

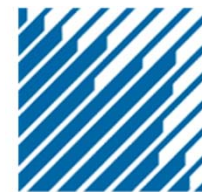


RECREATIONAL  
BOATING & FISHING  
FOUNDATION

# Website Effectiveness Survey *2013*



Review of Findings  
November 27, 2013



Strategic  
Marketing &  
Research, Inc.

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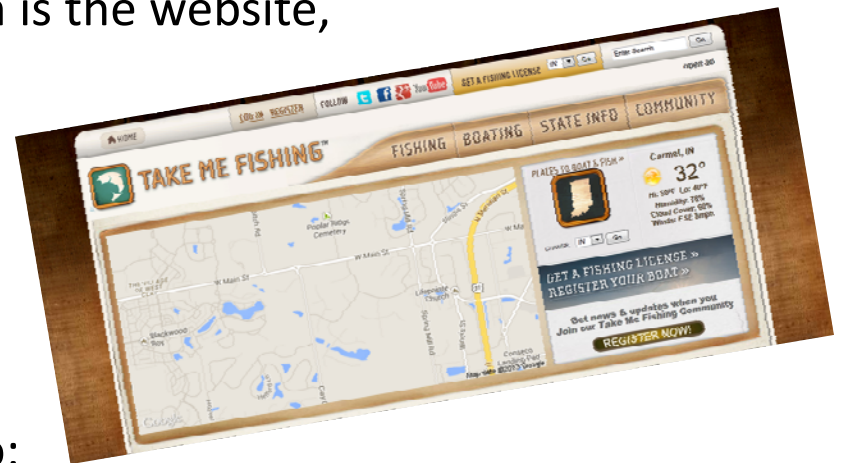
# Objectives

- 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™* campaign. A key element of the campaign is the website, [www.TakeMeFishing.org](http://www.TakeMeFishing.org).

- Beginning in 2012, 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

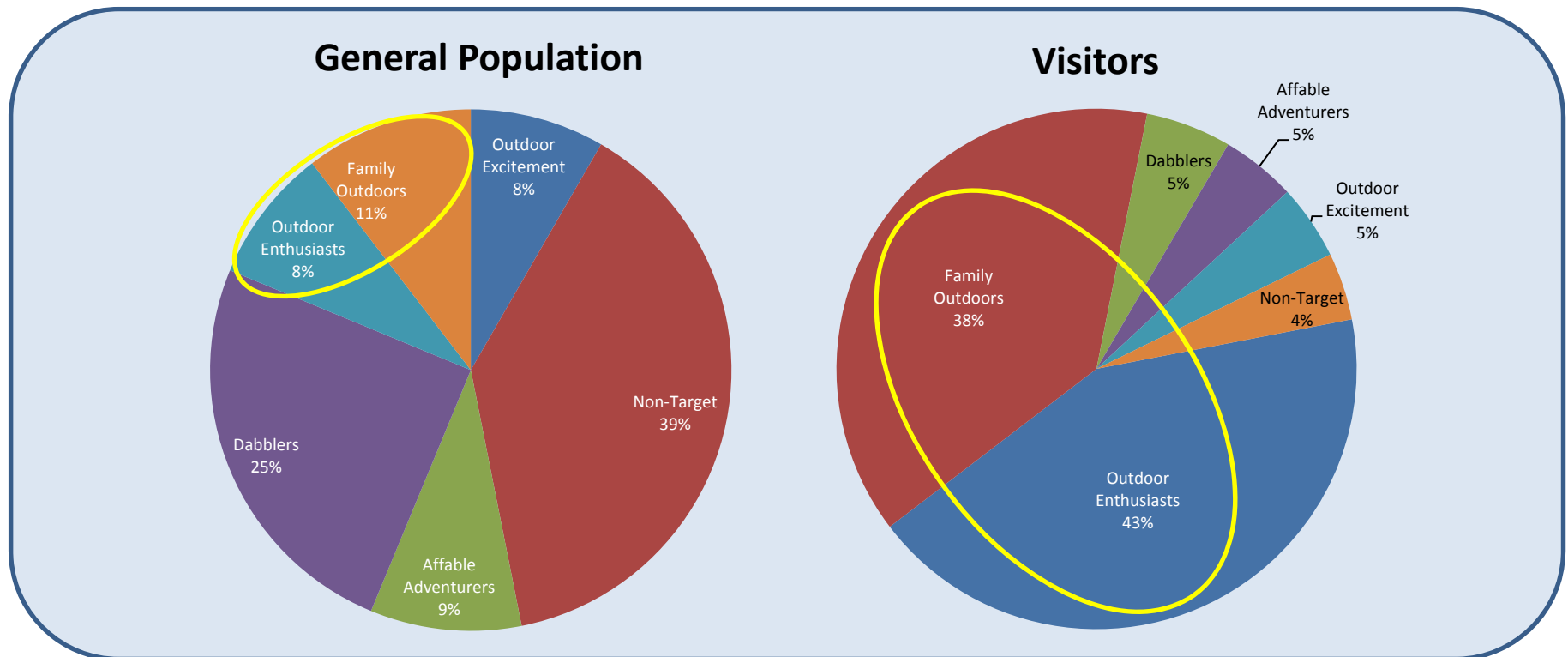
- **Website visitors:** Online surveys were conducted with members of the RBFF database, some of whom are members of the online fishing/boating community. Surveys were also conducted with visitors to TakeMeFishing.org who were “captured” while on the website, or via Twitter, Facebook, and banner ad invitation to complete the survey. These individuals were asked about their outdoor activities and about their experiences with the website.
- **Non-visitors / Target segments:** Online surveys were conducted with people who had *not* visited TakeMeFishing.org before, and who were in the Outdoor Enthusiast and Family Outdoor segments. (It should be noted that measures prior to 2012 included non-visitors outside these target segments.) 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.

Respondents	Surveys	Margin of Error (at 95% confidence)
Website visitors	1,052	+/- 3.0%
Non-visitors / Target segments	604	+/- 3.9%
<b>Total</b>	<b>1,656</b>	

# EXECUTIVE SUMMARY

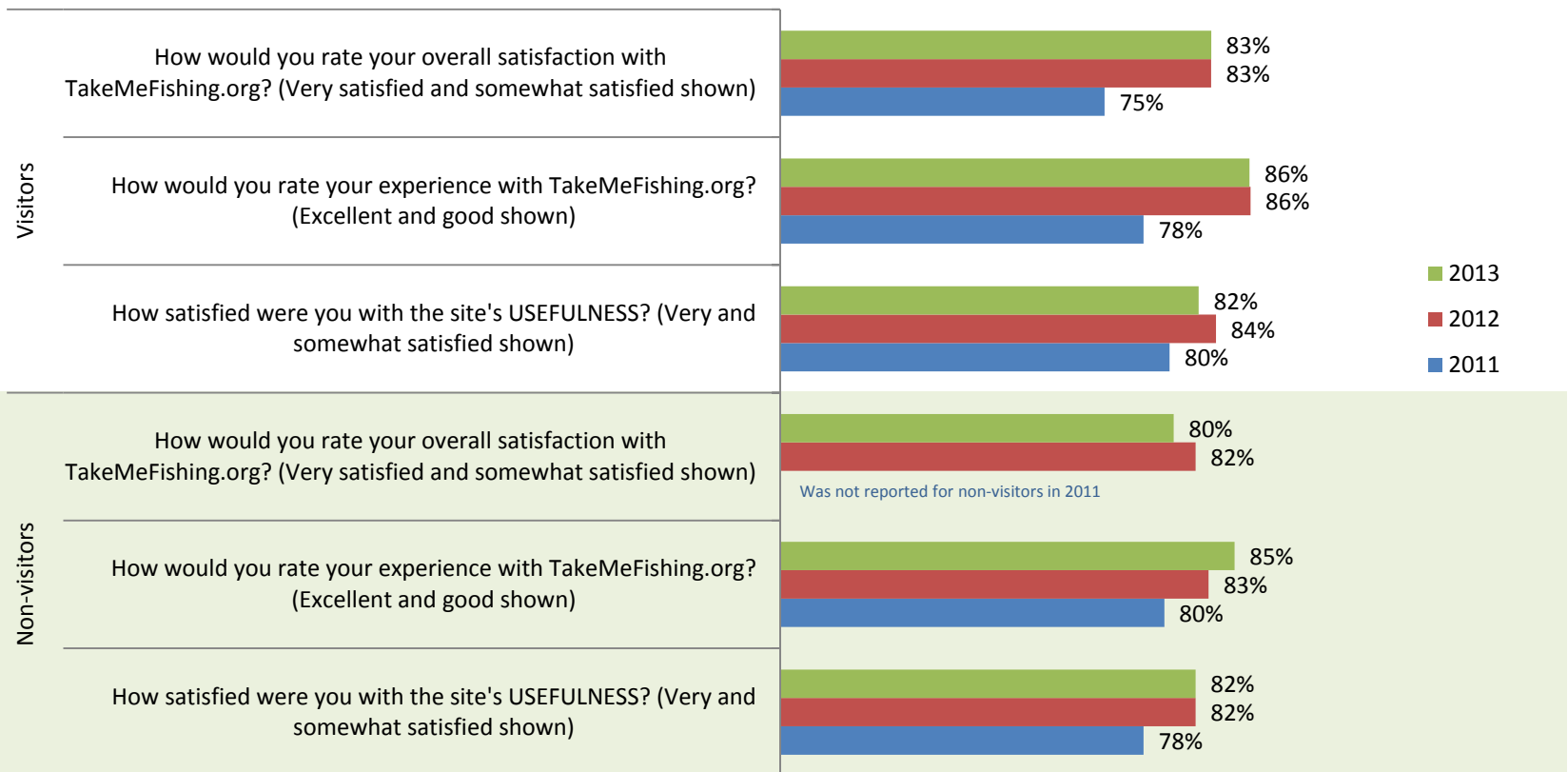
## The website is reaching the target segments.

- A positive take-away from this research is that the website continues to capture the target segments. The charts below illustrate that while these segments represent less than 20% of the general population, they make up 81% of the population of TakeMeFishing.org users (up from 70% in 2012).



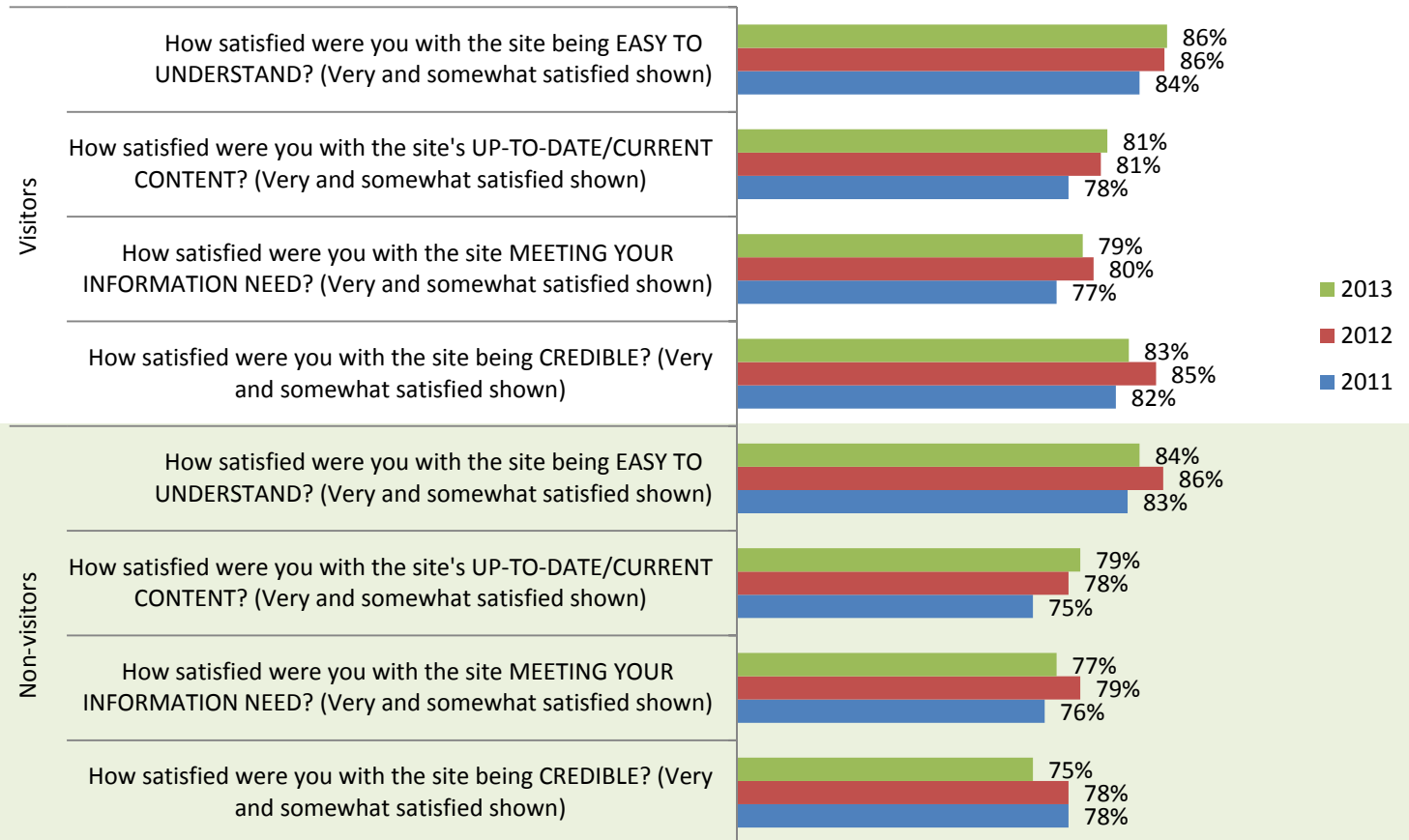
**Overall satisfaction and experience remained constant among visitors; non-visitors' experience improved while usefulness remained steady. Marginally small declines in usefulness were reported among visitors and in overall satisfaction among non-visitors .**

**Overall satisfaction + Experience**



Among visitors and non-visitors, satisfaction with site content being up-to-date increased. All other content measures had a marginal decline with Credibility as the weakest performer for both audiences.

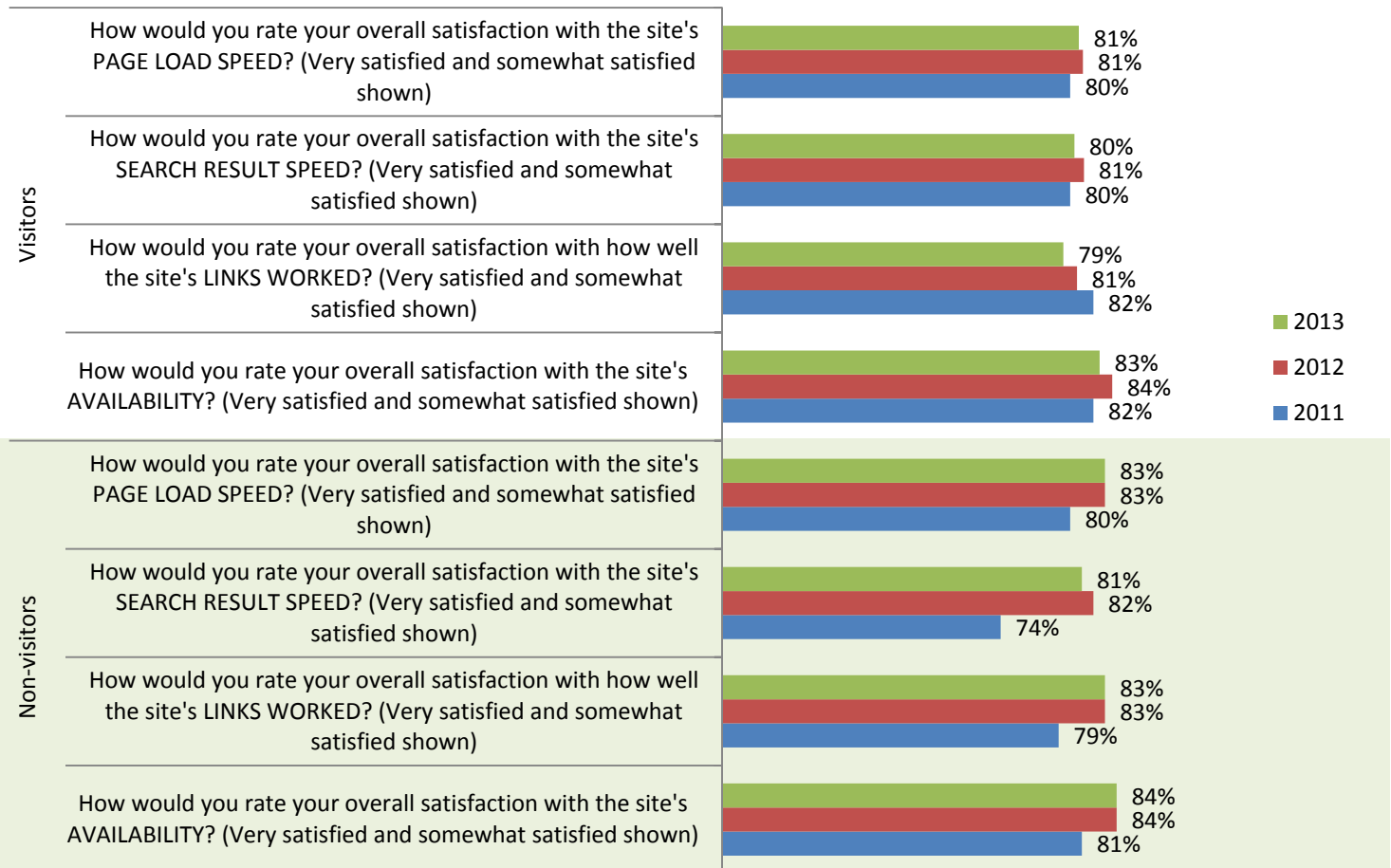
Content





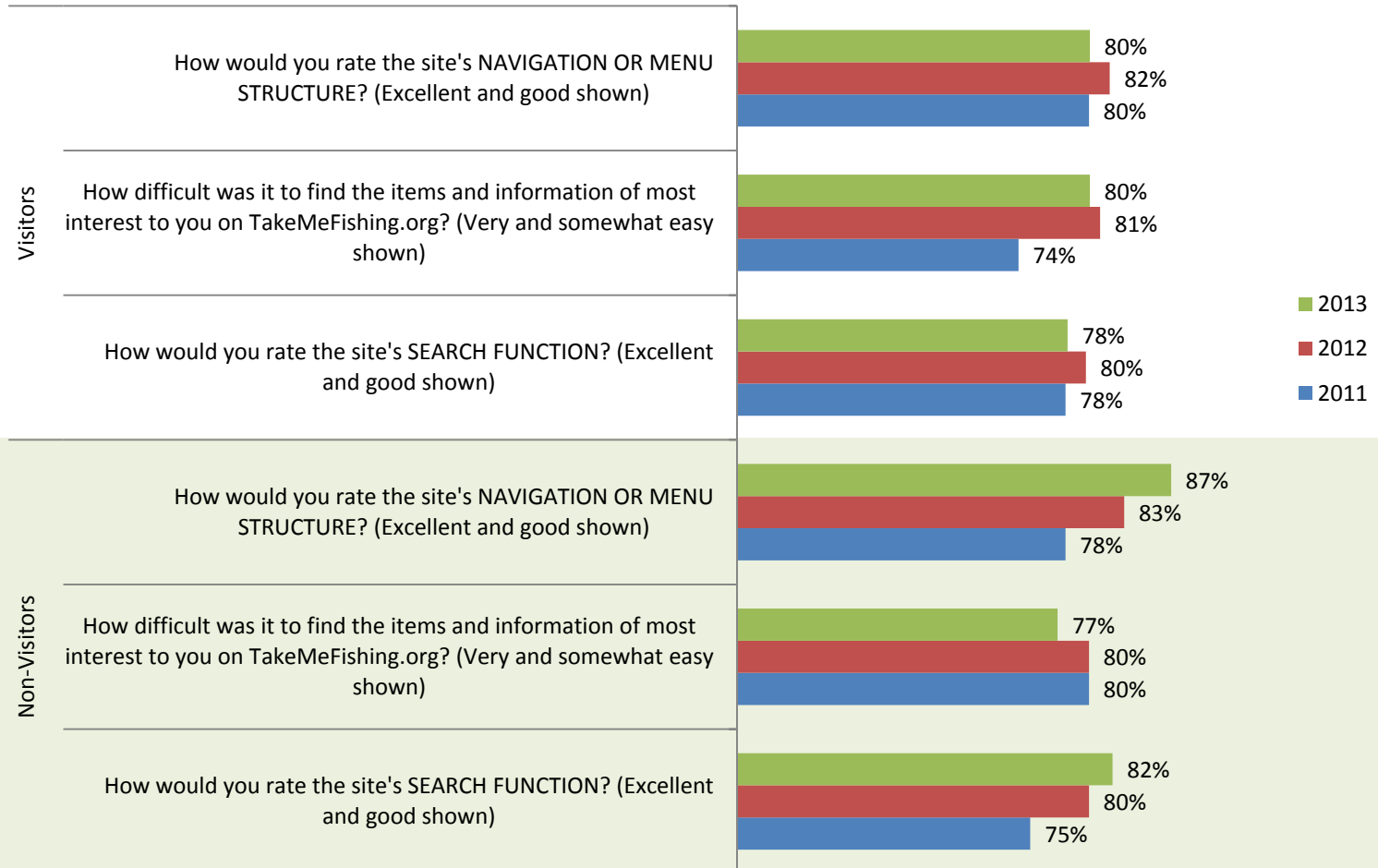
**Non-visitors' satisfaction with most functionality measures remained constant; only search result speed declined. Among visitors, however, satisfaction for functionality saw a marginal decline.**

**Functionality**

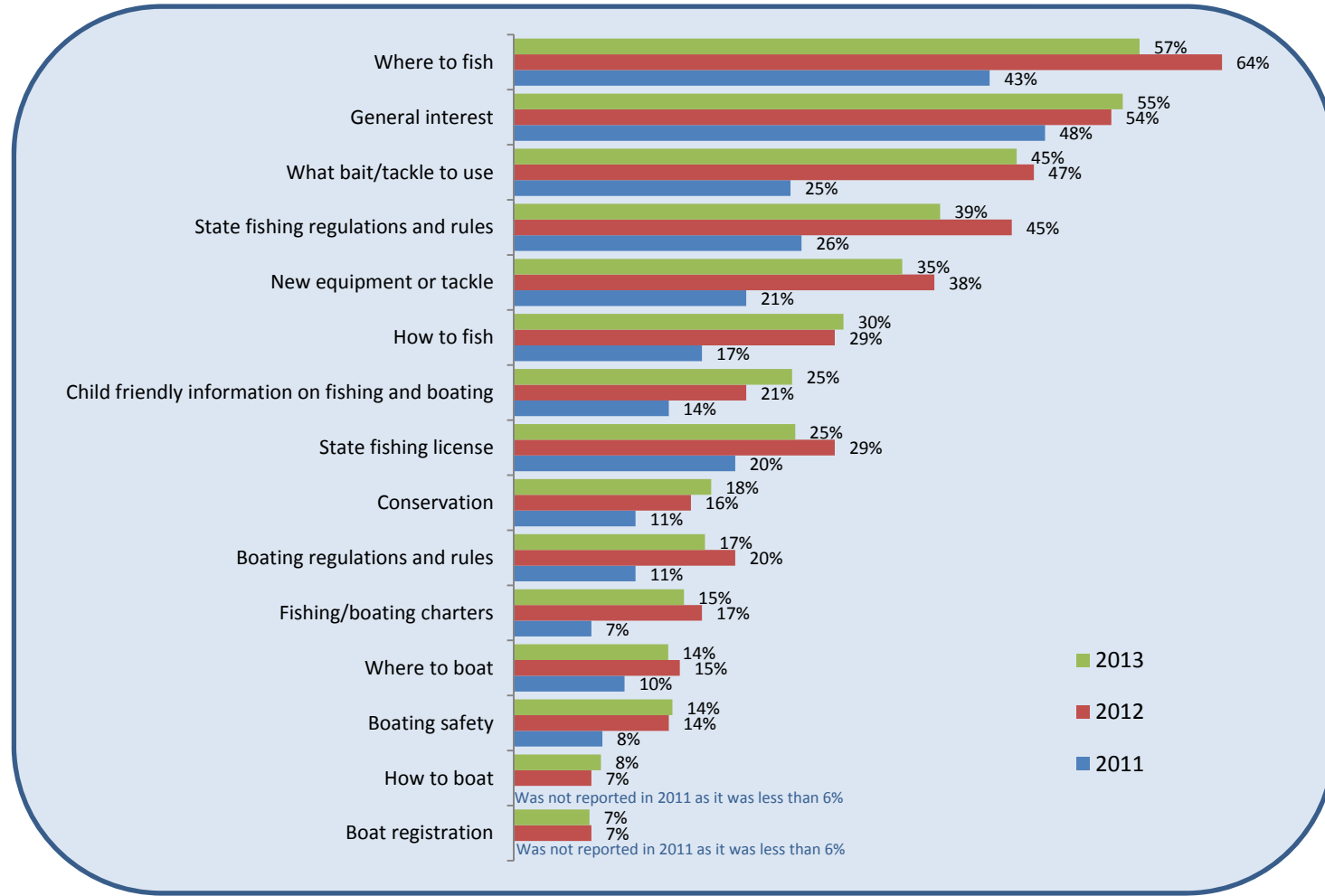


**Non-visitors are more satisfied this year with the site layout. However, among visitors, satisfaction for menu/navigation structure and search function returned to 2011 levels.**

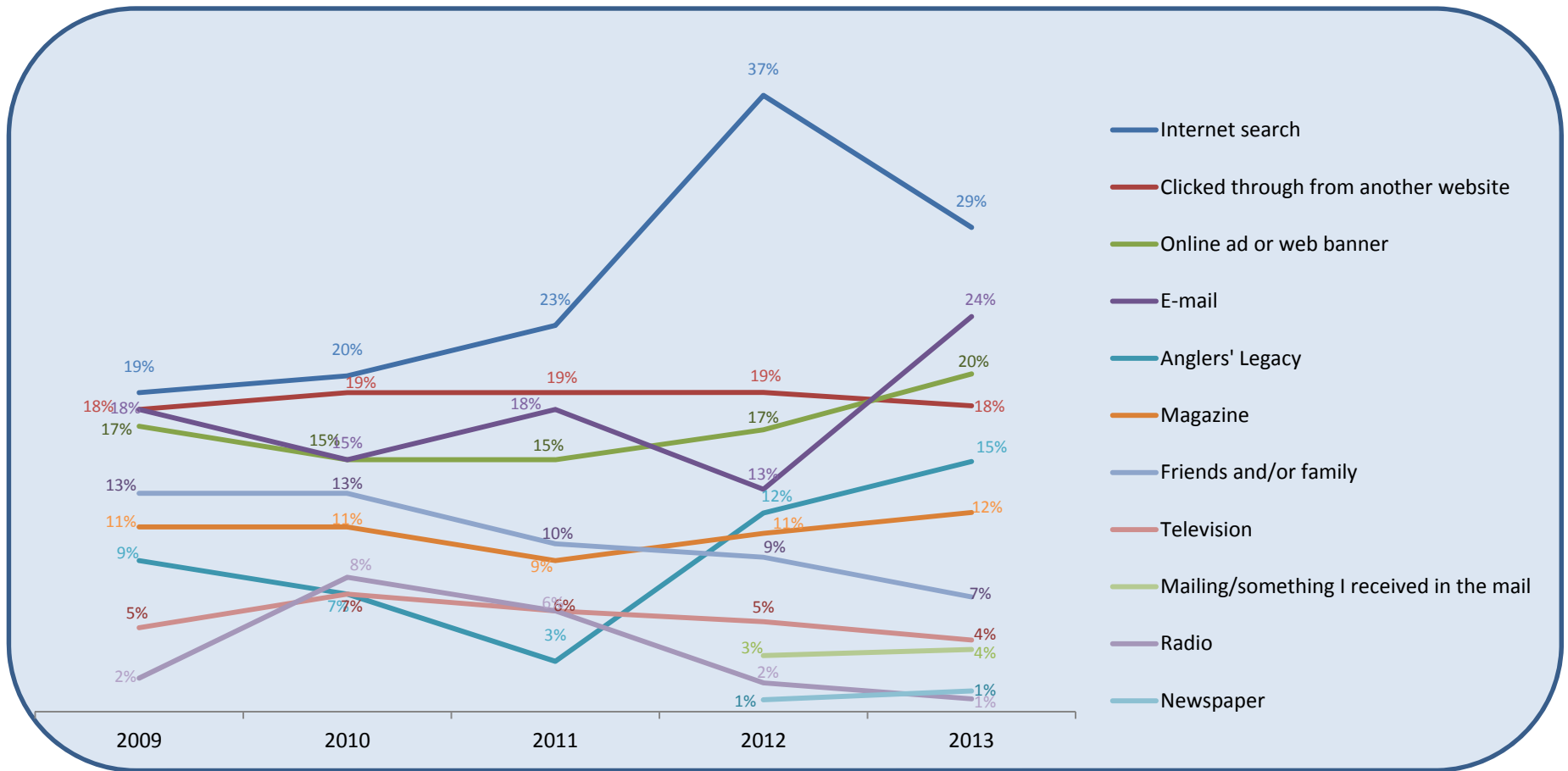
**Layout**



**Visitor searches for general interest and conservation topics increased this year. Fishing searches are still the most common, but declined from last year, while boating searches remained constant.**

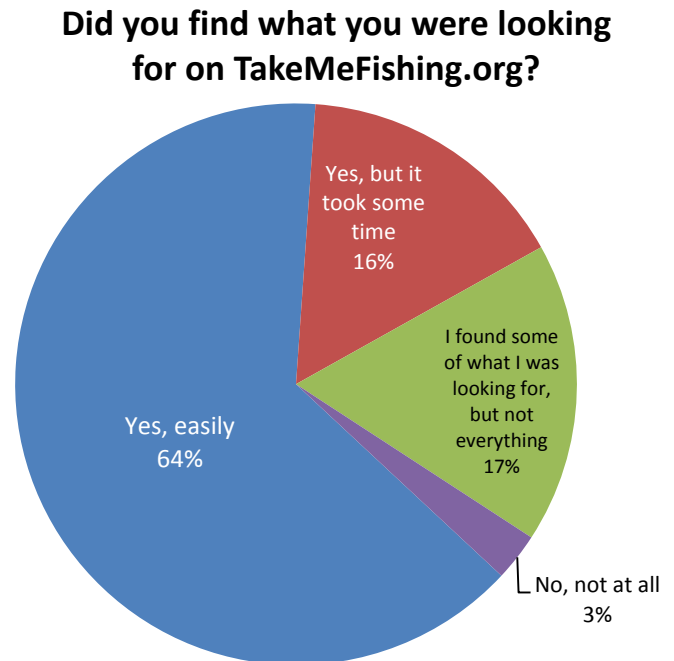
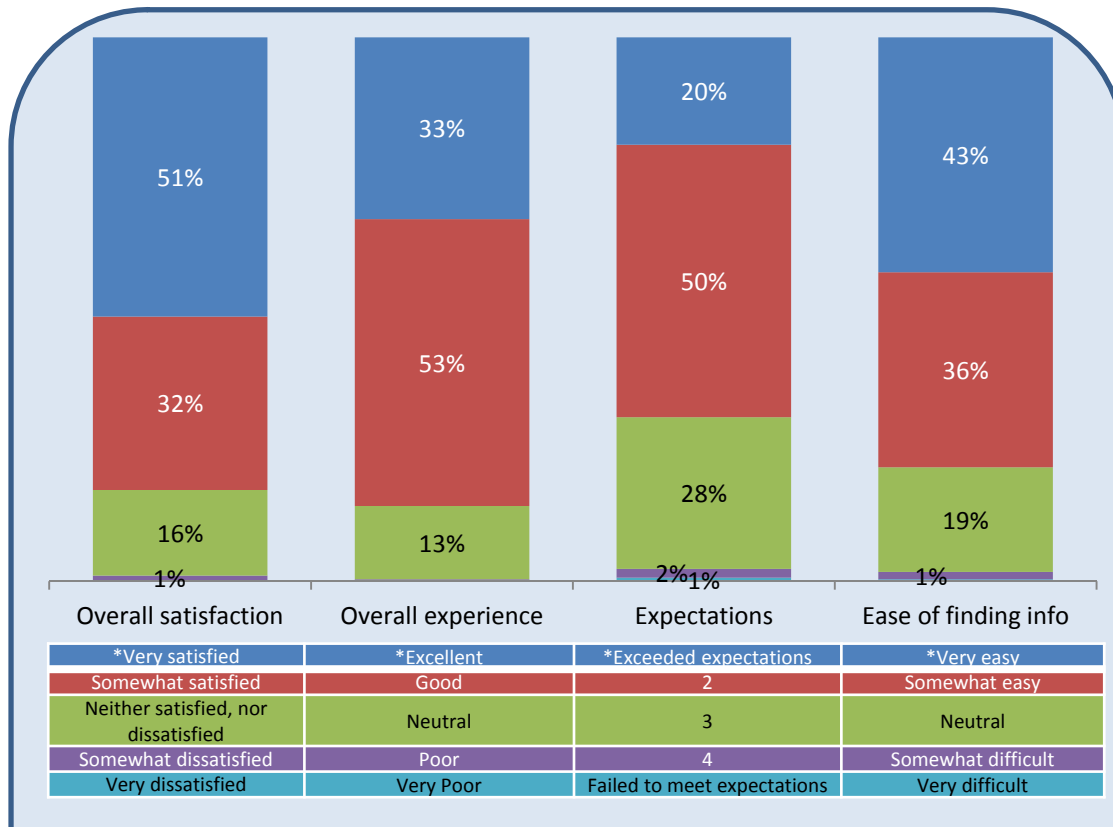


**Internet searches are still the most common way visitors learn about the site, although not as common as in 2012. E-mail is now almost as common a way for visitors to learn of the site.**



# Visitors are generally very positive about the site. Overall satisfaction and overall experience are positive.

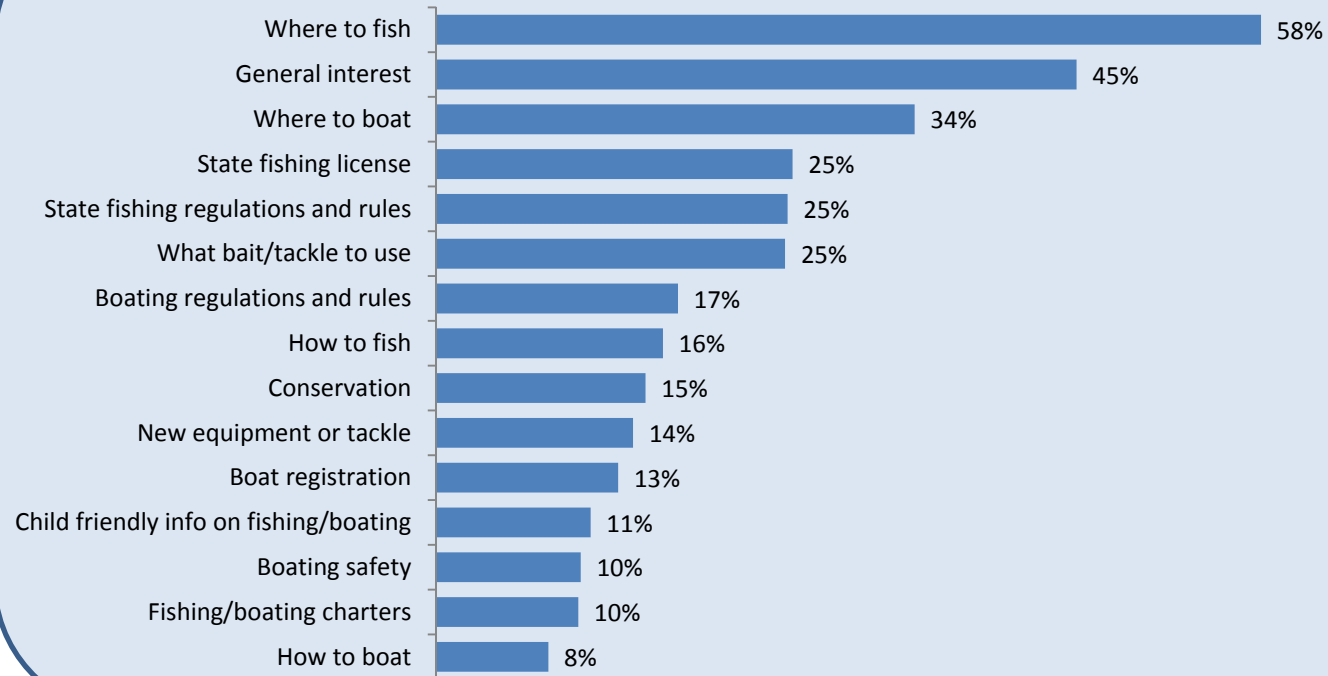
- Relative to visitors' expectations, the site performed well, but this measure shows the most neutrality and the least top-box rating. As the site and its user base mature, expectations of those who regularly use the site are likely to remain high. They may not explore as much as newer users, since they already know how to navigate to what they are looking for.



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

- Responses closely mirror 2012 search results: Non-visitors mainly look for info on *where* to fish and boat, and general interest information to get a feel for what is available.

**Q8. What information did you wind up looking at during your visit?**



**Like visitors, non-visitors report 83% satisfaction (very + somewhat satisfied).  
The prevalence of fishing licenses among non-visitors continues to grow.**

- Non-visitors again give more favorable ratings than visitors for the site meeting/exceeding their expectations.
- Each of these measures is on par with last year.

