

SNOWMOBILING IN NEW YORK

An Analysis of Economic Impact and Overview of the Industry in the Empire State



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Foreword

For a number of years, the numerous parties interested in the sport of snowmobiling in New York State have recognized the need to better understand and address the economic issues that impact all its stakeholders.

This report illustrates these very important aspects of one of New York's most popular winter sports. This detailed economic impact study articulates its findings in comprehensible terms to all those stakeholders, including commercial enterprises, retail establishments municipal government, state and local legislative bodies, local clubs and organizations, and most importantly, the snowmobilers of New York State.

The success of the clubs, as well as the maintenance and improvement of the trail systems, depend on a clear understanding of these economic issues. As the president of the New York State Snowmobile Association, I believe that this study, if utilized as intended, will result in a merger of resources and ideas that will lead to the growth and development of a safer and more productive snowmobile industry, which has the potential to ultimately become the most successful recreational activity this state has ever known.

On behalf of the officers, directors and club members of the New York Snowmobile Association, Inc. I would like to recognize the following persons and corporations for their efforts and contributions of assistance. Without their resources and dedicated support, this study would not have been as timely or as detailed:

- Victor Wood, Director of Snowmobile Operations; NYS Office of Parks & Recreation & Historical Preservation
- Arctic Cat Snowmobiles; Arctic Cat, Inc.
- Polaris Snowmobiles; Polaris Industries, Inc.
- Ski Doo Snowmobiles, Division of Bombardier Motor Corporation of America
- Yamaha Snowmobiles; Yamaha Motor Corporation
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- LMC Snow Groomers; (Logan Mfg. Co.); (Thiokol Mfg.)

Ray Quackenbush
NYSSA President, 1996-98

Acknowledgments

The development of this report, "Snowmobiling in New York: An Analysis of Economic Impact and Overview of the Industry in the Empire State" was long and arduous; it required conducting three separate state-wide survey efforts. The study extended over a one-year period.

Its successful completion is due to the hard work and cooperation of many individuals. Specifically, I would like to thank John Tenbusch, Projects Coordinator at MRSI who provided invaluable assistance to me in designing the survey instruments, in the production, mailing and receipt of the surveys. John also coordinated the coding, tabulation, and writing of this report. He should be considered co-author of this report.

I would also like to recognize the efforts contributed by others at MRSI: Alison Ciesielski, Technical Assistant; Steven Familo, Research Assistant; and Donald Bennett, student assistant, for their help in coding, tabulation, and summarization of the surveys. I thank Ron Riley, Manager of the Joint Duplicating Project at SUNY Potsdam and SUNY Canton, and his staff for their patience and cooperation in the publication of this report.

I wish to thank Norman McElvany, Assistant Professor of Business & Economics at Johnson State University, Johnson, Vt. McElvany conducted an economic impact study of the Vermont snowmobiling industry in 1995; his gracious and insightful comments throughout the development of survey instruments, and the drafting of this report, have been invaluable to this project.

I would especially like to thank Ray Quackenbush, President of the New York State Snowmobile Association, for his keen interest in this study. Ray persuaded MRSI to undertake the project because the study was vitally needed by the industry as a whole. Due to his knowledge and expertise in the industry, Ray was able to provide many useful comments during the development of the various survey instruments; he also critiqued the preliminary drafts of this report. Ray Quackenbush's love of snowmobiling is quite evident to me, as is his dedication toward making the snowmobiling industry in New York into a recreational institution on a par with skiing or other traditional winter-time sports.

Finally, but most importantly, I would like to express my deep appreciation to the snowmobile owners, snowmobile equipment dealers, and the snowmobile clubs who returned their completed questionnaires. Without their cooperation, this study could not have been completed. In that sense, this study is dedicated to them and to all the snowmobilers in the State.

Ram L. Chugh
Project Director

April, 1998

Highlights of the Study

A. Economic Impacts

- In 1996-97, there were over 103,000 registered snowmobiles in New York State and over 59,000 snowmobiling households. In 1998, total registered snowmobiles are estimated at over 108,000.
- Net direct spending by snowmobile households in New York during the 1996-97 season is estimated at \$118.0 million.
- Net total revenues received by snowmobile equipment dealers in New York during the 1996-97 season is estimated at \$117.0 million
- Snowmobile clubs in New York had net total revenues of \$3.1 million during the 1996-97 snowmobiling season.
- Total direct spending in the NYS snowmobile industry during 1996-97 was \$238.1 million.
- Using a multiplier of two, the total economic impact (direct and indirect spending) of snowmobiling in New York State for the 1996-97 season is estimated at \$476.2 million (\$238.1 million X 2).

B. Profile of Snowmobiling Households

- Nearly 89% of the snowmobilers in New York in 1996-97 were male; 11% were females.
- The typical snowmobiler was between 40 - 49 years old, had three members in the household. The household income was between \$40,000 and \$59,000.
- Most snowmobilers live in rural communities (68.3%) and own their own homes (88.1%).
- The top ten counties of residence for snowmobilers in 1996-97 included Erie, 8.9%; Oneida, 6.2%; Onondaga, 5.9%; Oswego, 5.6%; Saratoga, 4.1%; St. Lawrence, 3.6%; Monroe, 3.6%; Orange, 2.8%; Madison, 2.8%; Herkimer, 2.8%; Chautauqua, 2.8%.
- Snowmobilers spent an average of 24.3 days riding in 1996-97.
- Snowmobilers rode for an average of 975 miles in New York State during 1996-97. When traveling outside New York, snowmobilers rode for an average of 464 miles.
- Over 43% of snowmobilers belong to a snowmobile club, paying an average of \$28 per household in club dues, and another \$69 on club fundraising activities.
- The most common snowmobile club activities included grooming/trail work (21.4% of all responses), followed by club rides/trips (19.3%) and fundraising (13.8%).
- A majority of snowmobiling households (55.1%) have never taken a snowmobile safety course. At the same time, over 66% of respondents feel that such courses should be mandatory for 16- and 17-year-old operators.

- Most snowmobilers reported that safety on the trails, identification of hazards on trails, sharing trails with others, and behavior of other snowmobilers, were "excellent" or "good."
- Most snowmobilers reported that overall trail systems, trail signage, natural value of trail placement, access to trails, parking near trails, accuracy of trail maps were "excellent" or "good." A majority reported that food availability near trails, gas station availability near trails, and lodging for snowmobilers were "excellent" or "good."
- Most snowmobilers believe that trail grooming and information about trails was "fair" or "poor." Also, most reported that availability of repair parts and services near trails was "fair" or "poor."
- Half of all snowmobilers would support an average increase of \$11 in registration fees, in order to improve safety, signage or grooming. Most snowmobilers do not want registration fees increased to support law enforcement, safety training or rider education.
- Almost 80% of snowmobilers believe that insurance should be required on any trail open to the public.
- Almost half of snowmobilers think that alcohol use is a "moderate" or "severe" problem for snowmobile operators. However, most feel that drug use is "no problem" or a "minimal problem." Most riders have never had a problem with intoxicated snowmobilers.
- Most respondents (89%) have never had a problem with snowmobile registration or renewals.
- Almost two-thirds (64.2%) of respondents believe that no statewide speed limit should be established for snowmobiles.
- Snowmobilers believe that NYSSA should concentrate on:
 - better and more frequent grooming
 - more extensive/interconnecting trail system
 - more and better signs (at intersections, hazards, etc.)
 - better and more available maps
 - improved regulations/safety/education

C. Snowmobile Dealers

- The average snowmobile dealer had been in the snowmobile business for 19 years during 1996-97; the longest tenure in the business was reported as 40 years. Dealers typically reported that sales of new snowmobiles accounted for 31-40% of their overall business revenue.
- Snowmobile dealers sold an average of 79.5 new snowmobiles during the 1996-97 season. The average price of new snowmobiles sold was \$5,272.
- Dealers reported Polaris as the most frequently sold snowmobile (35.2%), followed by Arctic Cat (25.9%), Yamaha (22.2%), and Ski Doo (16.7%).
- Dealers reported average revenues of \$41,064 through sales of repairs, service and modifications during the 1996-97 season. The average charge per service visit was reported at \$140.

- 14.7% of respondent dealers reported selling grooming tractors or drags during the 1996-97 snowmobiling season. Dealers reported selling an average of 13.2 new groomers or drags at an average sale price of \$2,575.
- Dealers employed an average of 6 full-time employees during the 1996-97 snowmobile season, with an annual payroll of \$139,350. Dealers also employed an average of three part-time employees with an annual payroll of \$21,089.
- Reverse kits, covers, clothing items and electric starters were the most common options purchased with new snowmobiles in 1996-97. The average cost of option packages purchased with new snowmobiles was \$591.
- 82.5% of respondent dealers belonged to snowmobile associations or clubs; they paid an average \$33 in membership fees for the 1996-97 snowmobile season.
- Dealers reported spending an average of \$3,488 in government fees during the 1996-97 snowmobile season. They also reported paying, on average, \$15,244 for business insurance, and \$9,264 in business-related utilities costs. Dealers reported spending an average of \$7,582 on direct and co-op advertising during the 1996-97 snowmobile season.

D. Snowmobile Clubs Report

- Almost half of snowmobile clubs were established during the period 1969-72. Another 27% of clubs have been started during the 1990s.
- Snowmobile clubs had an average of 174 members in 1996-97. Membership ranged from 22 to over 1,000 members per club. During the 1996-97 snowmobile season, an average of 48 new members joined snowmobile clubs.
- Total revenues per club for the 1996-97 season were reported to average \$12,357. Club dues for 1996-97 averaged \$2,139, while revenues from other sources averaged \$11,402.
- Asked what were the three most common activities sponsored by their club, respondents most often reported dinners/food sales (22.9% of responses), followed by trail rides (18.1%) and races/poker runs (16.8% of responses).
- Clubs reported spending an average of \$6,332 on trail building, maintenance and grooming during the 1996-97 snowmobiling season.
- Fundraising activities by respondent clubs generated an average of \$4,940 in 1996-97. Most frequent fundraising activities included raffles (38.6% of responses), races/poker runs (15.7%) and food sales/BBQ (12.9%).
- Over 88% of respondent clubs participated in community-oriented activities during the 1996-97 snowmobile season. The most frequently-mentioned activities included safety/training courses (45.2% of responses), adopt-a-highway programs and donations to community causes (each at 6.5%).
- Clubs reported average charitable cash donations of \$486 during 1996-97; donations of goods/merchandise during the period averaged \$403. Clubs contributed an average of 543 man-hours to charitable causes in 1996-97.

Chapter I:

Background of the Study

In September 1996, representatives of the New York State Snowmobile Association, Inc. (NYSSA) approached the Merwin Rural Services Institute (MRSI) at SUNY Potsdam to discuss the possibility of MRSI conducting a study of the impact of the snowmobile industry on the New York economy.

Snowmobiling is a large, and growing, pastime in the northern areas of the U.S., and in Canada. The sale of snowmobiles and related products reportedly "fuels a \$4 billion-a-year market" nationwide. Snowmobile tourism is becoming a major economic factor in numerous states. Studies in other states indicate that snowmobilers spend over \$100 per day on excursions that often last for several days at a time. In Minnesota, an annual economic impact of over \$300 million has been documented (Wall Street Journal 1/29/97).

In Vermont, the state snowmobile association estimated that snowmobilers contributed approximately \$165 million to that state's economy during the 1994-95 season (Snowmobiling in Vermont: An Economic Impact Study by Norman D. McElvany; 1995). An earlier study done in Pennsylvania estimated that snowmobiling made an annual economic contribution in that state of over \$96 million.

If New York State experiences similar rates of economic benefits from snowmobiling as reported by other states, the snowmobiling industry in New York must be considered a significant contributor to the state's economy -- especially in those rural areas, where snowmobiling is most popular.

It is anticipated that the findings of this report about levels and patterns of the economic impacts of snowmobiling in New York will be presented by NYSSA to the public, to promote the sport. NYSSA may also present these findings to state officials in order to:

- a. demonstrate the benefits of snowmobiling;
- b. generate support for changes in safety and other regulations which will result in improvements to the snowmobiling experience;
- c. leverage state investments to promote the snowmobile industry in order to provide increased economic benefits to localities and the state.

Throughout the fall of 1996, NYSSA and MRSI discussed the scope of the proposed study. In early 1997 discussions coalesced around several survey efforts. In an initial survey, MRSI would ask registered snowmobilers in New York about their snowmobiling activities and spending patterns. A second survey would ask snowmobile dealers in the state about their sales activities. Last, a survey would be sent to snowmobile clubs throughout the state to determine their activities. These different survey efforts would then be analyzed in an attempt to determine what impact snowmobiling has on the economy of New York.

The Snowmobile Owners Survey was mailed in July 1997 to a randomly selected sample of 3,000 snowmobile owners who were registered in New York State. MRSI received 445 responses, for a response rate of 15%. Survey results are discussed in Chapter II.

The Snowmobile Dealer Survey was mailed in January 1998 to a list of 242 dealers in New York and other states. Forty responses were received, for a response rate of 16.5%. Survey results are discussed in Chapter III.

The Snowmobile Club Survey was also mailed in January 1998 to 212 snowmobile clubs and associations throughout New York. A total of 37 clubs replied to this survey, for a response rate of 17.4%. Survey results are discussed in Chapter IV.

Tabulation and analysis of survey responses has been a major task. The report that follows provides a systematic, but by no means complete, examination of all aspects of snowmobiling in New York. Future research about snowmobiling in New York could be addressed to issues such as snowmobiling as a tourist attraction, local impacts of the industry in individual counties/regions of the state, and synergism between snowmobiling and other winter recreation activities.

Chapter II:

**Discussion of the
Snowmobile Owners Survey**

In early 1997 MRSI developed a survey instrument to obtain information from owners of registered snowmobiles about their experiences in the 1996-97 snowmobiling season. The goal of this survey was to elicit information about activities, spending levels, safety, and their opinions about the snowmobile experience in New York. The survey format was designed to be easy to follow, enabling respondents to accurately detail their experiences and ideas, and to suggest ways to improve and promote the sport.

The survey design took considerable time, for several reasons. Since the snowmobile owners survey was intended to be sent to a large cross-section of the snowmobiling public, it needed to be comprehensive in scope, attractive in format, and easy to complete and return. MRSI produced several drafts of the survey instrument; each draft was reviewed by NYSSA officials and others with experience in survey design. The final draft was pilot-tested with 25 volunteers, to ensure its completeness and ease of use. For a sample of the survey, please see Attachment A.

Description of the Survey

The survey instrument included a cover letter, signed by Ray Quackenbush, President of NYSSA. This cover letter provided information about the purpose of the survey effort, emphasized that the survey had the full support of NYSSA, and listed contact phone numbers for further information or questions. The survey itself was divided into six sections:

- **In Part I: Profile of the Snowmobiling Household** (Questions 1 - 13), the survey asked questions about how snowmobiling households participate in this activity: where they live, how many snowmobiles they own, what those machines cost, club membership, registration and insurance information.
- **In Part II: Snowmobile Usage and Expenditures During the 1996 - 97 Snowmobile Season** (Questions 14 - 18), the survey asked specific questions about the ways that snowmobilers actually spent their money in pursuit of their sport this past winter. The survey also asked respondents to report their expenditures within NYS and outside NYS. This data will allow

determination of the economic impact of total snowmobile expenditures made by registered owners.

- **In Part III: Safety, Convenience, Support Services** (Questions 19 - 21), the survey asked respondents to give their opinions about different aspects of their snowmobiling experience. The purpose of this section is to determine whether consensus might exist for changes/improvements to existing conditions, etc.
- **In Part IV: Snowmobile Regulations** (Questions 22 - 32), the survey asked for respondents' opinions about certain regulatory matters. Again, NYSSA wanted to know if consensus exists to support changes/improvements to existing regulations.
- **In Part V: Promoting Snowmobiling in New York State** (Questions 33 - 34), the survey asked respondents to be creative, and to step outside the boundaries of the earlier survey questions and to let NYSSA know what is on their minds. There may be numerous good ideas that snowmobile enthusiasts have, that were not addressed in the earlier questions. This section provides the opportunity for snowmobilers to give NYSSA the benefit of their own thoughts.
- **In Part VI: General Information** (Question 35), the survey asked for demographic information about respondents, including age, income, educational attainment, etc. This information should enable NYSSA to better understand the people who participate in snowmobiling activities.

Survey Process

The Survey For Snowmobile Owners was sent on July 1, 1997 to a randomly selected sample consisting of 3,000 snowmobile owners who were registered with the NYS Department of Motor Vehicles (registration is mandatory to operate a snowmobile in NYS on any other than privately-held land).

This sample, in the form of mailing labels obtained from **American Data Consultants**, represented 5% of all unduplicated registered snowmobile

households in New York in June 1997 (# of unduplicated registered snowmobile households = 60,000).

The deadline for reply was July 28, 1997. By that date, 445 surveys had been returned to MRSI, a response rate of 15%. We had anticipated a response rate of between 7% - 10%; the actual response rate of 15% was within accepted standards for mailed surveys, especially considering that we had conducted no follow-up activity. The rate of response, and the quality of comments made by respondents, were considered by MRSI and by NYSSA as indicative of a high level of interest in snowmobiling shown by respondents.

MRSI developed a coding schema for inputting survey responses. This coding and tabulation effort continued through the fall of 1997.

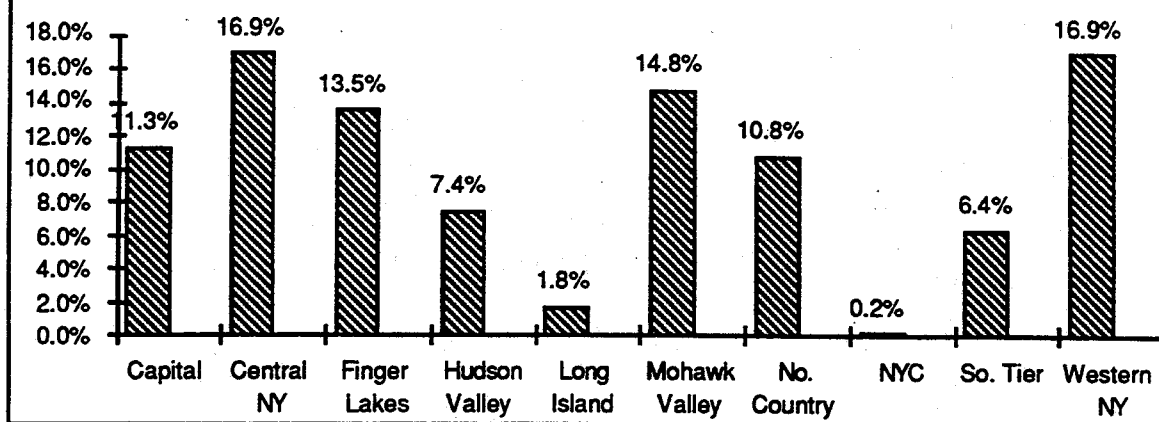
General Discussion of Survey Results

The following are highlights of the responses to the Survey For Snowmobile Owners. See Attachment B for a complete tabulation of survey results.

Part I. Profile of Snowmobiling Household/Demographics

- Most respondents (88.7%) are residents of New York. Of those New York residents, 49% of respondents came from ten counties. The top ten counties of residence for respondents include: Erie, 8.9%; Oneida, 6.2%; Onondaga, 5.9%; Oswego, 5.6%; Saratoga, 4.1%; St. Lawrence, 3.6%; Monroe, 3.6%; Orange, 2.8%; Madison, 2.8%; Herkimer, 2.8%; Chautauqua, 2.8%.
- Respondents from New York were aggregated by residence into one of ten economic development regions used by the New York State Department of Economic Development. Central New York and Western New York each had 16.9% of in-state respondents, followed by Mohawk Valley (14.8%), Finger Lakes, (13.5%), Capital (11.3%), and the North Country (10.8%). Figure 1 indicates the distribution of respondents.

Figure 1: Residence of Survey Respondents - NYS



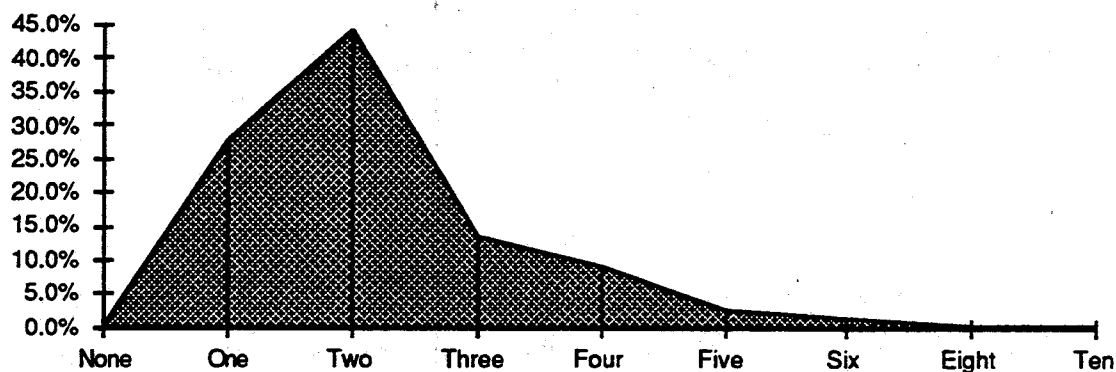
Note:

NYSDED Economic Development regions include the following counties:

- **Capital District:** Albany, Columbia, Greene, Rensselaer, Saratoga, Schenectady, Warren, Washington
- **Central NY:** Cayuga, Cortland, Madison, Onondaga, Oswego
- **Finger Lakes:** Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, Yates
- **Hudson Valley:** Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster, Westchester
- **Long Island:** Nassau, Suffolk
- **Mohawk Valley:** Fulton, Hamilton, Herkimer, Montgomery, Oneida, Schoharie
- **North Country:** Clinton, Essex, Franklin, Jefferson, Lewis, St. Lawrence
- **NYC:** Bronx, Kings, New York, Queens, Richmond
- **Southern Tier:** Broome, Chemung, Chenango, Delaware, Otsego, Schuyler, Steuben, Tioga, Tompkins
- **Western NY:** Allegany, Cattaraugus, Chautauqua, Erie, Niagara

- Out-of state respondents who own snowmobiles registered in New York totaled 11.3% of all responses to the Survey for Snowmobile Owners. These respondents live in: Pennsylvania (38%); New Jersey (34%); Connecticut & Massachusetts (6%) each; Ohio (4%); Delaware, Florida, Maryland, New Hampshire, Vermont and Virginia (2% each).
- Respondents report snowmobiling for an average of 16 years. Responses ranged from 1 to 40 years. Half of all respondents began snowmobiling in 1977 or earlier.
- Each snowmobile household has an average of 2.6 persons who participate in the sport. Figure 2 indicates that many households have multiple snowmobiles. Respondents report owning an average of 2.6 snowmobiles per household.

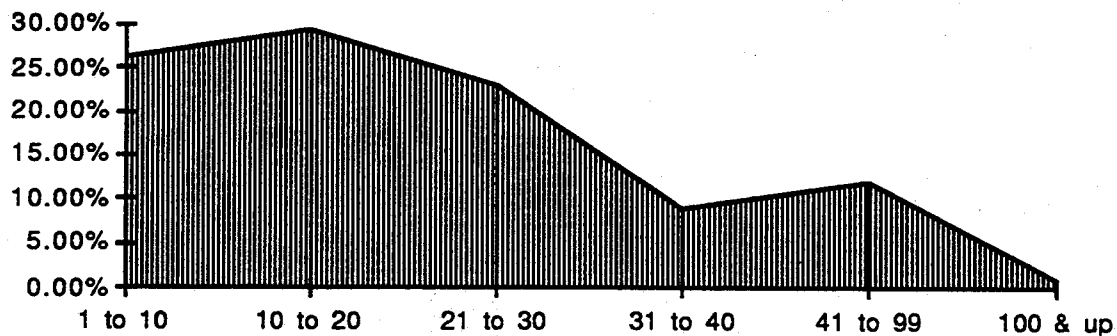
Figure 2: Number of Snowmobiles per Household



- Using a weighted averaging method to estimate the number of snowmobiles per household, we determined a figure of 1.7 snowmobiles per household, based on survey responses. This figure results in an estimate of 59,000 snowmobile households in New York.
- Over 43% of respondents belong to a snowmobile club, paying an average of \$28 per household in club dues, and another \$69 on club fundraising activities. The most common club activities included grooming/trail work (21.4% of all responses), followed by club rides/trips (19.3%) and fundraising (13.8%).

- Among the 18.3% of respondents who own second homes or camps devoted to snowmobiling, Herkimer County was the most common location, followed by Lewis, Franklin, Oneida and Oswego Counties.
- Responding snowmobilers spent an average of 24.3 days riding in 1996-97. Figure 3 shows the distribution of responses. Other members of each snowmobiling household spent 19.6 days riding during the season.

**Figure 3: Total Days Spent Snowmobiling,
1996-97 Season**



- Two-thirds of respondents reported traveling outside their home region at some point during the 1996-97 season. Essex, Jefferson and Oneida Counties were rated as having the best quality of snowmobile experience. Locations outside New York rated as excellent included: Idaho, Montana, Wisconsin and Wyoming. Ontario, Quebec and Halbirton Provincial Park were the three Canadian locations providing an excellent snowmobiling experience.

Part II. Snowmobile Usage and Expenditures During the 1996-97 Snowmobile Season

- Snowmobilers rode for an average of 975 miles in New York State during 1996-97. When traveling outside New York, snowmobilers rode for an average of 464 miles.
- Snowmobilers reported spending various amounts for: club dues and donations; snowmobile rentals; insurance; maintenance for transport vehicles and trailers; gas, oil and supplies; parts, service and repairs; clothing and accessories; motels; and meals. Table 1 shows average household expenditures for these categories of expenditures.

Table 1: Expenditures for Snowmobiling, by Household: 1996-97 Season

Type of expense	Avg. \$ Spent/Household
1	2
Club dues/fees	\$28
Club donations	\$69
Rent snowmobiles/in NYS	\$138
Rent snowmobiles/Outside NYS	\$261
Insurance	\$197
Maintenance/transport vehicle	\$552
Maintenance/trailer	\$818
\$ for gas, oil/in NYS	\$401
\$ for gas, oil/Outside NYS	\$262
Parts/Service in NYS	\$308
Parts/Service Outside NYS	\$108
Clothes-accessories/in NYS	\$353
Clothes-accessories/Outside NYS	\$103
\$ @ motels/in NYS	\$259
\$ @ motels/Outside NYS	\$184
\$ for meals/in NYS	\$315
\$ for meals/Outside NYS	\$150

Part III. Safety, Convenience & Support Services

- A majority of respondents reported that safety on the trails, identification of hazards on trails, sharing trails with others, and behavior of other snowmobilers, were "excellent" or "good."
- A majority of respondents reported that overall trail systems, trail signage, natural value of trail placement, access to trails parking near trails, accuracy of trail maps were "excellent" or "good."
- A majority of respondents reported that food availability near trails, gas station availability near trails, and lodging for snowmobilers were "excellent" or "good."
- A majority reported that trail grooming and information about trails was "fair" or "poor." A majority also reported that availability of repair parts and services near trails was "fair" or "poor."

Part IV. Snowmobile Regulations

- A majority of snowmobiling households (55.1%) have never taken a snowmobile safety course. At the same time, over 66% of respondents feel that such courses should be mandatory for 16- and 17-year-old operators.
- Opinion is split over the question of raising registration fees to support safety, signage or grooming (Yes = 41%; No = 47%; No opinion = 12%). If such fees were raised, respondents would support an average increase of \$11. A majority of respondents (65%) do not want registration fees increased to support law enforcement, safety training or rider education.
- Most respondents (89%) have never had a problem with snowmobile registration or renewals.
- Almost two-thirds (64.2%) of respondents believe that no statewide speed limit should be established for snowmobiles.

- Almost 80% of respondents believe that insurance should be required on any trail open to the public.
- Almost half (45%) of respondents think that alcohol use is a "moderate" or "severe" problem for snowmobile operators. However, a large majority (84.5%) feel that drug use is "no problem" or a "minimal problem." Most riders (75.2%) have never had a problem with intoxicated snowmobilers.
- Over half (51.1%) of respondents have seen law enforcement officers enforcing snowmobile laws on the trail or elsewhere.

Part V. Promoting Snowmobiling in New York State

- Asked to list the most important things that NYSSA should do to promote snowmobiling in New York, respondents made 1,094 comments. Most frequent comments include:
 - better and more frequent grooming (22.4% of all comments);
 - more extensive/interconnecting trail system (19.5%);
 - more and better signs (at intersections, hazards, etc.) (15.4%);
 - better and more available maps (10.4%);
 - improved regulations/safety/education (5.2%).
- The survey asked respondents to make any general comments; 172 comments were recorded. The number and quality of these responses indicated the strength of respondents' interest in snowmobiling. Many comments compare snowmobiling in New York with other states and Canada. Other comments spoke about improving trails and the overall trail system. Some suggested cooperation between states for registration, regulation and trail information. We encourage the reader to examine these useful insights; these comments can be read in their entirety in Attachment B Survey for Snowmobile Owners: Tabulation of Responses.

Analysis of Spending Patterns

The Snowmobile Owner Survey asked respondents to make their replies for their entire households. Table 2 below shows categories of spending from that survey. It also lists the average amounts reported by snowmobiling households. Finally, Table 2 extrapolates household spending across the entire estimated population of 59,000 snowmobiling households in New York.

Table 2: Spending Patterns, Aggregate Spending by Snowmobiling Households in New York, 1996-97 Season

Type of expense	% of Snowmobiling Households Responding	Average \$ Amount Spent by Snowmobiling Household	Total Spending by All New York Snowmobiling Households
1	2	3	4
Club dues/fees	42.7%	\$28	\$705,348
Club donations	41.6%	\$69	\$1,692,438
Rent snowmobiles in NYS	1.8%	\$138	\$146,373
Rent snowmobiles outside NYS	1.6%	\$261	\$242,231
Insurance	89.9%	\$197	\$10,447,640
Maintenance of transport vehicle	29.9%	\$552	\$9,733,807
Purchase/maintenance of trailers	81.1%	\$818	\$39,151,870
\$ for gas, oil/in NYS	87.0%	\$401	\$20,575,355
\$ for gas, oil/Outside NYS	30.8%	\$262	\$4,758,980
\$ for Parts/Service in NYS	91.2%	\$308	\$16,579,398
\$ for Parts/Service Outside NYS	27.9%	\$108	\$1,775,569
\$ for Clothes-accessories in NYS	92.6%	\$353	\$19,282,526
\$ for Clothes-accessories/Outside NYS	29.2%	\$103	\$1,775,303
\$ @ motels/in NYS	42.7%	\$259	\$6,524,472
\$ @ motels/Outside NYS	34.4%	\$184	\$3,732,512
\$ for meals/in NYS	47.2%	\$315	\$8,770,449
\$ for meals/Outside NYS	34.2%	\$150	\$3,022,921
Registration Fees	100%	\$45	\$4,635,000
Aggregate Spending by Snowmobiling Households			\$153,552,192

To calculate Total Spending by All New York Snowmobiling Households (Table 2, column 3), average spending per category was multiplied by the product of percentage of responses for the category times the total number of snowmobile

households in New York (as determined by weighted average analysis = 59,000 households). As an example, 42.7% (or 0.427) of respondents paid an average of \$28 per household in club dues/fees. Therefore, total dues and fees paid to clubs by snowmobiling households in New York during 1996-97 can be estimated at: $\$28 * 0.427 * 59,000 = \$705,348$.

In order to estimate the economic impact of snowmobile household spending within New York, it is necessary to break out those categories and spending amounts which occurred outside New York. Table 3 shows those categories and spending amounts reported by snowmobiling households to have occurred outside New York. This is considered leakage.

Table 3: Spending Patterns, Aggregate Spending by Snowmobiling Households Outside New York, 1996-97 Season

Type of expense	Average \$ Amount Reported Spent by Snowmobiling Household	Total Spending by All New York Snowmobiling Households
1	2	3
Rent snow/Outside NYS	\$261	\$242,231
\$ for gas, oil/Outside NYS	\$262	\$4,758,980
Parts/Service /Outside NYS	\$108	\$1,775,569
Clothes-accessories/Outside NYS	\$103	\$1,775,303
\$ @ motels/Outside NYS	\$184	\$3,732,512
\$ for meals/Outside NYS	\$150	\$3,022,921
	Total Leakage	\$15,306,886

- Net total spending by snowmobiling households in New York for the 1996-97 snowmobiling season is estimated at \$138.2 million.

Total Spending by NYS Snowmobilers: \$153.5 million

Spending by NYS Snowmobilers Outside NYS: (-) \$15.3 million

Net Total Spending by Snowmobile Households in NYS: \$138.2 million.

Chapter III:

Discussion of the Snowmobile Equipment Dealer Survey

Upon completion of the Survey for Snowmobile Owners process, MRSI developed a similar survey instrument for snowmobile equipment dealers. The goal of this second survey effort was to complement the results of the Survey for Snowmobile Owners with information from dealers about sales of snowmobiles and grooming equipment, accessories, services, trailers, and other aspects of their industry. For a sample of the survey, please see Attachment C.

Description of the Survey

The Snowmobile Equipment Dealer Survey instrument included a cover letter, signed by Ray Quackenbush, President of NYSSA. This cover letter provided information about the purpose of the survey effort, emphasized that the survey had the support of NYSSA, and listed contact phone numbers for further information or questions. Respondents were assured of complete confidentiality. The survey itself was divided into four sections:

- **In Part I: Sale of Snowmobiles** (Questions 1 - 5), the survey asked what brands of new and used snowmobiles were sold by the dealer; how many of each, what average price for each, what accessory packages were commonly sold; what percentage of the dealer's overall business was represented by the sale and service of these machines and related merchandise.
- **In Part II: Sale of Trail Grooming Equipment** (Questions 6 - 10), the survey asked what brands of new and used groomers and related equipment were sold by the dealer; how many of each, what average price for each, what accessory packages were commonly sold; what percentage of the dealer's overall business was represented by the sale and service of these machines and related merchandise.
- **In Part III: Sale of Accessories, Service, Trailers** (Questions 11 - 13), the survey asked what common accessories, at what average price, were sold by the dealer. Dealers were also asked to estimate the total revenues (and average charge per service visit) generated by repairs, service and modifications. Finally, dealers were asked to estimate the total revenues

generated by sales of trailers and other transport equipment (and average sale price).

- In Part IV: General Questions & Comments (Questions 14 - 26), the survey asked about dealer membership in snowmobile clubs, trade associations. Dealers were asked about their activities and expenditures to promote the sport of snowmobiling. Opinions were solicited about what NYSSA should do to promote snowmobiling. Dealers were asked about insurance costs, payrolls (full- and part-time), government fees, etc.

Survey Process

The Snowmobile Equipment Dealer Survey was sent on January 28, 1998 to a list of equipment dealers provided by the New York State Snowmobile Association, Inc. This list totaled 242 dealers of snowmobiles, grooming equipment, and related merchandise. The deadline for response was February 13, 1998. By that date, 40 surveys had been returned to MRSI, a response rate of 16.5%.

MRSI had anticipated a response rate of 10% - 12%; the actual response rate of over 16% was within accepted standards for mailed surveys. The rate of response, and the quality of comments made by respondents, were considered to be indicative of a high level of interest on the part of snowmobile equipment dealers in the industry.

MRSI developed a coding schema for inputting survey responses. This coding and tabulation effort was completed in March 1998.

General Discussion of Survey Results

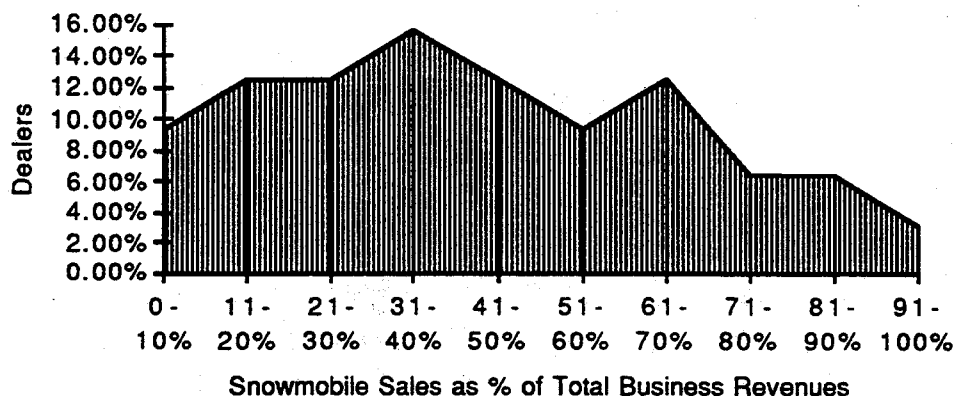
The following are highlights of the responses to the Snowmobile Equipment Dealers Survey. See Attachment D for a complete tabulation of survey results.

Part I: Sale of Snowmobiles

- Ninety percent of respondents sell new snowmobiles. They sold an average of 79.5 new snowmobiles during the 1996-97 season, for an average price of \$5,272. One dealer reported selling only one snowmobile; another sold as many as 240 machines during the season.
- Dealers reported Polaris as the most frequently sold snowmobile (35.2%), followed by Arctic Cat ((25.9%), Yamaha (22.2%), and Ski Doo (16.7%).
- Asked to list the 3 most common option packages purchased with new snowmobiles, dealers reported that reverse kits (18.9%) were the most common option package purchased with new snowmobiles. Other common packages included covers (13.3% of respondents), clothing items (11.1%), and electric starters (10.0%). The average cost of option packages purchased with new snowmobiles was \$591. Prices for option packages ranged to a reported high of \$7,000.
- Dealers reported selling an average of 33.9 used snowmobiles during the 1996-97 season, at an average cost of \$2,895 per machine.

- Asked to estimate how much the sales and service of snowmobiles and related merchandise contributed to the annual revenue of their business, respondents most frequently reported snowmobile sales as contributing between 31 - 40% of their annual revenue. Figure 4 shows the percentage of dealer responses reporting snowmobiles sales as a percentage of their total business revenues.

Figure 4: Percentage of Responses Concerning Sales of Snowmobiles as Proportion of Total Business Revenues



Part II: Sale of Trail Grooming Equipment

- 14.7% of respondents reported selling grooming tractors or drags during the 1996-97 snowmobiling season. Dealers reported selling an average of 13.2 new groomers or drags.
- The average sale price of new groomers and drags was reported to be \$2,575. The most common option packages sold with new groomers and drags included safety strobe lights, and 42- or 48-inch widths. Reported option packages averaged \$232.
- No dealer reported selling used grooming equipment.

- All respondents reported that sales of groomers and drag equipment made up less than 10% of their annual business revenue.

Part III: Sale of Accessories, Service, Trailers

- Accessory packages were reported sold at prices ranging from \$10 to \$2,500; the average cost of accessories sold was \$224. The most common accessories sold were helmets (36.4% of responses), followed by jackets (29.5%), and bib pants/clothing (19.3%).
- Dealers reported average revenues of \$41,064 through sales of repairs, service and modifications during the 1996-97 season. The average charge per service visit was reported to be \$140.
- Dealers reported selling an average of 19 trailers or other transportation equipment during the 1996-97 snowmobile season, at an average price of \$1,050.

Part IV: General Questions & Comments

- 82.5% of respondent dealers belonged to snowmobile associations or clubs; they paid an average \$33 in membership fees for the 1996-97 snowmobile season. Only one in three dealers reported membership in a snowmobile trade association during the 1996-97 season; those who did belong to trade associations paid an average of \$59 in association membership fees.
- Over 81% of dealers reported promoting snowmobiling in New York state during the 1996-97 season. The most frequent promotional activity was participation at club-sponsored shows, races, contests, etc. (24.7% of responses). Other frequently-reported promotional activities include: donating equipment to clubs for fund-raisers (19.5%), advertising (15.6%), promotion of and participation at safety courses (11.7%).

- Dealers reported spending an average of \$7,582 on direct and co-op advertising during the 1996-97 snowmobile season. Dealers made donations of cash and merchandise valued at an average of \$1,165. Other promotional activities include: bumper stickers; dice runs; support for local racing; use of facilities for club activities.
- Asked to list the things that NYSSA should do to promote snowmobiling in New York, dealers most often mentioned:
 - trail development and improvements to maps (44.2%-of responses);
 - safety issues and courses (12.8%).
- Dealers reported being in the snowmobile business for an average of 19 years; the longest tenure in the business was reported as 40 years. Most dealers (70.0%) reported selling only one line/brand of equipment. Most dealers (85.7%) register snowmobiles.
- Dealers paid an average of \$3,488 in government fees during the 1996-97 snowmobile season. They also reported paying, on average, \$15,244 for insurance for their business, \$9,264 in business-related utilities.
- Slightly more than half of dealers (56.8%) reported receiving awards from community, local government, equipment manufacturers or trade associations.
- Dealers reported employing an average of 6 full-time employees during the 1996-97 snowmobile season. Annual payrolls for full-time employees averaged \$139,350. Dealers also employed an average of three part-time employees; annual payroll for part-timers averaged \$21,089.

Analysis of Dealer Revenues and Expenditures

Table 4 shows categories of revenues and expenses reported by dealers. It also lists the average dollar amounts for each category, as determined from dealer responses. Finally, Table 4 extrapolates dealer revenues and expenses across the entire population of 242 snowmobile equipment dealers in New York.

Table 4: Revenue and Expense Patterns, Aggregate Revenues and Expenses by Snowmobile Dealers in New York, 1996-97 Season

	% of Dealers Responding	Average \$ Amount Reported per Dealer	Total \$ for All Dealers in NYS
1	2	3	4
Categories/Revenues			
New snowmobiles sold	90.0%	\$419,124	\$91,285,207
Snowmobile option pkg.	87.5%	\$46,985	\$9,948,968
Used snowmobiles sold	85.0%	\$98,141	\$20,187,501
New groomers sold	10.0%	\$33,990	\$822,558
Groomer option pkg.	7.5%	\$232	\$4,211
Used groomers sold	0.0%	\$0	\$0
Accessory packages sold	82.5%	\$7,392	\$1,475,813
Repairs/service/modifications	67.5%	\$41,064	\$6,707,804
Trailers sold	80.0%	\$19,950	\$3,862,320
		Total, Revenues:	\$134,294,382
Categories/ Expenses			
Club fees	75.0%	\$33	\$5,990
Trade Association dues	32.5%	\$59	\$4,640
Advertising promotion	62.5%	\$59	\$8,924
Donations	67.5%	\$1,165	\$190,303
Other promotions	15.0%	\$2,133	\$77,428
Annual govt. fees paid	47.5%	\$3,488	\$400,946
Annual insurance costs	70.0%	\$15,244	\$2,582,334
Annual utility costs	77.5%	\$9,264	\$1,737,463
Annual Full-time payroll	62.5%	\$139,350	\$21,076,688
Annual part-time payroll	40.0%	\$21,089	\$2,041,415
		Total, Expenditures:	\$28,126,129

To calculate Total Dollars for All Dealers in NYS (Table 4, column 3), average revenue/expense per category was multiplied by the product of percentage of

responses for the category times the total number of snowmobile equipment dealers (242, as provided to MRSI by NYSSA).

As an example, 90.0% of dealers reported average sales of \$419,124 per dealer in new snowmobiles; thus total sales of new snowmobiles in New York State during the 1996-97 season can be estimated at: $\$419,124 * 0.90 * 242 = \$91,285,207$.

- **Total revenues by snowmobile equipment dealers in New York for the 1996-97 snowmobiling season have been estimated at \$134.3 million.**

Chapter IV:

Discussion of the Snowmobile Club Survey

While MRSI was in the process of developing the Snowmobile Equipment Dealer Survey, NYSSA requested that a third survey be designed and sent to snowmobile clubs throughout the state. It was felt that clubs were an integral part of the snowmobile industry, and that club contributions toward, promotion of, and opinions about the present and future of snowmobiling in New York State needed to be incorporated into the study. For a sample of the club survey, please see Attachment E.

Description of the Survey

The Snowmobile Club Survey instrument included a cover letter, signed by Ray Quackenbush, President of NYSSA. This cover letter provided information about the purpose of the survey effort, emphasized that NYSSA supported the survey process, and promised that all responses would be kept confidential; only summarized results would be published in the final report.

The survey was divided into three sections:

- **In Part I: Club Membership** (Questions 1 - 4), the survey asked when the club was established, how many members belong to the club, how many new members joined during the 1996-97 snowmobile season; how much were club revenues during that season, and what were the sources of those revenues.
- **In Part II: Club Activities** (Questions 5 - 8), the survey asked about club-sponsored activities; what clubs spent on trail maintenance; how the clubs raised funds during the 1996-97 season; how clubs participated in community-based activities.
- **In Part III: General Questions and Comments** (Questions 9 - 12), the survey asked about charitable donations made by the club during the 1996-97 season, how the club participates in safety courses, and club opinions about what NYSSA should do to promote snowmobiling in New York State.

Survey Process

The Snowmobile Club Survey was sent on January 30, 1998 to a list of snowmobile clubs compiled by MRSI from a directory of clubs published in the December 1997 issue of "Snowmobiling on the Trail", the official publication of NYSSA. This list included 212 clubs (with mailable addresses). The deadline for response was February 13, 1998.

Thirty-seven surveys were returned to MRSI, giving a response rate of 17.4%. Mailed surveys typically obtain a response rate of between 10% - 20%; the response rate of over 17% was within accepted standards. The response rate, and the quality of comments made by respondents, were considered to be indicative of a high level of interest on the part of snowmobile clubs in the future of the sport.

MRSI developed a coding schema for inputting survey responses. This coding and tabulation effort was completed in March 1998.

General Discussion of Survey Results

The following are highlights of the responses to the Snowmobile Club Survey. See Attachment F for a complete tabulation of survey results.

Part I: Club Membership

- Respondent clubs reported being established between 1958 - 1996. Almost half (48.6%) were established during the period 1969-72. Another 27% of respondent clubs have been established during the 1990s.
- Respondent clubs report an average of 174 members; reported membership ranged from 22 to over 1,000 members per club.

- During the 1996-97 snowmobile season, an average of 48 new members joined snowmobile clubs. Clubs reported a range of 2 to 400 new members during the season.
- Total revenues per club for the 1996-97 season were reported to average \$12,357. Club dues for 1996-97 averaged \$2,139, while revenues from other sources averaged \$11,402.
- Asked what were the three most common activities sponsored by their club, respondents most often reported dinners/food sales (22.9% of responses), followed by trail rides (18.1%) and races/poker runs (16.8% of responses).
- Clubs reported spending an average of \$6,332 on trail building, maintenance and grooming during the 1996-97 snowmobiling season.
- Fundraising activities by respondent clubs generated an average of \$4,940 in 1996-97. Most frequent fundraising activities included raffles (38.6% of responses), races/poker runs (15.7%) and food sales/BBQ (12.9%).
- Over 88% of respondent clubs participated in community-oriented activities during the 1996-97 snowmobile season. The most frequently-mentioned activities included safety/training courses (45.2% of responses), adopt-a-highway programs and donations to community causes (each at 6.5%).
- Clubs reported average charitable cash donations of \$486 during 1996-97; donations of goods/merchandise during the period averaged \$403. Clubs contributed an average of 543 man-hours to charitable causes in 1996-97.
- Snowmobiles clubs reported offering an average of 1.5 safety courses during the 1996-97 season. An average of over 34 man-hours were devoted to offering these safety courses.
- Asked to list the three most important things that clubs believe NYSSA should do to promote snowmobiling in New York, clubs most often mentioned trail upkeep/funding issues (28.2% of responses). Landowner relations and promoting safety were each mentioned by 9.4% of responses.

Analysis of Club Revenues and Expenditures

During the design phase for the Snowmobile Club Survey, the New York State Snowmobile Association provided a list of 212 snowmobile clubs (with mailable addresses) to MRSI. For the purposes of this study, it is understood that this list represents the entire population of dealers in the state.

Table 5 shows categories of revenues and expenses reported by clubs. It also lists the average dollar amounts for each category, as determined from club responses. Finally, Table 5 extrapolates club revenues and expenses across the entire population of snowmobile clubs in New York.

To calculate Total Dollars for All Clubs in NYS (Table 5, column 3), average spending per category was multiplied by the product of percentage of responses for the category times the total number of snowmobile clubs. As an example, 86.5% of 212 clubs reported average total revenues of \$12,357 per club in 1996-97; thus total club revenues in New York State during the 1996-97 season can be estimated at: $\$12,357 * 0.865 * 212 = \$2,265,673$.

Table 5: Revenue and Expense Patterns, Aggregate Revenues and Expenses by Snowmobile Clubs in New York, 1996-97 Season

	% of Clubs Responding	Avg. \$ Reported per Club	Total Dollars for All Clubs in NYS
1	2	3	4
Categories/Revenues			
Club revenues from member dues	94.6%	\$2,140	\$429,157
Club revenues from other sources	78.4%	\$11,402	\$1,894,581
Fundraising revenues	78.4%	\$4,940	\$820,841
		Total:	\$3,144,579
Categories/Expenses			
\$ Spent on trail maintenance	78.4%	\$6,332	\$1,052,139
Cash donations	62.2%	\$486	\$64,047
Merchandise donations	35.1%	\$403	\$30,018
		Total:	\$1,146,204

- Total revenues for snowmobile clubs in New York for the 1996-97 snowmobiling season have been estimated at \$3.1 million.

Chapter V:

**Estimate of the
Economic Impact of
Snowmobiling
in New York**

Part A: Economic Impact of the Snowmobile Industry in New York, 1996-97

To estimate the total economic impact in New York by various sectors of the snowmobiling industry, we need to add the total statewide spending for each sector: snowmobiling households, equipment dealers and clubs. Please refer to Tables 2 -5 in the preceding chapters for total spending/revenue data.

However, it is not possible to merely summarize the previously-reported total spending figures; spending in several categories has been reported more than once (for example, club dues and donations are reported by households, by dealers and by snowmobile clubs). In order to develop a realistic estimate of the economic impact of the snowmobile industry in New York State, we have taken every care to avoid any double counting of revenue categories between snowmobile households, dealers and clubs.

Tables 6 - 8 show the adjusted total spending/revenues for snowmobile households, equipment dealers and clubs. Where necessary, these tables include notes that explain any adjustments made to the data to avoid double-counting. For example, in Table 6 we do not include club dues as reported by snowmobile households. Instead, we include dues reported by clubs in Table 8.

Table 6 includes those spending categories included in the Snowmobile Owner Survey. The table lists total statewide spending by snowmobile households; where noted, dollar figures have been adjusted to reduce or eliminate double-counting with dealer and club reports.

- **Total adjusted statewide spending by snowmobile households during the 1996-97 snowmobiling season are estimated at \$117.9 million.**

Table 6: Estimated Adjusted Statewide Spending Totals by Snowmobile Households, by Category for the 1996-97 Snowmobiling Season

Category of Expenditure	Total Statewide Spending
1	2
Club dues/fees	(a)
Club donations	(b)
Rent snowmobiles/in NYS	\$146,373
Insurance	\$10,447,640
Maintenance/transport vehicle	\$9,733,807
Purchase/maintenance of trailer	\$39,151,870
\$ for gas, oil/in NYS	\$20,575,355
Parts/Service in NYS	(c) \$8,289,699
Clothes-accessories/in NYS	(d) \$9,641,263
\$ @ motels/in NYS	\$6,524,472
\$ for meals/in NYS	\$8,770,449
Registration Fees	\$4,635,000
Total:	\$117,915,928

Notes:

(a) Club dues were not included in this summary; club dues are captured in the Snowmobile Club summary.

(b) Club donations were not included in this summary; club donations are captured in the Snowmobile Club summary.

(c) Parts/Service in NYS: In this analysis, we decided to include one-half of the total of \$16,579,398 reported by snowmobile households. It is estimated that snowmobile households spend some part of their budget for parts at snowmobile dealers; that figure is reported in the Snowmobile Dealer summary. However, some portion of such spending is probably done at other sources (Wal-Mart, K-Mart, local stores, mail-order catalogs, etc., that are not specifically snowmobile dealers). After discussion with other researchers and people familiar with snowmobiling, we decided to list 50% of the total reported by snowmobile households.

(d) Clothing-accessories/in NYS: It is estimated that snowmobile households spend some part of their budget for clothes and accessories at snowmobile dealers; that figure is reported in the Snowmobile Dealer summary. However, some portion of such spending is probably done at other sources (Wal-Mart, K-Mart, local stores, mail-order catalogs, etc., that are not specifically snowmobile dealers). After discussion with other researchers and people familiar with snowmobiling, we decided to list 50% of the total of \$19,282,526 reported by snowmobile households.

Table 7 includes those revenue categories included in the Snowmobile Equipment Dealer Survey. The table lists total statewide revenues for snowmobile dealers.

- Total adjusted revenues for snowmobile equipment dealers statewide during the 1996-97 snowmobiling season are estimated at \$117.1 million.

Table 7: Estimated Adjusted Total Snowmobile Equipment Dealer Revenues, New York State, 1996-97 Snowmobile Season

Category of Revenue	Total Statewide Revenue
1	2
New snowmobiles sold	\$91,285,207
Snowmobile option pkg.	\$9,948,968
Used snowmobiles sold	(a) \$3,028,125
New groomers sold	\$822,558
Groomer option pkg.	\$4,211
Used groomers sold	\$0
Accessory packages sold	\$1,475,813
Repairs/service/modifications	\$6,707,804
Trailers sold	\$3,862,320
Total:	\$117,135,006

Note:

(a) While the dollar amounts for statewide sales of used snowmobiles, estimated at \$20,187,501, are significant, sales of used snowmobiles are usually not considered to generate economic impact. The economic impact of a snowmobile sale occurs when that machine is new, and the new machine can be added to the previous total of machines. However, according to other researchers and people familiar with the snowmobile industry, used snowmobiles do generate economic impacts through profit margins on sales, parts and service, sales taxes, estimated at 15% of total used snowmobile sales revenue. Therefore, we report \$3,028,125 in revenues from sales of used snowmobiles ($0.15 * \$20,187,501 = \$3,028,125$).

Table 8 includes those spending categories included in the Snowmobile Club survey. The table lists total statewide revenues obtained by snowmobile clubs.

- **Total adjusted statewide revenues for snowmobile clubs during the 1996-97 snowmobiling season is estimated at \$3.1 million.**

Table 8: Estimated Adjusted Total Snowmobile Club Revenues, New York State, 1996-97 Snowmobile Season

Category of Revenue	Total Statewide Revenue
1	2
Club rev. from member dues	\$429,157
Club rev. from other sources	\$1,894,581
Fundraising revenues	\$820,841
Total:	\$3,144,579

Total estimated direct snowmobile-related spending in New York during the 1996-97 snowmobiling season is estimated at \$238.1 million, as shown in Table 9.

Table 9: Total Direct Spending in Snowmobiling Sectors in New York, 1996-97

	Total Statewide Revenue (\$ Millions)
1	2
Direct Spending	
Snowmobile Households	\$117.9
Snowmobile Dealers	\$117.1
Snowmobile Clubs	\$3.1
Total, Direct Spending:	\$238.1

An economic multiplier is used to determine the overall economic impact of the estimated direct spending reported above. A multiplier assumes that each dollar of reported direct spending will produce additional, indirect, spending, as that dollar circulates through the economy. A multiplier of "2" has been used in similar studies; this assumes that each dollar of direct spending will generate one additional dollar of indirect spending. Thus, direct spending multiplied by 2 equals the total economic impact.

Table 10 lists the total direct spending, an estimate of indirect spending, and the total economic impact of snowmobiling, namely the sum of direct and indirect spending in New York for the 1996-97 season.

Table 10: Total Economic Impact of Snowmobiling in New York, 1996-97

	Total Statewide Revenue (\$ Millions)
1	2
Total, Direct Spending:	\$238.1
Indirect Spending (using economic multiplier of "2")	\$238.1
Total Economic Impact	\$476.2

In all likelihood, our estimate of economic impact under-reports actual economic impact because we have been careful and conservative in our economic assumptions and calculations of total spending and revenues.

- The total economic impact of snowmobile-related spending in New York during the 1996-97 snowmobiling season is estimated at \$476.2 million.

Part B: Economic Impact of the Snowmobile Industry Outside New York, 1996-97

The economic impacts of snowmobiling in New York as estimated in this study do not include those aspects of the New York snowmobile industry as:

- spending by New York snowmobilers outside of the state;
 - spending by snowmobilers who visit New York from other states and from Canada.
- New Yorkers like to travel to pursue their sport. Over 30% of snowmobile households reported traveling outside New York for snowmobiling. Table 11 shows total spending for New York snowmobilers who traveled to other states or Canada to snowmobile.

This leakage (dollars spent by New York snowmobilers outside New York) is significant. If the estimated total spending of \$15 million outside New York has a similar economic impact in other states as does spending within New York, then New York snowmobilers generate a total economic impact of over \$30 million for other states.

Table 11: Total Spending by Snowmobile Households Outside New York, by Category for the 1996-97 Snowmobiling Season

Category of Spending	Total Spent Statewide by Snowmobiling Households
1	2
Rent snowmobiles	\$242,231
\$ for gas, oil	\$4,758,980
Parts, service	\$1,775,569
Clothes-accessories	\$1,775,303
\$ @ motels	\$3,732,512
\$ for meals	\$3,022,291
Total:	\$15,306,886

- In a similar manner, it is common knowledge that outsiders come to New York to snowmobile; a look at the parking areas for any popular snowmobiling site will demonstrate this. The surveys conducted for this study do not capture the economic impact of snowmobiling visitors from out of state (except as their spending may be included in snowmobile dealer responses).

We can assume that tourists from other states and Canada have a significant effect on snowmobiling revenues in New York. If New Yorkers going out-of-state provide an economic benefit of more than \$30 million to other states, it is not unreasonable to assume that visiting snowmobilers may bring a similar, or greater, benefit with them to New York. This area should be studied further.

Attachment A:

**Sample Snowmobile Owners
Survey**

Attachment A

Sample Snowmobile Owners Survey

July 1, 1997

Dear Fellow Snowmobiler,

As a snowmobile enthusiast, you may already know that this sport has become one of the most popular recreational activities in New York State. In order to properly promote snowmobiling in our state, NYSSA, the New York State Snowmobile Association, Inc., would like to ask you for information to find out what snowmobilers are doing, what their opinions are concerning several aspects of the sport, and what the economic impact of snowmobiling is in New York.

NYSSA has asked the Merwin Rural Services Institute at SUNY Potsdam (MRSI) to prepare and distribute the enclosed survey to owners of snowmobiles registered in New York State. Your household is one of a small number selected to complete a survey about their snowmobiling activities. Your name was drawn randomly from a list of all snowmobile registrations in New York State. In order that the results of the survey truly represent the entire range of snowmobiling activities, it is important that each survey be completed and returned by July 28, 1997.

It should take only a few minutes of your time to complete this survey. You can be assured of complete confidentiality. Survey results will be reported in a summary form, and no individual will be identified by name in the study.

Please know that success of this project greatly depends on the completion and return of the surveys. Your participation and input are essential to the success of this project.

If you have any questions about this survey, please call Ram Chugh of MRSI/SUNY Potsdam at (315) 267-3051. Or, you may call me in the evening at (518) 587-6240. Thank you very much for your assistance and cooperation with this project.

Sincerely,

Ray Quackenbush
President
New York State Snowmobile Association, Inc.

Your response is essential to the future of
the snowmobile industry in New York State.

SURVEY FOR SNOWMOBILE OWNERS

Introduction: Snowmobiling has become a very popular recreational activity, and an important part of the economy of New York State. The New York State Snowmobile Association, Inc. (NYSSA) requested the Merwin Rural Services Institute at SUNY Potsdam (MRSI) to conduct this survey to determine the economic impact of, and other issues important to, snowmobiling in New York.

You have been selected to participate in this survey as part of a random sample. Your responses to this survey are very important, because only a small number of surveys have been distributed. Your individual responses are confidential; only summarized results will be reported. **Please respond by July 28, 1997.**

Mailing instructions are listed on Page 7 of this survey. If you have any questions, please contact Ram Chugh, MRSI Director, at (315) 267-3051. **Thank you for your cooperation!**

Part I: Profile of Your Snowmobiling Household

1. Are you a resident of New York State? ____ Yes; ____ No
 - a. If yes, what county do you live in? _____
 - b. If no, what state/province do you live in? _____
 - c. Do you consider the place you live to be: ____ urban; ____ suburban; ____ rural.
2. How long have you been snowmobiling? ____ years
 - a. What year did the first person in your household begin snowmobiling? _____
3. How many people in your household participate in snowmobiling activities?
(Circle the appropriate number):
 1 2 3 4 5 6 or more
4. How many snowmobiles does your household own? ____
 - a. For each snowmobile owned, indicate the year purchased, whether it was purchased new or used, the amount paid, and whether it is registered or insured:

Year Purchased	New or Used (Circle one)	\$ Amount Paid	Registered? (Circle one)	Insured? (Circle one)
1.	New or Used	\$	Yes / No	Yes / No
2.	New or Used	\$	Yes / No	Yes / No
3.	New or Used	\$	Yes / No	Yes / No
4.	New or Used	\$	Yes / No	Yes / No
5.	New or Used	\$	Yes / No	Yes / No
5. Do you or others in your household belong to a snowmobile club? ____ Yes; ____ No
 - a. If yes, how much do you and others in your household pay in annual club dues and fees? \$ _____
 - b. If yes, what club activities do you participate in?
 - i. _____
 - ii. _____
 - iii. _____
 - c. If yes, how much money do you and others in your household spend annually on raffle tickets, fund-raisers and charity donations to the club? \$ _____
6. Did you or others in your household rent a snowmobile during the last year? ____ Yes; ____ No
 - a. If yes, how much did you spend on snowmobile rental(s) in New York State? \$ _____
 - b. If yes, how much did you spend on snowmobile rental(s) outside New York State? \$ _____

7. How much did you or others in your household spend on insurance for your snowmobile(s) during the last year? \$ _____
8. Have you or others in your household purchased a vehicle primarily to be able to transport your snowmobile(s)? ____ Yes; ____ No
- a. If yes, please estimate your additional cost over the vehicle you would have purchased if you did not transport your snowmobile(s): \$ _____
- b. If yes, how much did you or others in your household spend on maintenance, parts, or supplies for the vehicle used to transport your snowmobile(s): \$ _____
9. How much did you and others in your household spend on the purchase, maintenance, etc., for trailers to carry snowmobiles during the last year? \$ _____
10. Do you or others in your household own a second home, camp or property that is used primarily for snowmobiling? ____ Yes; ____ No
- a. If yes, is it: ____ in New York State (what town/county? _____) _____ outside New York State (what town/state? _____)
11. How many total days did you spend snowmobiling during the 1996-97 season? _____ days total
12. How many total days did others in your household spend snowmobiling during the season? _____ days total
13. Did you or others in your household travel to another region of NYS (outside your county or an adjoining county), or to other states/provinces, in order to snowmobile during the 1996-97 season? ____ Yes; ____ No
- a. If yes, list the areas in NYS, other states, or provinces, in the order of frequency of visit; for each area listed, please rate the quality of the snowmobile experience (E = Excellent; G = Good; F = Fair; P = Poor):

	Within New York		Outside of New York		Canada	
	Locations:	Rating	Locations:	Rating	Locations:	Rating
1.						
2.						
3.						
4.						

Part II: Snowmobile Usage and Expenditures During the 1996-97 Snowmobile Season

14. How many miles did you and others in your household put on your snowmobile(s) during the 1996-97 snowmobile season?
- In New York State: _____ miles Outside New York State: _____ miles
15. How much did you and others in your household spend on gasoline, oil and supplies for your snowmobile(s) during the 1996-97 snowmobile season?
- In New York State: \$ _____ Outside New York State: \$ _____
16. How much did you and others in your household spend on parts, service and repairs for your snowmobile(s) during the 1996-97 snowmobile season?
- In New York State: \$ _____ Outside New York State: \$ _____

17. How much did you and others in your household spend on clothing and accessories (examples: jackets, pants, caps, helmets, gloves, goggles, boots, covers, customizing, etc.) for snowmobiling during the 1996-97 snowmobile season?

In New York State: \$ _____

Outside New York State: \$ _____

18. Did you or others in your household take overnight snowmobiling trips during the 1996-97 snowmobile season? _____ Yes; _____ No

If yes, please answer the following questions:

- a. How many nights did you or others in your household spend on overnight trips in NYS?
_____ nights
- b. How many nights did you or others in your household spend on overnight trips outside NYS?
_____ nights
- c. How many nights did you or others in your household spend in hotels/motels in NYS?
_____ nights
- d. How many nights did you or others in your household spend in hotels/motels outside NYS?
_____ nights
- e. How much money did you or others in your household spend on hotels or motels in NYS?
\$ _____
(Example: 3 people who each spent 5 nights at hotels at a cost of \$30 per night per person = \$450 total)
- f. How much money did you or others in your household spend on hotels or motels outside NYS? \$ _____
- g. How much money did you or others in your household spend on meals in NYS?
\$ _____
(Example: 3 people who each spent 5 days on trips at a cost of \$15 per person for food = \$225 total)
- h. How much money did you or others in your household spend on meals outside NYS?
\$ _____

Part III: Safety, Convenience, Support Services

19. Please rate the following items about snowmobile safety in New York State during the 1996-97 snowmobiling season. Put a check mark in the appropriate box:

	Excellent	Good	Fair	Poor
Overall safety on trails				
Identification of hazards on trails				
Sharing trails with other users				
Behavior of other snowmobilers				

20. Please rate the following items about convenience of snowmobile trails in New York State during the 1996-97 snowmobiling season. Put a check mark in the appropriate box:

	Excellent	Good	Fair	Poor
Overall trail system				
Signage on trails				
Trail grooming				
Trail placement - scenic, natural value				
Access to trails from roads				
Parking availability near trails				
Information about trails, activities				
Accuracy of trail maps, information				

21. Please rate the following items about support services for snowmobiling in New York State during the 1996-97 snowmobiling season. Put a check mark in the appropriate box:

	Excellent	Good	Fair	Poor
Food availability near trails				
Gas station availability near trails				
Repair parts and services near trails				
Lodging for snowmobilers and equipment				

Part IV: Snowmobile Regulations

22. How many members in your household have ever taken a snowmobile safety course? _____ members
23. Should the existing snowmobile safety course (mandatory for operators under 16 years old) also be made mandatory for 16 and 17 year-old operators? _____ Yes; _____ No; _____ No Opinion
24. The major portion of NYS registration fees are used to maintain and develop a network of snowmobile trails.
- Should snowmobile registration fees be increased in order to extend and improve the safety, signage, or grooming of the trail system? _____ Yes; _____ No; _____ No Opinion
 - How much of an increase would you support for safety, signage or grooming? \$ _____
 - Should snowmobile registration fees be increased in order to improve law enforcement, safety training, or rider education programs? _____ Yes; _____ No; _____ No Opinion
 - How much of an increase would you support for law enforcement, safety training, or rider education programs? \$ _____
25. How many members of your household have ever had a problem with a snowmobile registration or renewal? _____ members.
- a. If anyone in your household has experienced such problems, list the type(s) of problem(s) experienced: _____
26. Do you think that a statewide maximum speed limit for snowmobiles should be established? _____ Yes; _____ No; _____ No Opinion If yes, what should it be? _____ m.p.h.
27. Do you think that helmets should be mandatory for snowmobilers? _____ Yes; _____ No; _____ No Opinion
28. Do you think that insurance should be required on any trail open to the public? _____ Yes; _____ No; _____ No Opinion
29. In your experience, how serious a problem is alcohol use by snowmobile operators? (check one)
 _____ No Problem; _____ Minimal Problem; _____ Moderate Problem; _____ Serious Problem
30. In your experience, how serious a problem is drug use by snowmobile operators? (check one)
 _____ No Problem; _____ Minimal Problem; _____ Moderate Problem; _____ Serious Problem
31. While on a trail, have you or others in your household ever had a problem with intoxicated snowmobilers? _____ Yes; _____ No; _____ No Opinion
32. How often have you or others in your household seen a law enforcement officer enforcing the snowmobile law(s) on the trail or elsewhere?
 _____ Often; _____ Sometimes; _____ Rarely; _____ Never.

Part V: Promoting Snowmobiling in New York State

33. Please list, in rank order, the three most important things that you believe the NYSSA should do to promote snowmobiling in New York State (for example: better signs, maps; improved trail systems; better grooming on more trails; improved regulations; etc.)

- i. _____
- ii. _____
- iii. _____

34. Please use this space and/or an additional sheet to make any other comments.

Part VI: General Information

35. Please answer some questions about yourself and your household:

a. How old are you? (Check one)

_____ under 20; _____ 20-29; _____ 30-39; _____ 40-49; _____ 50-59; _____ 60-69; _____ 70 or older

b. Are you: _____ Male; or _____ Female?

c. How many people are in your household: _____ people

d. How many people in your household are under eighteen years of age: _____ people

e. What was the combined income for your household in 1996? (Check one)

_____ Less than \$20,000; _____ between \$20,000 - \$39,999; _____ between \$40,000 - \$59,999;
_____ between \$60,000 - \$79,999; _____ between \$80,000 - \$99,999; _____ \$100,000 or more

f. Last year of school that you completed: (Check one)

_____ Grade school; _____ Some high school; _____ High school grad; _____ Some college;
_____ 2-year degree; _____ 4-year degree; _____ Some graduate school; _____ Graduate degree

g. Do you own or rent your home? _____ Own; _____ Rent

Thank you very much for your time in completing this survey!
Please see the next page for instructions about sending the survey to MRSI at SUNY Potsdam.

Instructions for Returning Survey:

1. If you have used additional sheets of paper for your answers, please put them inside the survey, between pages 4 and 5.
2. Fold the survey along the inside (stapled) edge, so that this page is on top.
3. Fold again along the dotted line below.
4. Tape the open end. PLEASE DO NOT STAPLE!
5. Mail at your earliest convenience; mail before July 28th.

Thanks again for your help!

Fold along the inside (stapled) edge

FOLD ON DOTTED LINE

860029

William C. Merwin Rural Services Institute
SUNY Potsdam
44 Pierrepont Avenue
Potsdam, New York 13676-2294

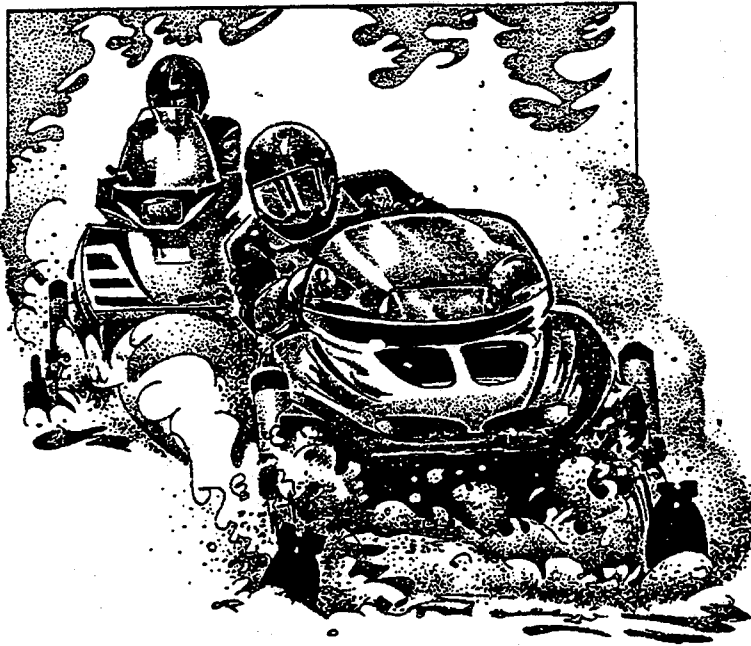
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SUNY Potsdam
44 Pierrepont Avenue
Potsdam, New York 13676-2294



NYSSA Wants You!

The New York State Snowmobile Association needs your help. Please complete the survey included in this packet and return it according to the instructions on page 7. NYSSA will use your responses to help make snowmobiling better, safer, and...

A LOT MORE FUN!

860029

William C. Marwin Rural Services Institute
SUNY Potsdam
44 Pierrepont Avenue
Potsdam, New York 13676-2294

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Attachment B:

Survey for Snowmobile Owners: Tabulation of Responses

Attachment B

Survey For Snowmobile Owners: Tabulation of Responses

Number of surveys returned: 445

Part I: Profile of Your Snowmobiling Household

1. Are you a resident of New York State?

Yes: 88.7% No: 11.3%

Number of responses = 443

a. If yes, what county do you live in? Number of responses = 389

Albany:	1.5%	Hamilton:	0.5%	Queens:	0.2%
Allegany:	0.5%	Herkimer:	2.8%	Rensselaer:	1.5%
Broome:	1.5%	Jefferson:	2.3%	Rockland:	0.5%
Cattaraugus:	1.7%	Lewis:	1.2%	Saratoga:	4.1%
Cayuga:	1.5%	Livingston:	1.0%	Schenectady:	2.0%
Chautauqua:	2.8%	Madison:	2.8%	Schoharie:	1.0%
Chemung:	0.5%	Monroe:	3.6%	Seneca:	0.2%
Chenango:	0.5%	Montgomery:	1.7%	St. Lawrence:	3.6%
Clinton:	1.2%	Nassau:	0.5%	Steuben:	0.7%
Columbia:	0.2%	Niagara:	2.5%	Suffolk:	1.2%
Cortland:	1.0%	Oneida:	6.2%	Tioga:	0.5%
Delaware:	1.2%	Onondaga:	5.9%	Tompkins:	0.2%
Dutchess:	1.7%	Ontario:	2.5%	Ulster:	1.5%
Erie:	8.9%	Orange:	2.8%	Warren:	0.5%
Essex:	1.0%	Orleans:	1.0%	Washington:	1.0%
Franklin:	1.5%	Oswego:	5.6%	Wayne:	1.5%
Fulton:	2.0%	Otsego:	1.2%	Westchester:	0.5%
Genesee:	1.0%	Putnam:	0.2%	Wyoming:	2.3%
Greene:	0.2%				

b. If no, what state/province do you live in? Number of responses = 50

Connecticut: 6%

Massachusetts: 6%

Pennsylvania: 38%

Delaware: 2%

New Hampshire: 2%

Vermont: 2%

Florida: 2%

New Jersey: 34%

Virginia: 2%

Maryland: 2%

Ohio: 4%

c. Do you consider the place you live to be: Number of responses = 419

urban: 3.5%

suburban: 28.2%

rural: 68.3%

2. How long have you been snowmobiling? Number of responses = 439

Average # of years: 16

Median # of years: 16.5

Range of years reported: 1 to 40 years

a. What year did the first person in your household begin snowmobiling?

Number of responses = 398

Median year reported: 1977

Range of years reported: 1955 to 1996

3. How many people in your household participate in snowmobiling activities?

Number of responses = 444

Average # of persons per household: 2.6

Median # of persons per household: 2

4. How many snowmobiles does your household own? Number of responses = 437

Average # of snowmobiles owned per household: 2.6

Median # of snowmobiles owned per household: 2

Range of snowmobiles owned per household reported: 1 to 10 snowmobiles

a. For each snowmobile owned, indicate the year purchased, whether it was purchased new or used, the amount paid, and whether it is registered or insured:

- First snowmobile owned: Number of responses = 438

Year Purchased	New or Used	Amount Paid	Registered	Insured
Average Year	New	Average Amt	Yes	Yes
1992	60.3%	\$3,855	95.9%	83.9%
Median Year	Used	Range	No	No
1995	39.7%	\$0 to \$8,800	4.1%	16.1%
Range of Years				
1969 to 1998				

- Second snowmobile owned: Number of responses = 332

Year Purchased	New or Used	Amount Paid	Registered	Insured
Average Year	New	Average Amt	Yes	Yes
1993	56.9%	\$3,793	94.3%	82.3%
Median	Used	Range	No	No
1995	43.1%	\$0 to \$10,000	5.7%	17.7%
Range				
1972 to 1998				

- Third snowmobile owned: Number of responses = 134

Year Purchased	New or Used	Amount Paid	Registered	Insured
Average Year 1991	New 52.6%	Average Amt \$3,381	Yes 84.4%	Yes 72.9%
Median 1995	Used 47.4%	Range \$50 to \$9,000	No 15.6%	No 27.1%
Range 1969 to 1998				

- Fourth snowmobile owned: Number of responses = 63

Year Purchased	New or Used	Amount Paid	Registered	Insured
Average Year 1990	New 50.0%	Average Amt \$3,026	Yes 73.4%	Yes 67.2%
Median 1993	Used 50.0%	Range \$50 to \$8,500	No 26.6%	No 32.8%
Range 1964 to 1998				

- Fifth snowmobile owned: Number of responses = 25

(Year Purchased	New or Used	Amount Paid	Registered	Insured
Average Year 1990	New 50.0%	Average Amt \$3,035	Yes 70.4%	Yes 48.1%
Median 1994	Used 50.0%	Range \$150 to \$6,800	No 29.6%	No 51.9%
Range 1972 to 1997				

5. Do you or others in your household belong to a snowmobile club?

Yes: 43.3%; No: 56.7%

Number of responses = 441

- a. If yes, how much do you and others in your household pay in annual club dues and fees? Number of responses = 190

Average Expense: \$28
 Median Expense: \$20
 Range of Expense: \$0 to \$165

b. If yes, what club activities do you participate in? Total number of responses = 328

Club Activities	1st Activity	2nd Activity	3rd Activity	Total Responses for Each Activity	Response for Activity as % of all Responses
Grooming/trail work	28	26	16	70	21.4%
Club rides/trips	39	13	11	63	19.3%
Raffles/fundraising	17	17	11	45	13.8%
Dinners/cookouts	6	17	9	32	9.8%
Meetings	18	9	4	31	9.4%
Poker run	18	6	6	30	9.1%
Outings/social events	7	9	11	27	8.2%
Club organization/leadership	5	4	1	10	3.0%
Community service/relations	3	3	2	8	2.4%
Races	2	1	3	6	1.8%
Trips to other states/Canada	3	0	1	4	1.2%
Training/safety education	1	0	1	2	0.6%
Total Number of Responses:	147	105	76	328	100.0%

c. If yes, how much money do you and others in your household spend annually on raffle tickets, fund-raisers and charity donations to the club? Number of responses = 185

Average Expense: \$69
Median Expense: \$50
Range of Expense: \$0 to \$300

6. Did you or others in your household rent a snowmobile during the last year?
Yes: 1.4% No: 98.6% Number of responses = 190

a. If yes, how much did you spend on snowmobile rental(s) in New York State?

Number of responses = 8
Average Expense: \$138
Median Expense: \$0
Range of Expense: \$0 to \$500

b. If yes, how much did you spend on snowmobile rental(s) outside New York State?

Number of responses = 7
Average Expense: \$261
Median Expense: \$200
Range of Expense: \$0 to \$800

7. How much did you or others in your household spend on insurance for your snowmobile(s) during the last year?

Number of responses = 400
Average Expense: \$197
Median Expense: \$138
Range of Expense: \$0 to \$2,000

8. Have you or others in your household purchased a vehicle primarily to be able to transport your snowmobile(s)?

Yes: 34.5% No: 65.5%

Number of responses = 438

- a. If yes, please estimate your additional cost over the vehicle you would have purchased if you did not transport your snowmobile(s):

Number of responses = 120

Average Expense:	\$6,842
Median Expense:	\$5,000
Range of Expense:	\$0 to \$35,000

- b. If yes, how much did you or others in your household spend on maintenance, parts, or supplies for the vehicle used to transport your snowmobile(s):

Number of responses = 133

Average Expense:	\$552
Median Expense:	\$300
Range of Expense:	\$0 to \$5,000

9. How much did you and others in your household spend on the purchase, maintenance, etc., for trailers to carry snowmobiles during the last year?

Number of responses = 361

Average Expense:	\$818
Median Expense:	\$250
Range of Expense:	\$0 to \$14,500

10. Do you or others in your household own a second home, camp or property that is used primarily for snowmobiling?

Yes: 18.3%% No: 81.7%

Number of responses = 438

a. If yes, is it in New York State (what town/county)? Number of responses = 72

NYS County	Number of Responses	Responses as % of NYS Total
Herkimer:	12	16.68%
Lewis:	11	15.29%
Franklin:	9	12.51%
Oneida:	6	8.34%
Oswego:	6	8.34%
Hamilton:	3	4.17%
Warren:	3	4.17%
Erie:	2	2.78%
Greene:	2	2.78%
St. Lawrence:	2	2.78%
Wyoming:	2	2.78%
Allegany:	1	1.39%
Chautauqua:	1	1.39%
Chenango:	1	1.39%
Cortland:	1	1.39%
Fulton:	1	1.39%
Livingston:	1	1.39%
Montgomery:	1	1.39%
Otsego:	1	1.39%
Rockland:	1	1.39%
Saratoga:	1	1.39%
Schoharie:	1	1.39%
Sullivan:	1	1.39%
Ulster:	1	1.39%
Washington:	1	1.39%

b. If yes, is it outside New York State (what town/state)? Number of responses = 8

Other State	Number of Responses	Responses as % of Other Total
Pennsylvania	4	50%
Vermont	2	25%
New Jersey	1	12.5%
Ontario	1	12.5%

11. How many total days did you spend snowmobiling during the 1996-97 season?

Number of responses = 430

Average Number of Days: 24.3
Median Number of Days: 20
Range of Days: 0 to 120

12. How many total days did others in your household spend snowmobiling during the season?

Number of responses = 387

Average Number of Days (others): 19.6
Median Number of Days (others): 10
Range of Days (others): 0 to 200

13. Did you or others in your household travel to another region of NYS (outside your county or an adjoining county), or to other states/provinces, in order to snowmobile during the 1996-97 season?

Yes: 66.7% No: 33.3%

Number of responses = 427

- a. If yes, list the areas in NYS, other states, or provinces, in the order of frequency of visit; for each area listed, please rate the quality of the snowmobile experience :

- Locations within New York State (respondents were asked to list 4 locations):
(1= Excellent; 2 = Good; 3 = Fair; 4 = Poor)

Number of responses = 496

Locations Within New York State	Number of Responses	Average Rating
Albany County	1	2
Allegany County	11	2.2
Broome County	1	2
Cattaraugus County	10	2.3
Cayuga County	3	3
Chautauqua County	7	1.9
Chenango County	2	2
Clinton County	3	2.7
Cortland County	2	2
Erie County	7	2.9
Essex County	5	1.8
Franklin County	10	2.7
Fulton County	18	2.2
Genesee County	1	2
Hamilton County	95	1.9
Herkimer County	41	2
Jefferson County	5	1.8
Lewis County	138	2
Madison County	3	3
Montgomery County	2	2
Oneida County	19	1.8
Onondaga County	4	2.3
Oswego County	43	2.3
Otsego County	5	2.2
Rensselaer County	1	3
Saratoga County	4	2.3
St. Lawrence County	13	2.5
Sullivan County	6	3
Ulster County	3	3
Warren County	18	2.3
Washington County	1	3
Wayne County	2	3
Wyoming County	12	2.2

- Locations within other states (respondents were asked to list 4 locations):
(1= Excellent; 2 = Good; 3 = Fair; 4 = Poor)
Number of responses = 76

Locations Within Other State	Number of Responses	Average Rating
Idaho	1	1
Maine	3	2
Massachusetts	5	1.4
Michigan	8	1.4
Montana	1	1
New Hampshire	7	1.7
New Jersey	1	2
Pennsylvania	19	2.1
Vermont	25	1.6
Virginia	1	2
Wisconsin	1	1
Wyoming	1	1
Yellowstone *	3	1

* Yellowstone National Park area extends beyond the borders of a single state and is therefore listed separately.

- Locations Canada (respondents were asked to list 4 locations):
(1= Excellent; 2 = Good; 3 = Fair; 4 = Poor) Number of responses = 60

Canada Locations	Number of Responses	Average Rating
Halbirton Provincial Park	2	1
Ontario	26	1.2
Quebec	32	1.1

Part II: Snowmobile Usage and Expenditures During the 1996-97 Snowmobile Season

14. How many miles did you and others in your household put on your snowmobile(s) during the 1996-97 snowmobile season?

In New York State:	Number of responses = 431
Average Mileage:	975
Median Mileage:	700
Range in Mileage:	0 to 7,000
Outside New York State:	Number of responses = 165
Average Mileage:	464
Median Mileage:	200
Range in Mileage:	0 to 3,000

15. How much did you and others in your household spend on gasoline, oil and supplies for your snowmobile(s) during the 1996-97 snowmobile season?

In New York State:	Number of responses = 387
Average Expense:	\$401
Median Expense:	\$250
Range of Expense:	\$0 to \$12,000

Outside New York State:	Number of responses = 137
Average Expense:	\$262
Median Expense:	\$100
Range of Expense:	\$0 to \$5,500

16. How much did you and others in your household spend on parts, service and repairs for your snowmobile(s) during the 1996-97 snowmobile season?

In New York State:	Number of responses = 406
Average Expense:	\$308
Median Expense:	\$150
Range of Expense:	\$0 to \$3,200
Outside New York State:	Number of responses = 124
Average Expense:	\$108
Median Expense:	\$150
Range of Expense:	\$0 to \$2,000

17. How much did you and others in your household spend on clothing and accessories (examples: jackets, pants, caps, helmets, gloves, goggles, boots, covers, customizing, etc.) for snowmobiling during the 1996-97 snowmobile season?

In New York State:	Number of responses = 412
Average Expense:	\$353
Median Expense:	\$200
Range of Expense:	\$0 to \$4,000
Outside New York State:	Number of responses = 130
Average Expense:	\$103
Median Expense:	\$0
Range of Expense:	\$0 to \$1,500

18. Did you or others in your household take overnight snowmobiling trips during the 1996-97 snowmobile season?

Yes: 47.5% No: 52.4% Number of responses = 433

If yes, please answer the following questions:

a. How many nights did you or others in your household spend on overnight trips in NYS?

Number of responses = 412
Average Number of Nights: 3.54
Median Number of Nights: 5
Range of Nights: 0 to 52

b. How many nights did you or others in your household spend on overnight trips outside NYS?

Number of responses = 130
Average Nights: 4.25
Median Nights: 0
Range of Nights: 0 to 100

c. How many nights did you or others in your household spend in hotels/motels in NYS?

Number of responses = 194
Average Nights: 4.32
Median Nights: 2
Range of Nights: 0 to 35

- d. How many nights did you or others in your household spend in hotels/motels outside NYS? Number of responses = 157
 Average Nights: 2.9
 Median Nights: 0
 Range of Nights: 0 to 40
- e. How much money did you or others in your household spend on hotels or motels in NYS? (Example: 3 people who each spent 5 nights at hotels at a cost of \$30 per night per person = \$450 total) Number of responses = 190
 Average Expense: \$259
 Median Expense: \$131
 Range of Expense: \$0 to \$2,000
- f. How much money did you or others in your household spend on hotels or motels outside NYS? Number of responses = 153
 Average Expense: \$184
 Median Expense: \$0
 Range of Expense: \$0 to \$1,780
- g. How much money did you or others in your household spend on meals in NYS? (Example: 3 people who each spent 5 days on trips at a cost of \$15 per person for food = \$225 total) Number of responses = 210
 Average Expense: \$315
 Median Expense: \$240
 Range of Expense: \$0 to \$2,500
- h. How much money did you or others in your household spend on meals outside NYS? Number of responses = 152
 Average Expense: \$150
 Median Expense: \$40
 Range of Expense: \$0 to \$2,500

Part III: Safety, Convenience, Support Services

19. Please rate the following items about snowmobile safety in New York State during the 1996-97 snowmobiling season. Number of responses = 417

	Excellent	Good	Fair	Poor
Overall safety on trails	13.2%	65.7%	19.7%	1.4%
Identification of hazards on trails	14.2%	44.5%	32.2%	9.1%
Sharing trails with other users	13.9%	62.4%	19.9%	3.8%
Behavior of other snowmobilers	9.9%	56.9%	26.6%	6.6%

20. Please rate the following items about convenience of snowmobile trails in New York State during the 1996-97 snowmobiling season. Number of responses = 415

	Excellent	Good	Fair	Poor
Overall trail system	12.0%	52.8%	28.8%	6.4%
Signage on trails	10.1%	44.7%	33.5%	11.7%
Trail grooming	6.2%	31.6%	42.8%	19.4%
Trail placement - scenic, natural value	23.9%	53.9%	19.3%	2.9%
Access to trails from roads	16.6%	53.1%	25.5%	4.8%
Parking availability near trails	12.3%	42.1%	33.4%	12.1%
Information about trails, activities	9.1%	33.7%	34.3%	22.9%
Accuracy of trail maps, information	11.9%	43.1%	31.9%	13.1%

21. Please rate the following items about support services for snowmobiling in New York State during the 1996-97 snowmobiling season. Number of responses = 410

	Excellent	Good	Fair	Poor
Food availability near trails	23.5%	55.2%	17.0%	4.3%
Gas station availability near trails	12.9%	46.3%	32.7%	8.1%
Repair parts and services near trails	5.4%	32.7%	38.5%	23.4%
Lodging for snowmobilers and equipment	9.6%	48.6%	31.8%	10.0%

Part IV: Snowmobile Regulations

22. How many members in your household have ever taken a snowmobile safety course? Number of responses = 432

0 - Members:	55.1%
1 - Members:	24.8%
2 - Members:	12.5%
3 - Members:	4.4%
4 - Members:	2.5%
5 - Members:	0.5%
6 - Members:	0.2%

23. Should the existing snowmobile safety course (mandatory for operators under 16 years old) also be made mandatory for 16- and 17-year-old operators?

Number of responses = 439

Yes:	66.1%
No:	19.1%
No Opinion:	14.8%

24. The major portion of NYS registration fees are used to maintain and develop a network of snowmobile trails.

- a. Should snowmobile registration fees be increased in order to extend and improve the safety, signage, or grooming of the trail system?

Number of responses = 439

Yes:	41.0%
No:	46.7%
No Opinion:	12.3%

- b. How much of an increase would you support for safety, signage or grooming?

Number of responses = 288

Average Increase:	\$11
Median Increase:	\$5
Range of Increase:	\$0 to \$250

- c. Should snowmobile registration fees be increased in order to improve law enforcement, safety, training, or rider education programs?

Number of responses = 433

Yes:	21.9%
No:	65.4%
No Opinion:	12.7%

- d. How much of an increase would you support for law enforcement, safety training, or rider education programs?

Number of responses = 266

Average Increase:	\$4
Median Increase:	\$0
Range of Increase:	\$0 to \$100

25. How many members of your household have ever had a problem with a snowmobile registration or renewal?

Number of responses = 412

0 - Members:	89.6%
1 - Members:	7.3%
2 - Members:	1.9%
3 - Members:	0.2%
4 - Members:	1.0%

- a. If anyone in your household has experienced such problems, list the type(s) of problem(s) experienced:

Number of responses = 42

Problem Type	Number of Responses
Not timely	8
Poor Service at DMV	6
Never Received Renewal	5
DMV Had Incorrect Information	5
DMV Lost Information/Forms	4
No Forms Available at DMV	4
Difficulty With Out of State Registration	3
Trail Fees Too High/No Trails in Area	3
No Access to Forms/DMV	2
Unable to Contact Regulatory Agency	2

26. Do you think that a statewide maximum speed limit for snowmobiles should be established?

Number of responses = 433

Yes: 25.4%
No: 64.2%
No Opinion: 10.4%

If yes, what should it be?

Number of responses = 93

Average Speed: 54 mph
Median Speed: 50 mph
Range of Speed: 0 to 140 mph

27. Do you think that helmets should be mandatory for snowmobilers?

Number of responses = 439

Yes: 88.2%
No: 9.1%
No Opinion: 2.7%

28. Do you think that insurance should be required on any trail open to the public?

Number of responses = 440

Yes: 79.5%
No: 15.2%
No Opinion: 5.3%

29. In your experience, how serious a problem is alcohol use by snowmobile operators?

Number of responses = 438

No Problem: 11.4%
Minimal Problem: 43.6%
Moderate Problem: 30.6%
Serious Problem: 14.4%

30. In your experience, how serious a problem is drug use by snowmobile operators?

Number of responses = 419

No Problem:	40.8%
Minimal Problem:	43.7%
Moderate Problem:	9.5%
Serious Problem:	6.0%

31. While on a trail, have you or others in your household ever had a problem with intoxicated snowmobilers?

Number of responses = 440

Yes:	20.5%
No:	75.2%
No Opinion:	4.3%

32. How often have you or others in your household seen a law enforcement officer enforcing the snowmobile law(s) on the trail or elsewhere?

Number of responses = 339

Often:	11.2%
Sometimes:	39.9%
Rarely:	31.2%
Never:	17.7%

Part V: Promoting Snowmobiling in New York State

33. Please list, in rank order, the three most important things that you believe the NYSSA should do to promote snowmobiling in New York State (for example: better signs, maps; improved trail systems; better grooming on more trails; improved regulations; etc.)

	Most Important	2nd Most Important	3rd Most Important	Total Number of Responses
Better and more frequent grooming	120	86	39	245
More extensive/interconnecting trail system	106	65	42	213
More and better signs (intersections, hazards, etc...)	49	60	61	170
Better and more available maps	37	41	36	114
Improved regulations/Safety/Education	19	15	23	57
Alcohol/drug abuse enforcement	7	12	12	31
Speed enforcement	6	13	12	31
Advertising	10	11	5	26
Fewer regulations/lower fees	6	8	11	25
Minimum trail width, needs to be wider	5	12	3	20
More support/funding/coordination of clubs	3	8	7	18
Registration/Insurance enforcement	3	8	7	18
Cooperation with state/landowners for more access	6	6	5	17
Functions/events	4	2	10	16
Access to businesses/services	3	4	6	13
Better parking near trails	2	8	2	12
Better info. on trail conditions (TV., radio)	3	8	0	11
Return registration money to the clubs/snow areas	5	2	4	11
Better bridges, safer crossings	3	2	5	10
Lower liability for landowners/clubs	6	3	1	10

Look at other states	4	1	3	8
System similar to Canada	3	2	2	7
Scenic points of interest	3	1	1	5
Visitor registrations	2	1	0	3
Less plowing on secondary roads	0	3	0	3

34. Please use this space and/or an additional sheet to make any other comments.

- We need reciprocity with states with a Vermont registration. I can ride 3 states legally. New York needs a lot of work. Trail fees are too expensive and the money is not properly spent.
- Being born and raised in Western New York makes me partial to my area. Some of the best country is here and the Genesee Valley. Due to the "brown" years of the 1980's, snowmobiling took a nose-dive. Now a lot of land has been bought and sold and everybody insists on posting their plots. We need to make the public aware that a sled on top of a foot of snow has no effect on the land, and that we're not out to do donuts in our neighbor's yards. We just want to ride from point A to point B. We need help establishing even one trail to connect us with the state corridor system. I would much rather ride 300 miles than use my trailer to move 300 miles. I would volunteer to maintain trails if we had them to ride on.
- Helmet law is not necessary, I have never seen anyone not wearing a helmet riding in Old Forge.
- Drug use is harder to pin down than alcohol use, so I'm assuming it is a moderate problem like alcohol.
- I don't feel it's fair for everyone who registers a snowmobile to pay trail fees. I don't trail ride, why should I pay?
- More information on promotion and test riding events, better trail condition updates, motel/hotel packages for weekend vacations.
- I like to ride the snowmobile to look for young boys on the trails w/ my dog so that the people will know and the deer and the antelope play. I also like to roll in the snow naked. You ain't gonna f*** up my sport by regulating it you f*****.
- Most of the fools getting hurt or killed on sleds are due to being drunk or teens not really knowing how to handle them. When I was in school we had a safety course for \$5.00 fee. A small fee could be enough to fund this sort of thing, and I would like to see more of it. Registration is just coming around to many people's sleds. If you don't want them to stop registering again, leave the fees alone. Charge a permit fee for the trails and the safety class.

- I am a resident of Pennsylvania and enjoy riding here, but 3 to 1 I will drive 4 to 5 hours to Tug Hill and Adirondack park (Hamilton County). I am very encouraged by the attitude of the local residents toward snowmobilers
- Colored trail markings needed (ex. yellow streamers from Springville to Ellicottville, red markers to Mayville, green to Peak & Peek, etc.). What town is where, and how many miles.
- I think in a state with excellent snowmobiling weather we have a general interest in a very enjoyable sport that is increasing. If the state can enhance the quality of riding with rules and regulations, I think snowmobiling has a great future
- I'm for mandatory safety training for all ages
- The weather just will not cooperate on the days we can ride.
- We are interested in how much money is spent for the trails in Western NY.
- I live next to the Brookfield trail system and frequent the trails in winter and summer. I've been forced to go off the trail due to fallen trees. I've noticed that this trail has not been cleared yet. I would like more information on the NY trails. I also believe that if we regulate this sport there will be no one thing to do that isn't regulated. As in any sport, there are a few bad apples. Let's not let them ruin this one! I do believe a person can enjoy fairly high speeds without being regulated. Are there any volunteer programs for keeping trails in shape, law enforcement, search and rescue, etc?
- Grooming has become a cult exercise, by only a few participants. There should be a system where interested parties could help. A schedule should be compiled.
- In my community there is a problem with not enough trails or they are just not known to me and my fellow riders. There is a lot of state land but it seems there are not any trails. I pay for New York registration and I feel I'm not getting my money's worth because I have to travel upstate and pay for a trail permit like Old Forge because I don't have any good trails around here.
- Besides putting limits on snowmobiles using lakes, there should be bans on sleds with load pipes, expansion chambers in particular, and other race modifications. They have no place in the trail system and should be limited to a race track. Furthermore, they give the image of snowmobiling a black eye.
- We use snowmobiles primarily on our own property. We have them for ourselves and our friends and family. At this time we do not use the trail system
- I feel as though insurance should be on the sled if you want it. It should not be a requirement. There are not many places to ride in Onondaga county. It is hard sometimes to have to drive up North just to go ride.
- I have noticed some sleds from out of state such as New Jersey and Pennsylvania breaking the laws (speeding, throwing trash on the trails). Some just come to our trails to raise hell, making the other riders from New York State look bad and hurting the sport.

- Laws are needed to make it possible for landowners to allow trails on their land without fear of lawsuits. Clubs should not have to spend so much on insurance to protect themselves. Riders should get their own insurance and be careful.
- Too much registration money does not reach the trail system.
- Recognition program for land owners who allow trails across their land.
- There are no NYSSA trails in the Mohawk Valley region. The bike trail is not allowed, and we feel it should be as we are all tax-payers. Also, there are very few restaurants available to riders. We wouldn't travel by vehicle if there was a trail.
- Snowmobilers are getting a bad name because of performance machines (70 mph+).
- The trails in the Adirondacks are for the most part fine. But in Albany, Greene counties the trails don't get done if the clubs don't do the trails. I realize we don't get the snowfall the Adirondacks do, but a little more support would be nice.
- Need more and wider trails with better signage and mapping to ensure safety
- Cost of snowmobiling is reaching its limit for the average person, so I would not want to see the fees go up.
- I don't always trailer my sled to ride, sometimes leaving the yard to gain access to trails 500-600 yards away. These are the times I have problems with the local authorities. Also, many times traffic has no idea they are coming onto a snowmobile crossing and are very alarmed to see us pull up to the side of the road out of the woods. More signs need to be put up for the cars in case a drunk rider decides not to stop for the road. I have witnessed such acts in the Old Forge area and have not returned there because of the alcohol problems. Everywhere else just doesn't seem to have the booze problem they do. Pray for snow!
- I have never ridden in a place even close to as good as Quebec. We should learn from them. We don't need to reinvent the wheel, but the whole system needs to be upgraded. Alcohol is a SERIOUS problem and requires more law enforcement.
- Our club is going on 3 years old. Getting started is very hard. Our trail system connects to other trail systems, but we have to navigate the Mohawk/Barge Canal to connect. We need some sort of access across these. Now we wait until the river freezes over, which for all general purposes is dangerous during weather changes. We could also use more funds to get our club started, other clubs have helped but more financial help is needed from the state.
- Thank you for sending me the survey and feel free to send me more in the future if needed
- More information on local clubs in my area. If more people were in clubs, the extra money could be used to improve the local system. NYSSA should start a publication promoting snowmobiling and special events like NY Sportsman.
- I have not done too much riding in the last 4-5 years, but as far as I know as of 1996-97 NYS was not grooming trails in the Lake Luzerne area. The trails were being groomed by 2 clubs in the area.

- I have been a snowmobiler for 20 years and have never seen the trails in Erie County in as poor condition as the past 5 years. If this cannot be resolved, I and others will have to go to Canada and support their economy, for better riding that we should be getting at home.
- Allow clubs to pay people to operate equipment and maintain trails by giving more money. It's hard to get all their work done with volunteer help.
- Put the money toward new trails and grooming.
- Many trails require operating on pavement for unreasonable distances. Heavy duty groomers require room to operate. They are essential in maintaining regularly traveled trails. Some property owners limit trail width which hampers maintenance and passing safety. If you regulate trails they should be real trails. I have seen and heard about youngsters driving recklessly. They should be supervised and reported.
- All blind grades should be marked with a "keep right" stake.
- Consider a snowmobiling web-site to post maps, conditions, advertisements, dealer locations, repair shops, restaurants, rental camps, etc...
- I'm 63 and would like to see strict enforcement of drunk driving regulations. I think failure to get a law to control alcohol use and snowmobiles operation will ruin the sport if left unchecked. With machines capable of 100 mph + and minimum trail width in most places, plus riders under the influence, the situation is extremely dangerous. Our group has had to leave the trail to avoid head-ons
- If the grooming is neglected as it is, the sport suffers. We have found there is so much red tape as to who is responsible and nothing gets done.
- There should not be a large increase in registration fees just for improvement of existing trails. Not everyone uses the groomed trails and they shouldn't be forced to pay for something they don't use. Possibly there is a way to improve existing systems such as the Tug Hill area through a new permit system.
- Since I've been grooming trails for over 20 years, I would like to see more money allowed for Fulton County.
- I would not mind paying a higher registration fee if I did not have to pay for permits to ride in some areas or join clubs in others. I realize everything costs a lot to build and maintain the trails but it is close to becoming too expensive for me.
- The trail system in Northern NYS gets more snow than most of NY, but only receives the same amount of money. The money should go where the snow and trail usage is. Also, there are no connecting trails throughout the state. All roads in NYS are completely plowed and sanded which makes it impossible to interconnect between the main trails. We just need some snow left on the side of the roads. Much more grooming is needed, and it must be done at night. In most areas, a rider must travel on the side of the road to get to a gas station, restaurant, etc. and law enforcement is always ready to stop and ticket you.
- Trail systems in NY are getting much better although maybe more money should go to local clubs for better grooming, trail marking, bridges etc. I don't think an

increase in regulation dollars is needed for state trails with the many clubs caring for miles of trails.

- Close trails at 12:00 midnight and open at 7:00 am to allow grooming and snow to set up. If in question, call the state of Montana Yellowstone area, it works there and will in New York.
- Rather than increased registration for grooming or new trails charge. The state charges for camping or fishing or hunting. So when you want to ride on state land, buy passes. Have a day pass, week pass and an annual pass. These should be able to be bought anywhere just like a fishing or hunting license.
- Alcohol and drug abuse seems minimal in Franklin County, but moderate in the Indian Lake area.
- It seems that in the area I ride that the trail funds are put to use in a very irrational way by the local clubs. This results in a trail system that lacks continuity, some areas are good, and others are very bad.
- I went on a snowmobile trip from Lake Sacandaga to Wisconsin. It took 8 days and 1900 miles. The worst snowmobiling by far was in NY. Trails were not groomed, few signs existed, and maps were poor. Wisconsin, Michigan and Canada are far ahead of NY. Next year I plan to go to Vermont and Canada. Snowmobile fees in Michigan and Wisconsin are smaller than NY and yet they both have great systems. NY needs to wake up.
- Speed is the #1 cause of most accidents.
- In the town of Waverly (Franklin County) where we ride. I think we get nothing for our fees in regards to trails and trail grooming.
- Snowmobiling is a necessary activity in our area due to the type and length of our winters in Central NY. The region has improved since higher registration fees have been funding the trail systems. I think the clubs getting money from the state need to be monitored to be sure they are doing what they are being paid for.
- I'm mostly happy with all aspects of snowmobiling and support all regulations regarding drinking/snowmobiling and believe they should be strictly enforced.
- I feel that anybody who registers a sled or is a rider and is stopped by the Sheriff should show proof that they have had a safety course, just like hunting or driving a car.
- We should learn from Quebec. In the past we have made 3 week stays in Quebec. People here actually like snowmobilers, and have a much nicer and extensive trail system.
- My family repeatedly tries to use the NYS trails, but they are so rough that most of the time the fun is taken out of the activity. In comparison, Ontario trails are almost always well groomed. I would rather spend my money in NY, but I'll be doing most of my riding in Ontario. Why don't we see how they do it?
- I grew up snowmobiling in St. Lawrence County, 20 miles from Potsdam. There were no groomed trails then. Today, I find snowmobiling in NYS expensive,

overrated, and overcrowded. The Old Forge area is \$75/sled to ride trails the groomers have forgotten. Today I live in Northern Vermont and ride in Vermont and Quebec. Trails are safe, well marked, uncrowded, and groomed at least twice weekly. I do not think I will ever ride in NYS again.

- This winter I had to pass through road blocks several times and was treated like dirt. I don't think I should have to stop if my sled is registered and I'm obeying the laws.
- I would support a registration fee to improve trails and make a better, more expanded system, not an \$8.00 administrative fee and \$2.00 for trails. The money should go to improving the trails in the county where the sleds are registered. For example, Wayne County has no trails so the money should be divided evenly between the other areas. We buy club maps and pay club dues, places like Old Forge demand additional money to ride there and get increased funding from registration fees. After a while you begin to wonder what this sport is worth.
- I hope someone uses this information
- Trails in western NYS are very poor, especially grooming due to clubs lacking the equipment. Raise registration fees to cover grooming (not safety or education). I feel very safe on trails.
- Land owners are becoming more understanding about driving on their land to access trails.
- Fines for riders seem to always be \$125 for the smallest of infractions. Snowmobilers are seen as revenue for the town, and it drives some people away
- I believe that snowmobiling in NYS is excellent and that there is no need for any enforcement of speed or other regulations. Teenage riding needs to be promoted because there is a lot of money in teenage interests.
- Place of business should help paid for mark trails and grooming. The business people make the most profit from snowmobilers.
- Get more snow, last year was the first year we tried to go to Public Trails, minimum snow could have been helped with better grooming. Still, we needed much more snow.
- I do believe that more money is needed for grooming, but raising registration fees is not the way. Having a separate sticker that is just for riding on a trail and is controlled by NYSSA. This way money is given by NYSSA where it is needed, more control.
- I would like to see NYS have the trail system that they have in Quebec. I have talked to snowmobilers from all over NY, VT, and NH, and CT over the years and they all told me that Quebec has the best trail system of them all. I would pay a reg. fee of \$250/year to be able to stay in NY and spend the money to promote NYS and not Canada, helping our state and community
- Fees in the Old Forge area are too high, I may not go back
- I have no problem with an increase in fees, however, that money should be applied only to promote snowmobiling and not be used as general funds. For 19 years I have

bought these stickers for the Town of Webb. The profits from the permits are being used to pay for McCauley Mt. Ski Area which loses money every year. This does not help the sport!!!

- I have been snowmobiling since 1974 and in the last 10 years it has grown immensely. I do not like to see people drinking and driving on the trail because it is hard enough to control these machines without adding alcohol. As for speed, I like to play a little, but there is a time and a place for it. I think main trails should have a 40 mph maximum speed because there are a lot of new riders along with small kids, blind corners, and hills. I've had many close calls w/ people who are driving way too fast for the conditions of the trail. Snowmobiles need to be respected, not abused. I strongly believe snowmobiles of over 600 cc's should be on the race track only.
- Use Vermont as an example of a trail system we should have in NY.
- On Thursday and Friday the weatherman should give the snowmobile report after the ski report.
- The land along Lake Ontario State Parkway should be opened to snowmobiling. There are 3 parking areas in Greece for access & a public boat launch in Hamlin. Braddock Bay Park has a trail system as does Hamlin Beach. Snowmobilers pay taxes, there is no reason we shouldn't use these areas in winter. My address is Hilton but I live in Greece, where snowmobiling is outlawed. You can only ride on your own land or on another's with the permission of the owner. There is no public land open to snowmobiling. There are 1000's of snowmobilers in Greece & we pay very high property taxes. We pay taxes for many parks they are closed to snowmobilers. The Braddock Bay Wildlife Management Area, owned by NYS, is leased to the town of Greece and closed to snowmobiling.
- The trails in the Speculator area are poorly groomed, where are the registration fees going? If I saw the money in use I would support raising registration, but I don't see it.
- To answer question 23, just take a trip to Canada to see a great trail system. My first time there was last Feb. and it's like snowmobiling in heaven. It doesn't get any better. It's scenic, well marked, comfort stations along the way, dealerships marked on the trails, restaurants, fuel, and very friendly people. NYS has improved over the years, but still has a long way to go.
- The trail system in Western NY needs to be upgraded. Riders unfamiliar w/ areas are very easily lost. Markings are poor in most areas. Patrols stay where they can harass more people as opposed to enforcing and helping people (Erie County Sheriff). We feel that are registrations fees are going to Eastern/Northern NY.
- On question #23, its not a case of age, its a mentality. My 12 year old has more common sense than some 18 year olds
- I can see a pattern in your questionnaire for more government in snowmobiling (law enforcement, speed limits, more regulation). The existing structure of law enforcement (Conservation Police, Forest Rangers, Park Police) should be adequate, it certainly is not their busy time in Jan. and Feb.! I personally resent being stopped in trail checks 3 to 4 times per weekend to have my paperwork checked. I go to ride,

not to wait in line to be checked over. As far as increased fees go, NYS rapes us for everything else, why not snowmobiling.

- Spend a few more days with leaders of the Maine Snowmobile Association. That state seems to have the answer. I will spend one week of the riding season there.
- Snowmobiling in NYS is a fun, relaxing sport that I have enjoyed for 20 years. Unfortunately alcohol and drugs seem to be a part of the equation that cannot be removed. I myself partake in moderate drinking while riding. I feel the most important step that any one group could take is to improve safety and driver awareness about the risk of serious injury associated with snowmobiling. The machines are capable of traveling to speeds above 100 MPH and do not have the braking capability to stop quickly. Education and awareness are the keys to making this sport a fun, safe time for everyone.
- Open up more state and county parks for snowmobile use, more area on trails for warming up. Look at other states and Canada to see how to develop a more organized trail system. Also, a program to change the negative attitude so many have toward riders.
- First, congratulations on undertaking this much-needed survey. Second, I think there should be some type of regulation which requires it to snow throughout Dec., Jan., Feb., Mar., and Apr. Third, thank you for doing this survey; please make sure the results are clear and concise, not misleading and get them to the right people in Albany. Will you send me the final report?
- I am a handicapped snowmobiler (wheelchair) Problems: 1) Better parking 2) Access to food/lodging 3) Gas
- I think it is important to keep as many experienced snowmobilers in the loop for future legislation as possible. Riders and clubs do a good job now, and know best what their needs are. Keep the government aware of this and we won't be regulated.
- We all know speed (safe speed) is based on the condition of the equipment, driver, snow, and trails. A matrix of control is desirable where safety hazards exist, otherwise, let people make decisions for themselves.
- Reckless driving is unacceptable anywhere, whether on roads, water, snow, or air and should be eliminated by strict law enforcement.
- The system in NY needs to regulate itself as far as speed, safety and alcohol are concerned. When done by too much law enforcement, it gives the sport a bad image, feeling that someone is looking over our shoulder all the time. We need more program like Operation R.P.M. instead of a cop on every corner.
- Last year did not have good snowfall and the trails were very icy.
- We need better trail systems from county to county. Also, an increase in state trails connecting Southern counties (Saratoga, Warren) to Northern counties up to the Canadian border.
- NY trails don't even compare to New Hampshire, Maine, or Canada for the wide, smooth ride at any speed. They groom every day and sometimes more. Tug Hill is groomed twice a week and that's with \$10 of registration money. I feel its in salmon's pocket.

- There is a need to better enforce the drinking and driving laws
- We have a good club. Cherry Creek works hard to keep the trails in good condition (bridges, etc.) We are careful drivers.
- Keep it simple, if you find flat, wide, well marked trails, private business will take care of the rest.
- We need more money help from the State of New York.
- Trails need to be more established, with a width of at least 12 ft., more caution signs need to be placed, rocks and stumps covered and flattened out. Trail maps of the NYS as a whole would be nice. Grooming is a big plus and would be worth a little more registration money. Eliminate blacktop trails!
- Take a look at how Canada handles its snowmobiling business, from permits to the size of trails to how business caters to the sport and COPY IT!!
- We are taking advice from friends and going to Canada for good trails, grooming, and snow. Canada caters to snowmobilers.
- Open more trails. I also think highways like Rt. 17 - Thruway and roads with wide shoulders should be open up to snowmobiles. With a little more maintenance, snowmobilers could use the median to ride. I've never done this but I drive a truck and watch them. These areas could be used in the winter.
- I believe that \$5 for every registration goes to the trail fund. I wouldn't object to raising that to \$25 to \$30 per year if the money was put into the trails and grooming and not into bureaucracy. The damage trails inflict on expensive machines would be worth the extra registration money.
- Out of our \$15 registration fee, the \$10 for trail funds is used too much for administrative funding.
- I/we snowmobile in Mongaup State Park quite often but the trail system goes nowhere (gas, food). I would like to see the trails to have a destination.
- NYS has very good snowmobiling when the weather cooperates. The food is excellent, people are very helpful, and the trails are generally very good.
- New York should have a better trail system like Vermont (V.A.S.T.) and better weather forecast.
- Please don't over-regulate. I ride mid-week and find the trails safe and lonely. Snowmobilers are good, helpful, fun people. Let our common sense and good signage rule.
- Put the money for registrations toward trails. There is plenty of land so let's use it.
- I wish more of the money from registration fee would go towards trail maintenance, etc. Land is there and they just clean up the old trails.

- The Cato trail club has tried to get funding from NYS each year to groom and clean up the state trail from Cato to FairHaven but members have been unable to do so. So, we as a club are limited on the job of taking care of trails. Members of the club donate time and money to help, but our club does this for everyone else to use.
- Open greenway up to snowmobiles, do joggers spend tourist money while on the trails? How about cross-country skiers or bicyclists? If the permit fee was minimal for out of state riders bringing in their own sleds and equipment w/ them; this would encourage out of state tourists to come to NYS. I always found motel owners, restaurants very hospitable to snowmobilers, we spend money eating, helping their economy when these towns are slow during the winter months.
- Raising registrations to high may backfire, because most people believe that our state government doesn't give back the money to our sport. This may cause a decline in registration numbers.
- There are no trails or a trail systems in our county. Where does my registration money go? I'd like to see more state and county involvement as far as winter recreation in our area. There is a lot of government funding for low income families. How about the government helping us that work hard want to enjoy life.
- Springville, Boston, Colden, and Concord are almost unridable all season long. With the investment I've made in all my sleds, trailer, etc. I find Canada, U.P. of Michigan are the best offered. I ride with many friends that all feel the same. NYS has to improve its grooming if it wants to bring and keep people in the state for snowmobiling.
- Trails are good, but could be wider and grooming should be more frequent. Overall great riding!
- I feel that out of state riders should have to register their snowmobiles in NY. They should display number plates as we do. Their license fees should be at least twice as high as for a NYS resident. To go hunting in Pennsylvania, your fee is much higher than a resident there. If we did the same thing it would generate more money for law enforcement, safety, and grooming.
- Winter is a slow time of year in the North Country, but it doesn't have to be. Many of places close down and they don't have to. Go to Quebec, they know how to do it. You can drive right down city streets and go shopping with your sled. Until NYS does something similar, I'll be riding in Canada.
- Lets keep the state and federal governments out of this sport (let's face it, it's an upstate sport that NYC doesn't care about). Before you know it, the money will end up in a general fund for mass transit, the homeless, or other non-snowmobiling thing.
- This survey does not really apply to us as there are no State owned or maintained trails in our area.
- Reduce state funding if local fees exceed?
- Ungroomed trails are almost always rough riding. I think more signage and bridges should be put in place, as our area has many ungroomed trails and a lot of water to cross.

- Trails in Oswego County are becoming dead ends as bridges are not maintained or access is lost. This is forcing people onto the water (Salmon River Reservoir) increasing risk.
- Have more bathrooms (for females) on the trails out of town.
- It's difficult to feel safe riding more popular trails (Barnes Corners). We see a total lack of common sense and respect for other snowmobilers. Because of this we did very little riding this year and will probably sell our sleds.
- Trail fund needed, DO NOT RAISE REGISTRATION! NYSSA should not use trail fund money to get equipment for the clubs, let them choose what is best for themselves. Every club should have a safety video.
- I live in North Collins, NY. I do not own a snowmobile trailer, so I go on the road to the nearest trail 2 miles away. I would hope that trails could be set up in my town. I would be willing to allow snowmobiles on my land. I think a major safety precaution should be staying to the right. This might be easier with more signs.
- More snowmobile clubs need to be established.
- Snowmobiling is getting better. However after traveling South Dakota, Yellowstone, Ontario, Quebec had a higher registration fee. I would pay more in NY if it would improve enforcement and trails. Everyone is spending thousands on new sleds, so a fee of 50 to 100 per year to get 24 hr grooming wouldn't kill anybody. Money given for snowmobiling should be used there and its use should be made known to snowmobilers. Then they won't mind paying. We won't compete for tourists until grooming, trails, etc., are better coordinated.
- I think NYS should open more trails. I have witnessed in the last two years fatal snowmobile accidents. I only know one person who survived (crippled). All of these were due to unknown bumps in fields, trees, and crossing at roads from field to field. None of these areas were ever marked. Had they been, or even had a trail around them, I'm sure these people would still be alive. I think it is important that we make more trails, and make it publicly known. Just this past season, they opened a trail in my area, and I use it and feel safe when I do.
- I think there should be parts and repair shops out near the trails, but this is not so in Otsego County. They have gas stations, and that's good. I think you should get rid of alcohol/drugs, and drop the speed limit on the trails. ENFORCE IT! Other states do better than NYS. You see DEC Officers on trails checking for insurance, reg. stickers. When a dealer sells a sled, you should have to sign a form that says you will register and get insured (ideal).
- Better news in the papers on conditions, events, and where in small town you can travel.
- Make snowmobiles that don't speed to 130 mph. Speed limit should be 65 mph, and would save more lives.
- I have my snowmobile on private property and do not use the registration fee trail system.

- More policing of violators (no registration, DWI, excess speed).
- More Snow!
- Better promotion of the sport can be achieved by more family events, rather than strictly for adults.
- I've enjoyed snowmobiling in the Speculator area (Hamilton County). Keep up the good work.
- We are adults and we do act responsibly, we don't need a cop watching everything we do.
- Many snowmobilers that I have talked with prefer wider groomed trails, myself included. It allows riding for longer periods without back pain/fatigue. I'm a weight lifter, and am in good shape. However, many of the trails in my area emulate motocross terrain if any number of riders are out on a given day. I enjoy the tight turns and bumps, but I must stop riding after a few hours because my back becomes quite sore. Better grooming would allow me to travel farther for longer period of time, seeing different areas and visiting different merchants.
- We ride on trails that are old state trails. They are not maintained well or if they get attention it is late in the season. These trails are a lot of fun when you can get through them, very scenic.
- As far as speed limits are concerned, I believe that there are some areas that need to be posted and regulated. For a lake or open trail I believe that the speed should be decided by the individuals.
- 1996-97 season was not a very good riding season, this survey only reflects this season. The year before prevailed a 2500 mile season for me as opposed to the past year of 250 miles.
- People need to become active in snowmobile clubs to preserve our sport.
- NYS has excellent snowmobiling potential. We need better accessibility to link the more remote areas with wider trails. Signs need to be looked at as if you are a first time-rider; more markers! People will pay higher fees if they see improvements.
- Would like to see majority of trails be wider to accommodate two-way traffic separately.
- It seemed to me that Ontario took greater pride/care in their trail system. I regularly saw the groomer there. The trails in Ontario were more scenic & enjoyable. I have limited trail experience in both Ontario and NY and plan to see more in 97-98.
- While riding the trails, one can see many deer and other wildlife, this should show that trails don't harm the environment.
- The NYSSA needs to promote the areas where snowmobiling is permitted and welcomed as well as lodging /trails/camps in those areas. Snowmobiling is a very expensive sport and every year I question whether I should continue doing it.

- As a new snowmobiler it would be nice to have a comprehensive trail guide for the state. Right now the details are left to each club and it is very difficult to plan a ride to somewhere you haven't been.
- Our friends went to Tug Hill this year and it was excellent. Then they came home and wondered why the trails couldn't be like theirs. They say money goes where money is, I think it should be spent in small counties too. Erie County received \$46,000 in 1997. Located next to Erie County is Wyoming, we ride in their county and they ride in ours. We received \$20,823 less and have only 132 fewer miles.
- Private clubs have taken over the grooming from the state and need subsidies or grants to keep equipment running or to purchase it. Regulation money for trails should be made available to any club that demonstrates good management and needs help in the form of grants or low interest loans to keep in operation.
- Grooming, trail systems, and signs would help the overall morale of the sport. Law enforcement would keep drunks off the trail and idiots running over 100 mph, ruining the use of personal property which would better the trails by connecting them. Boost the registration to \$200-\$300 which would get all of these improvements underway, especially in Oswego County.
- The North Country gets excellent snowfall, why not improve the system up there to have more access to food, lodging, and gas so people will come to the area. This would help business and make it much safer to ride. I've never been to Old Forge, but it is known to be great. Why not check it out and make the North Country that way?
- Advertise more NYS trail systems, Old Forge and Tug Hill are too congested.
- It would be nice if some college kids in "engineering" would make plans for some bridges so everyone's bridges would be built to the same specs.
- Please reopen Akron, NY bike path trails. I have just recently gotten back into snowmobiling by purchasing a 1996 Polaris. I am also planning on spending more money on traveling to other trails with 8 or more of my friends that also ride, but this depends on mother nature. Last year was a bad year for snow.
- Increase law enforcement, I lost my new 1997 Polaris XC600 in a collision. I have all insurance required, paid registration and club dues, but in all my years of riding, I never carried collision insurance. The a***** who crashed into me had no insurance at all, no registration, and was on the wrong side of the trail.
- Change trail permit fees in Old Forge, they are too expensive. I think cross-country skiers should pay trail fees.
- Government shouldn't regulate snowmobiling too much, it should be up to the common sense of the driver. Riding is our chance to let off steam, so there shouldn't be a speed limit. Riders and sleds are the same as they always have been, despite occasional freak accidents, such as the one that took our friend's life this year. When you get on a sled, you take a risk just the same as a car or motorcycle. Let's all just use our common sense and be a little more aware of others.
- Registration reciprocity between states.

- A trail system that uses the rivers and lakes would reduce maintenance cost. Railroad beds work but are kind of skinny. Rural roads that are marked for snowmobiles are vigorously plowed and sanded, making them unusable.
- For the amount of snowmobilers in the Redfield area on a weekend, the trails are very poor. I usually go during the week. They should groom more often on the weekends, more than just once.
- Trails should not be allowed along highways. There are places where it is necessary to ride (precariously) atop snowbanks along highways (Rt. 30 + Rt. 29 in my area). This is a danger to automobiles too - oncoming car headlights on one side - snowmobile headlights on the other side of you is blinding at night.
- I would like some information on ways of joining snowmobile clubs and on the type of trails that are available in NY and other states. Would love to see some advertising on TV (where to purchase/places to ride).
- Some trips are entirely ride, stop, drink beer, ride some more. DWI combined with speed. A lot of families are out there with us!
- Landowners should be recognized more.
- Possibly use trails to help ATV riders to have somewhere to ride for the fees and registration cost and insurance cost there should be somewhere in the state.
- Respondent was killed in a snowmobiling accident on 12/28/96 (source: his mother)

Part VI: General Information

35. Please answer some questions about yourself and your household:

a. How old are you?

Number of responses = 441

Under 20 yrs:	1.4%
Between 20-29 yrs:	17.9%
Between 30-39 yrs:	30.3%
Between 40-49 yrs:	23.8%
Between 50-59 yrs:	17.0%
Between 60-69 yrs:	9.1%
70 yrs & older:	0.5%

b. Are you Male or Female?

Number of responses = 441

Male:	89.1%
Female:	10.4%

c. How many people are in your household?

Number of responses = 441

Average Number of People:	3
Median Number of People:	3
Range of People:	0 to 9

d. How many people in your household are under eighteen years of age:

Number of responses = 418

Average Number of People:	1
Median Number of People:	0
Range of People:	0 to 7

e. What was the combined income for your household in 1996?

Number of responses = 408

Less than \$20,000:	2.5%
Between \$20,000 - 39,000:	26.3%
Between \$40,000 - 59,000:	24.5%
Between \$60,000 - 79,000:	21.8%
Between \$80,000 - 99,000:	10.5%
\$100,000 or more:	14.4%

f. Last year of school that you completed:

Number of responses = 439

Grade School:	0.7%
Some high school:	3.4%
High school grad:	37.1%
Some college:	21.2%
2-yr. degree:	17.8%
4-yr. degree:	11.4%
Some grad school:	3.6%
Graduate degree:	4.8%

g. Do you own or rent your home?

Number of responses = 429

Own:	88.1%
Rent:	11.9%

Attachment C:

Sample Snowmobile Equipment Dealers Survey

Attachment C

Sample Snowmobile Equipment Dealer Survey

Your response is essential to the future of the snowmobile industry in New York State.

February, 1998

Dear Snowmobile Equipment Dealer:

Snowmobiling in New York State is an increasingly popular sport, and an important part of the state economy. In order to properly promote snowmobiling in our state, the New York State Snowmobile Association (NYSSA) would like to ask you for information about the economic impact of snowmobiling in New York.

NYSSA has commissioned the Merwin Rural Services Institute (MRSI) at SUNY Potsdam to prepare and distribute this enclosed survey to dealers of snowmobiles, groomers and drag equipment. Your business has been randomly selected for this survey. Your response is very important to the success of this project, as only a limited number of businesses will be sent a survey. In order that the results of the survey represent the entire range of snowmobile equipment dealers, it is important that each survey be completed and returned by February 13, 1998.

It should only take a few minutes to complete this survey. You can be assured of complete confidentiality. Survey results will be reported in a summary form and no individual person or business will be identified by name in the study.

Please know that the success of this project greatly depends on the completion and return of the surveys. Your participation and input are essential to the success of this project.

If you have any questions about this survey, call Ram Chugh, MRSI Director at 315-267-3051. Thank you very much for your assistance and cooperation in this study.

Sincerely,

Ray Quackenbush
President
New York State Snowmobile Association, Inc.

Snowmobile, Trail Groomers and Drag Equipment Dealer Survey

Introduction: Snowmobiling has become a very popular recreational activity, and an important part of the economy of New York State. The New York State Snowmobile Association, Inc. (NYSSA) requested the Merwin Rural Services Institute at SUNY Potsdam (MRSI) to conduct this survey to determine the economic impacts of, and other issues important to, snowmobiling in New York.

You have been selected to participate in this survey as part of a random sample. Your responses to this survey are very important, because only a small number of surveys have been distributed. Your individual responses are confidential; only summarized results will be reported. **Please respond by February 13, 1998.**

You can return this survey by following the instructions on page 7. If you have any questions, contact Ram Chugh, MRSI Director, at (315) 267-3051.

Thank you for your cooperation!

Part I: Sale of Snowmobiles

- 1) Did you sell snowmobiles during the 1996-97 snowmobile season? _____ Yes; _____ No.
If yes, what brand(s) of snowmobiles do you sell?
 a. _____ c. _____
 b. _____ d. _____
- 2) Approximately how many NEW snowmobiles did you sell during the 1996-97 snowmobile season? _____
 a) What was the average sales price per NEW snowmobile? \$ _____
- 3) What were the most common option packages purchased with a NEW snowmobile during the 1996-97 snowmobile season? Please indicate the approximate sales price per package.
 a. _____ \$ _____
 b. _____ \$ _____
 c. _____ \$ _____
- 4) Approximately how many USED snowmobiles did your establishment sell during the 1996-97 snowmobile season? _____
 a) What was the average sales price per USED snowmobile? \$ _____

- 5) How much did the sales and service of snowmobiles and the sales of snowmobile-related merchandise during the 1996-97 snowmobile season contribute to the annual revenue of your business? (Please check one.)

a. 1-10%	_____	e. 41-50%	_____	h. 71-80%	_____
b. 11-20%	_____	f. 51-60%	_____	i. 81-90%	_____
c. 21-30%	_____	g. 61-70%	_____	j. 91-100%	_____
d. 31-40%	_____				

Part II: Sale of Trail Grooming Equipment

- 6) Did you sell grooming tractors or grooming drags during the 1996-97 snowmobile season?
 _____ Yes; _____ No.

If yes, what brand(s) of grooming equipment do you sell?

a. _____ c. _____
 b. _____ d. _____

- 7) Approximately how many NEW groomers or drags did you sell during the 1996-97 snowmobile season? _____

a) What was the average sales price per NEW groomer or drag? \$ _____

- 8) What were the most common option packages purchased with a NEW groomer or drag during the 1996-97 snowmobile season? Please indicate the average sales price per package.

a. _____ \$ _____
 b. _____ \$ _____
 c. _____ \$ _____

- 9) Approximately how many USED groomers or drags did your establishment sell during the 1996-97 snowmobile season? _____

a) What was the average sales price per USED groomer and/or drag? \$ _____

- 10) How much did the sale and service of groomers and/or drags and related merchandise during the 1996-97 snowmobile season contribute to the annual revenue of your business? (Please check one.)

a. 1-10%	_____	e. 41-50%	_____	h. 71-80%	_____
b. 11-20%	_____	f. 51-60%	_____	i. 81-90%	_____
c. 21-30%	_____	g. 61-70%	_____	j. 91-100%	_____
d. 31-40%	_____				

Part III: Sale of Accessories, Service, Trailers

- 11) What were the most common snowmobile accessories (jackets, clothing, helmets, etc.) purchased during the 1996-97 snowmobile season?
Please indicate the average sales price per accessory item?
- a. _____ \$ _____
- b. _____ \$ _____
- c. _____ \$ _____
- 12) Approximately how much revenue did your business generate through repairs, service, and modifications during the 1996-97 snowmobile season? \$ _____
- a) What was the average charge per service visit? \$ _____
- 13) Approximately how many trailers or other snowmobile transportation equipment did your business sell during the 1996-97 snowmobile season?
- a) What was the average sale price per unit? \$ _____

Part IV: General Questions & Comments

- 14) Was your business a member of a snowmobile association or club during the 1996-97 snowmobile season? Yes; _____ No; _____
If yes, how much was the membership fee for the 1996-97 snowmobile season?
\$ _____
- 15) Was your business a member of a snowmobile trade association(s) during the 1996-97 snowmobile season? Yes; _____ No; _____
If yes, how much was the membership fee for the 1996-97 snowmobile season?
\$ _____
- 16) Did your business promote the snowmobiling industry in New York State during the 1996-97 snowmobile season? (For example, does your business promote tourism, sponsor clubs, events, safety courses, etc.?)
Yes; _____ No; _____
- a) If yes, please list the three most important ways your business promoted the sport of snowmobiling during the 1996-97 snowmobile season.

- i. _____
- _____
- ii. _____
- _____
- iii. _____
- _____

b) If yes, please indicate how much you spent on the following activities:

- i. Advertising (Direct and co-op)? \$ _____
- ii. Donations (Cash and merchandise value)? \$ _____
- iii. Other promotions? \$ _____

Please specify other promotions: _____

17) Please rank the three most important things that you believe the NYSSA should do to promote snowmobiling in New York State.

- a) _____

- b) _____

- c) _____

18) For how many years have you been in the snowmobile business? _____ yrs.

a) Are you a multi-line snowmobile dealer? _____ Yes; _____ No.

19) Are you a dealer that registers new and used snowmobiles? _____ Yes; _____ No.

20) What are the total annual government fees incurred to operate your business? \$ _____

21) What are the total annual insurance costs for your business? \$ _____

22) What are the total annual utilities costs for your business? \$ _____

23) Has your business received awards from the community, local government, equipment manufacturer, or trade association? _____ Yes; _____ No.

24) How many persons are employed on a full-time basis with your snowmobile business? (Include yourself and any other owners.) _____ persons

a) What is the total amount of full-time salaries paid by your business? \$ _____

25) How many persons are employed on a part-time basis with your snowmobile business? (Include yourself and any other owners.) _____ persons

a) What is the total amount of part-time salaries paid by your business? \$ _____

26) Please use this space for any other comments you would like to make.

SAMPLE

**The New York State Snowmobile Association thanks you
very much for your time in completing this survey!**

Please mail the survey before February 13th.

**Go to the next page for instructions about returning
the survey to MRSI at SUNY Potsdam.**

Instructions for Returning Survey:

1. If you have used additional sheets of paper for your answers, please put them inside the survey, between pages 4 and 5.
2. Fold the survey along the inside (stapled) edge, so that this page is on top.
3. Fold again along the dotted line below.
4. Tape the open end. PLEASE DO NOT STAPLE!
5. Mail at your earliest convenience; mail before February 13, 1998.

Thanks again for your help!

Fold along the inside (stapled) edge

FOLD ON DOTTED LINE

860029

William C. Merwin Rural Services Institute
SUNY Potsdam
44 Pierrepont Avenue
Potsdam, New York 13676-2294

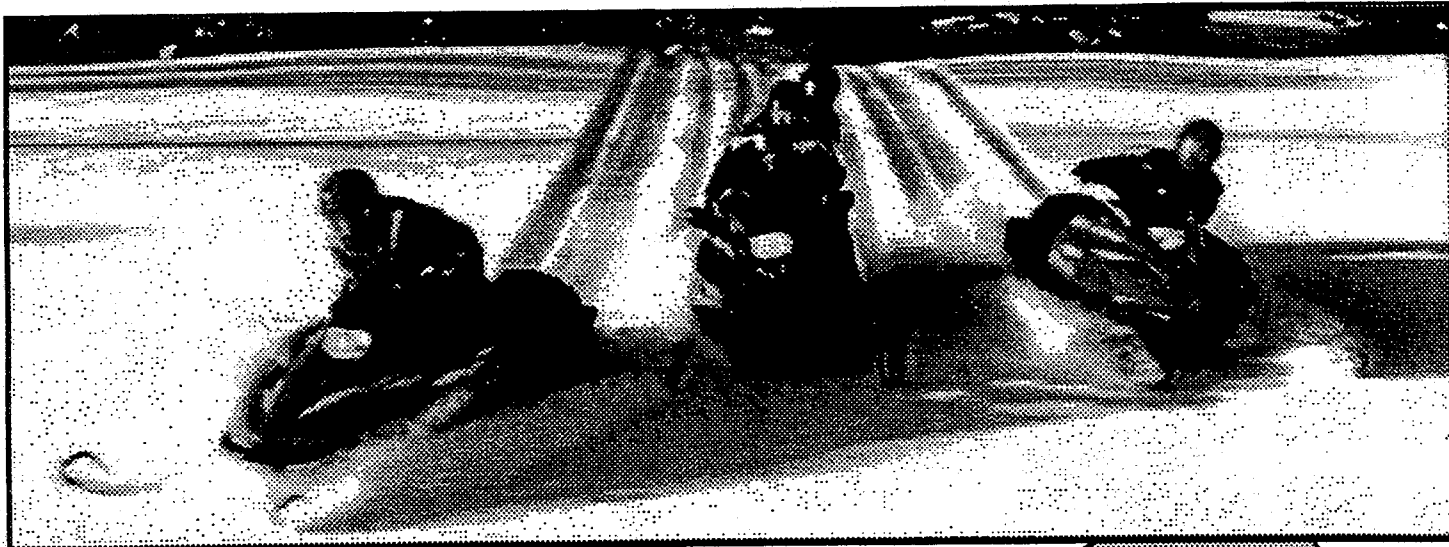
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Merwin Rural Services Institute
Potsdam College
of the State University of New York
Potsdam, New York 13676-9989



NYSSA Wants You!

The New York State Snowmobile Association needs your help. Please complete the survey included in this packet and return it according to the instructions on page 7. NYSSA will use your responses to help make snowmobiling better, safer, and...

A LOT MORE FUN!

860029

William C. Marwin Rural Services Institute
SUNY Potsdam
44 Pierrepoint Avenue
Potsdam, New York 13676-2294

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Attachment D:

Snowmobile Equipment Dealers Survey: Tabulation of Responses

Attachment D

Snowmobile Equipment Dealer Survey: Tabulation of Responses

Number of Responses: 40

Part I: Sale of Snowmobiles

- 1) Did you sell snowmobiles during the 1996-97 snowmobile season?
_____ Yes; _____ No. If yes, what brand(s) of snowmobiles do you sell?

Number of Responses:	40
YES:	90.0%
NO:	10.0%

Brands listed:	54 responses
Arctic Cat:	25.9%
Polaris:	35.2%
Ski Doo:	16.7%
Yamaha:	22.2%

- 2) Approximately how many NEW snowmobiles did you sell during the 1996-97 snowmobile season?

Number of Responses:	36
Average Number of Snowmobiles Sold:	79.5
Median Number of Snowmobiles Sold:	60
Range of Snowmobiles Sold:	1 - 240

- a) What was the average sales price per NEW snowmobile?

Number of Responses:	36
Average Price of Snowmobiles Sold:	\$5,272
Median Price of Snowmobiles Sold:	\$5,000
Range of Snowmobiles Sold:	\$4,000 - \$7,000

3) What were the most common option packages purchased with a NEW snowmobile during the 1996-97 snowmobile season? (List up to three packages). Please indicate the approximate sales price per package.

Number of Responses:	90
Average Price of Option Packages Sold:	\$591
Median Price of Option Packages Sold:	\$370
Range of Option Packages Sold:	\$3 - \$7,000

Listed packages included:

2 up seats	E-Z throttle	reverse
2-person seat	elec. start/ reverse	reverse
200 free clothing accessories	electric start	reverse
300 free clothing etc..	electric	reverse
350 free merchandise with purchase	electric start	reverse
650 for clothing + accessories for snow check	electric start	reverse
650 free merchandise with purchase	electric start	reverse kit
accessories	Electric start	reverse kit
apparel	electric start kits	reverse kits
backrest, E/S system, reverse	ELT start kits	screen kit
belly pans	extended warranty,	ski skins
belt	heated helmets	ski skins
belts	helmet	skid plates
carbide	helmet	sled + trailers
carbides	helmet	sled, suit, and helmet
Clothes- belt + plugs	helmet	snowmobile covers
clothing	helmets	snowmobile suit
clothing	helmets	studs
clothing	helmets, clothing	studs
cover	Ice studs	studs
cover	jacket-pants	studs & carbides
cover	plastic skis	suits
cover	rev kits	track studding
cover	Reverse	Track studding
Cover	reverse	trailer
cover	reverse	trailer
cover	reverse	trailers
cover	reverse	trailer
cover	reverse	two up touring option
covers	reverse	Two-up slat

4) Approximately how many USED snowmobiles did your establishment sell during the 1996-97 snowmobile season?

Number of Responses:	34
Response Rate:	85%
Average Number of Snowmobiles Sold:	33.9
Median Number of Snowmobiles Sold:	20
Range of Snowmobiles Sold:	1 - 150

a) What was the average sales price per USED snowmobile?

Number of Responses:	32
Average Price of Snowmobiles Sold:	\$2,895
Median Price of Snowmobiles Sold:	\$3,000
Range of Snowmobiles Sold:	\$1,995 - \$4,000

5) How much did the sales and service of snowmobiles and the sales of snowmobile-related merchandise during the 1996-97 snowmobile season contribute to the annual revenue of your business? (Please check one.)

No. Responses:	32
0-10%:	9.4%
11-20%:	12.5%
21-30%:	12.5%
31-40%:	15.5%
41-50%:	12.5%
51-60%:	9.4%
61-70%:	12.5%
71-80%:	6.3%
81-90%:	6.3%
91-100%:	3.1%

Part II: Sale of Trail Grooming Equipment

6) Did you sell grooming tractors or grooming drags during the 1996-97 snowmobile season? ☐ Yes; ☐ No. If yes, what brand(s) of grooming equipment do you sell?

Number of Responses:	34
YES:	14.7%
NO:	85.3%

• Brands listed:	Bearcat 440	Frenchie groomer	
	Skidoo	Track truck	Trail-plain

7) Approximately how many NEW groomers or drags did you sell during the 1996-97 snowmobile season?

Number of Responses:	4
Average Number of Groomers/drags Sold:	13.2
Median Number of Groomers/drags Sold:	8.5
Range of Groomers/drags Sold:	1 - 35

a) What was the average sales price per NEW groomer or drag?

Number of Responses:	4
Average Price of Groomers/drags Sold:	\$2,575
Median Price of Groomers/drags Sold:	\$2,250
Range of Groomers/drags Sold:	\$300 - \$5,500

8) What were the most common option packages purchased with a NEW groomer or drag during the 1996-97 snowmobile season? Please indicate the average sales price per package.

Number of Responses:	3
Average Price of Option Packages Sold:	\$232
Median Price of Option Packages Sold:	\$265
Range of Option Packages Sold:	\$35 - \$395

Listed packages include:

- 42 inch wide
- safety strobe light
- 48 inch wide

9) Approximately how many USED groomers or drags did your establishment sell during the 1996-97 snowmobile season?

Number of Responses:	0
----------------------	---

a) What was the average sales price per USED groomer and/or drag?

Number of Responses:	0
----------------------	---

10) How much did the sale and service of groomers and/or drags and related merchandise during the 1996-97 snowmobile season contribute to the annual revenue of your business?

Number of Responses:	6
0-10% of Revenue:	100%

Part III: Sale of Accessories, Service, Trailers

11) What were the most common snowmobile accessories (jackets, clothing, helmets, etc.) purchased during the 1996-97 snowmobile season? Please indicate the average sales price per accessory item? (List up to three accessory packages.)

Number of Responses:	88
Average Price of Accessories Sold:	\$224
Median Price of Accessories Sold:	\$190
Range of Accessories Sold:	\$10 - \$2,500

Listed items include

balaclava	Helmets	jackets
bib pants	Helmets	jackets
bib pants	helmets	jackets
bibs	helmets	jackets
bibs	helmets	Jackets
bibs	helmets	jackets
bibs	helmets	jackets
bibs	helmets	jackets
bibs	helmets	jackets
clothing	helmets	jackets
clothing	helmets	jackets
Coat	helmets	jackets
cover	helmets	jackets
Covers	helmets	jackets
covers	helmets	jackets
gloves	helmets	jackets
gloves	helmets	Jackets
gloves	helmets	jackets & pants
gloves	helmets	mitts-gloves
gortex bibs	helmets	pants
Heated shields	helmets	pants
Helmet	helmets	snowmobile covers
helmet	helmets	snowmobile pants
helmet	jacket	snowmobile trailer
helmet	jacket	sport wear
helmet	jackets	suits
helmet	jackets	suits
helmet	jackets	triton trailers
helmets	Jackets	
helmets	jackets	

12) Approximately how much revenue did your business generate through repairs, service, and modifications during the 1996-97 snowmobile season? \$

Number of Responses:	27
Average Revenues Generated from Repairs, Service:	\$41,064
Median Revenues Generated from Repairs, Service:	\$25,000
Range of Revenues Generated from Repairs, Service:	\$1,200 - \$150,000

a) What was the average charge per service visit? \$

Number of Responses:	29
Average charge per service visit:	\$140

13) Approximately how many trailers or other snowmobile transportation equipment did your business sell during the 1996-97 snowmobile season?

Number of Responses:	32
Average number of trailers sold:	19
Median number of trailers sold:	15
Range of trailers sold:	1 - 65

a) What was the average sale price per unit?

Number of Responses:	32
Average sale price per trailer:	\$1,050

Part IV: General Questions & Comments

14) Was your business a member of a snowmobile association or club during the 1996-97 snowmobile season? ____ Yes; ____ No.

Number of Responses:	40
YES:	82.5%
NO:	17.5%

If yes, how much was the membership fee for the 1996-97 snowmobile season?

Number of Responses:	30
Average membership fee:	\$33
Median membership fee :	\$25

Range of membership fees:

\$10 - \$100

15) Was your business a member of a snowmobile trade association(s) during the 1996-97 snowmobile season? ☐ Yes; ☐ No.

Number of Responses:

39

YES:

33.3%

NO:

66.7%

If yes, how much was the membership fee for the 1996-97 snowmobile season?

Number of Responses:

13

Average membership fee:

\$59

Median membership fee:

\$35

Range of membership fees:

\$20 - \$175

16) Did your business promote the snowmobiling industry in New York State during the 1996-97 snowmobile season? (For example, does your business promote tourism, sponsor clubs, events, safety courses, etc.?) ☐ Yes; ☐ No.

Number of Responses:

38

YES:

81.6%

NO:

18.4%

a) If yes, please list the three most important ways your business promoted the sport of snowmobiling during the 1996-97 snowmobile season.

Number of responses:

77

Responses include:

- adds in new papers or Pennysavers or radio
- advertising
- Advertising in trail maps (local)
- Assist setup and promotion of American Snowmobiler magazine annual shoot out and old forge Sno Doo weekend attendance 4000-5000 persons
- belong to a local club + sponsor hot-dog roast
- club donations
- club meetings
- club sponsor
- club sponsored dinners
- club sponsored rides
- club sponsored shows
- club sponsor

- club trail signs and markers
- consumer show
- dice runs
- display club events in store
- displays, maps
- distribute trails maps of local riding areas
- donate equipment to clubs
- donate money to clubs
- donated 2 Polaris sleds for raffles
- donated groomers to club, donated supplies for groomers
- donated lawn mower for raffle
- donating to clubs events
- Donation to snowmobile Donation to snowmobile clubs with due paid or donation in accessories
- Donations for fund raisers
- donations of various items for club give-aways
- donations to clubs
- Donations to local clubs for fund raisers programs
- Door prizes
- events/shows
- free club membership with each sled
- give discounts to club members
- give free merchandise for combo to sell 300/club
- got trail insurance
- groom trails
- group rides
- help fund town of Webb publicity dept TV d.a. campaign to NJ, Penn, Ct.
- Help hold a safety course for young people under age 16
- help sponsor safety courses for youngsters
- help with safety course
- helped customers locate safety courses
- helped our customers locate clubs and events closest to them
- High mileage contest
- lease a snowmobile to sheriff dept.
- made new trails
- our motel upstate in Hamden, NY
- planned group trips
- post event advertising
- provide materials + sled for junior safety classes
- race donations
- raffle for Nyssc
- ride from dealership each Sunday
- safety and insurance
- Safety course
- Safety courses

- safety courses
- setup and promote rock maple sno-cross race weekend in old forge attendance 2500 persons
- showed at a club promotion outing
- snow mobile drags
- snowclub- our club snowseekers here on L.I.
- sponsor sale of raffle items (snowmobile & gift certificates
- sponsoring clubs
- sponsor different local rides of events
- Sponsor events- donations of sleds and accessories
- sponsor show- display of sleds and donation of accessories for drawings
- started the missing link snowmobile club
- support local club
- support out local clubs with door prizes and donations
- The Poker Run at my shop draws 175-200 sleds every year
- trail map donations
- used shop for info center
- we donate to other clubs in the area for fund raisers
- we donate to the local snowmobile club to help with grooming
- We have a display rack for maps
- word of mouth on trails we know.
- work on trail preparations

b) If yes, please indicate how much you spent on the following activities:

i. Advertising (Direct and co-op)?

Number of Responses:	25
Average amount spent on advertising:	\$7,582
Median amount spent on advertising:	\$7,000
Range amounts spent on advertising:	\$500 - \$20,000

ii. Donations (Cash and merchandise value)?

Number of Responses:	27
Average amount spent on donations:	\$1,165
Median amount spent on donations:	\$500
Range of amounts spent on donations:	\$50 - \$7,500

iii. Other promotions?

Number of Responses:	6
Average amount spent on other promotions:	\$2,133
Median amount spent on other promotions:	\$700
Range of amount spent on other promotions:	\$100 - \$6,000

Please specify other promotions:

- bumper stickers
- dice runs, Allegany winterfest
- support rock maple racing, local drag racing
- the use of my shop for the Whitney Point Ridge Riders Poker Run. No charge. They also use my big gas grill.
- work of month

17) Please rank the three most important things that you believe the NYSSA should do to promote snowmobiling in New York State.

Number of responses:

86

Responses include:

- a lot of involvement in trail clubs and trail systems
- advertise as family sport
- advertise snowmobile NYS
- allow more use of secondary roads for snowmobiling because of mandatory liability ins. coverage
- back off on ridiculous tickets like reg. decals being out of place by 6 inches
- better trail development with clubs
- change the registration fee promoting the clubs + trail fund. I believe this is in the works now.
- comprehensive dealers for time - postage for issuing in state - out state registration
- Connecting and developing a state wide trail system
- continue to make liability insurance available with the goal of reducing premiums
- counties and clubs offer maps - why not a state map? and maybe a cohesive list of regional maps of trails systems with prices and addresses
- develop a trail system
- develop more trail systems
- do more activities for the average snowmobiler
- DWI check points
- encourage more land owners to allow use of land by educating them about insurance coverage
- enforcement of rights of private land owners
- establish ways to safely cross the canal, lobby governments to establish
- establish well marked trail systems that connect and use one map
- fellow PA state they have nice trail system Pa. grand cannon

- get a network of all clubs that groom, so they can let each other know what's going on
- get better trail system with markings so people can tour
- Get NYS police out of blind areas (Tug Hill). SP. likely to be set up over knoll where they can't be seen. One customer broke (his) leg after stopping - hit by sled behind him.
- get rid of NYS registration for Non-NYS residents, make a permit free!!! not nontransferable NYS registration.
- get state reg. fees raised to help support clubs
- groom those trails
- have more trails; everyone goes to Old Forge, so it is really crowded
- help push clubs to do more and better grooming
- help snowmobile clubs get reasonable trail insurance
- Here where we are located the trails are not very good at all. But on both sides of us is the state of VT, and on the other side Quebec. Their trails are great. If we could do the same thing snowmobiling would be even better all the way around.
- improve trail system - provide clubs with trail groomers
- Keep the registration fee down. Sleds are costly enough without paying big registration fees.
- law enforcement + safe responsible snowmobiling
- Let non-residents ride if registered in their own state
- lobby Albany to introduce a trail user fee and put the funds to use in grooming equipment state wide.
- lobby the government to promote safe snowmobiling by establishing trails.
- Make a statewide or county snowmobile trail maps. I have more people who want map. They would gladly pay for them too. Either they don't exist or are very hard to get!
- make it easier for clubs to get funding in Cattaraugus county
- make it easier for out-of-staters to register
- Make it safe
- make snow, just kidding
- make the Remsen to Lake Placid corridor viable for snowmobiling
- make trails open up more state land
- Make trails wider - higher speeds require more room.
- mandatory safety and awareness course legislation
- maps
- maps
- more positive press to encourage private land owners to allow trails on their property
- more television promotion
- more trails established
- need more group safety seminars - especially for younger riders
- need more positive press - so many people are riding but we only hear about a few bad incidents

- NY doesn't recognize other state registrations, this is not fair. To drive your car in another state you don't have to register there!
- offer safety training
- open trails - ease of use
- organized trail systems
- organize rides and other activities
- out of state residents should not pay more for registration
- pay groomer operators - at least minimum wage
- promote club memberships
- promote safety
- promote snowmobile trails around the state
- promote touring packages and advertising them
- public perception
- put in I love NY ad's for snowmobiling, set up system like Canada
- re-read + do 17a
- Reread 17a
- Run a snowmobile tourism add TV for NY state. This will get people aware and involved.
- safe classes - promotional events state wide
- safe trails
- safety
- safety
- safety
- snowmobile trail
- Snowmobile access to public lands
- spend more grooming money in warren county
- stop DWI
- the marking of trails should be standardized so you can follow a trail system state wide.
- trail expansion
- Trail signage could use some more help with low cost uniform signage offered to clubs
- Unified trail system maps (similar to VT's)
- Unified trail systems (similar to VT's V.A.S.T.)
- where you can go
- work closer with clubs on getting permission on some private lands
- work more closely with the snowmobile clubs in the state on trail systems
- youth safety training

18) For how many years have you been in the snowmobile business?

Number of Responses:	37
Average number of years:	19
Median number of years:	20

Range of years: 2 - 40

a) Are you a multi-line snowmobile dealer? ☐ Yes; ☐ No.

Number of Responses: 40
YES: 30.0%
NO: 70.0%

19) Are you a dealer that registers new and used snowmobiles?
☐ Yes; ☐ No.

Number of Responses: 35
YES: 85.7%
NO: 14.3%

20) What are the total annual government fees incurred to operate your business?

Number of Responses: 19
Average government fees paid: \$3,488
Median government fees paid: \$1,000
Range of government fees paid: \$125 - \$20,000

21) What are the total annual insurance costs for your business?

Number of Responses: 28
Average annual cost of insurance: \$15,244
Median annual cost of insurance: \$11,500
Range of annual cost of insurance: \$1,030 - \$35,000

22) What are the total annual utilities costs for your business?

Number of Responses: 31
Average annual utility costs: \$9,264
Median annual utility costs: \$10,000
Range of annual utility costs: \$1,300 - \$25,000

23) Has your business received awards from the community, local government, equipment manufacturer, or trade association? ☐ Yes; ☐ No.

Number of Responses:	37
YES:	56.8%
NO:	43.2%

24) How many persons are employed on a full-time basis with your snowmobile business?(Include yourself and any other owners.)

Number of Responses:	38
Average number of full-time employees:	6
Median number of full-time employees:	5
Range of full-time employees:	1 - 35

a) What is the total amount of full-time salaries paid by your business?

Number of Responses:	25
Average amount of total salaries paid to full-time employees:	\$139,350
Median number of total salaries paid to full-time employees:	\$80,080
Range of total salaries paid to full-time employees:	\$10,000 - \$500,000

25) How many persons are employed on a part-time basis with your snowmobile business? (Include yourself and any other owners.)

Number of Responses:	23
Average number of part-time employees:	3
Median number of part-time employees:	2
Range of part-time employees:	1 - 12

a) What is the total amount of part-time salaries paid by your business?

Number of Responses:	16
Average amount of total salaries paid to part-time employees:	\$21,089
Median number of total salaries paid to part-time employees:	\$10,000
Range of total salaries paid to part-time employees:	\$2,500 - \$100,000

26) Please use this space for any other comments you would like to make.

No. Responses: 6

Responses include:

- I am a member of Northern NY volunteer snowmobilers assoc. Formally St. Law. Co. snow Assoc. I own my own groomer & maintenance on these machines.
- If you would like to make NYS a great place for snowmobiling, you should look at how the Canadians do it and make the necessary changes to the way things are done here, e.g. have 1 permit system to help found the trails along with registration learn grooming techniques to maintain the quality of trails or invest in a interstate trail system. Which in turn will help all the small business people along the trail. Have your trail system well marked and easier to follow.
- System is getting better but just got back from Canada, we have a ways to go
- The only way that I get the sale of my groomers that I make is by telling of my groomers to other people.
- We give the NYS Snowmobile course to the kids under 16. It is very helpful and informative not only to the kids, but I find the adults learn things they didn't know. Also, the kids feel important because of the cards and patch they receive.
- Why are NY fees for recreation always higher priced then other states, I LOVE NY!

Attachment E:

Sample Snowmobile Clubs Survey

Attachment E

Sample Snowmobile Club Survey

February, 1998

Dear Snowmobile Club Officer:

Snowmobiling in New York State is an increasingly popular sport, and an important part of the state economy. The New York State Snowmobile Association (NYSSA) has commissioned the Merwin Rural Services Institute (MRSI) at SUNY Potsdam College to conduct a survey to examine the economic impact of snowmobiling in New York State.

Your club has been selected for this survey. Your response is very important to the success of this project, as only a limited number of surveys will be distributed. Responses will be kept strictly confidential, and the final report will contain only summarized results.

Please complete the attached survey, and return to MRSI in the enclosed business reply envelope by February 13, 1998.

If you have any questions, call Ram Chugh, MRSI Director, at 315-267-3051. Thank you very much for your time and cooperation in this study.

Sincerely

Ray Quackenbush
President, New York State Snowmobile Association, Inc.

Sample Snowmobile Club Survey

NYS Snowmobile Economic Impact Analysis Snowmobile Club Survey

Part I: Club Membership

- 1) What year was your club established? _____
- 2) How many members belong to your club? _____
- 3) Approximately how many new members joined your club during the 1996-97 snowmobile season? _____
- 4) What was the approximate total revenue obtained by your club during the 1996-97 snowmobile season? \$ _____
 - a. How much of this came from:
 - i) Membership dues? \$ _____
 - ii) Other sources? \$ _____Please specify other sources: _____

Part II: Club Activities

- 5) What were the three most common activities sponsored by or supervised by your club during the 1996-97 snowmobile season? (examples might include: trips, races, trail rides, etc.)
 - a. _____
 - b. _____
 - c. _____
- 6) Approximately how much money did your club spend on trail building, maintenance, and/or grooming during the 1996-97 snowmobile season? \$ _____
- 7) Approximately how much money did your club generate through raffles, contests, and other fundraising during the 1996-97 snowmobile season? \$ _____
 - a) What were the three most common fundraising activities your club participated in?
 - i. _____
 - ii. _____
 - iii. _____
- 8) Does your club participate in or encourage activities within your local community (examples might include: training courses, adopt-a-highway program, or other community service)? _____ Yes _____ No.
 - a) If yes, please list the three most common ways your club is active in the community.
 - i. _____
 - ii. _____
 - iii. _____

Sample Snowmobile Club Survey

Part III: General Questions and Comments

- 9) Please list (by category) your club's total charitable donations during the 1996-97 snowmobile season:
- a. Cash donations: \$_____;
 - b. Value of goods/products/merchandise donated: \$_____;
 - c) Volunteer manhours: _____ hrs.
 - d. Other (please specify) _____
- 10) Please list the total number of safety courses that your club offered during the 1996-97 snowmobiling season. _____
- a. Please list the total number of manhours that your club spent in offering safety courses: _____ hrs.
- 11) Please list, in rank order, the three most important things that you believe the NYSSA should do to promote snowmobiling in New York State.
- i _____
 - ii _____
 - iii _____
- 12) Please use this space for any other comments you would like to make.

Please the survey to MRSI by February 13, 1998

**You can fax your completed survey to MRSI at 315-267-3151,
or use the enclosed business-reply envelope .**

Thank you very much for participating in this survey!

Attachment F:

Snowmobile Clubs Survey: Tabulation of Responses

Attachment F

Snowmobile Club Survey Tabulation of Responses

Number of Responses: 37

Part I: Club Membership

1) What year was your club established?

- Number of responses: 36
- Average year established: 1977
- Median year established: 1972
- Range of years established: 1958 - 1996

2) How many members belong to your club?

- Number of responses: 35
- Average membership : 174 members
- Median membership: 90 members
- Range of responses: 22 - 1,000 members

3) Approximately how many new members joined your club during the 1996-97 snowmobile season?

- Number of responses: 35
- Average new members: 48 new members
- Median new members: 22 new members
- Range of Responses: 2 - 400 new members

4) What was the approximate total revenue obtained by your club during the 1996-97 snowmobile season?

- Number of responses: 32
- Average yearly revenue: \$12,357.40
- Median yearly revenue: \$5,756.50
- Range of responses: \$150 - \$104,766.20

a. How much of this came from:

i) Membership dues?

- | | |
|---------------------------|-----------------|
| • Number of responses: | 35 |
| • Average dues reported: | \$2,139.60 |
| • Median dues reported: 1 | \$200 |
| • Range of responses: | \$60 - \$15,000 |

ii) Other sources?

- | | |
|---------------------------|------------------|
| • Number of responses: | 29 |
| • Average other revenues: | \$11,401.9 |
| • Median other revenues: | \$4,913 |
| • Range of responses: | \$300 - \$94,766 |

Please specify other sources: Number of responses: 33

- annual snow NYSSA RAFFLE \$496/\$800 SNOW SHOW \$330 CLAM Bake Show
- bar 32%, raffle 5%, rentals 1.3%, events 33668.73 - 32%, coin machines .7%, misc. 7.9%, grants 1.3%
- candy sale, raffles
- Chicken B-B-Q - Raffles
- club fund raisers - dinners, raffles
- club raffle 2500, 3000 state trail fund
- dance, hog roast, raffles
- events, raffles
- food & refreshment sales
- From State
- function, county \$1600; - \$500 donations, \$4500 raffle (sled), \$500 (50/50 raffle)
- fund raisers, map, raffles, trail reimbursement
- Fund raisers, raffles, town + country
- Fund raisers: chicken B-B-Q; raffles, donations, poker runs
- Grants, swap meets, Raffles, Poker Runs, Donations
- Hosting grass drag racing
- NYS trail funds, club raffles, cabin fever winter party, summer clam bake
- NYS trail grants: 6000, 1800 raffle.
- NYSSA ticket sales, trail fund disbursement
- poker runs, chicken b-b-q, family obligations, raffles, grants, NYSSA reg.
- Polaris raffle, trail funds, NYSSA tickets, sale of T-shirts, OCSA raffle.
- Raffle snowmobile, in-house raffle
- raffle, newsletter, advertising
- raffles
- raffles, spaghetti dinner, hog roast, auction
- raffles, state funding
- raffles; B-B-Q; dances

- State aid, raffle, pancake breakfast, advertising
- State grant 8000, 4000 all fund drives
- state grooming moneys \$3000
- trail fund grant raffles, donations, balance from previous year
- Trail fund, dice runs, chicken B-B-Q, donations
- Trail grants, auction/show, raffles

Part II: Club Activities

5) What were the three most common activities sponsored by or supervised by your club during the 1996-97 snowmobile season? (examples might include: trips, races, trail rides, etc.)

Total number of responses: 82

Most frequent responses:

- | | |
|----------------------|------------------------|
| • Dinners/food sales | 22.9% of all responses |
| • Trail Rides | 18.1% of all responses |
| • Races/Poker runs | 16.8% of all responses |

Responses include:

- Annual show/auction
- B-B-Q (2)
- clam bake
- dance
- Dice run
- Grooming
- Hospice poker run
- hot dog, sleigh ride with bon fire at dusk
- Local trial rides
- many trail rides
- now snow
- Opening of bridges in Letchworth State Park
- Pancake breakfast ride-ins
- pig roast
- Poker Run
- poker run
- Poker run
- poker runs
- safety clinic & awareness weekend
- shoot out
- sponsor 1 race
- Ted Roosevelt dinner
- Trail ride
- trail rides
- trail rides
- trail rides

- trail rides
- trail rides
- trips
- trips
- Valentine's Poker run
- We participated in a county ride but didn't sponsor or supervise it.
- weekly trail rides
- Winter Picnics
- 240 Party
- annual trip to the North Country
- antique snowmobile show
- Chicken B-B-Q
- clam bake
- club b-b-q,
- club ride
- Club rides
- did a snowmobile ride for Hospice
- Euchre (card game) parties
- hog roast
- land owner and thank you party
- land owner dinner
- poker Run
- poker run
- Poker runs
- poker runs
- Raffle
- Safety course for new riders
- Safety courses
- steak roasts
- summer clam bake (free)
- super raffle
- swap meets
- Swap meets
- trail clearings
- annual landowner dinner and dance
- annual work party
- Christmas party
- Christmas party
- Family ride
- fund raisers
- Groomer show
- hot-dog roast
- Local fair - promotional
- no snow
- NYS Safety course instruction
- one trail ride
- public relations activities

- Races
- round robin dinner
- snow cross
- steak bake
- Summer outing
- summer picnic
- torch light ride
- trail work parties

6) Approximately how much money did your club spend on trail building, maintenance, and/or grooming during the 1996-97 snowmobile season?

- | | |
|-------------------------------------|----------------|
| • Number of responses: | 29 |
| • Average amount spent on trails: | \$6,331.80 |
| • Median amount spent on trails: | \$3,208 |
| • Range of amounts spent on trails: | \$0 - \$45,000 |

7) Approximately how much money did your club generate through raffles, contests, and other fundraising during the 1996-97 snowmobile season?

- | | |
|--|----------------|
| • Number of responses: | 29 |
| • Average amount raised by fund raisers: | \$4,940.30 |
| • Median amount raised by fund raisers: | \$2,200 |
| • Range of amounts raised by fund raisers: | \$0 - \$40,000 |

a) What were the three most common fundraising activities your club participated in?

Total number of responses: 70

Most frequently-cited fundraising activities:

- | | |
|--------------------|------------------------|
| • Raffles | 38.6% of all responses |
| • Races/Poker runs | 15.7% of all responses |
| • Food sales/BBQ | 12.9% of all responses |

Responses include:

- 240 party
- 50-50 raffle
- Auction/show
- cabin fever
- candy sales
- Chicken B-B-Q
- chicken b-b-q
- dance
- Dive Runs
- Grass drag racing-organize and host

- hospice poker run
- no snow
- NYS snow mobile raffle
- NYSSA ticket raffle
- raffle
- raffles
- Raffles
- raffles
- raffles
- raffles
- raffles
- raffles
- same as 5
- snow mobile raffle
- snow show
- snowmobile raffle
- super raffle
- Swap meet
- trail work
- 50/50 raffle
- 50/50 raffles
- advertising
- B-B-Q
- Chicken B-B-Q
- chicken B-B-Q
- Chinese auction raffle
- clam bake
- clam bake
- cookbook - wood raffles
- dances
- hog roast
- NYSSA raffle
- Poker run
- poker run
- poker run
- raffle
- Raffles
- raffles
- sale of patches
- Santa Claus raffle
- steak bake
- trail fund donations
- Winter carnival
- 50/50 raffle
- clothing sale
- summer clam bake
- dances

- dine-a-mate book sales
- misc. raffles
- NYSSA raffle
- pig roast
- poker run
- poker run
- poker run
- Poker runs
- poker runs
- raffles
- Selling "T" shirts - sweatshirts
- spaghetti dinner

8) Does your club participate in or encourage activities within your local community (examples might include: training courses, adopt-a-highway program, or other community service)?

- Number of responses: 34
- Yes: 88.2%
- No: 11.8%

a) If yes, please list the three most common ways your club is active in the community.

Total number of responses: 62

Most frequently-cited community activities:

- Safety/training courses 45.2% of all responses
- Adopt-a-highway 6.5% of all responses
- Donations 6.5% of all responses

Responses include:

- 2 training courses/year
- adopt a highway
- adopt a highway
- adopt-a-highway
- adopt-a-highway
- Columbus day parade/float
- Distributing literature for safety instructors
- have tried to work with community on trail systems but local officials aren't interested and most business don't want to work with us.
- safety course
- Safety Courses
- safety courses
- Safety courses. donate to 4-h club town of Salisbury bicentennial
- Safety training
- Santa Claus night
- snow mobile safety course
- Snow mobile safety courses - Harris Sloper

- snowmobile safety course
- snowmobile safety course every year
- snowmobile safety courses 28
- trail clearings
- trail courses
- trail maintenance, grooming, signage
- training course
- training courses
- training courses
- up keep or fire rescue sled
- we are in the first phase of safety programs
- We practice that the club be a family organization or oriented.
- we teach 2 or 3 safety courses per season
- youth safety course
- youth safety courses
- youth snow mobile course
- adopt-a-highway
- area clean up
- children Christmas party
- club parties and rides
- collected bedding & donated it to local children's camp
- Donated to outreach programs - 25.. in 96-97
- donations to local children's hospital, inc. volunteer for telethon
- food pantry
- hospice poker run
- Little Fall hospital ambulance, Cory fire dept.
- newspaper articles
- our hot-dog roast is for Syracuse development center
- parade
- Safe trail systems
- Search and Rescue
- snow mobile rescue club, with new trailer and sled
- Sponsor NYS safety courses (6 certified instructors)
- support local fisheries program
- Work with fire dept. and First aid squad
- antique shows
- charity donations
- Did a trail ride for Hospice
- Dooda parade - summer event
- Informing the community + riders of trail systems and to ride safe
- Part of Monroe county snow emergency
- participate in local July 4th summer celebration and parades
- promote safe snowmobiling
- training safety classes
- Work with Fire Dept./Emergency squads for wintertime rescues
- young snow courses

Part III: General Questions and Comments

9) Please list (by category) your club's total charitable donations during the 1996-97 snowmobile season:

a. Cash donations:

- Number of responses: 23
- Average cash donation: \$485.70
- Median cash donation: \$200
- Range of responses: \$0 - \$2,250

b. Value of goods/products/merchandise donated:

- Number of responses: 13
- Average goods donated: \$403.10
- Median goods donated: \$250
- Range of responses: \$0 - \$1,500

c) Volunteer man hours:

- Number of responses: 19
- Average man hours: 543.3 hours
- Median man hours: 200 hours
- Range of responses: 0 - 2,900 hours

d. Other (please specify) Number of responses: 7

- equipment
- fishing derby - handicapped adults
- grooming
- hundreds of hours of building and trimming of trails
- Search rescue if needed, winter or summer
- sled-\$3000 - Polaris program - donated drag \$750
- We need financial help to keep trails groomed and equipment, so we can't give away any. We do treat our landowners to things

10) Please list the total number of safety courses that your club offered during the 1996- 1997 snowmobiling season.

- Number of responses: 27
- Average number of courses offered: 1.48 courses
- Median number of courses offered: 1 courses
- Range of courses offered: 0 - 5 courses

a. Please list the total number of man hours that your club spent in offering safety courses:

- Number of responses: 26
- Average man hours: 34.6 hours
- Median man hours: 24.5 hours
- Range of man hours: 0 - 84 hours

11) Please list, in rank order, the three most important things that you believe the NYSSA should do to promote snowmobiling in New York State.

Total number of responses: 85

Most frequent responses:

- Trail upkeep/funding 28.2% of all responses
- Promote safety 9.4% of all responses
- Landowner relations 9.4% of all responses

Responses include:

- Adult safety courses with credit towards insurance
- Assist in funding clubs
- Better regulation of trail funds - local presently not good
- Communicate legislation to clubs
- counter negative with positive at news media level
- Credits for safety course (money off on registration)
- Ease state funding distribution requirements to clubs
- Easier to get money for trails
- educate the public
- funding for trails
- help clubs with trail permission
- Help in acquiring permission to use state land and not allow state land to become only wilderness areas.
- Help small clubs get started building trails and maintaining same
- help with insurance
- honor out state registration
- nothing
- NYSSA put input into manufactures motor cc, 600 max.
- obtain landowner benefits
- open more trails
- over land trails systems NYS
- oversee trail grooming so we get our money's worth
- promote a trail fee or pass
- Promote local clubs - membership
- promote snowmobile safety
- raise registration fee to \$25
- remove drunk snowmobilers from trails
- safe sane sledding

- safety
- secure funding for groomers
- Trail finds available to all clubs
- wider trails on state land
- work on gaining reciprocity on registration
- work toward improving NYS trails
- work with clubs on land owner relations
- advertise
- advertise "I luv NY" campaign
- Assist in getting landowner trespass relief legislation passed
- Better trails + cooperation with other states
- Communicate club intent to legislators
- county rides
- educate more riders to join + support local clubs
- enforce better trail signage (identify routes, junction pts, etc.)
- gaining more trail funds money for clubs
- get more money allotted for clubs
- get state to help fund groomer equipment
- help clubs pay for grooming equipment
- help make it easier to get landowners permission
- Increase club trail funding
- Law enforcement on trails
- legislation to protect private landowners who allow snowmobiling on their property
- more grooming money
- Public awareness campaign to issues
- push for better law enforcement - assist counties in applying
- Re-designate districts. Ontario Co. should be its own, or tied to another county such as Livingston or Steuben, because our trails link to these other areas.
- Reduce - law suites possibilities against clubs
- reciprocity to other states re-registration
- safety on the trails
- stay on the for front of NY policies
- stay on trail program
- Tax break for land owner that trails cross
- The snowmobiler generates tax revenue, for policing speed hwy. noise.
- trail improvement
- central purchasing of groomer equipment for better prices
- Communicate to snowmobilers through local papers & news stories
- Develop trail system like Ontario, Canada. Permits to ride or passes like OFSC.
- groomer funding
- have manufacturers reduce amount of CLs in their machines
- help get more support with trail systems
- help in the acquiring of new trails and keeping the old ones

- hire trail inspectors full time to insure clubs spend money and groom accordingly
- Increase and promote public image
- insurance coverage
- keep developing trail system
- maps
- More patrol on the trails to check registrations
- More Trail funds available
- Promote legislation to toward this item
- Promote safe snowmobiling
- Provide trail markings + signs
- push for insurance/safety courses requirements at purchase and registration
- safety
- Safety on trails!
- snowmobile noise pollution
- the increase in reg. to improve funding programs
- with the lack of snow people will be reluctant to let us not forget we want them all to register next fall.

12) Please use this space for any other comments you would like to make.

total number of responses: 11

- as a whole we need to not only finance out sport ourselves, increase trail funds/registration. But need to get general funds assistance somehow in either \$\$ or tax rebates to landowner's which allow us to use their property or a NYS trail system.
- I'm sorry to tell this club has been disabled. We simply could not find members - It broke my heart.
- moving your monthly meetings to other areas of the state each month may allow more new people to attend
- NYSSA is doing a great job
- Our club has purchased 2 groomers in the last 2 years. We have been building bridges & marking trails & working with private landowners & the State to help promote safe & enjoyable Snowmobiling to all who wish to ride in our area.
- Our club is a federation of clubs in Wyoming County. Our directive is to maintain communication between the clubs and distribute the trail fund disbursement. Federation sponsored events would be redundant.
- Our organization is a fish and game club that has a supporting snowmobile committee of 200 members, approximately 1/2 the members are snowmobilers
- The registration fee should not be raised when there is no snow in your area. It is not fair to pay for someone in another area. As years pass I can't see where the clubs will need past revenue once the trails are established. Once you raise the fee and it goes to the state and the

clubs, it is not to our benefit. Things run on a tight budget have less chances of miss use. We the snowmobilers already are questioning the use of some trail funds. All snowmobilers should be told where the money goes to listing all counties and amounts regulating the registration fee shouldn't be raised when there is no snow in your area. It is not fair to pay for someone else. If you ride in someone else's area, you join their organization.

- Validity of survey quote will not fit in this space.
- we clubs need our trail money before the season not after. it is Feb. 12 and we have not received a God Damn cent yet!
- We think NYSSA is a very competent organization and will continue to support it and be members.

