).
  - ◆ **Information was mainly sought for the user**; of those searching for information for a family member, 81% were female
- Recommendations for site/service improvement
  - ◆ Advertise the site more aggressively (e.g., in physicians’ offices and in medical centres)
  - ◆ Link the site to other BC medical/health resources
  - ◆ Make the site more interactive (e.g., allow users to ask questions on the site or via email)
  - ◆ Provide more illustrations
  - ◆ Increase Canadian content and materials

**Please note:** These results are from the on-line survey that ran from September 14, 2004 through November 2004. On December 1<sup>st</sup>, the evaluation team added additional questions to the web survey to capture information on: self-reported quality of health; whether the user was a practicing health practitioner, and where the user most often accessed the internet.