

More boaters choose BOATERexam.com

Study finds boaters favor BOATERexam.com by more than 2 to 1

In January of 2011, national research firm Responsive Management conducted an impartial study of boaters' preferences for timed study courses. The study compared the two leading online courses, BOATERexam.com and Boat-Ed.com.

The study included two parts: a focus group comprised of new and experienced boaters and a web-based survey of boaters from across the U.S. Participants in the focus group and web survey completed excerpts from both courses and then responded to a series of questions about their preferences for page timers and for the courses in general. Most participants had never heard of BOATERexam.com or Boat-Ed.com prior to the study.

In addition to finding out that page timers were a source of frustration for most students, the study also discovered that the large majority of boaters preferred the BOATERexam.com course to that offered by Boat-Ed.com. The following summarizes those results.

Results of the study

- 100% of focus group participants preferred BOATERexam.com to Boat-Ed.com.
- 100% of focus group participants would recommend BOATERexam.com over Boat-Ed.com for new or young boaters.
- 75% of web survey respondents preferred the multimedia elements in BOATERexam.com.
- 66% of web survey respondents preferred the navigation of BOATERexam.com.
- 62% of participants said they would choose BOATERexam.com for their boating safety course.

Participant statements

"I retained more information with the BOATERexam.com course. I could tell you what I learned."

"BOATERexam.com was much more interactive and engaging, the animations and pictures helped me stay focused. The Boat-Ed course is put together very well and is complete, but I found my mind wandering and was getting bored with it."

Responsive Management is a nationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues.

Responsive Management clients include most of the federal and state natural resource, outdoor recreation, and environmental agencies, as well as top universities and conservation organizations.

Responsive Management research has been featured in most of the nation's major media, including CNN, The New York Times, Newsweek and The Wall Street Journal.

<http://www.responsivemanagement.com>

For more information on the Responsive Management study, contact **Kerry Moher** at Fresh Air Educators. Toll-free: 1-877-722-8838 ext. 222 E-mail: kerry@freshaireducators.com