

# **drinkaware.co.uk**

## **Website profiling evaluation**

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## Foreword from Drinkaware's Chief Medical Advisor

As Chief Medical Advisor to alcohol education charity Drinkaware, I'm delighted to share with you the results of some new research which examines the profile and motivations of a sample of visitors to the Drinkaware website and the value of the experience they receive.

Over four million people visited [drinkaware.co.uk](http://drinkaware.co.uk) in 2012 to understand the facts about alcohol, making it one of the UK's leading alcohol advice sites.

The Drinkaware digital team employs sophisticated tracking tools to understand user journey and to improve depth of engagement with its website. Volume of traffic, dwell time and number of returning visitors are important metrics for evaluating a website's worth but for an organisation focussed on behaviour change, Drinkaware wanted to understand who was coming to the site, why and what they were getting from it. My colleagues on the Drinkaware Medical Advisory Panel and I also shared an interest in this due to our active involvement in the content on the website.

An independent study was commissioned through The Nursery Research and Planning to answer some of these questions. Derived from a sample of 600 visitors, the findings indicated the Drinkaware website has a broad appeal, resonating with the full spectrum of drinker – from abstainer to high risk chronic over consumer. The study also showed the majority of survey participants were coming to the website for personal reasons, stating concern for how much they were drinking or to find out more about the associated health risks.

Crucially, 64% left the site with the intention of reducing their drinking, which as a Panel reassures us that these people were getting what they needed from the content and were leaving with reasons, and more importantly the motivation, to drink more responsibly.

We look forward to seeing the team apply the insights from this study to the development of its new site, scheduled for launch at the beginning of this year. And with renewed vigour, the Panel will continue to support Drinkaware with the best evidenced and engaging facts about alcohol, ensuring it remains a trusted and credible source of support for consumers.

### **Professor Paul Wallace FRCGP, FFPHM**

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Drinkaware Chief Medical Advisor and  
Chair of the Drinkaware independent Medical Advisory Panel

For further information about the work of the Medical Advisory Panel, please call:  
0207 766 9900 or visit [drinkaware.co.uk/about-us](http://drinkaware.co.uk/about-us)

## Drinkaware Website Research

### Executive Summary

#### Research objectives

In May 2012 Drinkaware appointed The Nursery Research and Planning, an independent market research company to conduct a website profiling evaluation. The research sought to understand the following:

- The profile of people visiting Drinkaware's website
- What people's motivations were for visiting the site
- To what extent the website was successful in meeting visitor's needs
- What people learnt as a result of visiting the site

The research would also be used to help inform Drinkaware's upcoming website redesign.

#### Survey method

When designing the survey method, it was important that the methodology brought together an understanding of attitudes and opinions of those visiting the website, with their actual browsing behaviour. This would provide information on how different groups of visitors behaved on the site, and conversely how behaviour on site affected attitudes generally.

An innovative survey design was put in place. Respondents were recruited and directed to a self-completion online survey via a pop-up lightbox on the website. At the same time, a cookie was attached to respondents' browsers, so information on their website behaviour could be captured and recorded via Google Analytics. By capturing these two data sets, and using each to interrogate the other, the following analysis was undertaken:

- Assessing browsing behaviour by different visitor profiles and motivations
- Assessing attitudes to the website by different browsing behaviours.

Google Analytics data for the site was also analysed to provide an overall context of website performance.

In addition, a follow-up survey was sent four weeks later to a representative sample of people taking part in the first stage of interviewing. This next phase of research sought to understand what, if any, action they had taken to moderate their drinking. Only a small number of people responded to the follow up survey (N=96) although their profile broadly matched respondents from the first phase of research.

	Respondent base size
Total site impressions during the fieldwork period:	1,232,722
Phase one: total completed surveys	623

Phase one: completed surveys tracked with corresponding browsing behaviour	395
Phase two: complete follow-up interviews	96

Respondents from all phases of the research were not incentivised to take part in the survey.

## **Main research findings**

### **Visitor profile (N=623)**

The research found that Drinkaware's website had a broad visitor base, with people aged 18 - 55 well represented. While the independent survey response skewed female (62%) vs. (38%) male, Drinkaware's internal data on the number of male users of the MyDrinkaware tool and the Google Double Click Ad Planner profile suggested that usage of the site was fairly even by gender. The independent survey data also found a higher proportion of ABC1 visitors (66%) when compared to C2DE (27%). In addition, 49% of visitors were parents, with no bias towards children of particular ages.

Nearly three quarters (71%) of visitors claimed to drink at least once a week. Based upon drinks consumed during the course of a typical week, nearly half of all visitors drank more than the unit guidelines; 57% of male visitors were categorised as increasing / higher risk drinkers and 46% of female visitors were categorised as increasing / high risk drinkers.

In total, 53% of visitors fell into one of Drinkaware's three target audience groups (excludes overlap)

- 20% 18-24 year old young adults
- 22% 25-44 year old increasing / high risk drinkers
- 15% parents of children aged 11-17 years

The remaining 47% were generally over the age of 45 years.

### **Route to site and motivations for visit (N=623)**

Internet research and specifically Google search were the main routes through which people came to be aware of Drinkaware's website, with 61% arriving via internet search engines. 9% - 11% heard about Drinkaware's website after seeing the logo on alcohol adverts or packaging. Awareness of the website from both of these channels was more prevalent among 18-24 year olds.

The majority of visitors claimed to visit the website for personal reasons (90%) rather than to satisfy a work-related query (10%). From a (prompted) list of 12 reasons to visit the website, the following four were cited as the main reasons:

- To learn of the health risks of excessive drinking (26%)
- Concerns about current personal consumption (25%)
- Concerns about personal health (25%)
- A desire to reduce personal consumption (24%)

Visitors who had visited the site twice or more were 50% more likely to be concerned about their alcohol consumption than visitors who cited a general concern about their health.

**Browsing behaviour: total site impressions (1,232,722) and completed surveys tracked with corresponding browsing behaviour (N=394)**

75% of visitors were new to the website when they completed the survey and 25% were returning visitors. Returning visitors stayed 80% longer on the site and viewed 12% more pages per visit than on their first visit.

Overall, the areas of the website receiving the most traffic were the 'Tips & Tools' (50%), 'Facts' (48%), 'Home' (41%), and 'Alcohol & You' (35%) sections. Just 6% of visitors visited the 'Children & Alcohol' area, rising to 12% among parents of 11-17 year olds; like the majority of visitors, parents tended to visit for personal reasons, rather than to address parental concerns.

Those classified as increasing or higher risk drinkers (based on the drinks consumed during a typical week) were generally more engaged with the website. They viewed more website content and completed more journeys from facts pages to specific information and tools intended to help people reduce their alcohol intake.

**Website response & learning outcomes (N=623)**

The website was met with a very positive response, with 75% or more visitors agreeing it was easily understood, professional, easy to navigate, comprehensive, informative, reliable and the go to place for facts about alcohol. 79% of respondents said they would recommend the site to someone else.

While the response to the website was strong from all groups, the most positive were more commonly female, returning visitors, people who spent longer on the site and people who claimed they were likely to reduce their drinking in the future.

The majority of respondents were satisfied with the information they found on the site and the most common learning outcomes related to health / physical effects of alcohol, calorie / unit values of alcoholic drinks and the daily unit guidelines. Those visiting the 'Tips & Tools' section of the site were the most satisfied with the information they found on the site.

**Likely future behaviours (N=623 / 96)**

When all visitors were asked about the effects of their website visit on likely future behaviour the results were particularly positive; two thirds claimed they intended to reduce their alcohol consumption (64%) and adopt one or more of the tips and tools to support them (67%).

When asking the 96 people who completed the follow-up survey what specifically they had done since their last visit to the website, 53% claimed to have checked units in their drinks, 47% tracked / monitored their drinking and 42% claimed to have reduced their alcohol consumption. When comparing their alcohol consumption levels at the start of the research process and again four weeks later, there was a positive, although not statistically significant movement from higher to lower drinking risk categories.

## Conclusions

The independent research conducted by The Nursery Research and Planning on behalf of Drinkaware found that the charity's website provided people with useful and easily understood alcohol related information and the majority of visitors left with the intention to reduce their alcohol consumption in the future. For a small minority this action was taken.

The research found that the profile of visitors was broad both in terms of demographic profile, but also in terms of peoples' varying relationship with alcohol. The most common informational areas which visitors learned about were; health risks of excessive drinking; effects on the body; calorie information; unit guidelines & unit information / units per specific drink.

The majority of visitors, parents included, came to Drinkaware's website for personal reasons - commonly looking for information and tools to help them reduce their own alcohol intake. Importantly, the majority found the information that they were looking for and left the website with a motivation to drink more responsibly in the future.

The intention to drink more responsibly in the future was particularly encouraging as 50% of visitors to Drinkaware's website claimed to drink over the daily guidelines in a typical week. In addition, higher risk drinkers were the most engaged with the website; they spent longer on the site and viewed more pages.

While overall response to the website was very positive, the research found areas where it could be improved. For example, the site could benefit from more news / fresh content for returning visitors and the 'Facts' and 'Alcohol & You' sections had the least number of 'very satisfied' visitors. In addition there was a request for more information on the effects of drinking, particularly how alcohol can affect different types of people, as well as adding further content around reduction and quitting strategies / support. Finally the website could benefit from more tips and tools for 18-24 year olds and directing more parents to the 'Children and Alcohol' section.

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