

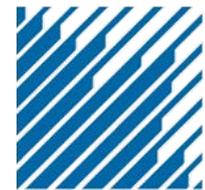


RECREATIONAL
BOATING & FISHING
FOUNDATION

Website Effectiveness Survey *2012*



Review of Findings
October 29, 2012



Strategic
Marketing &
Research, Inc.

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Objectives

- To support its mission of raising awareness of recreational fishing and boating and increasing participation in these activities, the Recreational Boating and Fishing Foundation (RBFF) developed the *Take Me Fishing*TM campaign. A key element of the campaign is the website, www.TakeMeFishing.org.
- RBFF partnered with Strategic Marketing & Research, Inc. (SMARI) to conduct research to evaluate the site's effectiveness.
- The primary goals of the research were to:
 - Gauge the website's impact on visitors' behavior – did the site influence visitors to begin fishing or boating? Did it prompt them to increase their engagement in these activities?
 - Understand how and why people accessed the site – when planning a trip or while already on the water? To research regulations or find out where the fish are biting?
 - Measure the differences between those who use the site and those who do not, in order to expand the site's visibility and satisfaction among a broader scope of users.



Methodology – Visitors

- **Website visitors / Fishington members:** online surveys were conducted with members of the RBFF database of those who are enrolled in the Fishington online fishing/boating community, and prior visitors to the TakeMeFishing.org site who were “captured” while on the RBFF website (meaning that they responded to an invitation to participate in the survey; the invitation appeared on the site itself). These individuals were asked about their outdoor activities and about their experiences with the website.

Visitors	Surveys
Fishington database	956
Captured website visitors	324
Total	1,280

Methodology – Non-visitors

- **Non-visitors / Target segments:** online surveys were conducted with people who had *not* visited TakeMeFishing.org before. This group was asked about outdoor activities, and then directed to the website and asked to explore it. They were then asked to evaluate that initial experience with TakeMeFishing.org.

Non-visitor Sample	Surveys
Family Outdoors	373
Outdoor Enthusiasts	196
Total	569

- This year's methodology represents a departure from previous years in that this non-visitor sample was screened to ensure that it included *only* the two segments shown above. By contrast, previous non-visitor samples were only limited to those with an interest in fishing and boating, and included others outside of these segments.
- This change in methodology should be considered in evaluating the results. We would expect the change in methodology to result in more favorable findings, or at least findings more consistent with those of the Visitor group.

Methodology – Verbatim responses

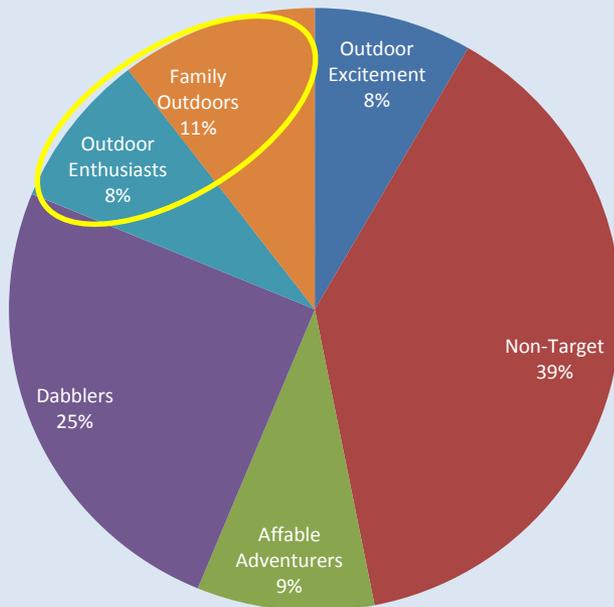
- One function of asking respondents to give their opinions in open-ended questions is to gather nuanced information that helps flesh out the story we find in the data. Oftentimes when asked to share their opinions in an open-ended format, consumers give a mix of positive and negative feedback. Coding such responses as a single entry can be misleading, because a portion of the information gets left out. Therefore, we coded verbatim responses individually – counting each portion of the response as a separate entry – to enable analysis of the often complex statements that can include both praise and constructive criticism. As a result, even among those who are satisfied with the site and its elements, some comments may seem more negative. However, in our experience, this approach is the best way to gain the richest possible understanding of the verbatim comments.

EXECUTIVE SUMMARY

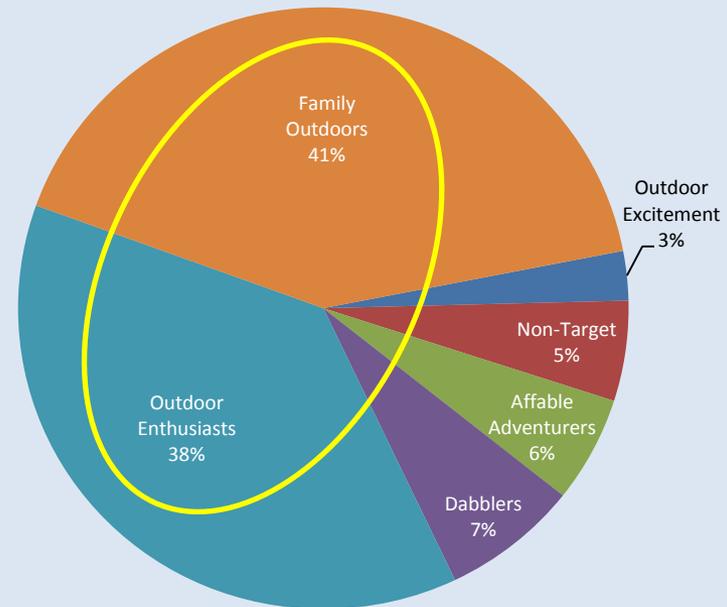
The website is reaching the target segments.

- One overwhelmingly positive take-away from this research is that the website is already capturing the target segments. The graphs below illustrate that while these segments represent less than 20% of the general population, they make up 70% of the population of TakeMeFishing.org users.

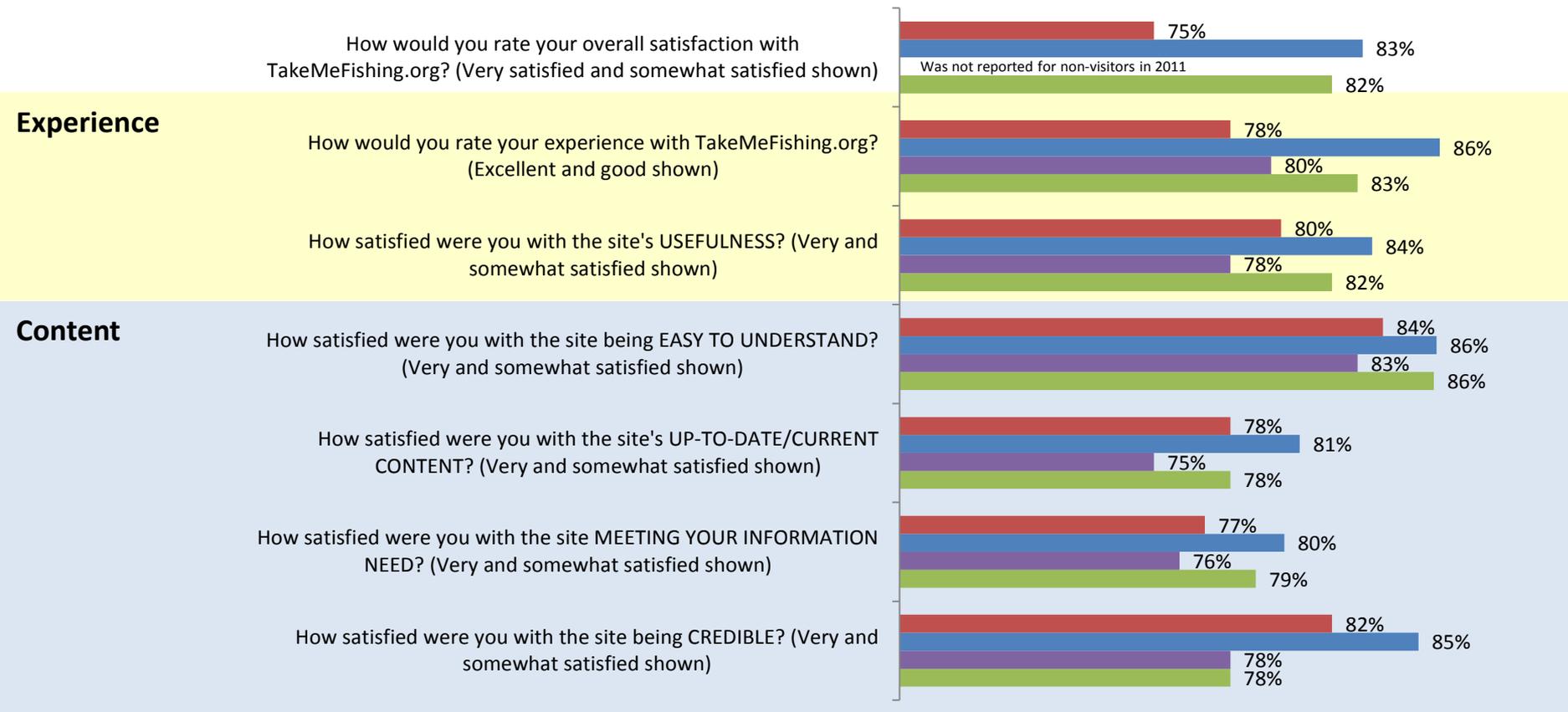
General Population



Visitors

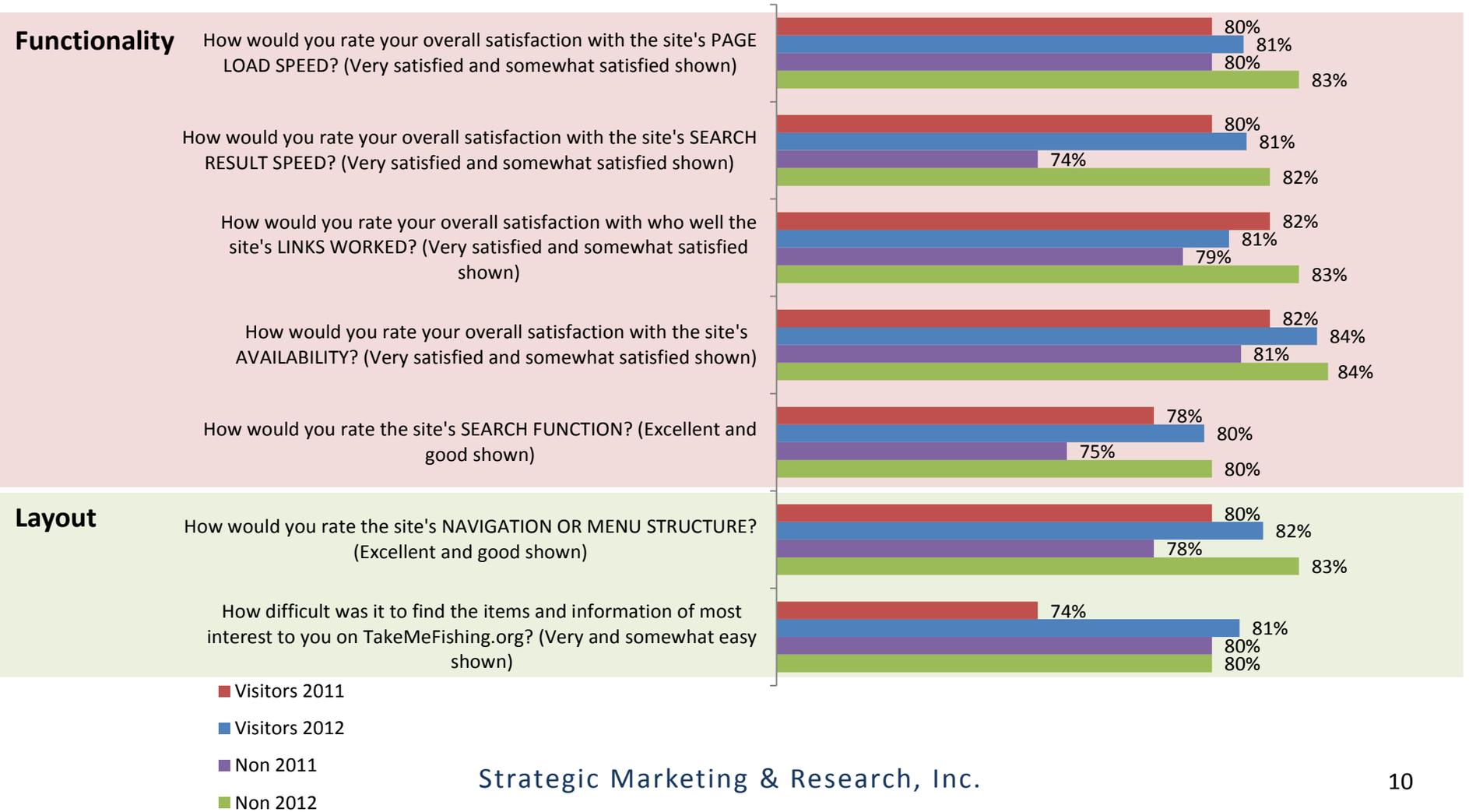


Overall satisfaction improved this year among visitors; non-visitors this year were also more satisfied than last year's visitors. Experience and content metrics improved over 2011 as well.



- Visitors 2011
- Visitors 2012
- Non 2011
- Non 2012

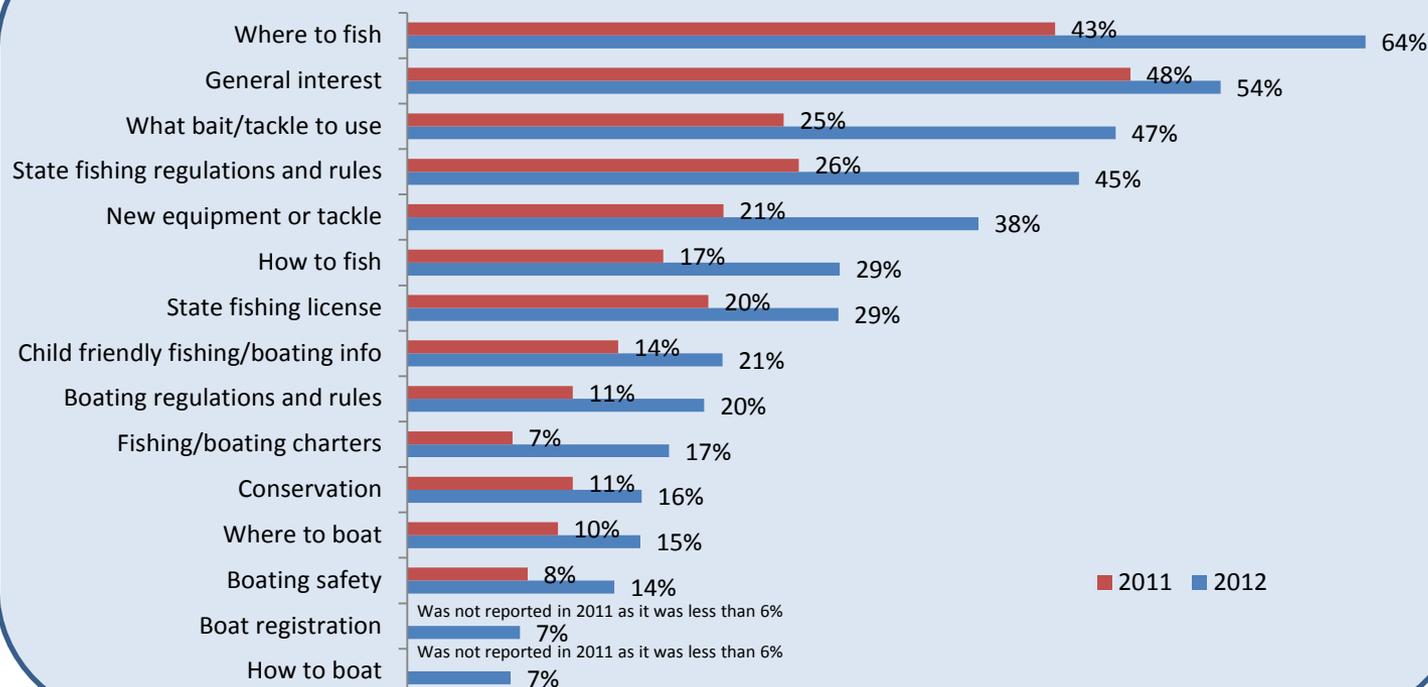
Visitors and non were very positive about the site's functionality and layout, with most measures either improving or remaining constant from 2011. There may have been an issue with broken links for visitors, however.



Among visitors, fishing tops boating for topics researched, but this year saw increased activity in all areas, suggesting that website users rely on TakeMeFishing.org for a variety of outdoor sporting inquiries.

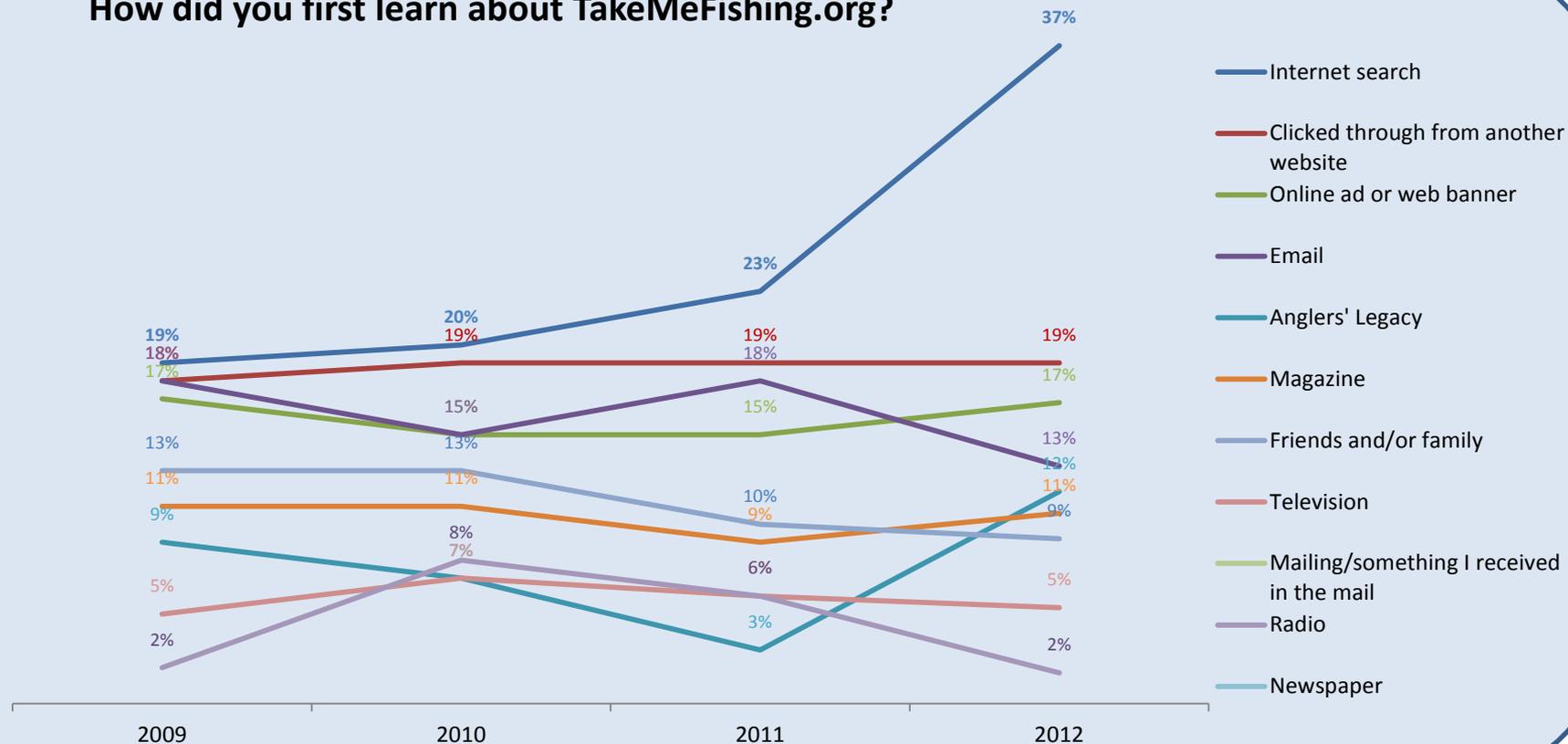
- Website visitors are looking for specific ways to make their fishing outings more successful – where to go, what gear to use, what the regs are. Evaluation of the changes should also be considered in light of changes that were made to the site that may have promoted usage.

Q6. What were you looking for on TakeMeFishing.org?



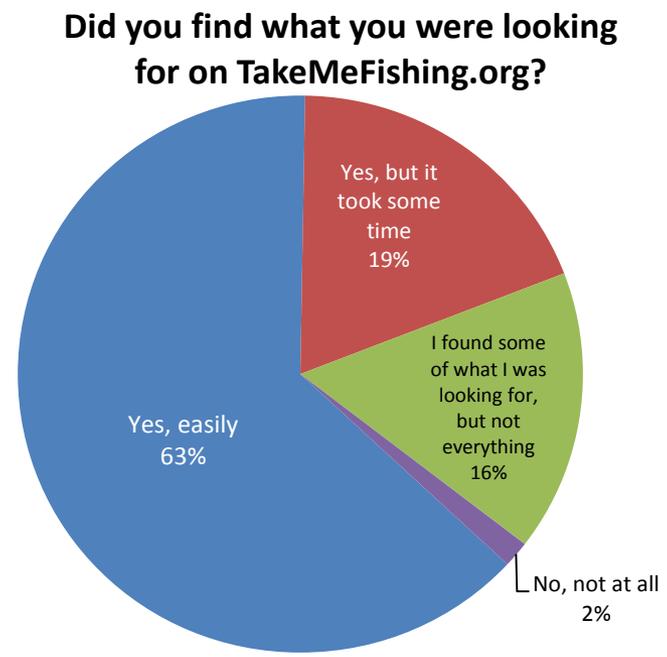
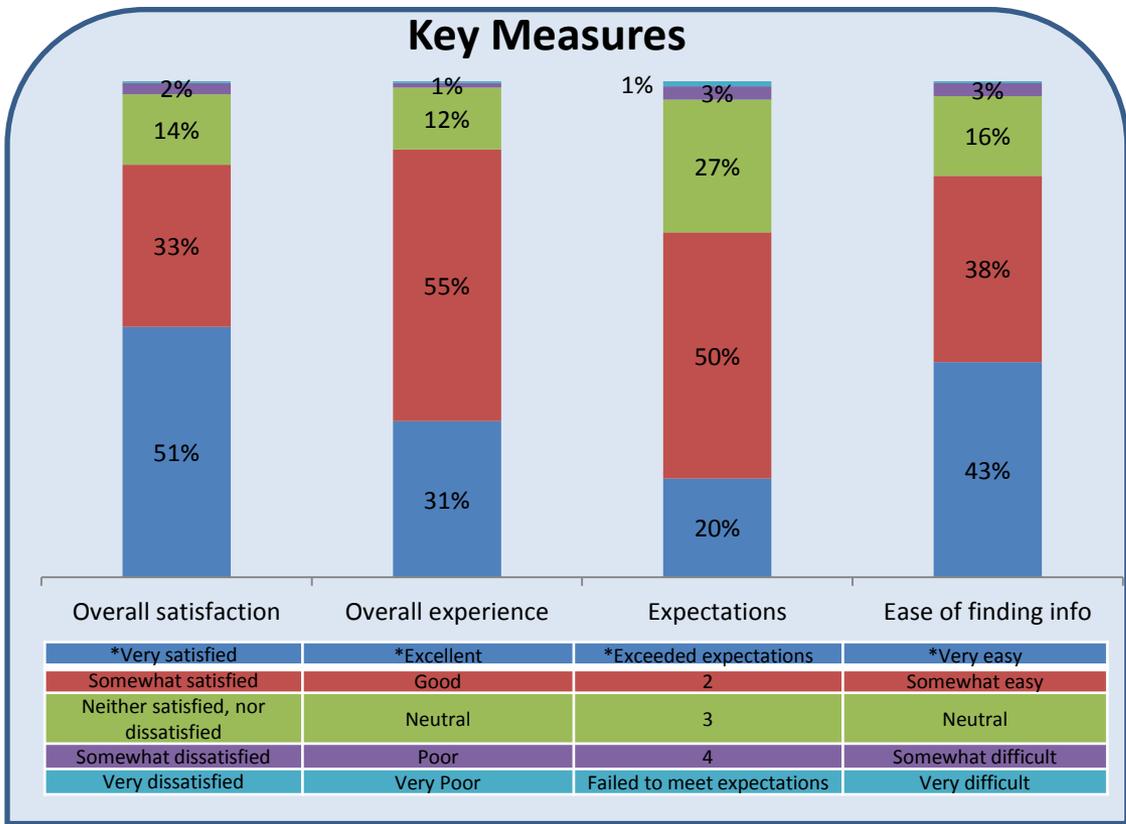
Internet search, which was already the main traffic driver, saw a 60% increase over 2011. The other driver that increased significantly this year is the Anglers' Legacy™ program.

How did you first learn about TakeMeFishing.org?



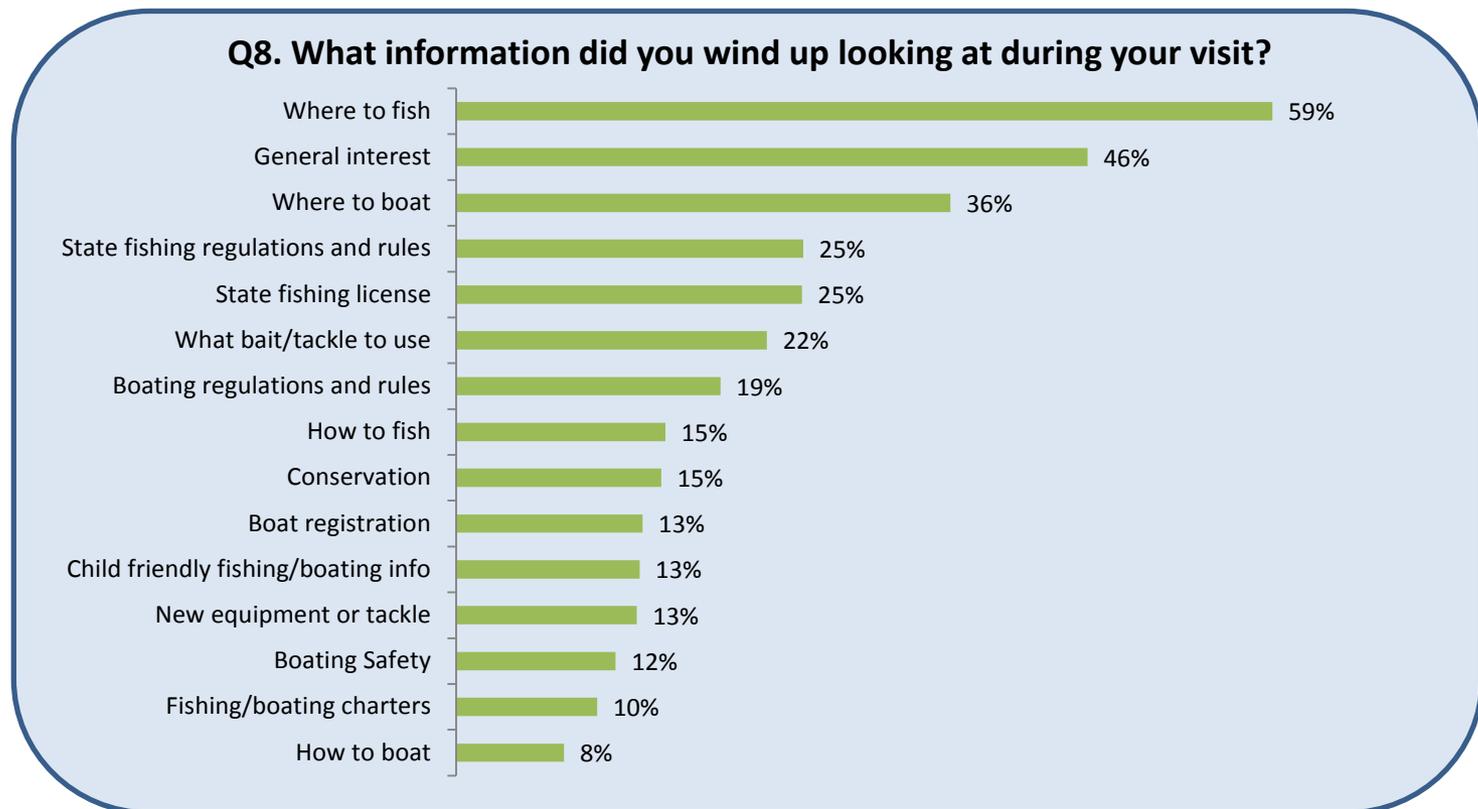
As in previous measures, visitors are generally very positive about the site. Overall satisfaction and overall experience are positive. Very few have negative reactions to key measures.

- Two-thirds found what they were looking for easily, but the other one-third who either had to search more or never found everything they wanted may account for the more neutral responses to “How well did TakeMeFishing.org measure up to your expectations?”



After being provided with the TakeMeFishing.org url and asked to explore the site, non-visitors were asked what they looked at.

- Non-visitors mainly look for info on *where* to fish and boat, and general interest information to get a feel for what is available.



Although fewer non-visitors gave top-box* positive responses than visitors did, their *top-two-box* feedback on key measures was still overwhelmingly positive. More non-visitors this year have fishing licenses, likely a function of the targeted methodology.

- Perhaps because of their lack of experience with the website and therefore lack of expectations, non-visitors report the site did a better job of meeting/exceeding their expectations than visitors did.
- Each of these measures is on par with last year. Initial experience is actually even more positive this year than in 2011, climbing from 80% to 83%.

