



North Dakota Snowmobile Program

Research Study & Final Report
Conducted Fall 2007



Prepared by:
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MARKET RESEARCH REPORT:

Snowmobile Enthusiast Survey

A Study Conducted On Behalf Of:

**Snowmobile North Dakota
and
North Dakota Parks and Recreation Department**

Fall 2007
(June – December 2007)

Research Conducted By:

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Acknowledgements

In the Summer of 2007, Snowmobile North Dakota and North Dakota Parks and Recreation Department commissioned **M**arketing & **A**dvertising **B**usiness **U**nlimited (dba Agency MABU) to assist in conducting a market research study. The purpose of this study was to evaluate awareness levels, utilization patterns and business strategies relating to snowmobile usage in North Dakota and the Snowmobile North Dakota organization.

Agency MABU conducted phone surveys with a sampling of Snowmobile North Dakota volunteers and general snowmobile enthusiasts, as well as personal interviews with key executives from Snowmobile North Dakota and North Dakota Parks and Recreation Department.

The complete results of the general snowmobile enthusiast survey are compiled in this report.

Mike Mabin, owner of Agency MABU, served as the lead research coordinator. He was assisted by MABU associates Victoria Bertness, Kay LaCoe, Katie Gross, Robin Morgan and Tina Williams who coordinated various aspects of the project including primary and secondary research, data entry, research analysis, graphic design and report writing.

Agency MABU extends sincere thanks to Snowmobile North Dakota's Board of Directors, Keri Wanner, program manager, and North Dakota Parks and Recreation Department officials including Douglass A. Prchal, director, Arik Spencer, recreation division manager and Erik Dietrich, motorized recreation coordinator for providing guidance and support throughout the research process.

The researchers also acknowledge the respondents who participated in the research study by providing information and insights through phone surveys. The executive interviews and completed surveys were used to compile the research findings for this study.

Funding for this study was provided by Snowmobile North Dakota, the North Dakota Parks and Recreation Department and the Federal Highway Administration's Recreational Trails Program. For more information or to receive additional copies of this report, contact:

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Respectfully submitted,



Michael J. Mabin, President
Marketing & Advertising Business Unlimited, Inc. (dba Agency MABU)

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 I. Snowmobile Enthusiast Phone Survey (survey instrument) 55

Conduct of Study

In June 2007, Marketing & Advertising Business Unlimited, Inc. (dba Agency MABU) was commissioned by Snowmobile North Dakota and North Dakota Parks and Recreation Department to conduct a market research study to assess and evaluate awareness levels, utilization patterns and trail management practices relating to snowmobile usage in North Dakota and the Snowmobile North Dakota organization.

The study was conducted in three parts. The first component consisted of ten face-to-face or phone interviews with executive leaders, key staff and board members from Snowmobile North Dakota and the North Dakota Parks and Recreation Department. The second component consisted of a telephone survey of approximately 45 members of Snowmobile North Dakota including 10 trail association leaders, 20 club leaders, and 15 business associates/general members. The third component, results of which are compiled in this report, consisted of a random sample phone survey of 302 registered snowmobile owners throughout North Dakota. This results in a margin of error of plus or minus 5.7%. For example, this means that if 80% of the respondents answered “yes” to a particular question, somewhere between 74.3% to 85.7% of the total population of registered snowmobile owners would answer the same way.

For each survey, officials from the state snowmobile program provided the research firm with names and contact information of Snowmobile North Dakota and North Dakota Parks and Recreation Department executive leaders, 21 trail association leaders, 44 club leaders and 6,283 registered snowmobile users in North Dakota. Out of this population, individuals were randomly selected to participate in the research study.

Executive Summary

Overview of Market Research - Snowmobile Enthusiasts Survey

In the summer and fall of 2007, Agency MABU surveyed a random sample of registered snowmobile owners in North Dakota.

The 2007 survey was patterned after previous research studies conducted by Snowmobile North Dakota in 1992, 1994, 1996 and 2002.

When applicable, results from these studies are included in this section of the strategic plan to reveal trends relating to snowmobile usage throughout the state.

The following information was compiled from past market research studies and the most current study conducted in 2007 with registered snowmobile owners in North Dakota. Whenever possible, research results are compared from year to year to reveal trends in snowmobile usage.

Profile of a Typical Rider

The typical snowmobile enthusiast in North Dakota is in his/her mid-40s, does not belong to a snowmobile club, owns 2-3 sleds, and spends over 30 days snowmobiling in-state each season.

Riding on Public Land

The overwhelming majority (93%) of registered snowmobile owners in North Dakota would support increased riding opportunities on public land.

OHV Ownership

Over half (56%) of registered snowmobile owners in North Dakota also own some type of off-highway vehicle.

Snowmobile Membership

According to the most recent research, about one in six registered snowmobile owners (16%) is a member of Snowmobile North Dakota.

Registration Fees

On average, North Dakota snowmobile owners believe \$31.00 to be a reasonable and appropriate annual registration fee for snowmobiles within the state.

Snowmobile Purchases

During any given year, $\frac{1}{4}$ to $\frac{1}{2}$ of registered snowmobile owners in North Dakota purchase a snowmobile. Purchases tend to vary based on annual snowfall amounts.

1992 – 45.8%
2002 – 34.7%

1994 – 54.8%
2007 – 25.8%

1996 – 53.8%

Travel Distance to Trails

Almost half (48%) of registered snowmobile owners in North Dakota would be willing to travel up to 300 miles for good snowmobile trails. For regular snowmobiling, however, the majority (81%) of riders prefer to travel distances under 50 miles.

Premiere Trails

If conditions were ideal, registered snowmobile owners in North Dakota would generally prefer riding in the northern part of the state. The top five areas identified as premiere destinations for ideal snowmobiling were the Peace Garden Trail (52%), North East Trail (25%), Red River North and South Trails (10%), Sheyenne Valley Trail (8%), and Lake Region Trail (5%).

Satisfaction with Grooming of Trails

Overall, respondents were satisfied with the quality of grooming at their top destinations (identified above). The scale was set on a 1 to 5 rating, with 5 being the highest grade possible. The average rating for grooming was between 3.6 and 4.0.

Satisfaction with Trails

When asked to rate their level of satisfaction with various aspects of North Dakota snowmobile trails, respondents rated "Trail Signs" and "Overall Recreational Quality" as the highest and "Trail Expansion" and "Trails Shared with OHVs" as the lowest. The scale was set on a 1 to 5 rating, with 5 being the highest grade possible.

Satisfaction with Facilities

When asked to rate their level of satisfaction with various facilities along North Dakota snowmobile trails, the respondents rated "Overnight Lodging" and "Properly Placed Fuel Stops" as the highest, whereas "Loading Ramps" and "Primitive Toilets" were rated the lowest. The scale was set on a 1 to 5 rating, with 5 being the highest grade possible.

Safety Education

About half (52%) of the respondents have one or more children who ride snowmobiles. Of those respondents, the majority (77%) have not participated in a children's safety education course. Of those respondents, the majority (56%) would not be interested in a children's safety education course.

A high number (85%) of respondents indicated they would not be interested in participating in adult safety education courses.

Additional Suggestions for Improvement

Survey respondents offered dozens of suggestions concerning ways to improve snowmobiling opportunities, experiences and facilities throughout North Dakota. The most common ideas related to needing more snow, more frequent grooming, and increased law enforcement.

Research Findings

Snowmobile Enthusiast Survey Results:
Random Sample of 302 Registered Snowmobile Owners in North Dakota

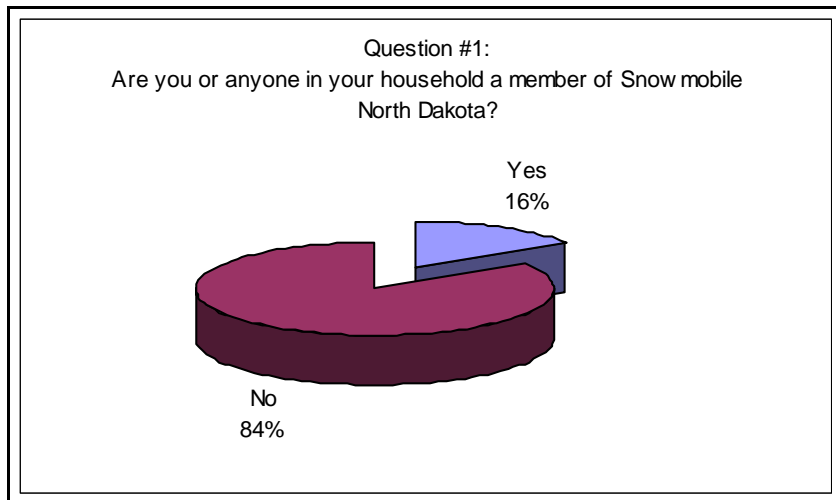
Question #1:

Question one was used to find if anyone in the household is a member of Snowmobile ND. The majority (84%) of respondents are not members (48%).

Response:

Number of Respondents:

Yes	No
48	254



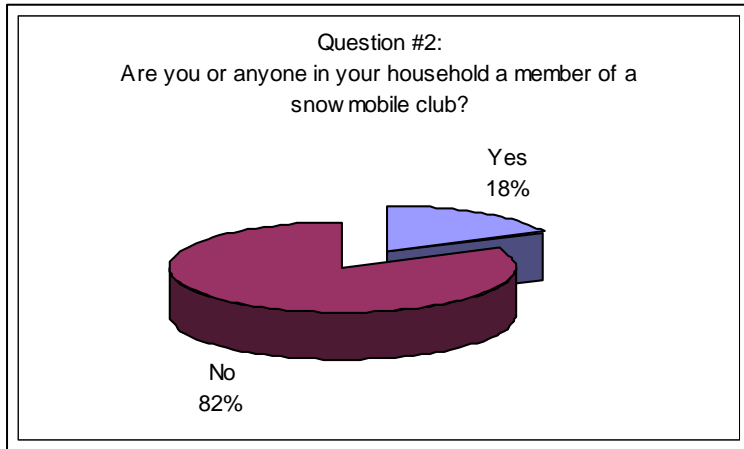
Question #2:

Question one was used to find if anyone in the household is a member of a snowmobile club apart from Snowmobile North Dakota. The majority (82%) of respondents are not a member of any snowmobile club.

Response:

Number of Respondents:

Yes	No
54	248



Clubs respondents are involved in:

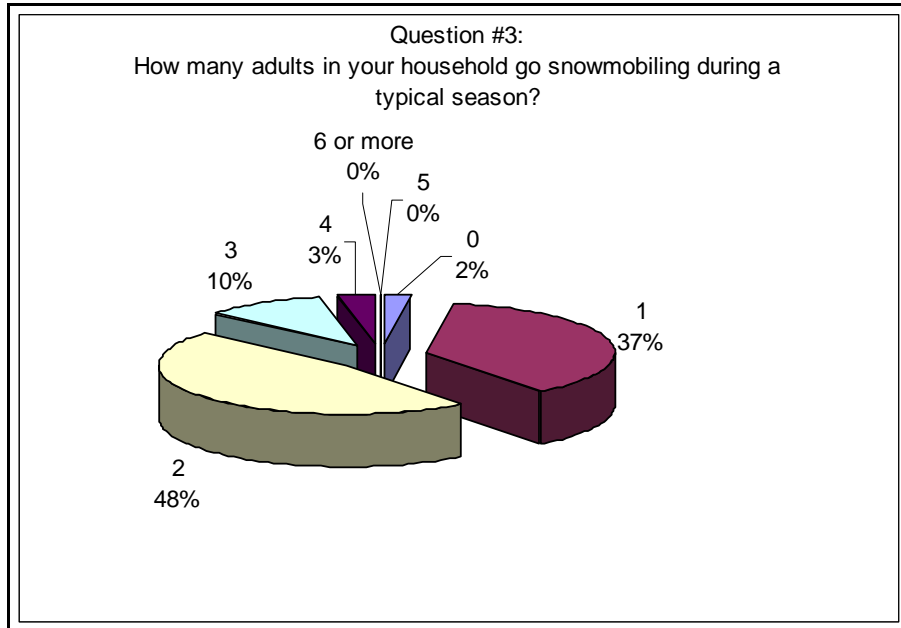
- | | |
|-----------------------------|--|
| Beaver Valley Snow Goers | Red River Snowmobile |
| Can't remember | Red River Snowmobile Club |
| Cat-Tail | Red River Snowriders |
| Dakota Trailblazer | Red River Trail Busters |
| Dakota Trailblazer | Red River Valley |
| Don't know | Red River Valley |
| Drift Roosters – Velva | Ridge Runners |
| Fordville | Roaring 20s Snowmobile Club |
| Gasmen Coulee Cruisers | Roaring 20s |
| Gasmen Coulee Cruisers | Rough Riders |
| Gasmen Coulee Cruisers | Rural Cass Snowmobile Club |
| Ghost Rider | Seldom Seen |
| Hankinson Snow Club | Snoriders |
| Lake Region | Snow Drifters |
| Lake Region | Snow Tracks |
| Magic City Drift Busters | Southeast-Wapheton |
| Magic City Drift Busters | Southern Valley Trail Riders Association |
| Magic City Drift busters | Southern Valley Trailriders |
| Magic City Drift Busters | Tri County |
| Magic City Drift Busters | Valley Snow Drifters |
| Magic City Drift Busters | Wild Track Club - Flasher |
| Mapleton area ?name | Williston Trail Rides |
| Marian Sno Riders | Red River |
| Moonlight Club | Red River Club |
| Northern Lights Trailblazer | |
| Northern Lights Trailblazer | |
| Not listed | |

Question # 3:

Question three gives an average of how many adults in each household go snowmobiling during a typical season. Two adults per household received the highest response.

Number of Adults:
Number of Responses:

0	1	2	3	4	5	6 or more
7	113	141	31	10	0	0



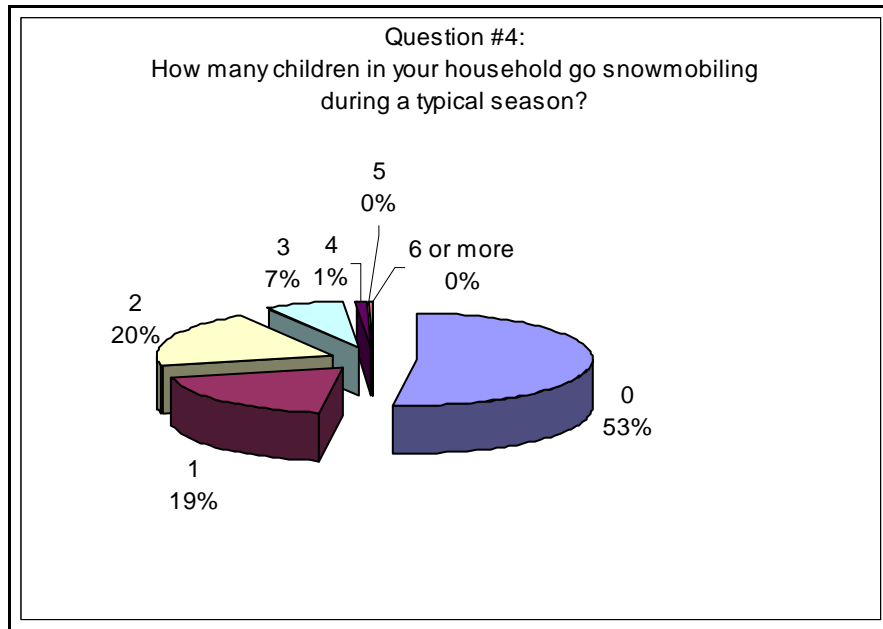
Question #4:

Question four gives an average of how many children in each household go snowmobiling during a typical season. Zero children per household received the highest response number (53%).

Number of Children:

Number of Respondents:

0	1	2	3	4	5	6 or more
158	57	61	22	3	1	0

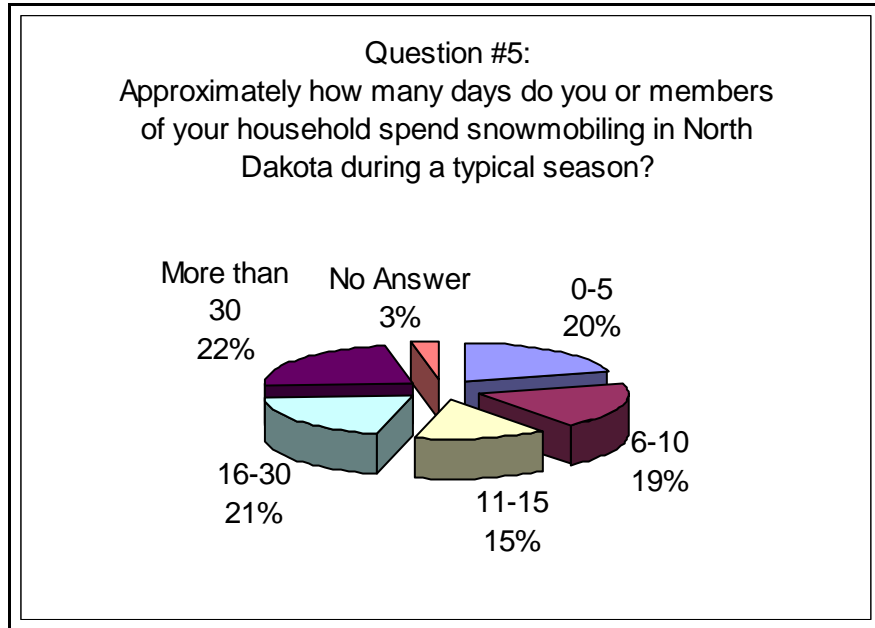


Question # 5:

Question five was used to find an average amount of days that each household spends snowmobiling during a typical season. More than thirty days received the highest response (22%).

Number of Days:
Number of Respondents:

0-5	6-10	11-15	16-30	More than 30	No Answer
62	57	44	62	68	9

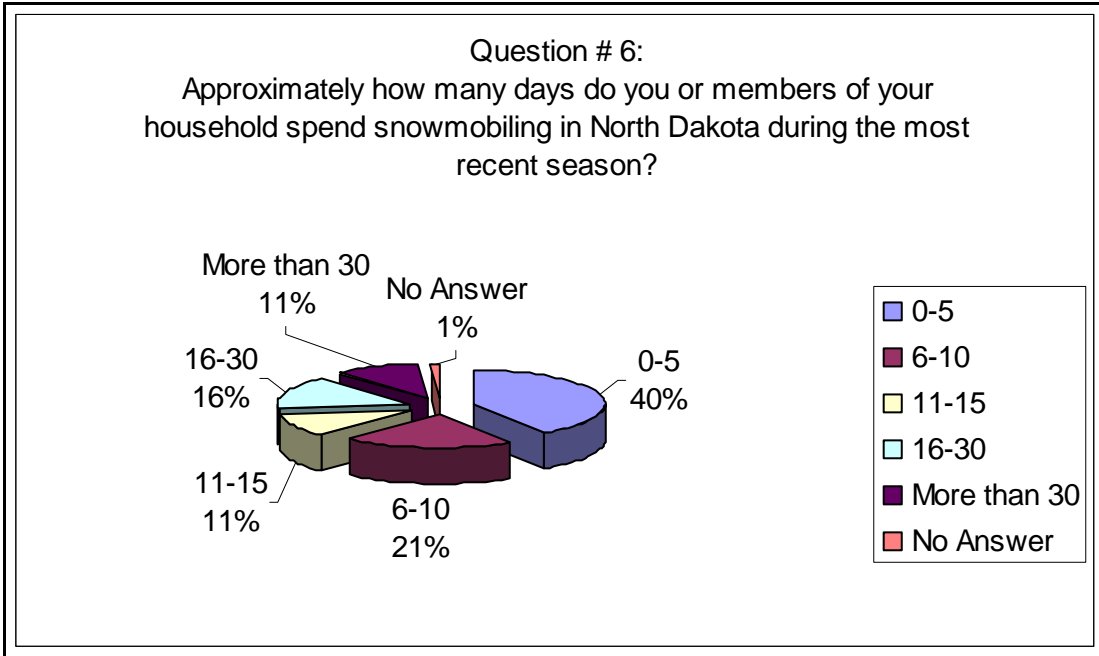


Question #6:

Question six was used to find an average amount of days that each household spends snowmobiling in North Dakota during a typical season. Majority (40%) responded 0-5 days.

Number of Days:
 Number of Respondents:

0-5	6-10	11-15	16-30	More than 30	No Answer
124	63	33	47	32	3

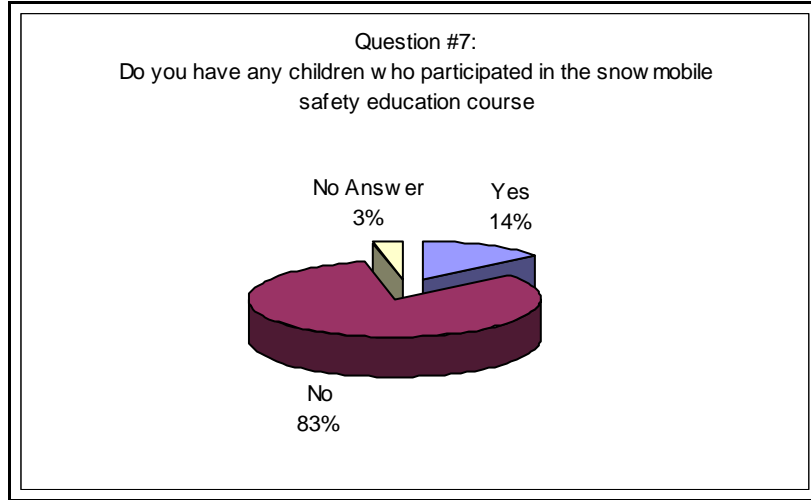


Question #7:

Question seven was used to find out whether children participate in the snowmobile safety education course. Majority (83%) of these household did not have a child participate in the safety course.

Response:
 Number of Respondents:

Yes	No	No Answer
42	250	10



7-A. If YES -- What comments do you have regarding the course?

Comments

- | | |
|--|------------------------------|
| None | Did a good job with students |
| None | No comment |
| Very good | Good Course |
| No comment | Preferred local clubs |
| Good | No response |
| Fantastic | No response |
| Went well, but it needs more advertising | Good |
| No comment | Good |
| No comment | Very good – helped him out |
| It's good and I think it's important | Excellent |
| None | Good |
| No comment | Very helpful |
| Good course | None |
| Very satisfied with courses | None |
| | None |

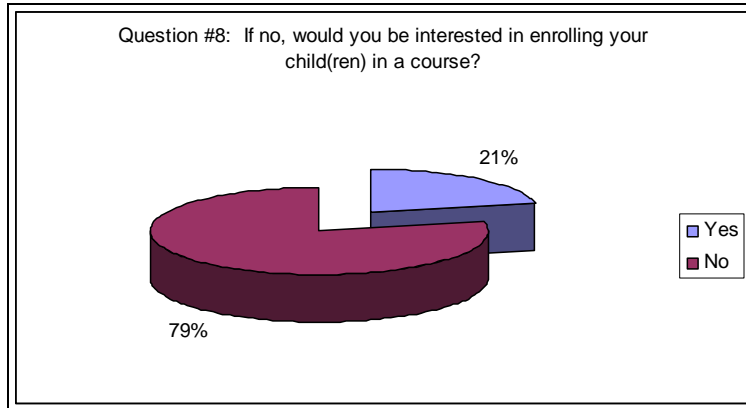
Question #8:

After responding to Question #7, if they answered no, Question #8 applies. Question 8 was used to find out if those adults, who have not enrolled their children in the safety course, would be interested in enrolling their child(ren) in the future. The majority (78.9%) said that they would not be interested.

Response:

Number of Respondents:

No	Yes
198	53

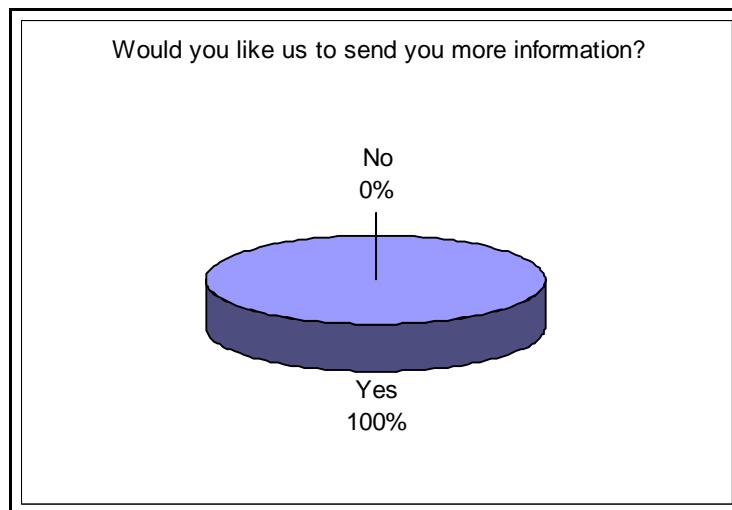


8-A. Interested in receiving more information:

Response:

Number of Respondents:

No	Yes
0	52

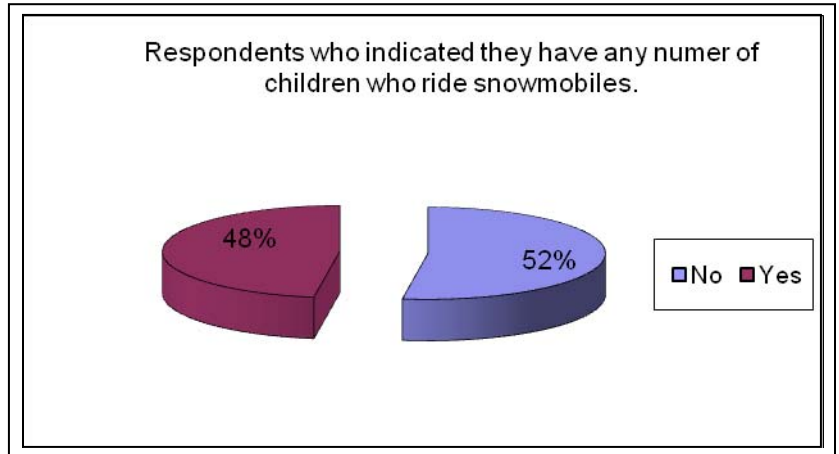


Names of people interested in receiving more information are marked on the survey card.

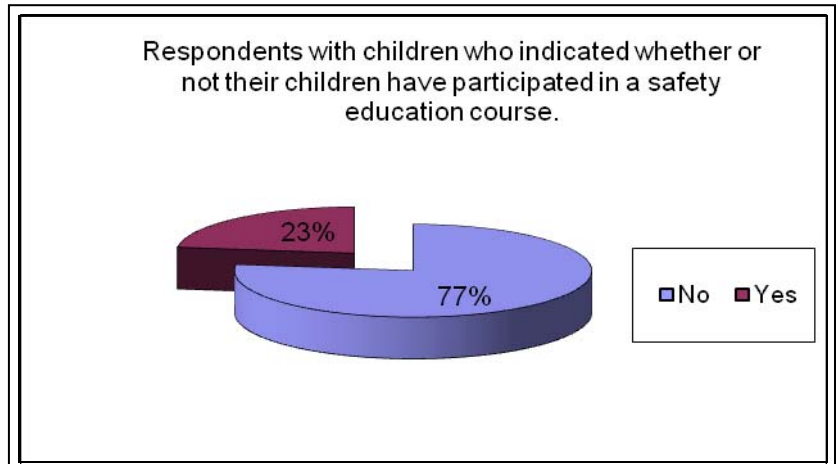
Cross-referenced Data - Safety Education:

The following analysis contains cross-referenced data used to determine respondents' interest level in enrolling their child(ren) in safety education courses. Analysis involved cross-referencing question #4, which assessed the number of children in the home that go snowmobiling, and question #7, which assessed the level of interest respondents had in enrolling their children in safety education courses.

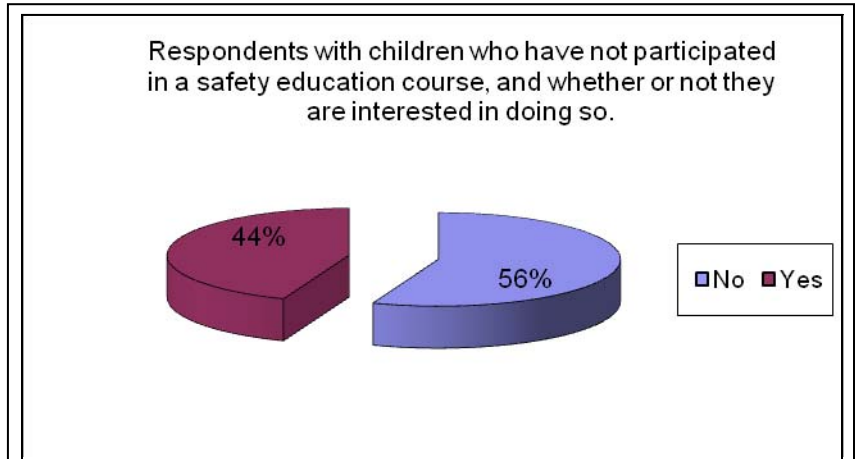
Do <i>not</i> have children who ride snowmobiles (No)	158
Have children who ride snowmobiles (Yes)	144
Total Respondents	302



Children <i>have not</i> participated in a safety education course (No)	111
Children <i>have</i> participated in a safety education course (Yes)	33
Total Respondents	144



Respondents who <i>are not</i> interested in enrolling their children in safety education courses (No)	62
Respondents who <i>are</i> interested in enrolling their children in safety education courses (Yes)	49
Total Respondents	111



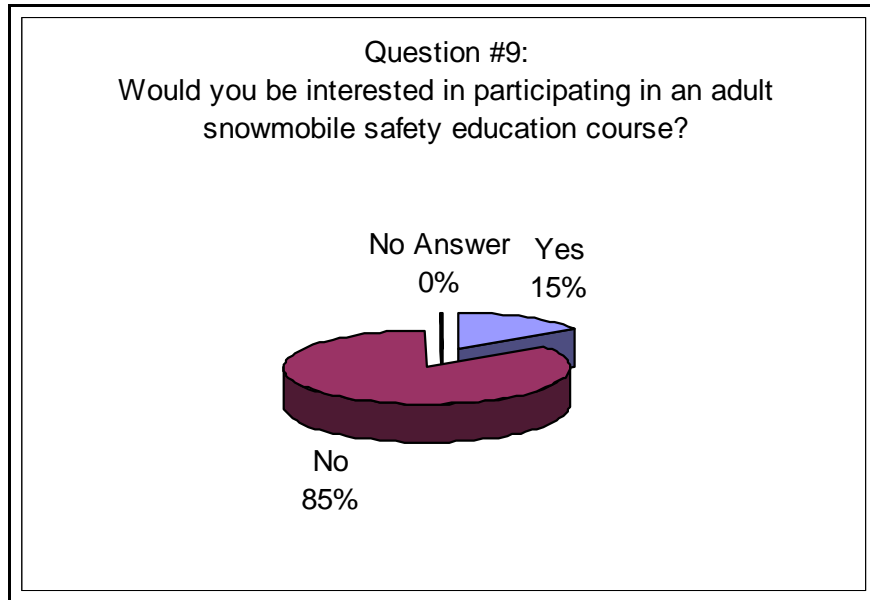
Question #9:

Question nine was used to find out if any of the adults in the household would be interested in participating in an adult snowmobile safety education course. The majority said that they would not be interested.

Response:

Number of Respondents:

Yes	No	No Answer
45	256	1



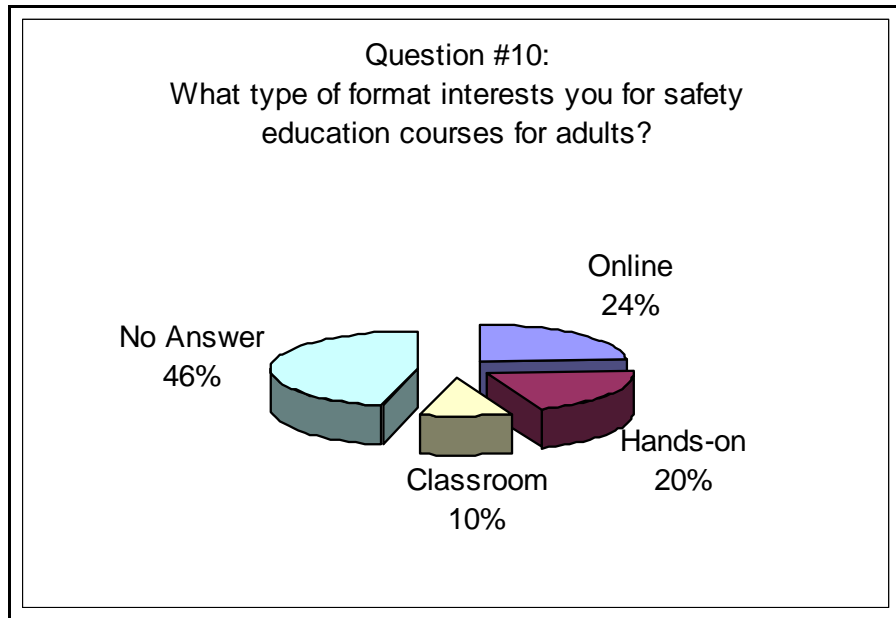
Question #10:

The majority (46%) of respondents chose not to answer the question. Those who did answer responded that an online format interests them most for the adult safety education course.

Preferred Format:

Number of Respondents:

Online	Hands-on	Classroom	No Answer
73	60	31	140

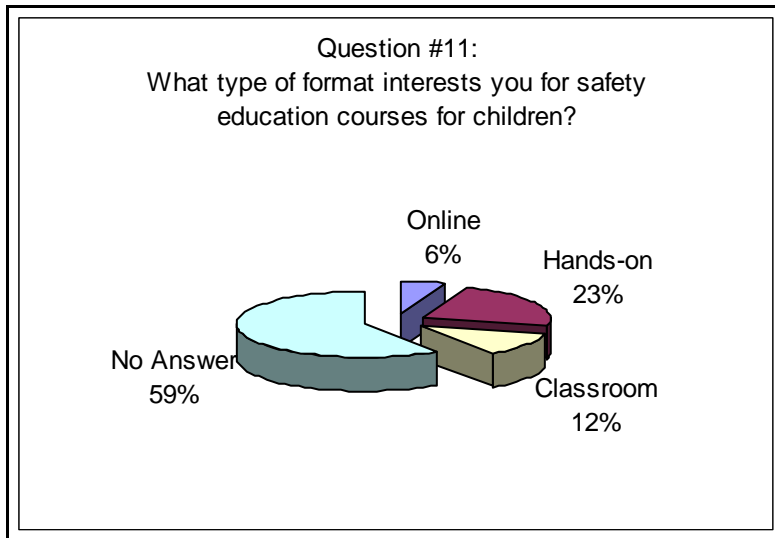


Question #11

The majority (59%) of respondents chose not to answer the question. Those who did answer responded that a hands-on format is preferred for the children's safety education course.

Preferred Format:
Number of Respondents:

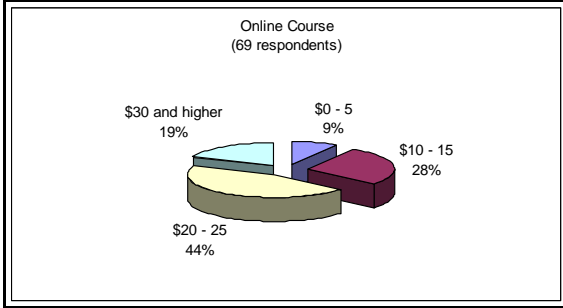
Online	Hands-on	Classroom	No Answer
17	69	37	181



Question #12:

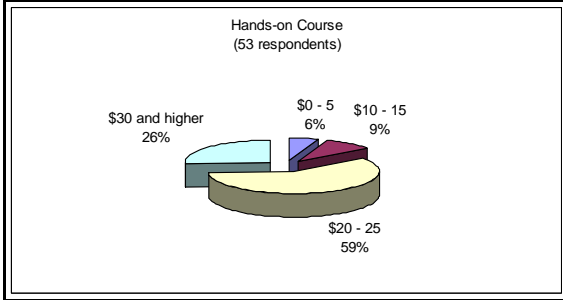
Question 12 was designed to find a fair cost for the adult safety education course. The majority responded \$20-25, regardless of the course format.

Online Course



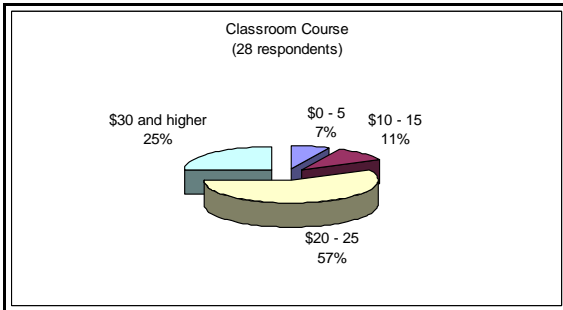
\$0 - 5	\$10 - 15	\$20 - 25	\$30 and higher
6	19	31	13

Hands-on Course



\$0 - 5	\$10 - 15	\$20 - 25	\$30 and higher
3	5	31	14

Classroom Course

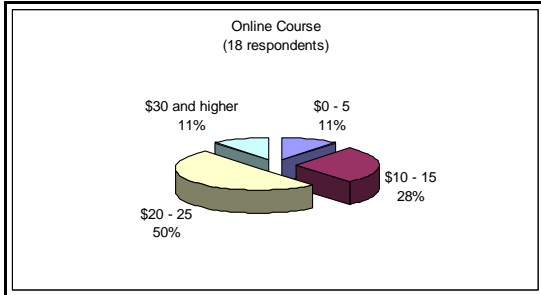


\$0 - 5	\$10 - 15	\$20 - 25	\$30 and higher
2	3	16	7

Question #13:

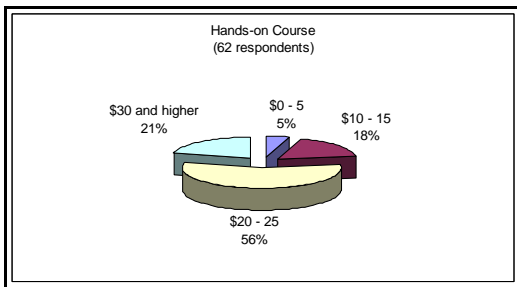
Question 13 was designed to find a fair cost for the child safety education course. The majority responded \$20-25, regardless of the course format.

Online Course



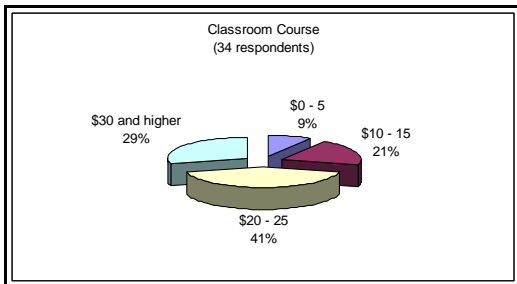
	\$0 - 5	\$10 - 15	\$20 - 25	\$30 and higher
	2	5	9	2

Hands-on Course



	\$0 - 5	\$10 - 15	\$20 - 25	\$30 and higher
	3	11	35	13

Classroom Course



	\$0 - 5	\$10 - 15	\$20 - 25	\$30 and higher
	3	7	14	10

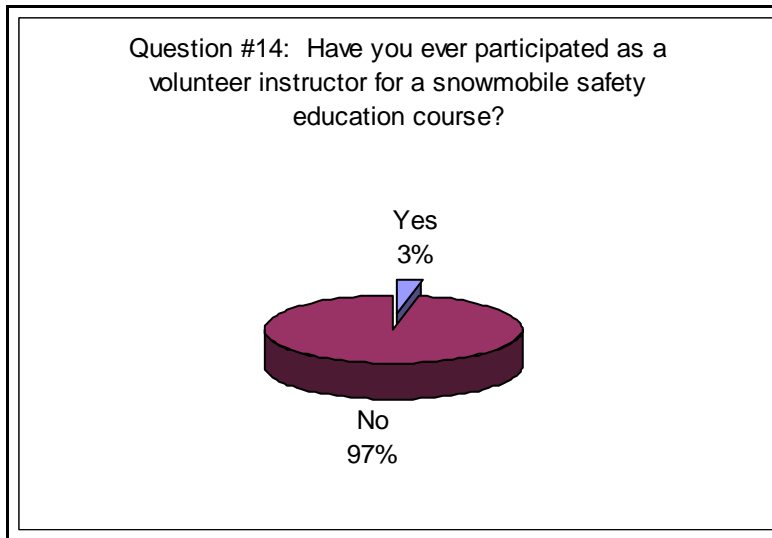
Question #14:

Question 14 found if any respondents have ever participated as a volunteer instructor for a snowmobile safety education course. The majority (97%) responded that they have never participated as an instructor.

Response:

Number of Respondents:

Yes	No
9	293



14-A. If interviewee answered yes to #17– they offered the following comments regarding their experience?

Very good program and necessary

It was fun

I watch the snowmobilers to make sure there are no accidents

Need 3 instructors – never less than 2 from 9:00 to 4:00. Now they are cramming a short course into 3 hours

No comment

Gave club legitimacy

None - I think I wrote the course

Enjoyable

None

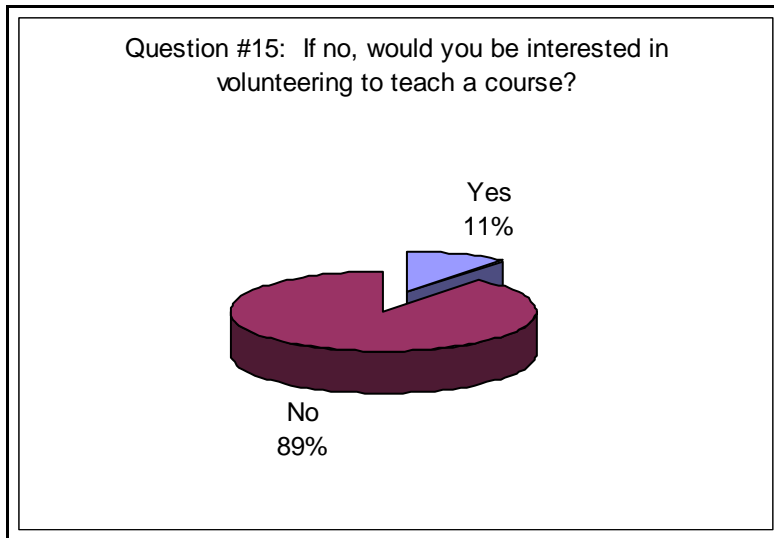
Question #15:

Question 15 was used to find any individuals that may be interested in volunteering to teach a course. The majority (89%) responded that they would not be interested in volunteering as an instructor.

Response:

Number of Respondents:

Yes	No
32	264



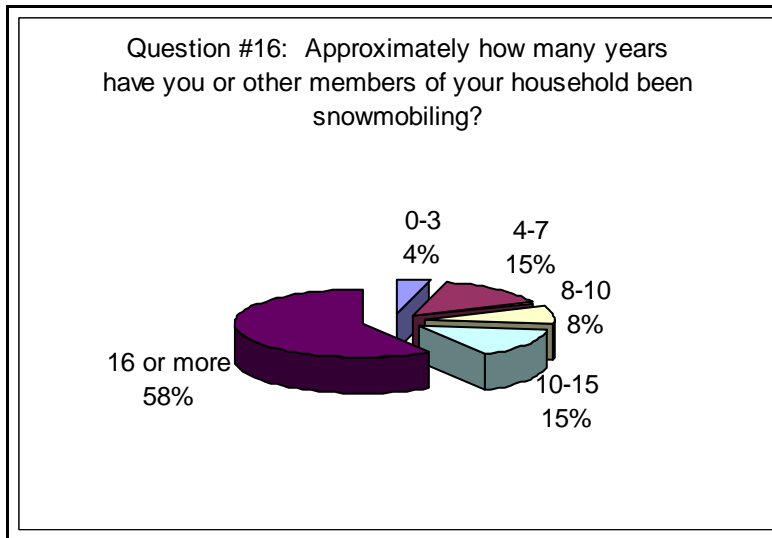
Question #16:

Question 16 was used to find the number of years members of each household have been snowmobiling. The majority (58%) has been snowmobiling for 16 years or more.

Number of years:

Number of Responses:

0-3	4-7	8-10	10-15	16 or more
13	44	24	44	177



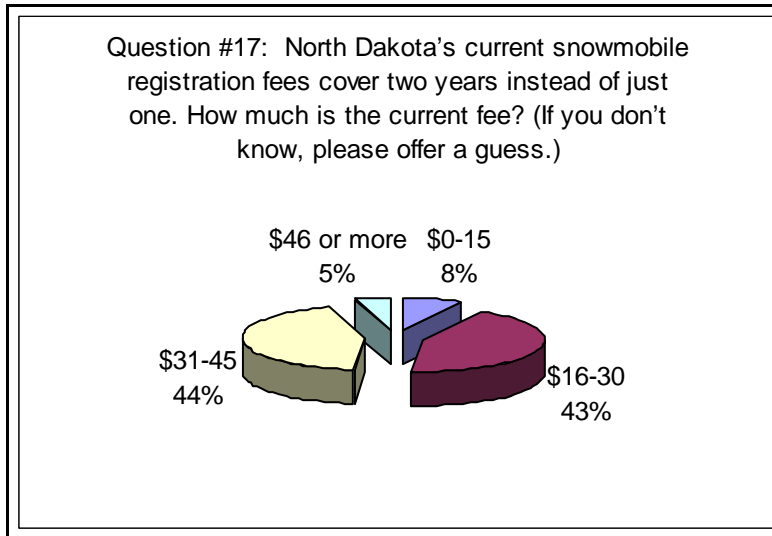
Question #17:

North Dakota's current snowmobile registration fees cover two years instead of just one. Question 17 was used to find out whether individuals know the amount of the current fee. (If not, they were requested to offer a guess.)

Amount:

Number of Respondents:

\$0-15	\$16-30	\$31-45	\$46 or more
21	113	115	12



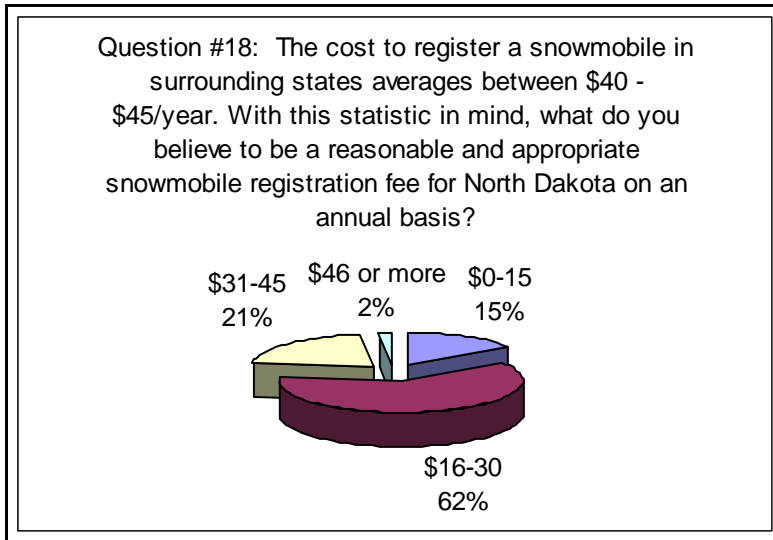
Question #18:

The cost to register a snowmobile in surrounding states averages between \$40 - \$45/year. With this statistic in mind, individuals were asked to give an amount that they believe to be reasonable and appropriate for a snowmobile registration fee for North Dakota on an annual basis.

Amount:

Number of Respondents:

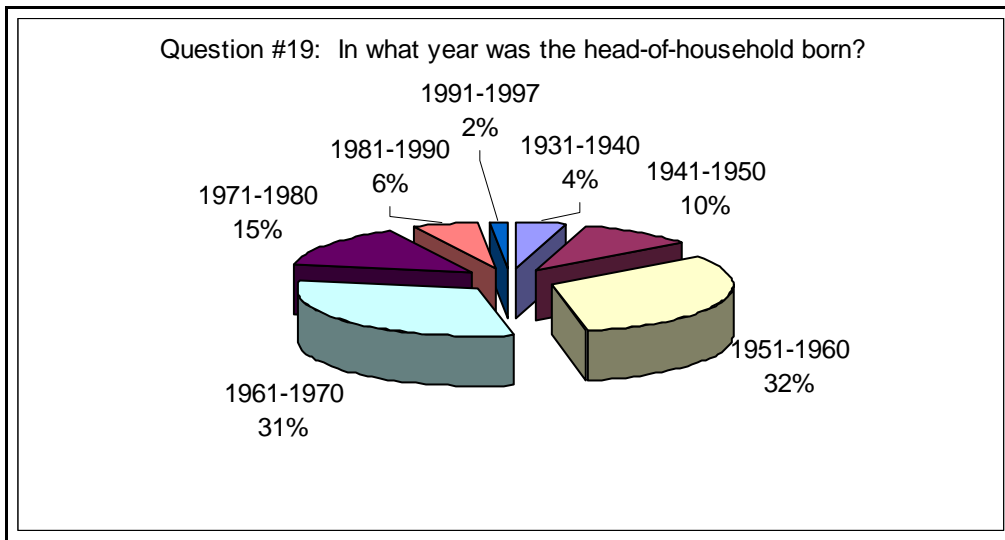
\$0-15	\$16-30	\$31-45	\$46 or more
43	174	59	5



Question #19:

Below lists the age of the oldest household member.

Birth Year of Head-of-Household	1931-1940	1941-1950	1951-1960	1961-1970	1971-1980	1981-1990	1991-1997
Number of Responses:	13	31	95	91	44	17	5
Age of Respondents	67 - 76 years old	57 - 66 years old	47 - 56 years old	37 - 46 years old	27 - 36 years old	17 - 26 years old	Under 18
Number of Respondents:	13	31	95	91	44	17	5

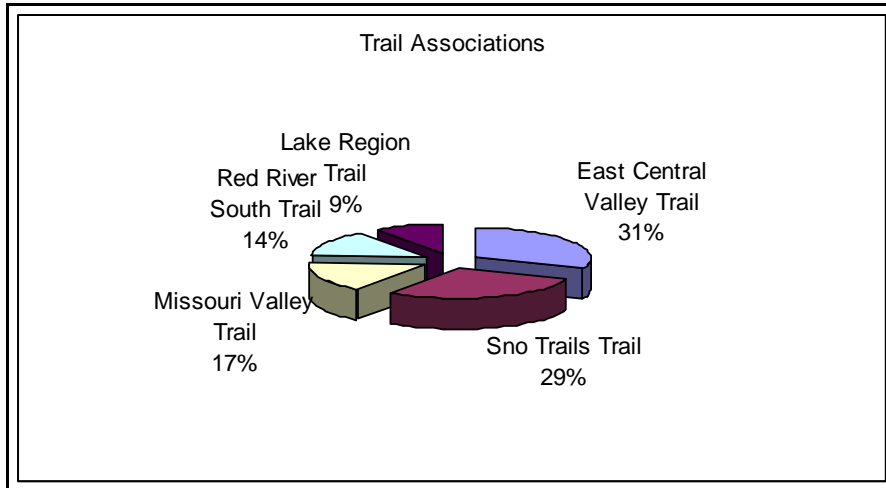


Question #20: Zip codes

All respondents were asked to list their zip code. Further analysis shows that the majority of respondents live nearest to these five trails.

Trail Associations:
 Number of Responses:

East Central Valley Trail	Sno Trails Trail	Missouri Valley Trail	Red River South Trail	Lake Region Trail
56	52	30	25	17



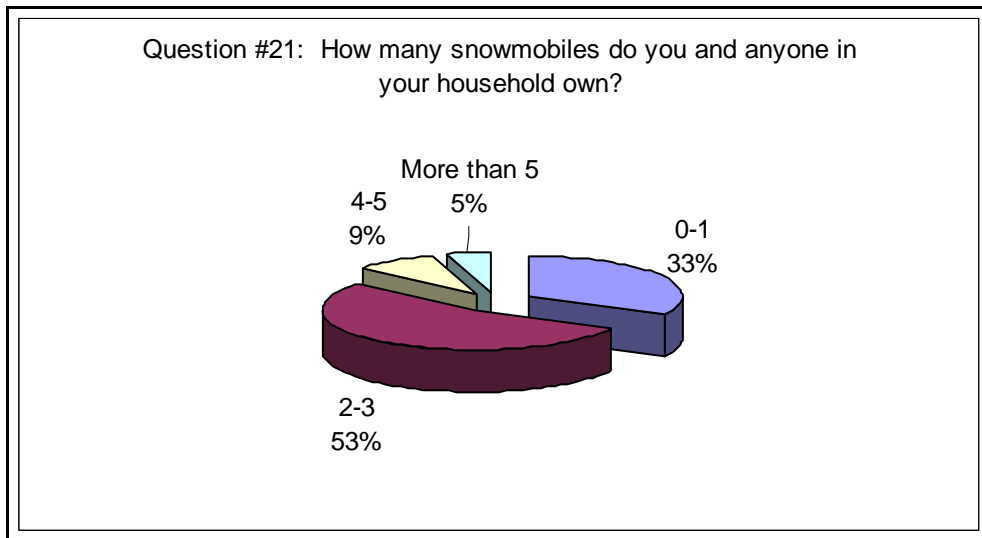
Question #21:

Question 21 shows that majority (53%) of households own 2-3 snowmobiles.

Amount:

Number of Respondents:

0-1	2-3	4-5	More than 5
98	162	27	14



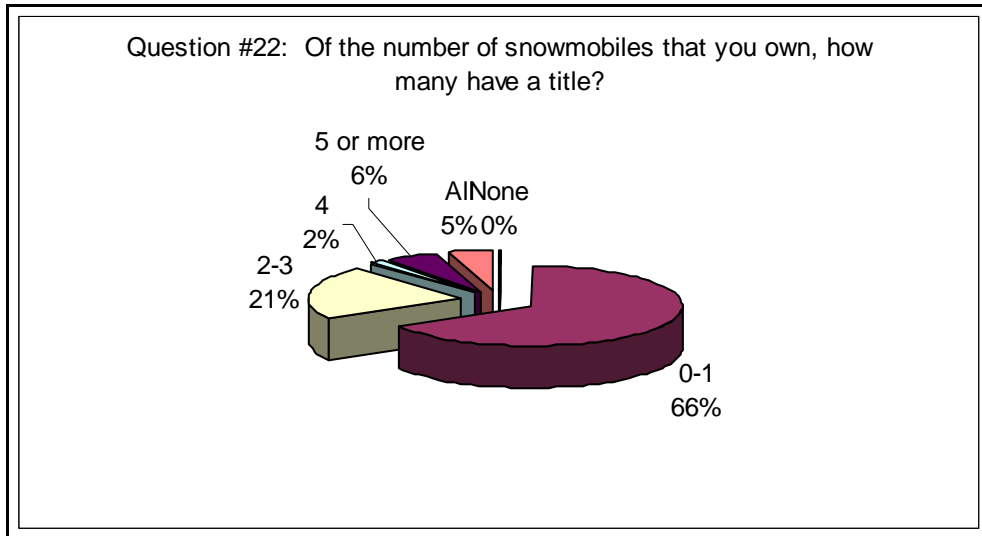
Question #22:

Question 22 was used to find how many snowmobiles that each household owns have titles. The majority (66%) of respondents have 0-1 snowmobiles with a title.

Amount:

Number of Respondents:

None	0-1	2-3	4	5 or more	All
1	200	64	5	17	14

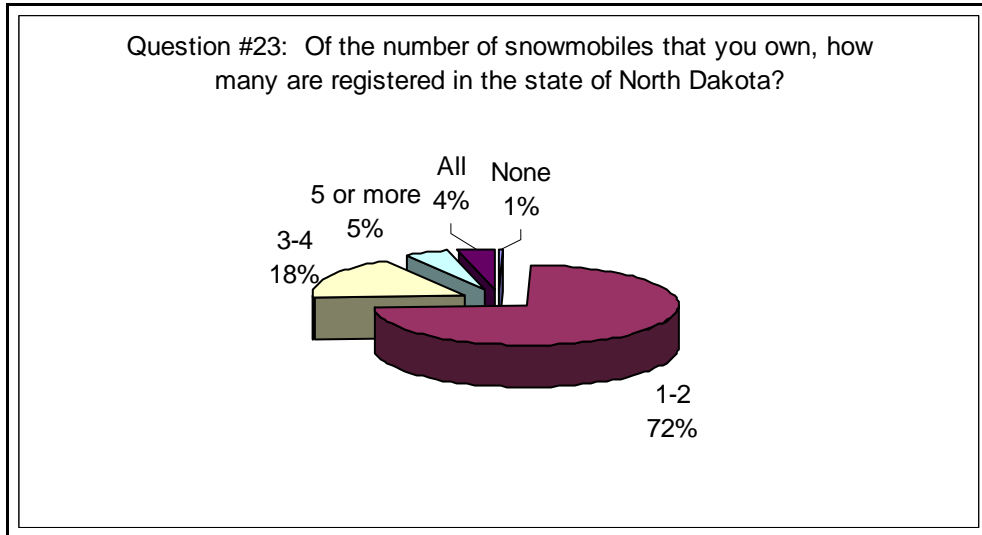


Question #23:

Of the number of snowmobiles each household owns, the following is the amount that are registered in North Dakota. The majority (72%) of respondents have 1-2 snowmobiles registered in North Dakota.

Amount Registered:
Amount of Respondents:

None	1-2	3-4	5 or more	All
2	219	53	14	12



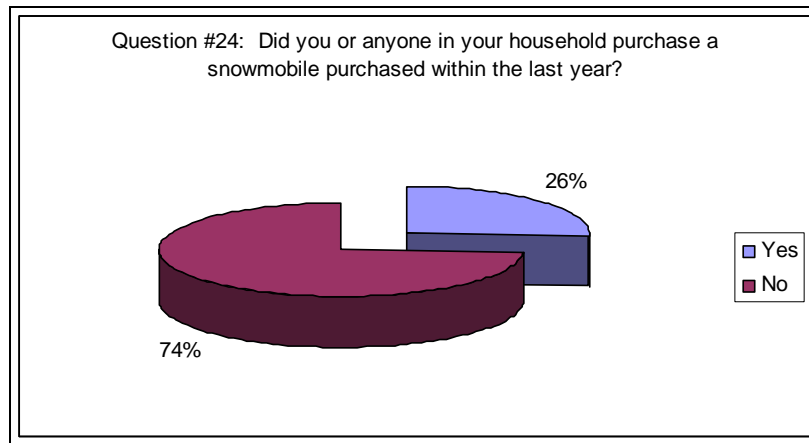
Question #24:

Question 24 was used to find if anyone in the household purchased a snowmobile in the last year.

Purchase Made:

No	Yes
224	78

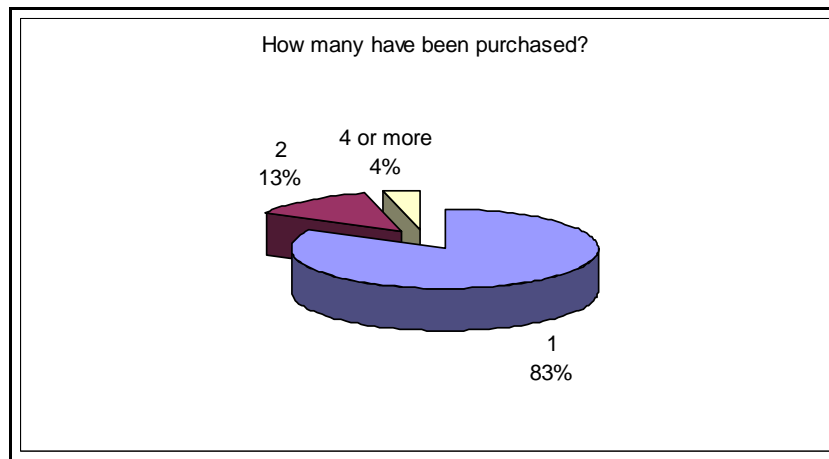
Number of Respondents:



Number purchased:

1	2	4 or more
63	10	3

Number of Respondents:



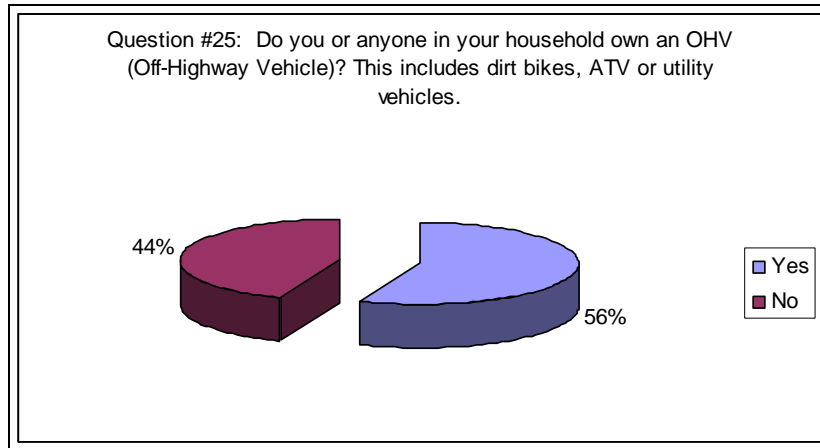
Question #25:

Including dirt bikes, ATV and utility vehicles, each household was asked if they own an OHV (Off-Highway Vehicle).

Response:

Number of Respondents:

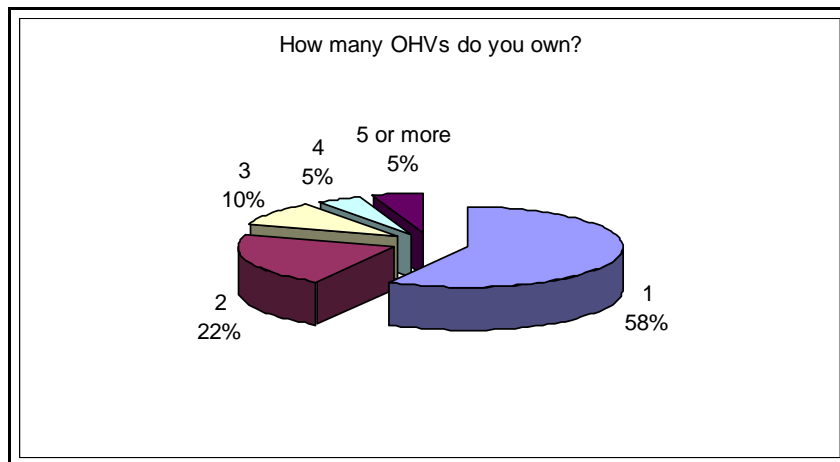
No	Yes
132	169



Number of OHVs

Number of Respondents

1	2	3	4	5 or more
99	37	17	8	9



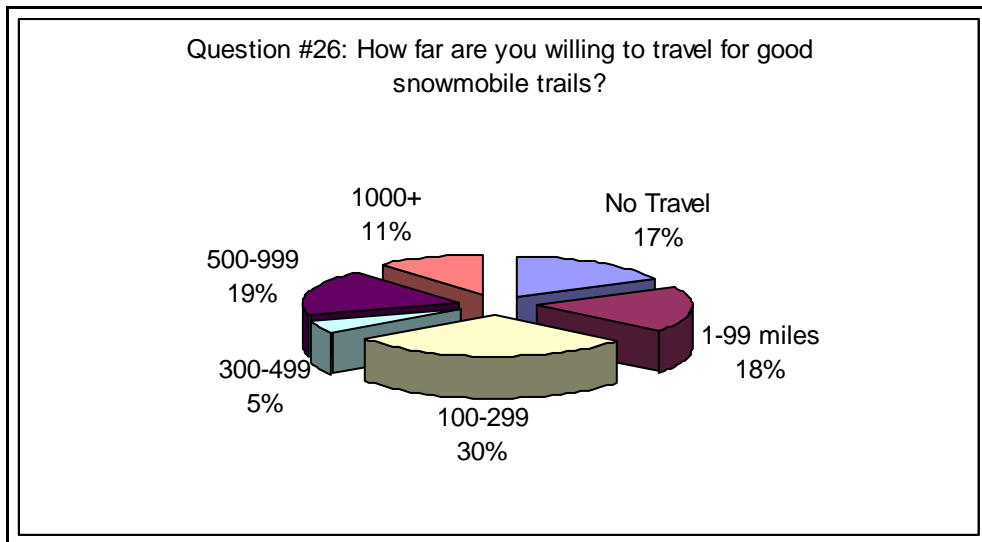
Question #26:

Question 26 was designed to find out how far individuals are willing to travel for good snowmobile trails.

Distance:

Number of Respondents:

No Travel	1-99 miles	100-299	300-499	500-999	1000+
49	52	86	13	53	32



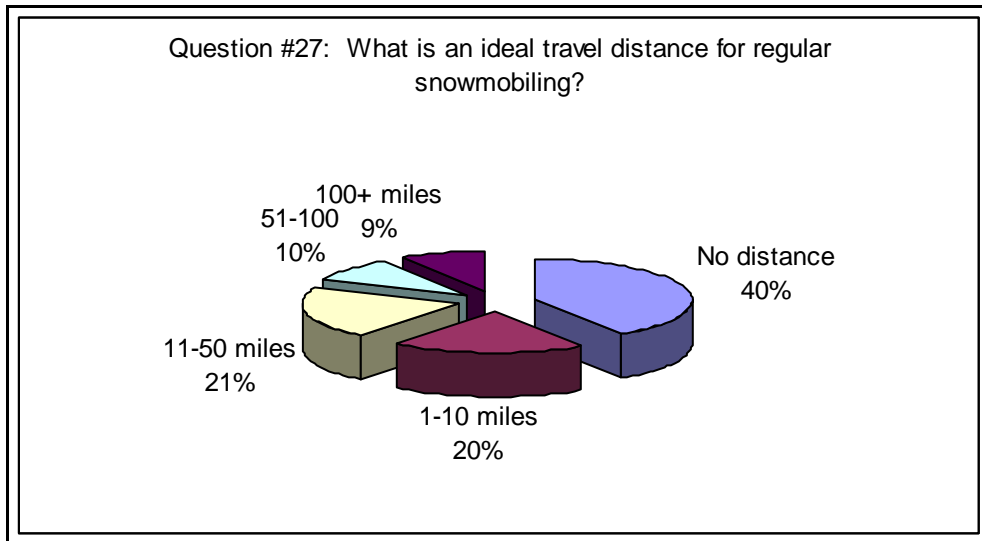
Question #27:

The majority (40%) of respondents said that they would prefer not to travel for regular snowmobiling.

Distance:

Number of Respondents:

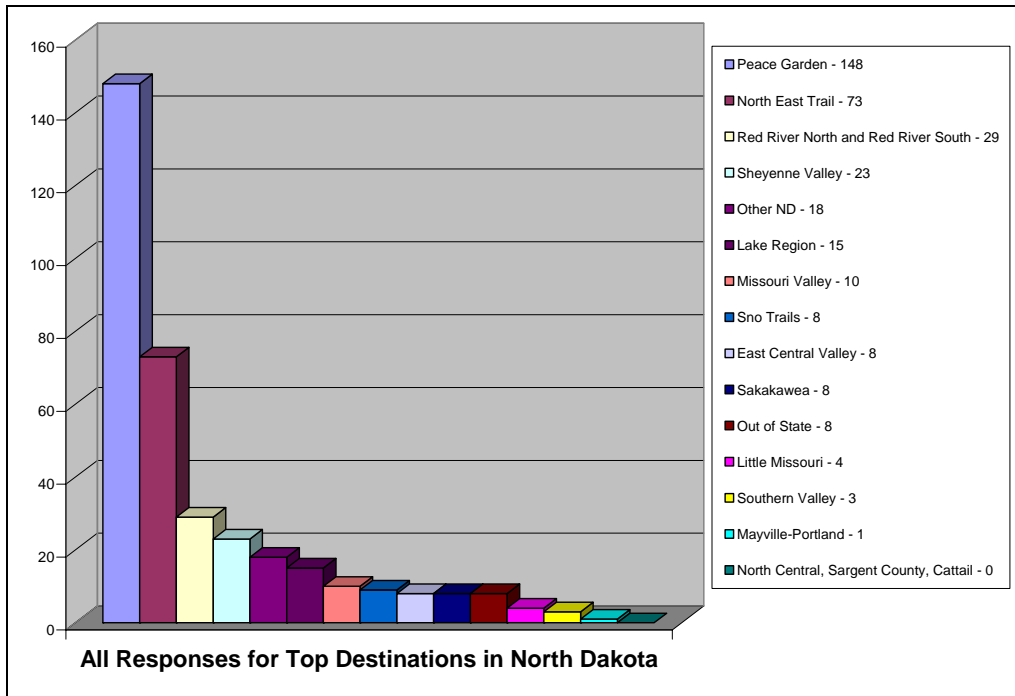
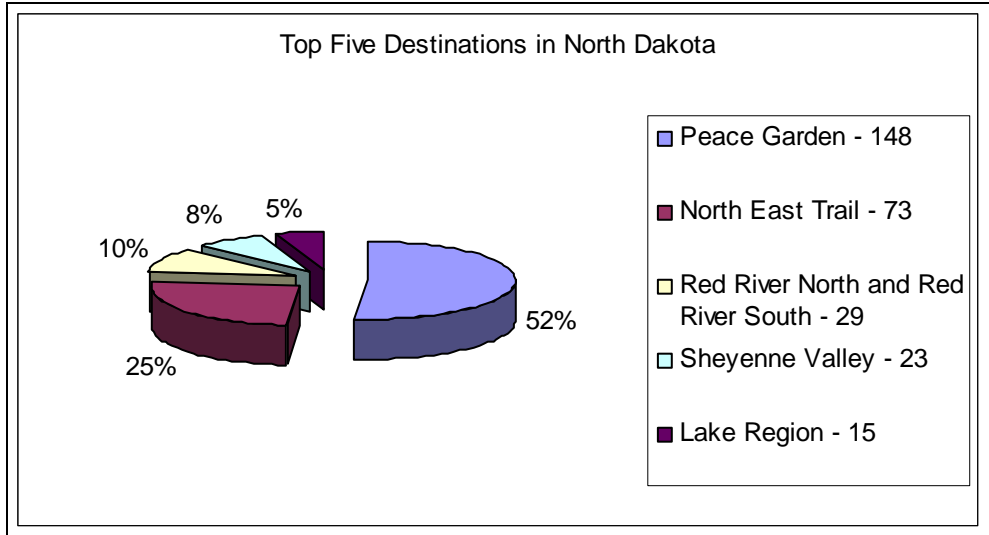
No distance	1-10 miles	11-50 miles	51-100	100+ miles
114	56	58	27	25



Question #28:

Respondents were asked to give their number one destination in North Dakota, if conditions were ideal. The top five destinations are listed below along with the remaining trails ranking.

Location	Peace Garden	North East	Red River North and Red River South	Sheyenne Valley	Lake Region
Number of Respondents	148	73	29	23	15



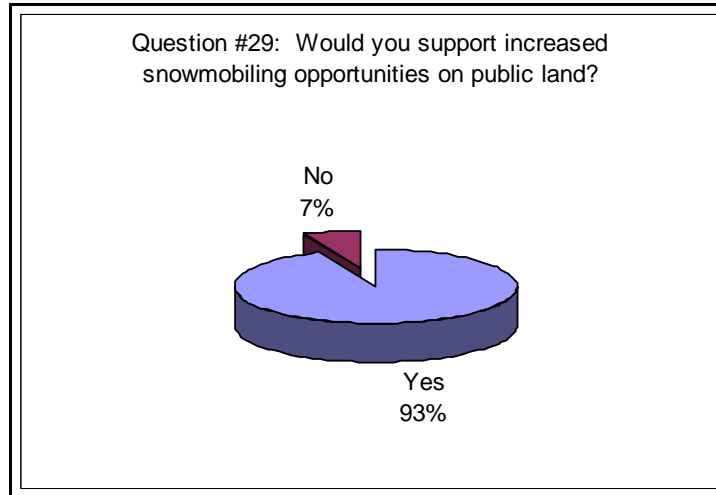
Question # 29:

The majority (93%) of individuals would support increased snowmobiling on public land.

Response:

Number of Respondents:

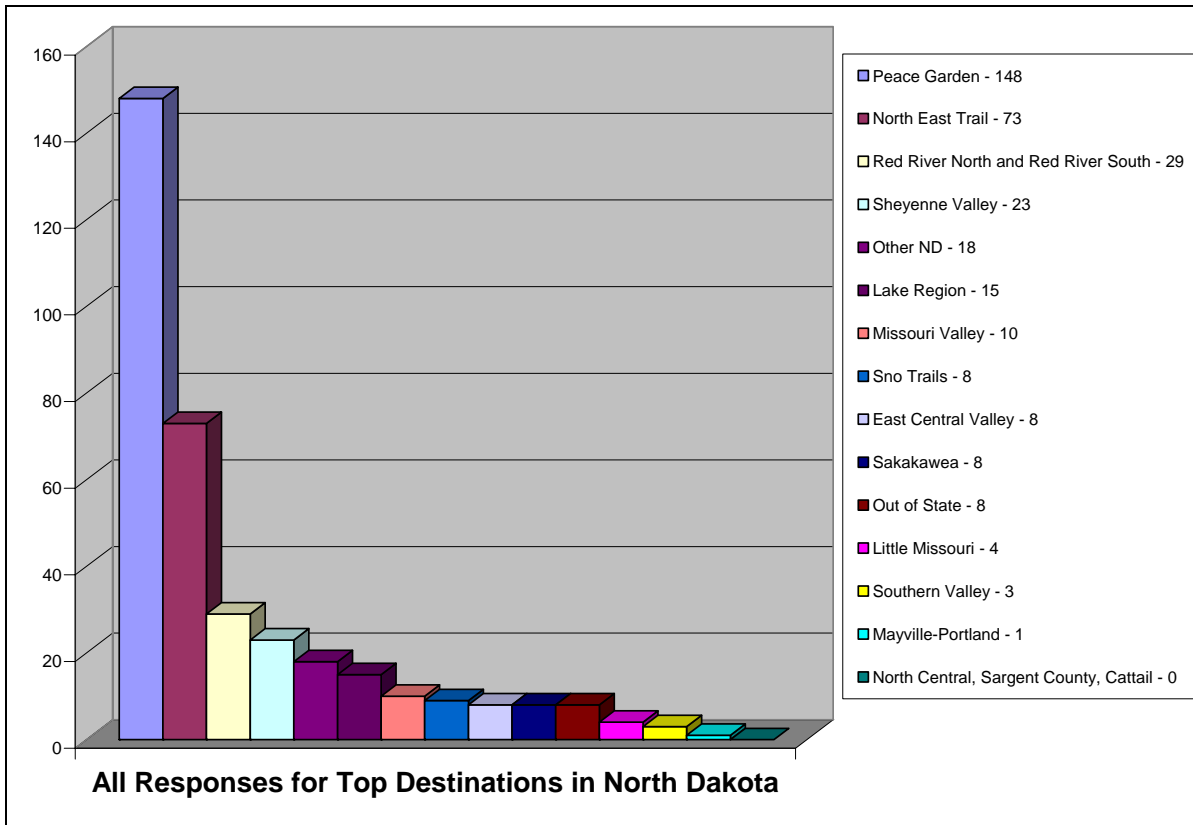
Yes	No
281	20



Comments:

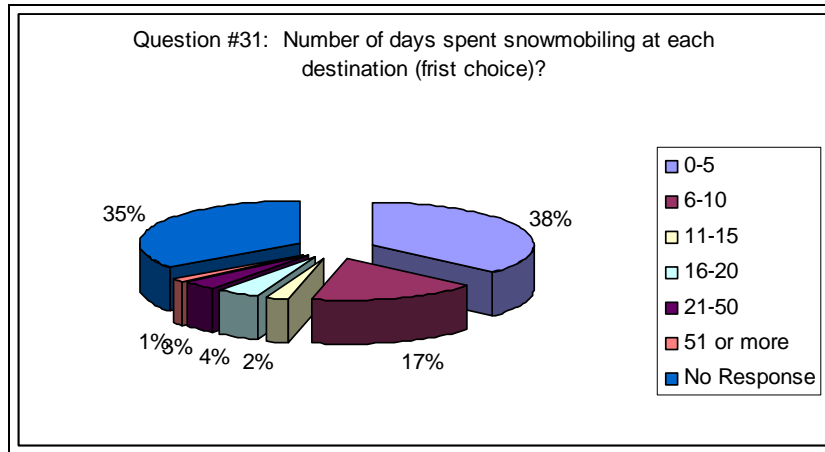
- That's what I feel
- We have enough trails
- No comment
- There are enough places to snowmobile
- Don't know
- Don't want anyone snowmobiling on my land
- Raise cattle on public - leave it alone
- Does most snowmobiling out of state
- Not sure of any specific reason
- Always someone abusing
- Pay enough taxes
- No Comment
- Damage that is done elsewhere
- No comment
- No comment
- No response
- Welfare of animals and people abusing the areas
- No need
- Nuisance as riders don't obey rules, etc.
- No response

Question #30: Respondents were asked to list their top 5 snowmobile destinations in North Dakota.

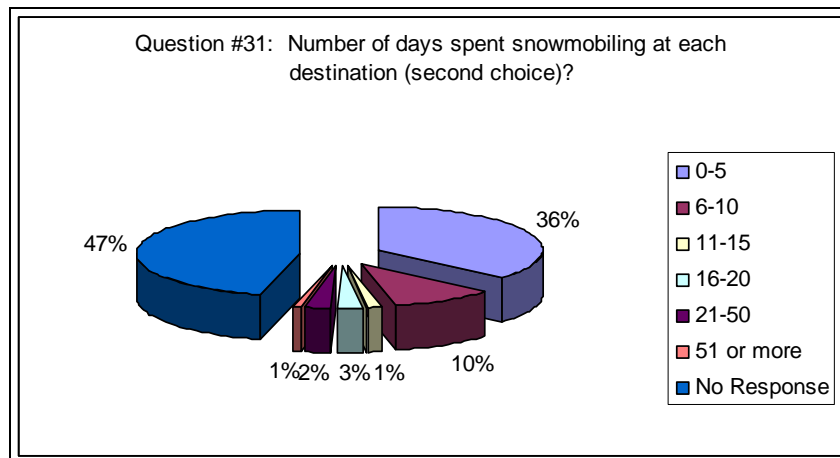


Question #31: Number of days spent snowmobiling at each destination.

At First Choice	0-5	6-10 days	11-15 days	16-20 days	21-50 days	51+days	No Response
Responses	111	51	7	13	10	4	106

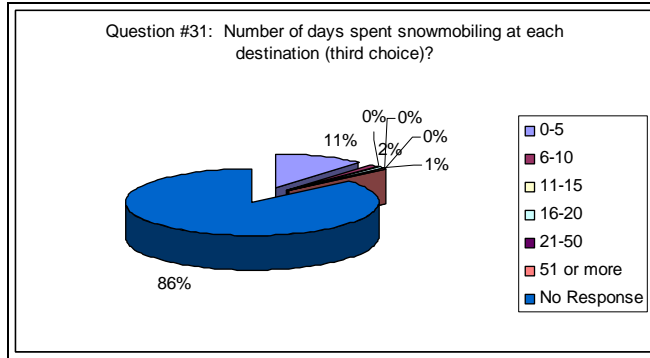


At Second Choice	0-5	6-10 days	11-15 days	16-20 days	21-50 days	51+days	No Response
Responses	110	31	4	8	7	3	139

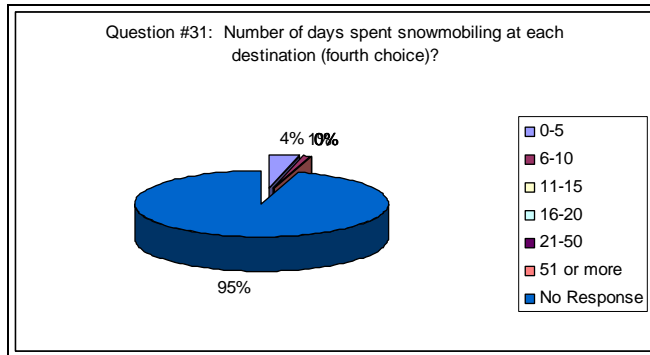


Question #31: Number of days spent snowmobiling at each destination. (Continued)

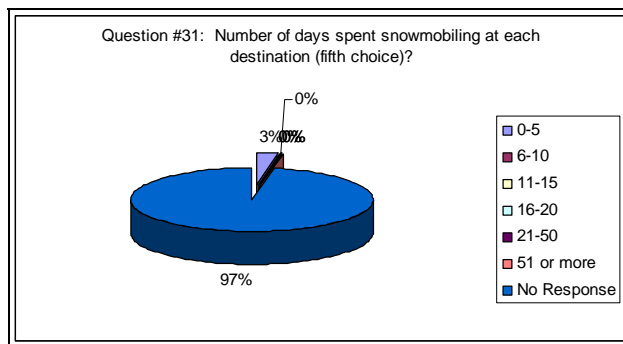
At Third Choice	0-5	6-10 days	11-15 days	16-20 days	21-50 days	51+days	No Response
Responses	34	5	0	2	0	1	260



At Fourth Choice	0-5	6-10 days	11-15 days	16-20 days	21-50 days	51+days	No Response
Responses	12	2	0	0	0	0	288

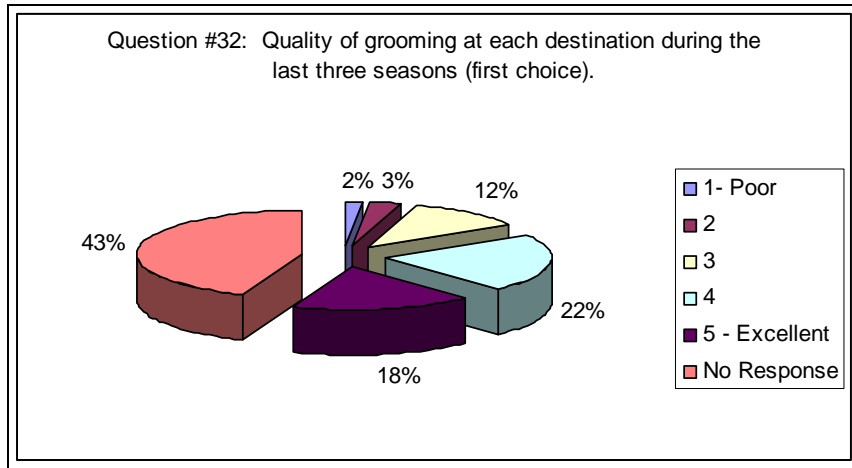


At Fifth Choice	0-5	6-10 days	11-15 days	16-20 days	21-50 days	51+days	No Response
Responses	8	0	0	1	0	0	293

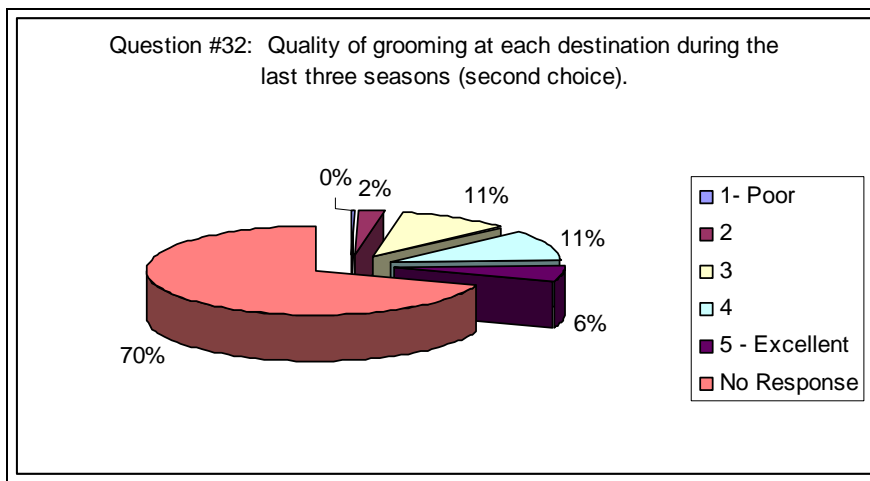


Question #32: Respondents were asked to rate the quality of grooming at each of their top five destinations during the last three seasons. The scale was set on a 1 to 5 rating, with 5 being the highest grade possible. The majority of respondents did not provide an answer. When an answer was provided, however, the average rating for grooming was between 3.6 and 4.1.

At First Choice	1- Poor	2	3	4	5 - Excellent	No Response
Responses	5	9	35	66	54	133

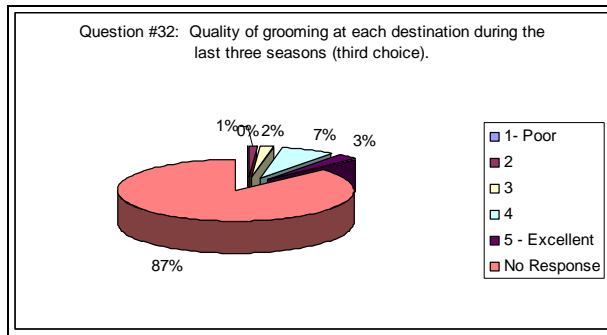


At Second Choice	1- Poor	2	3	4	5 - Excellent	No Response
Responses	1	7	33	33	18	210

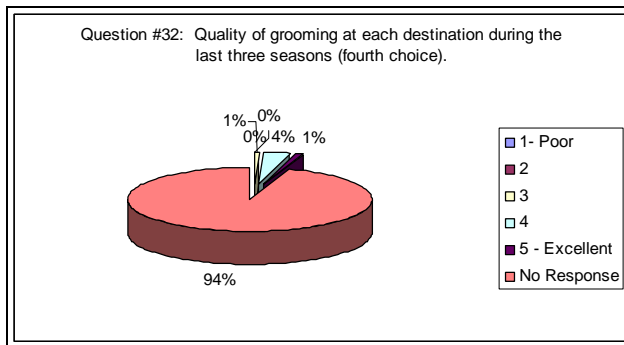


Question #32: Quality of grooming at each destination during the last three seasons.
 (Continued)

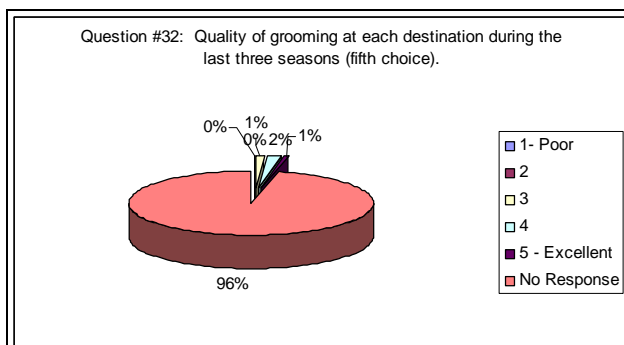
At Third Choice	1- Poor	2	3	4	5 - Excellent	No Response
Responses	0	3	6	22	9	262



At Fourth Choice	1- Poor	2	3	4	5 - Excellent	No Response
Responses	0	0	2	11	3	286



At Fifth Choice	1- Poor	2	3	4	5 - Excellent	No Response
Responses	0	0	3	6	2	291



Question #33: Additional Comments

Goes both places weekly

Not enough snow to groom

Only been sledding 1 year – have never been to trails

Only does back yard

Only ride around home

Only ride around home

Quality if snow

Quality depends on amount of snow

Ride fields and ditches

Ride local

Ride valleys – no actual trails in ND – mostly ride in Minnesota

Sno-trails out his back door

Snowmobile around home

Snowmobile back yard only

Snowmobile local

Snowmobile local only

Snowmobile local only

Snowmobile local only

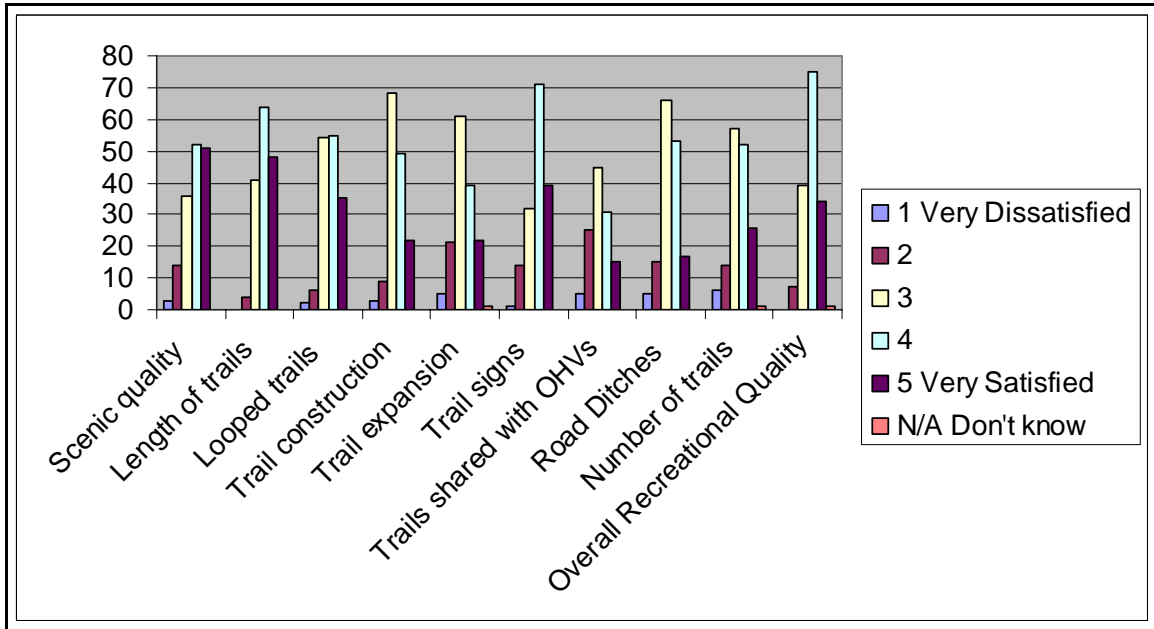
Snowmobile local trails

They were there many years ago, so he felt the ratings below would be dated. Live on border of ND and MN – use MN trails – better grooming

This is the only trail they have used in ND and it's right in their locality

Question #34:

On a scale of 1 to 5, with 1 being Very Dissatisfied and 5 being Very Satisfied, individuals were asked to rate their level of satisfaction on the following items concerning North Dakota's snowmobile trails.

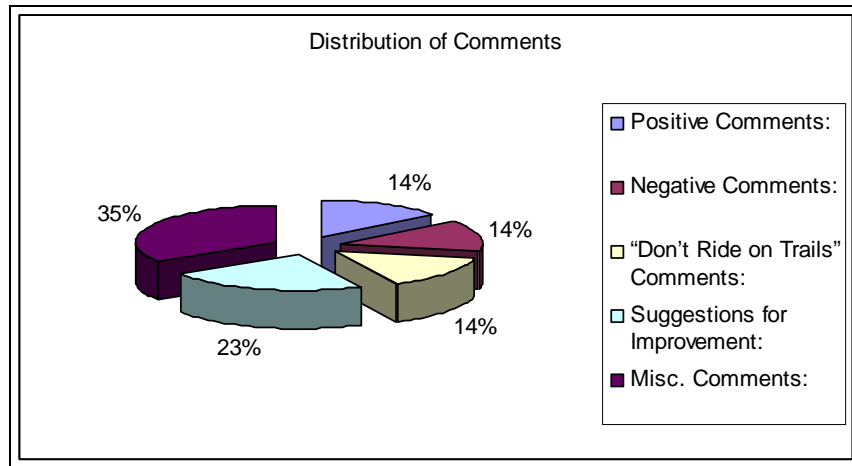


Additional Comments:

MACVILLE CHUNK MISSING - BUT STILL DO
 only go around home - not enough snow to go farther
 mostly out of state locations

Question#35:

The following is a list of all additional comments on the general recreational quality of North Dakota's snowmobile trails.



Positive Comments:

Metigoshe is the best all around
They better be excellent - I groom these trails
Trails-snowmobile association is doing a good job. Parks & Rec is doing a job other than their safety course offered to the youth
Increase rates and give us more trails
Mainly go around Northwood – not many groomed trails, but good enough for us

Negative Comments:

There are too many signs on ND trails
ND is too critical compared to other states concerning hazards and obstacles
ND has too many snowmobile clubs that are not doing enough fundraising
Don't have trails shared with OHVs
Don't like trails shared with OHVs

"Don't Ride on Trails" Comments:

Don't do trails - mainly use as a vehicle to pull sled
Don't do trails in ND
Don't snowmobile trails - just around Bismarck/Mandan area
Usually just go on open and/or ditches, not on trails
Mostly do ditches and own land

Suggestions for Improvement:

More ATV trails needed
More grooming
More trail expansion
Better signs
Need more snow
Signage is poor. It seems the signs or posts are far apart.
Take care of what they have – don't get more trails
If trails are to keep going they need a paid overseer to keep – volunteers are burned out

Misc. Comments:

We try to go where there are exceptional facilities on/near trails

Kenosee, Canada

Lived in Colorado for 12 years – grew with kids

Mainly in Larimore area – hard to judge

Mainly this area is where I go.

Isn't fair to rate as we only go where we've been before – just around our area

If not at Peace Garden, I just ride around home

Usually go to Montana for any amount of snowmobiling

No favorite spot

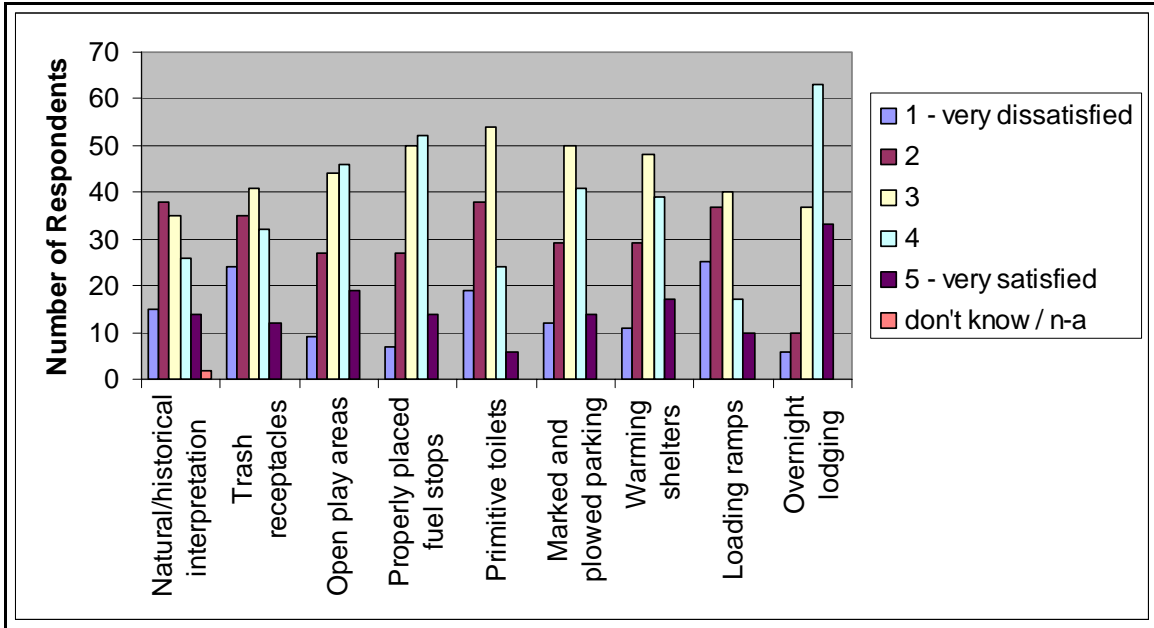
Only go around home – very rarely groomed

Only go one place - not much to compare to rate our level of satisfaction

Trails weren't open when we were up there last year

Question #36:

On a scale of 1 to 5, with 1 being Very Dissatisfied and 5 being Very Satisfied, individuals were asked to rate their level of satisfaction with the availability of adequate facilities along North Dakota's snowmobile trails.



Additional Comments:

MICHIGAN HAS SIGNS - NOTING SITES OF INTEREST

Question #37:

The following is a list of all additional comments on the general recreational quality of North Dakota's snowmobile trails.

Don't ride enough trails – mainly open range land

Downhill as far as trails – too many ditches – more warming houses are needed

Get from home (Grand Forks) to surrounding trails without traveling in and around town

Good as weather cooperates

I'm completely satisfied with where I go

Mainly bars – no children allowed in them and no place else to stop

More areas to snowmobile – more open play areas

More groomed trails

More snow

Open Shyenne Nat'l Grasslands. Why can farmers lease land for cattle and fence them in when this area is to be for snowmobiles and other OHVs?

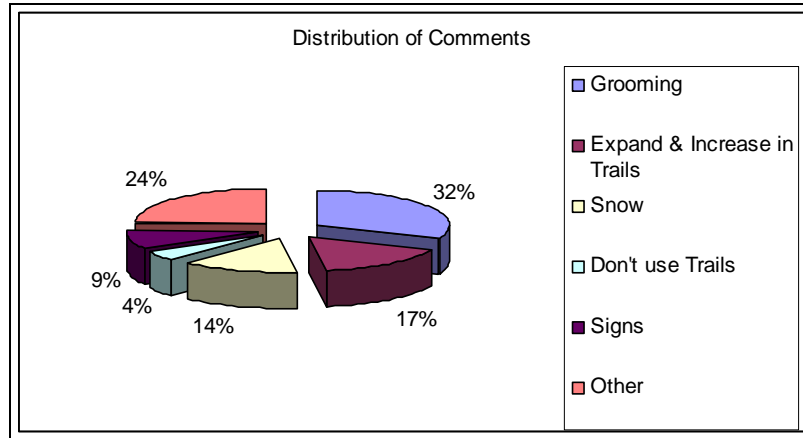
The facilities that are available are very much appreciated

There are no facilities except towns

Very satisfied

Question #38:

Individuals were asked to describe how they would improve North Dakota's snowmobile trails. The following comments are divided into five categories including grooming, expansion and increase in trails, signage, snow, and miscellaneous comments.



Grooming

- Continue grooming and expansion of public lands
- Challenge - amount of snow volunteers are doing a good job of grooming
- Groom them well
- Groomed more often.
- Grooming
- Grooming
- Grooming – Grooming - Grooming
- Grooming could be improved
- Grooming more often – more snow
- Have more grooming done on trails
- Keep groomed - just not enough snow
- Keep grooming
- More frequent grooming
- More groomed trails and connect trails
- More groomers and connect trails
- More groomers
- More grooming
- More grooming
- More grooming
- More grooming
- More grooming - new trails
- More grooming – better markings
- More grooming
- More grooming
- More grooming
- More grooming
- More grooming
- More regular grooming
- Not very good grooming around Devils Lake
- Wider grooming

Expand & Increase in Trails

Ability to expand on short notice
Across more public land
Could probably expand in length and especially width
Expanding more trails
Expanding trails – more public awareness of trails
Extend trails
More development to trails
More trails
More trails
More trails
More trails and more snow
More trails needed
More of them
More of them – there's a shortage of parking and loading areas
More local trails
Need more trails in ND
Number of trails – more trails
Open government land – more trees and open land
Make trails in wooded areas rather than ditches

Snow

At least a foot of snow to groom trails and ditches
Fine if we have more snow
Get more snow
Get more snow
If we get snow, the trails are great
Let it snow
Make it snow – Montana or Wyoming is where we go
Pray for more snow
I wish they would have more information out there regarding trails, etc., for the public
More information about trails within ND
More promotion of our trails and industry – more maps of all trails for public use

Don't use trails

Ride ditches and river bottoms – no trails
I don't snowmobile on trails. I only snowmobile for pleasure on my fields.
I don't really like trails – I go in the ditches
Doesn't ride trails, only ditches and country

Signs

More signage
Better mapping and more signs
Better marking and mapping
Major five are not marked as good as they should be if they are following and are to get lost. Marking signs.
Better signage
Better signage, especially at intersections
Mark trails better
Marking the trails – improvements please

Other

Better access – sometimes have to cross highway to get to other area
Better facilities – warming houses, etc., bathroom facilities
Bathrooms, eliminate ditches – road crossing
Just fine the way they are
More enforcement of the laws
Hire a trail coordinator
More involvement to take care of trails
More warming houses
More warming houses – more family orientated, meaning young children can't be expected to ride so long without a break – say around 15 miles. Also get out of the road ditches and follow along rivers instead.
Need more patrolling
Need more volunteers to maintain trails.
Need to improve all trails
Would like trails for safety reasons for only having one way traffic (2 way traffic trails - not good)
Raise gas gallon per sled per year from 30 to 60 gallons
Satisfied
This area is very well taken care of. They have an adopt a trail program to take care of 7-15 miles of trail
Too flat – more hills
Trail along Red River into Canada
Trails around farm are very good
Trails make loops
Very good job being done
Where we go they are good
Better unloading ramps and parking

Question #39: Final additional comments

Better advertising

Better enforcement of speed limits

Club in area helps trails stay groomed

Did lots of snowmobiling when we could just ride from the house. They moved to a larger city where sleds need to be hauled out of city limits and it drastically cut their snowmobile time.

Get more snow

Great sport

Hard to get on lands because of private lands

I would like to see Fargo/West Fargo have trails to ride their sleds from city to out of city limits. Don't like having the load, drive, and unload to ride.

Less miles and more grooming.

Lives next to the trails so doesn't go anywhere else

Maps on boards - marking you are here

More signs dealing with history and interpretation

More snow

Need Parks & Rec to come out and supervise trails with definite rules and regulations

Should be more policing of snowmobilers and their registrations. He had trouble with trespassers who have no # on the sleds. Needs to be more enforcement.

Speed limits

The absence of grooming from Valley City was very noticeable and took away some of the fun

Too many bars leading from trails

Trails are adequate

We only snowmobile in MN

Appendix

Snowmobile North Dakota & North Dakota Parks and Recreation Department

**Snowmobile Enthusiast Survey
(Phone Script)**

Initial Inquiry:

Hello. May I speak with _____ (name of customer)?

If not available, inquire as to a better time to call and reach the customer.

Introduction:

Hi. My name is _____ (first name). I'm calling on behalf of Snowmobile North Dakota and North Dakota Parks and Recreation to conduct a brief telephone survey. Would you be willing to share 8 to 10 minutes of your time?

If yes, say "that sounds good" or "great," and proceed with the interview.

If no, ask if there would be a better time to call back to conduct the interview.

IF YES: **Schedule a date/time.** _____

If No: **Ok, thank you.** THEN TERMINATE THE CALL.

Interview:

Before we begin, I want to assure you that your responses will be completely anonymous. Do you have any questions before we begin?

1. Are you or anyone in your household a member of Snowmobile North Dakota?

Yes _____

No _____

2. Are you or anyone in your household a member of a snowmobile club?

Yes _____ What is the name of the club?

No _____

3. How many adults in your household go snowmobiling during a typical season? _____

4. How many children in your household go snowmobiling during a typical season? _____

5. Approximately how many days do you or members of your household spend snowmobiling in North Dakota during a typical season? _____

6. Approximately how many days do you or members of your household spend snowmobiling in North Dakota during the most recent season? _____

7. Do you have any children who participated in the snowmobile safety education course?
Yes _____ What comments do you have regarding the course?

No _____ Would you be interested in enrolling your child(ren) in a course?

Yes _____ Would you like us to send you more information?

Yes _____

No _____

No _____

If yes, please check name on calling sheet.

8. Would you be interested in participating in an adult snowmobile safety education course?

Yes _____

No _____

9. What type of format interests you for safety education courses?

A. For adult courses:

Online _____

Hands-on _____

Classroom _____

B. For children's courses:

Online _____

Hands-on _____

Classroom _____

10. What do you feel is a fair cost for a safety education course? (Courses normally run three hours.)

A. For adult courses:

Online _____

Hands-on _____

Classroom _____

B. For children's courses:

Online _____

Hands-on _____

Classroom _____

11. Have you ever participated as a volunteer instructor for a snowmobile safety education course?

Yes _____ What comments do you have regarding your experience?

No ____ If no, would you be interested in volunteering to teach a course?

Yes _____ Would you like us to send you more information?

Yes _____

No _____

If yes, please check name on calling sheet.

No _____

12. Approximately how many years have you or other members of your household been snowmobiling? _____

13. North Dakota's current snowmobile registration fees cover two years instead of just one. How much is the current fee? (If you don't know, please offer a guess.) _____

14. The cost to register a snowmobile in surrounding states averages between \$40 - \$45/year. With this statistic in mind, what do you believe to be a reasonable and appropriate snowmobile registration fee for North Dakota on an annual basis? _____

15. In what year was the head-of-household born? _____

16. What is your zip code? _____

17. How many snowmobiles do you and anyone in your household own? _____

18. Of the number of snowmobiles that you own, how many have a title? _____ *

19. Of the number of snowmobiles that you own, how many are **registered** in the state of North Dakota? _____ *

***Notes to Surveyor:**

- **Title** – The document a snowmobile owner receives from the North Dakota Department of Transportation when they purchase a snowmobile.
- **Registration** – The document a rider purchases which allows them to ride on public lands.

20. Did you or anyone in your household purchase a snowmobile purchased within the last year?

Yes _____ How many have been purchased? _____

No _____

21. Do you or anyone in your household own an OHV (Off-Highway Vehicle)? This includes dirt bikes, ATV or utility vehicles.

Yes _____ How many OHVs do you own? _____

No _____

22. How far are you willing to travel for good snowmobile trails? _____

23. What is an ideal travel distance for regular snowmobiling? _____

24. If conditions were ideal, what would be your number one destination in North Dakota? Why?

25. Would you support increased snowmobiling opportunities on public land?

Yes _____

No _____ Why not? _____

26. What are your top 5 snowmobile destinations in North Dakota? *(record answers in table)*

a. Approximately how many days to you snowmobile at each destination?

b. Please rate the quality of grooming at each destination during the last three seasons (1 being poor, 5 being excellent).

Name of North Dakota State Trail	Number of Days Snowmobiling	Quality of Grooming (scale of 1-5)	North Dakota Snowmobile Trails <i>(use as prompt if they have difficulty remembering trail names)</i>	
1.			Northeast	Roughrider
2.			Peace Garden	Sakakawea
3.			Sheyenne East	Sno Trails
4.			Sheyenne West	North Central
5.			Red River North	SE Lake Region
			Red River South	Southern Valley
			Lake Region Trail	Cat-Tail
			Little Missouri	Other ND locations
			May-Port	Other out-of-state locations

27. On a scale of 1 to 5, with 1 being Very Dissatisfied and 5 being Very Satisfied, please rate your level of satisfaction on the following items concerning North Dakota's snowmobile trails.

Scenic quality		Trail signs	
Length of trails		Trails shared with OHVs	
Looped trails		Road Ditches	
Trail construction		Number of trails	
Trail expansion		Overall Recreational Quality	

Do you have any additional comments on the facilities along North Dakota's snowmobile trails?

28. On a scale of 1 to 5, with 1 being Very Dissatisfied and 5 being Very Satisfied, please rate your level of satisfaction with the availability of adequate facilities along North Dakota's snowmobile trails.

Natural/historical interpretation		Marked and plowed parking	
Trash receptacles		Warming shelters	
Open play areas		Loading ramps	
Properly placed fuel stops		Overnight lodging	
Primitive toilets			

Do you have any additional comments on the facilities along North Dakota's snowmobile trails?

29. Overall, how would you improve North Dakota's snowmobile trails?

30. Is there anything else you wish to add?

That concludes our survey. Thank you for your participation. Your comments are very much appreciated. Goodbye.

Note: If the customer has comments that do not pertain to the survey or are sounding like a complaint, let them know that if they have specific questions or comments they may contact North Dakota Parks and Recreation or Snowmobile ND at (701) 328-5357.