

Youth Culture Research: Survey of Canadian Youth, age 12 to 24

Executive Summary

Interest in searching for health information on the Internet by Canadian Teens increases with age. Just 6% of 12-13 year olds can identify web sites that they go to for health information versus 21% of 22-24 year olds.

Of those identifying an interest in finding health information on the Internet, Health Canada is the top web site listed with Yahoo.com, a portal, being the only Internet destination listed above Health Canada.

Within the younger Teen age groups, the reason for going to a health site is as likely to be for information for school or project research as it is to be because of an interest in a health related issue. As the Teen ages, their interest in getting health related information or advice increases.

Once at a health web site, the main benefits they were looking for were lots of good information in an easy to navigate environment.

Table A: What is your “FAVORITE HEALTH INFORMATION INTERNET SITES” by Age

- 87% of youth aged 12 to 24, did not have a favorite Health Information Internet site. The percentage of youth able to answer the question increased with age, rising from a low of 94% at age 12-13 to a high of 79% of 22 to 24 year olds.
- Yahoo.com was the top choice overall with 3% of youth.
- Health Canada’s website was number two overall with 2% of youth, but was the top choice with 18-19 year olds and 22-24 year olds. The older groups were more likely to have an opinion on this question.
- Other answers included msn.com (1%), webmed.com (1%), medbroadcast.com (1%) and google.com (1%).
- The older age groups, age 18+ were more likely to use the health specific web sites: webmed.com, medbroadcast.com.

Table A: What is your "favorite health information internet sites" by Age									
	T	M	F	12-13	14-15	16-17	18-19	20-21	22-24
Sample size	1815	886	929	294	305	300	299	299	318
Percentage									
Yahoo.com	3	3	3	2	5	4	1	3	2
Health Canada website	2	3	2	1	2	1	3	2	3
msn.com	1	1	1	1	2	1	0	1	1
medbroadcast.com	1	1	1	0	1	0	1	2	1
Webmd.com	1	1	1			0	1	2	2
Google.com	1	1	1	1	1	0	0	1	1
Not applicable	87	86	88	94	90	89	90	83	79

Table B: What is your “FAVORITE HEALTH INFORMATION INTERNET SITE” Regional

- Regional access to internet sites for health information was statistically flat with the national result of 87%.
- Quebec was the only province reporting the Health Canada web site as their top choice (4%). In all other provinces, Yahoo was the top choice, followed then by Health Canada.

Table B: What is your "favorite health information internet site" Regional						
	T	B.C.	PR	ON	QUE	ATL
Sample size	1815	229	309	703	435	139
Percentage						
Yahoo.com	3	3	1	4	2	3
Health Canada website	2	2	1	2	4	1
msn.com	1	1	1	1	1	1
medbroadcast.com	1	0	1	1	0	
Webmd.com	1	1	1	1	0	
Google.com	1	1	0	1	0	1
Not applicable	87	86	87	86	89	91

Table C: Reasons these sites were your favorites – Total

- The top three reasons for their choice of site were lots of information, good information and information specific to health matters.
- After information related issues, the next reason given is ease of navigation.

Table C: Reasons these sites were your favorites - Total		
TOTAL		229
Rank		%
1	Lots of information	19
2	Provides Good Information	18
3	Gives information on health matters	11
4	Easy to navigate/search	10
5	Its the only one that I know	7
6	Its interesting to me	4
7	Easy to access	3
8	Reliable	3
9	Consistently Updated	2
10	Its the best search engine	2
11	Use it most often	2

Table D – Reasons why these sites are your favorite by Age

- The biggest difference in perceived benefit appears to be between volume of information “lots of information” versus quality of information “provides good information”.
- Boys favor volume of information, girls favor quality of information.
- The youngest and oldest groups favor volume, the 14 to 19 year olds favor quality.

Table D - Reasons why these sites are your favorite by Age									
	T	M	F	12-13	14-15	16-17	18-19	20-21	22-24
Sample size	229	122	107	19	31	33	30	50	66
Percentage									
Lots of information	19	20	18	37	10	18	10	22	20
Provides Good Information	18	16	21	21	16	24	30	18	9
Gives information on health matters	11	14	8	5	6	12	13	6	18
Easy to Navigate/Search	10	7	14	16	10	6	3	16	9
Its the only one that I know	7	7	8		6	3	13	4	12
Its interesting to me	4	3	5	5	10		7	4	2
Easy to access	3	5	2		3	6	3	4	3

Table E – Reasons for visiting these sites – Total

The top reason for visiting these sites is the need for information: number one = “needed information/advice” and number two = “medical information”. These two reasons combined account for 33% of the reasons listed.

Table E - Reasons for visiting these sites - Total		
	TOTAL	229
Rank		%
1	Needed Information/Advice	17
2	Medical Information	16
3	School Project/Research Purposes	16
4	Interest in fitness/health information	10
5	Heard about it	9
6	Just of curiosity/recreational purposes	6
7	Read about it in a magazine	4
8	Heard it advertised	3

Table F – Reasons for visiting these sites – by Age

- 12-15 year olds:
The main reason for visiting a health site for 12-15 year olds is for school projects or research.
- 16-19 year olds:
Top reason is that they are seeking information or advice, followed by school project or research purposes.
- 20-21 year olds:
Top reason is that they need medical information. But this is followed closely by “school project/research” and this is the first age group to suggest that it’s just because they have an “interest in fitness/health information”.
- 22-24 year olds:
Are looking for information/advice or need medical information.

Table F - Reasons for Visiting these sites - by Age								
	M	F	12-13	14-15	16-17	18-19	20-21	22-24
Percentage								
Needed Information/Advice	17	18	5	13	21	23	14	21
Medical Information	19	13	26	10	12	7	18	21
School Project/Research Purposes	10	22	32	16	15	20	16	9
Interest in fitness/health information	11	9	11	10	6	10	16	9
Heard about it	9	8	21	13	12	3	2	9
Read about it in a magazine	7	1		3	3	10	2	5
Heard it advertised	2	4		3	3	3	6	2

Table G – Reasons for visiting these sites – by Region

BC and the Prairies were low for seeking information/advice or medical information from internet sites, they were more likely to be accessing health sites as part of school projects, because they were interested in fitness/health information or just because they “heard about it”. The Prairies were also high for “heard it advertised”. Ontario was evenly split between seeking advice/information or school project.

Quebec was by far the highest for “medical information”. At 32%, this was the highest percentage within any region for any reason.

Table G - Reasons for visiting these sites - by Region						
	TOTAL	B.C.	PR	ONT	QUE	ATL
Total	229	31	41	95	50	12
Percentage						
Needed Information/Advice	17	16	7	20	20	25
Medical Information	16	13	12	12	32	8
School Project/Research Purposes	16	23	7	20	12	8
Interest in fitness/health information	10	13	15	14		8
Heard about it	6	3	7	5	8	
Read about it in a magazine	4	3	5	5		8
Heard it advertised	3		12	1	2	