



# New York State Snowmobile Association (NYSSA)

2011-12 Snowmobile Owners Survey





**The Research  
Foundation for**

The State University of New York

# Potsdam Institute for Applied Research

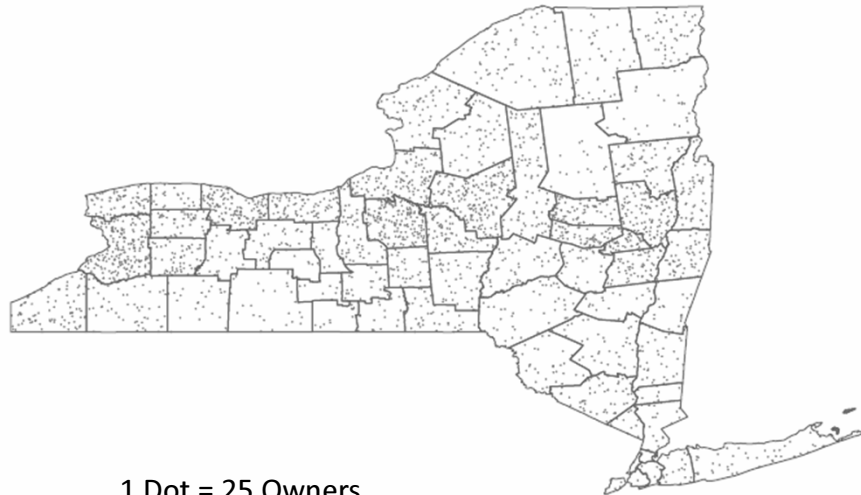
- Research Foundation of SUNY
- Located at SUNY Potsdam in St. Lawrence County just outside of the Adirondack Park
- Established 2002
- Director: Dr. J. Patrick Turbett
- Project Coordinator: Sandra Morris

# Survey Method

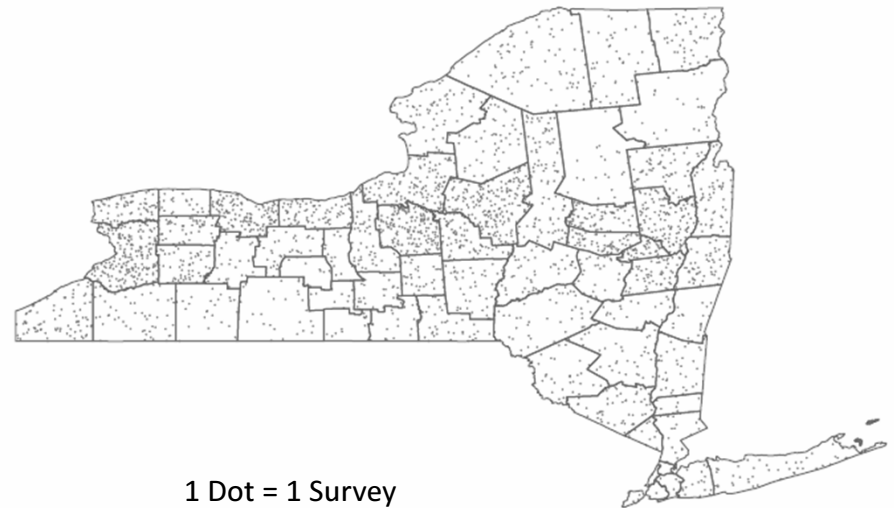
- Randomly Sampled 6,000 of 90,000 Households with 134,000 Registered Sleds
- E-Mail Notification to 69,000 NYSSA Members
- 1203 Surveys Completed by Random Sample = 20% Return Rate
- 4713 NYSSA Members Completed Survey Using Online Survey = 7% Return Rate

# Distribution of Sled Owners

2010 Registered Sled Owners



2011-12 Random Sample Returns



# Previous Surveys

- 1996-1997 Survey – 445 Surveys Returned from Random Sample of 3,000 – 15% Response Rate
- 2003 Survey – 1,350 Surveys Returned from 5,000 Surveys = 27% Response Rate

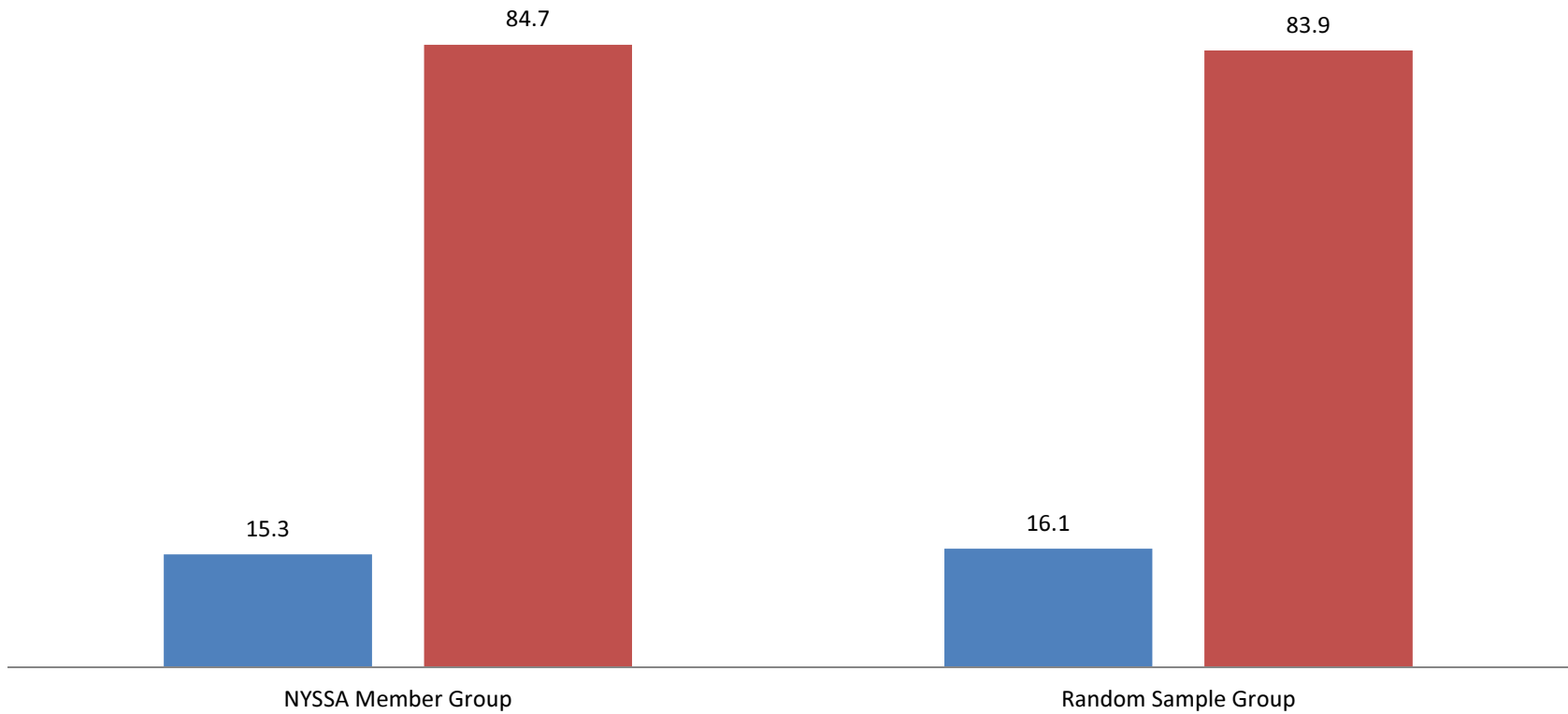
# DEMOGRAPHICS



# Demographics

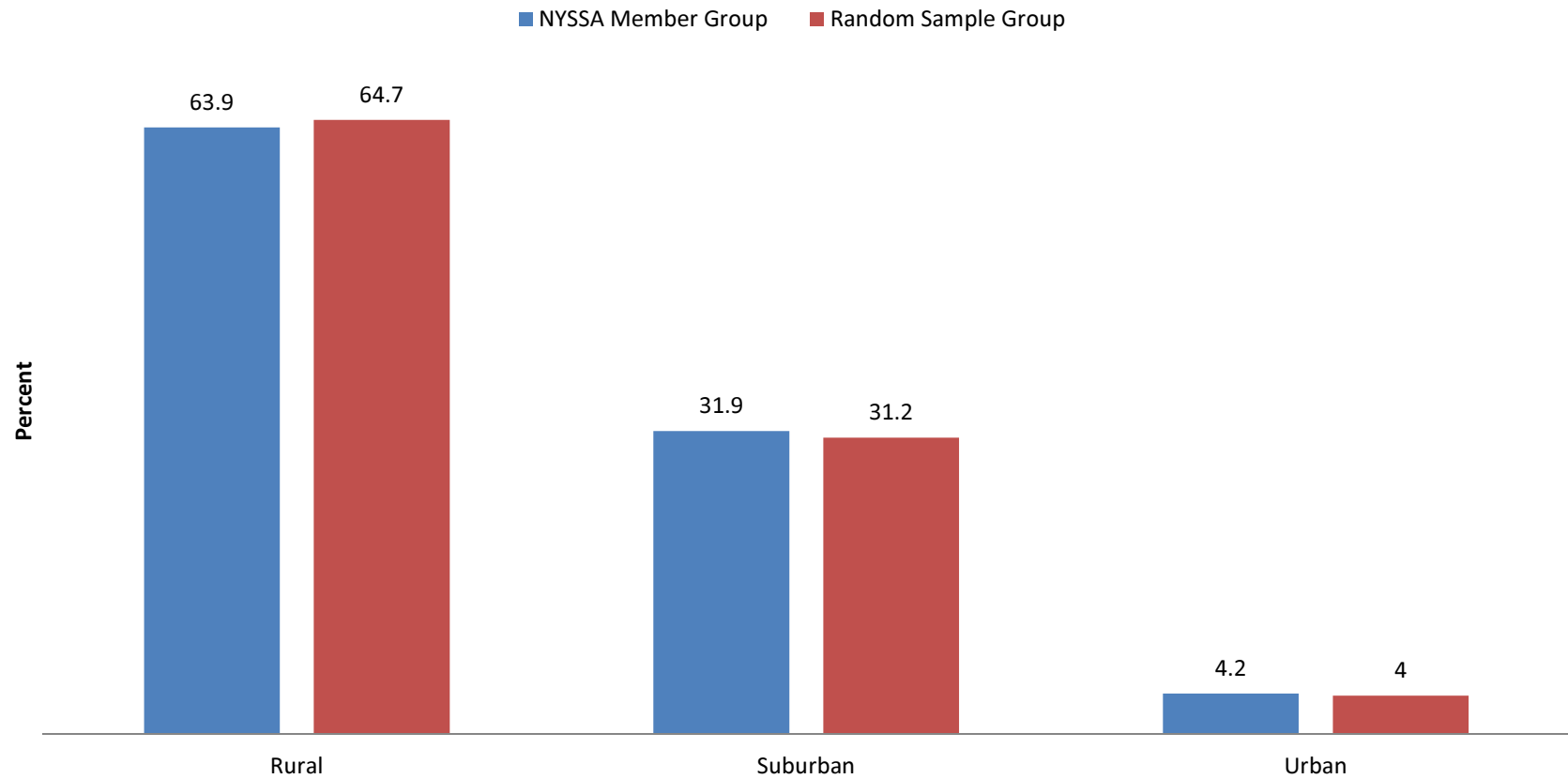
## New York State Resident?

■ No ■ Yes



# Demographics

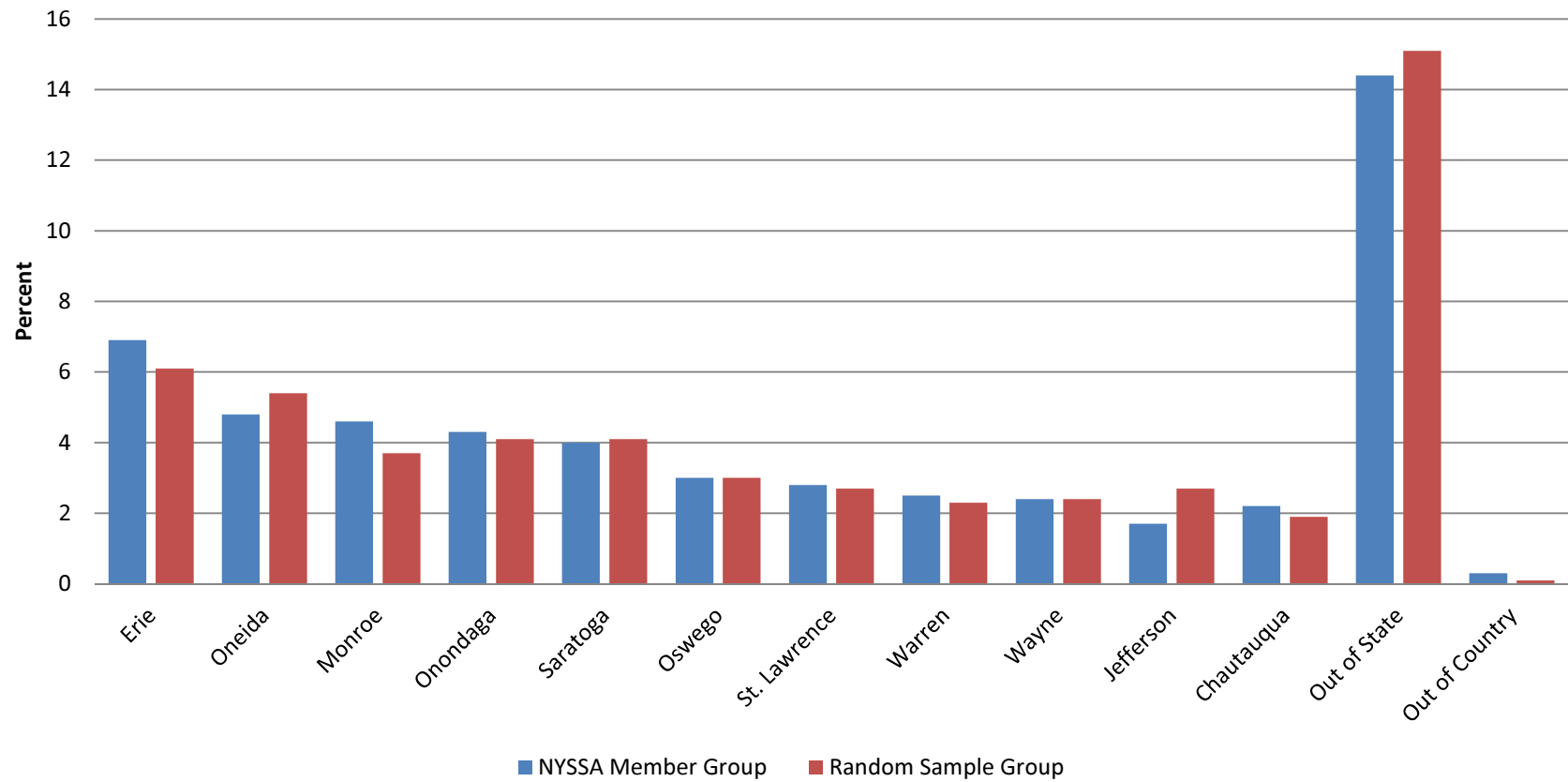
## Rural, Suburban, Urban?



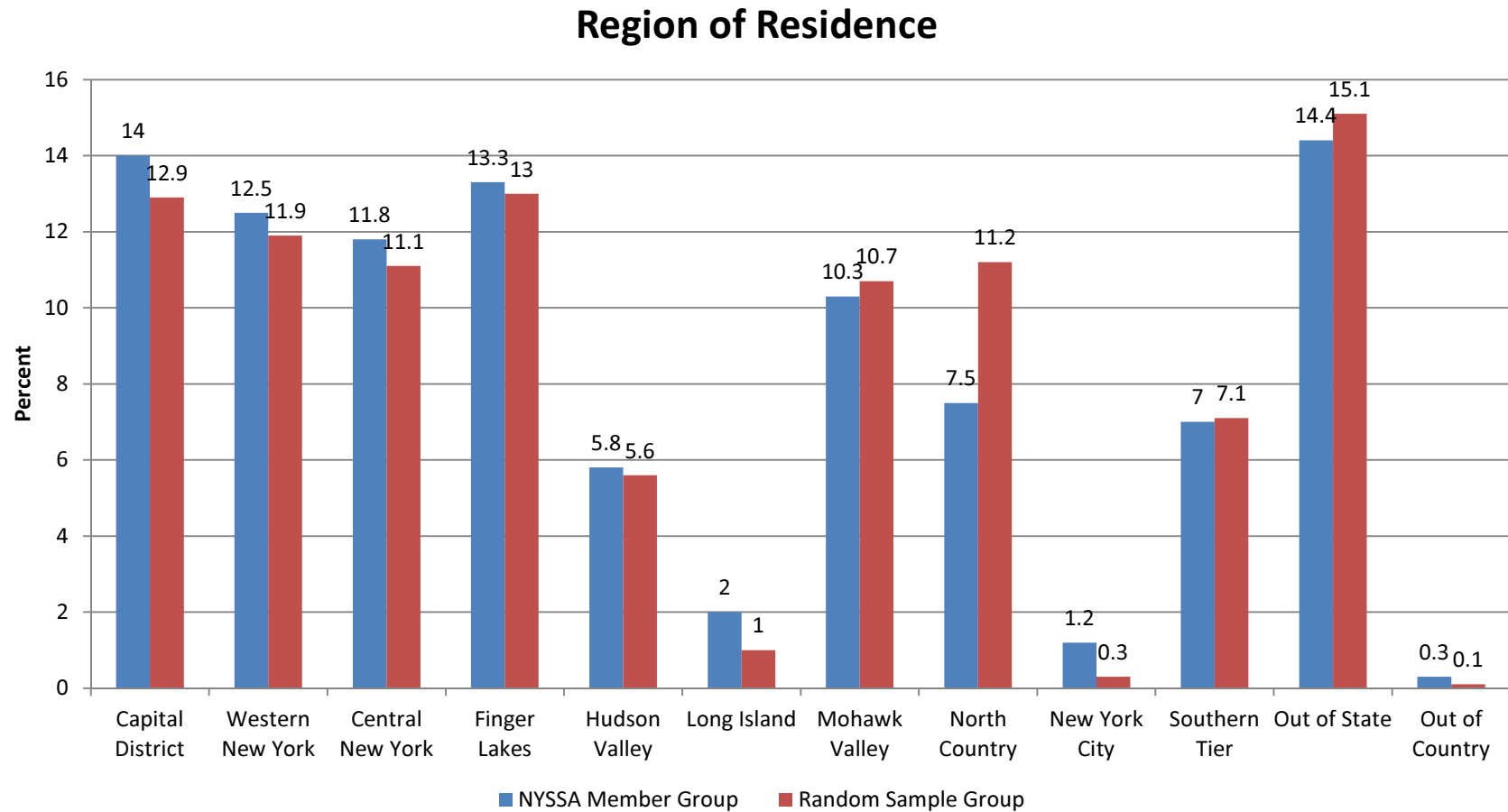


# Demographics

## Top Ten Counties of Residence

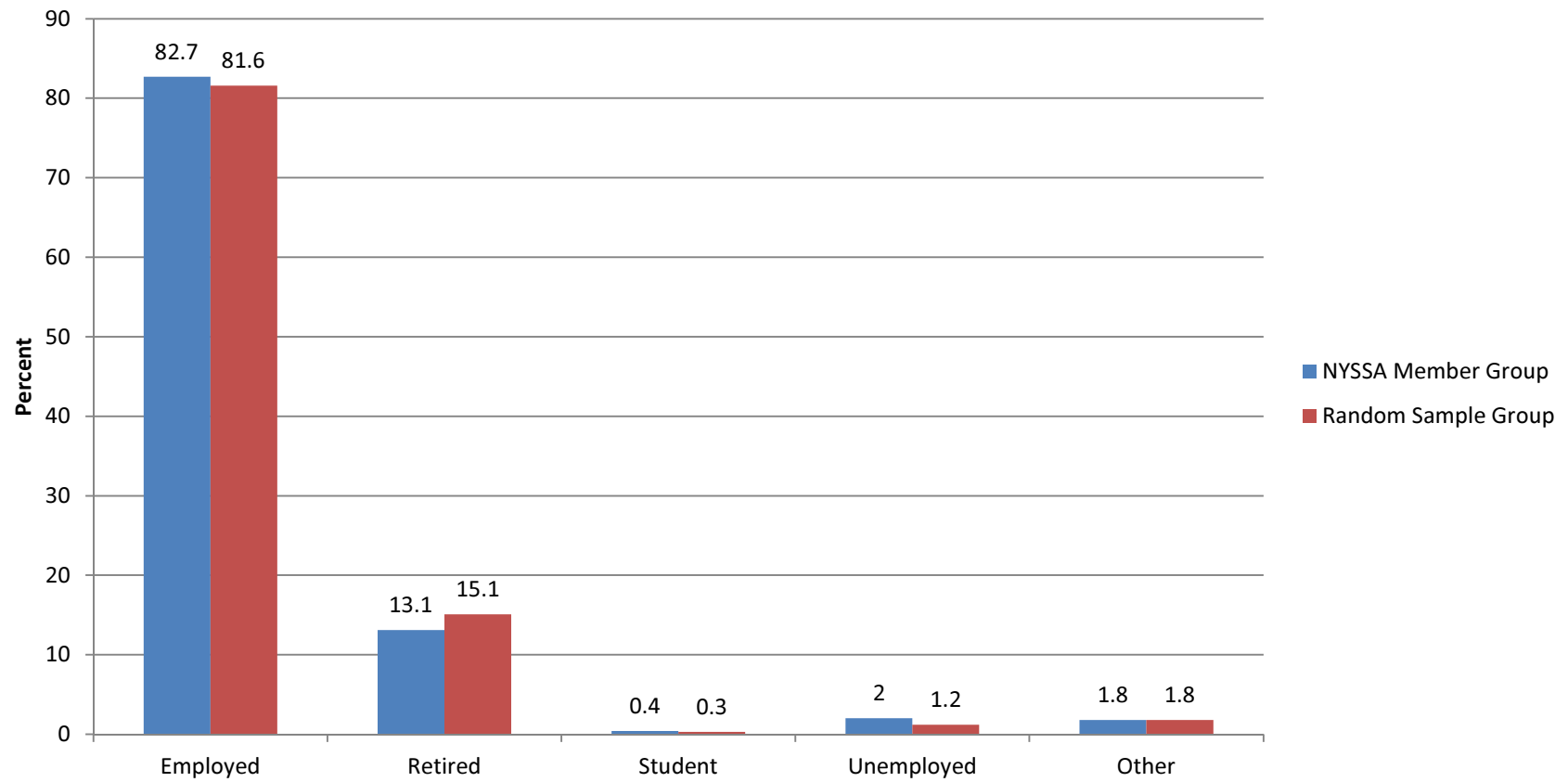


# Demographics



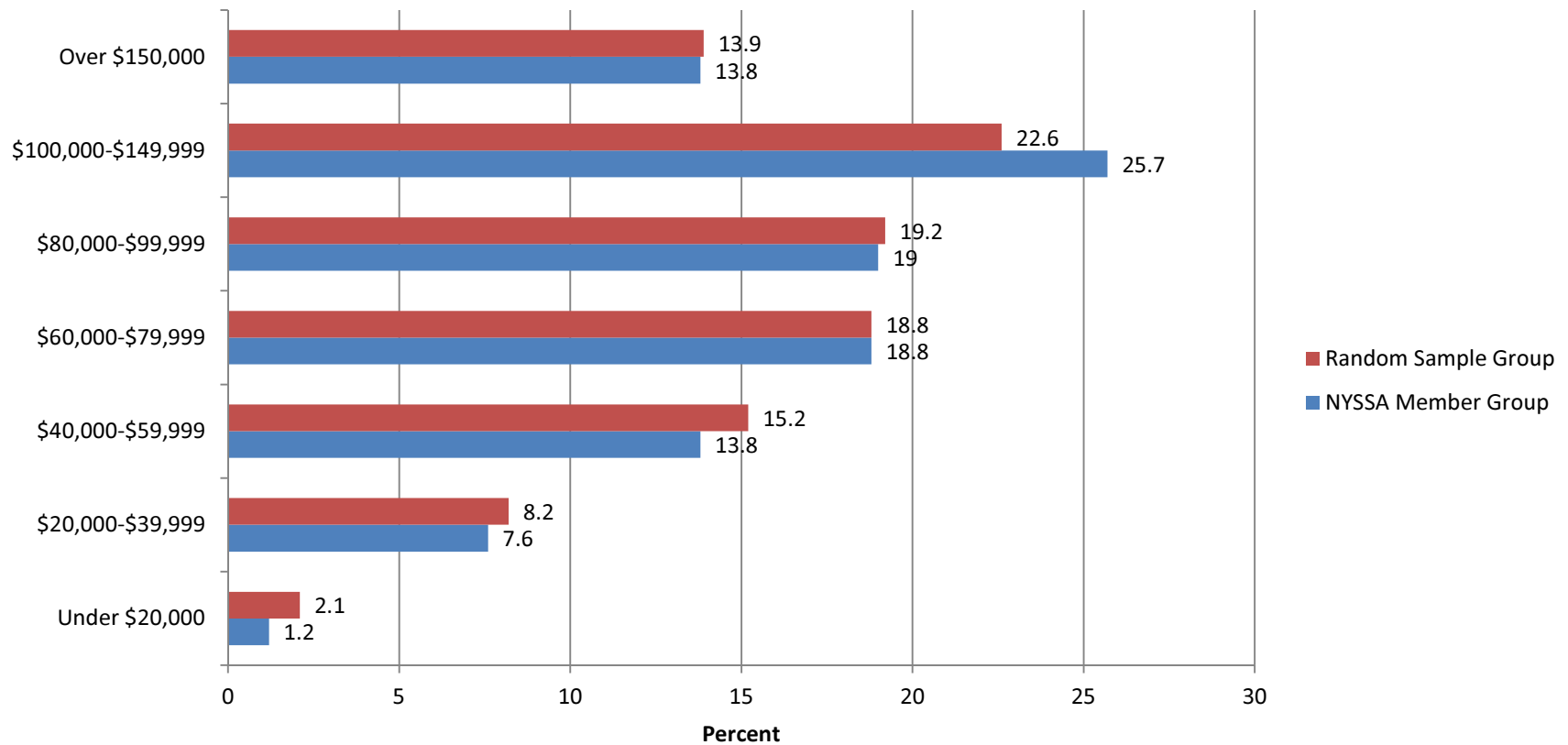
# Demographics

## Employment



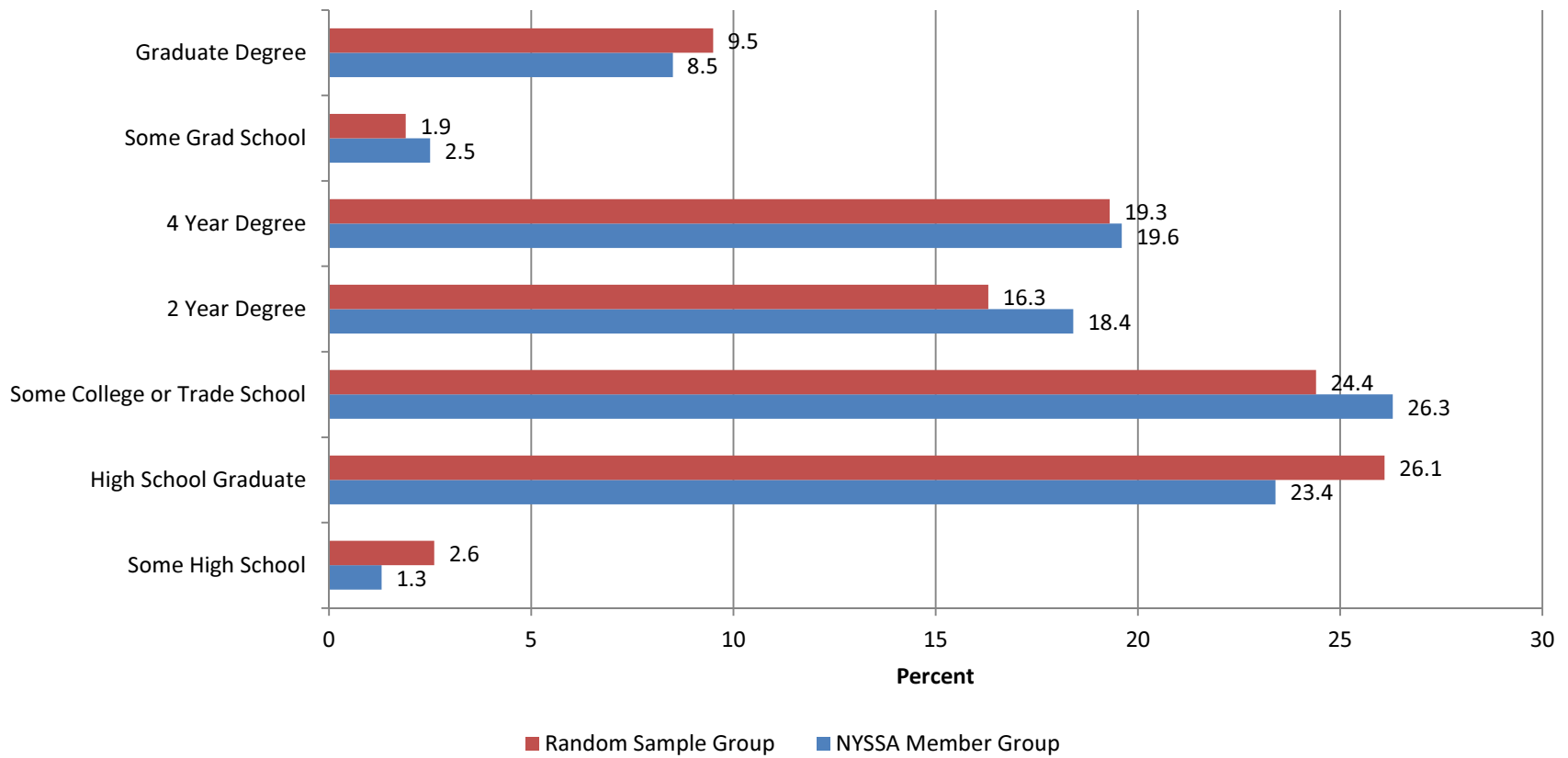
# Demographics

## Combined Income

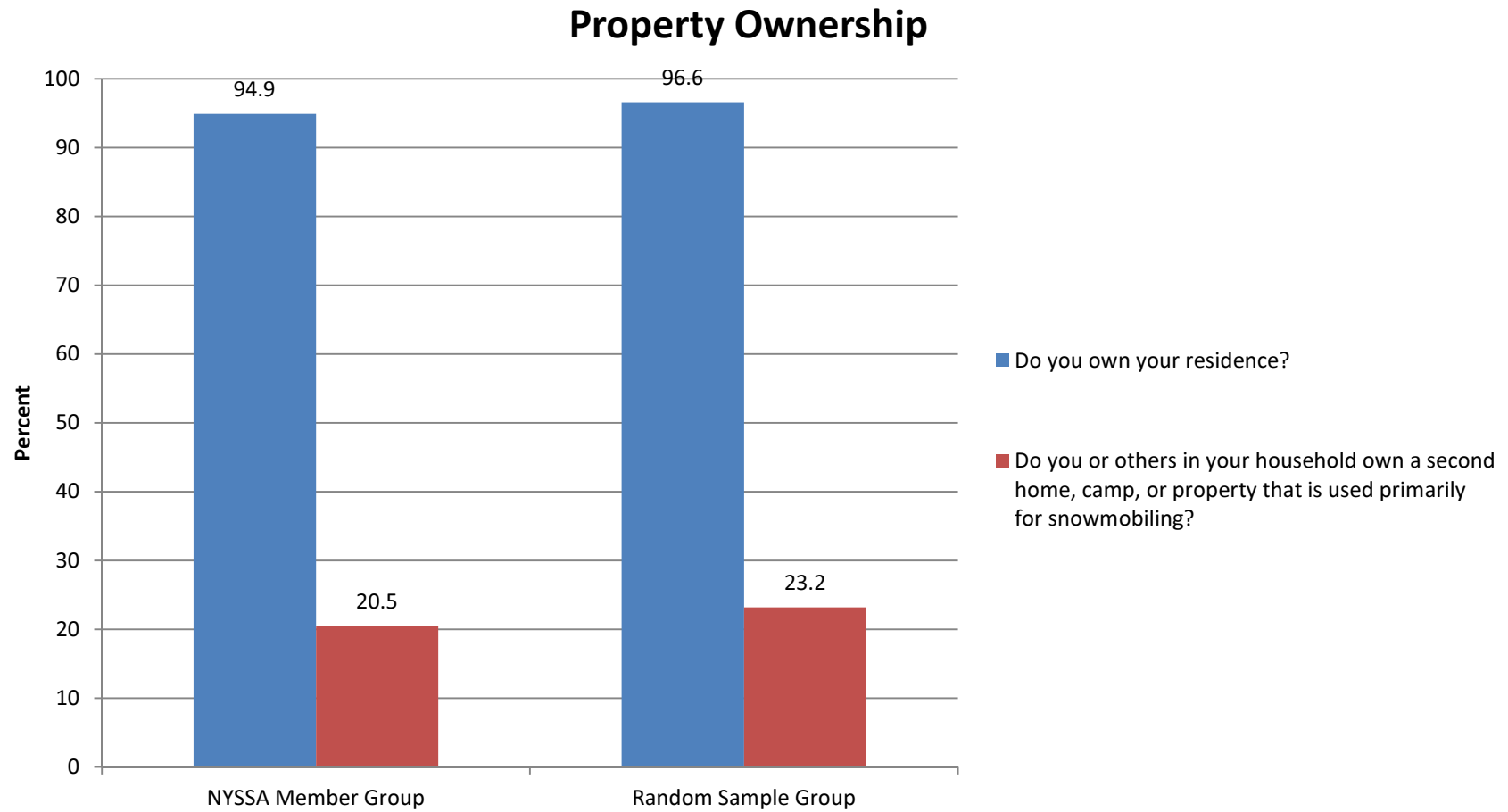


# Demographics

## Education



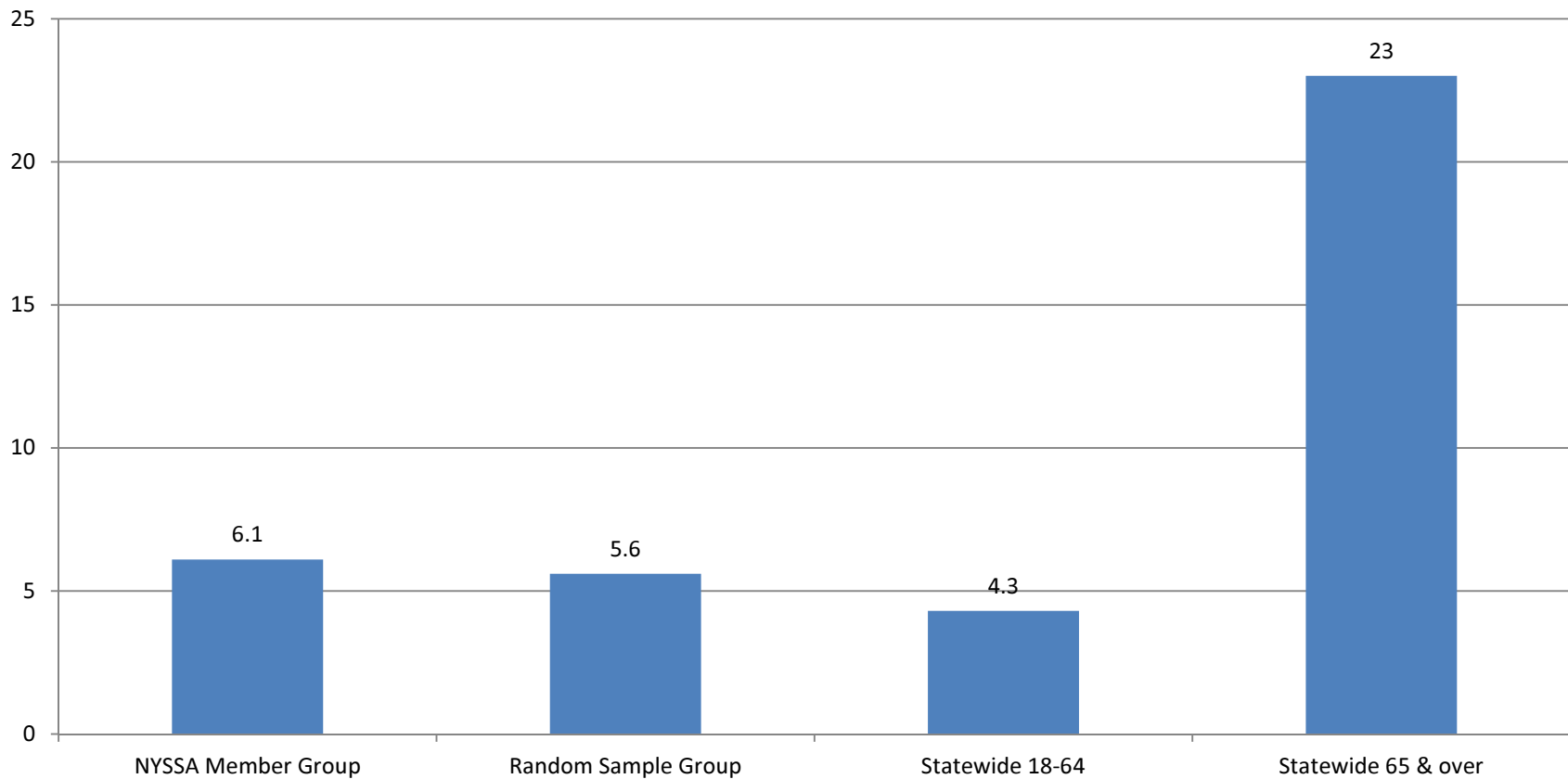
# Demographics



# Demographics

(Statewide Data Source: American Fact Finder – 2010 Census Data)

## Limited Mobility



# CLUB ACTIVITIES

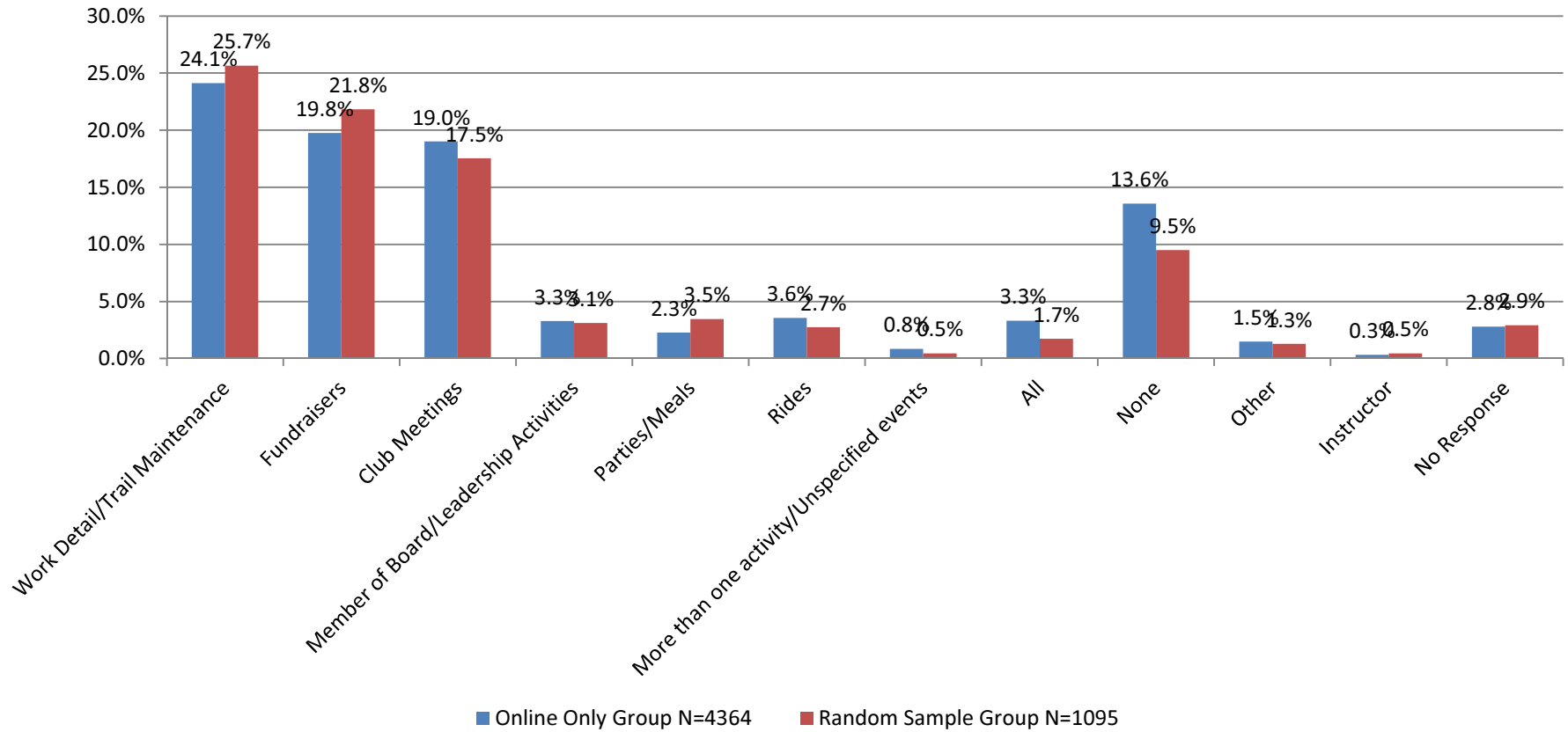




# Club Activities

(over 90% of both groups reported club or NYSSA membership)

### Club Activities



# SNOWMOBILE SLED DATA



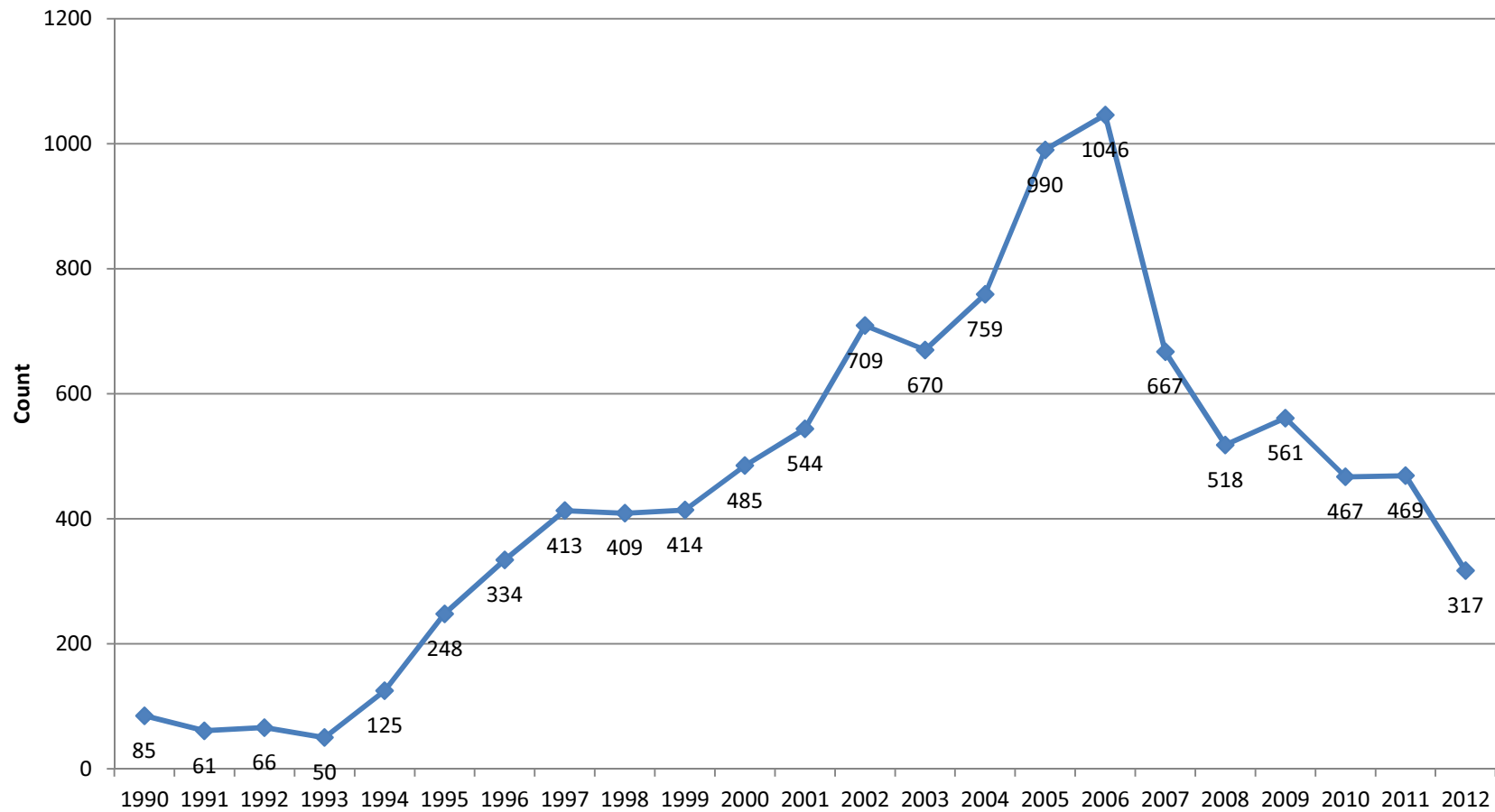
# Snowmobile Sled Data

( Information gathered for 12,772 sleds)

- Average number of snowmobiles owned: 2.42  
(Median: 2, Mode: 2)
- 46% purchased New, 54% purchased Used
- Overall Average Purchase Price - \$4,955
- Average New Purchase Price - \$9,359
- 91% Registered
- 90% Insured
- 86% are Two Stroke, 14% are Four Stroke
- Median model year is 2004, Mode is 2006

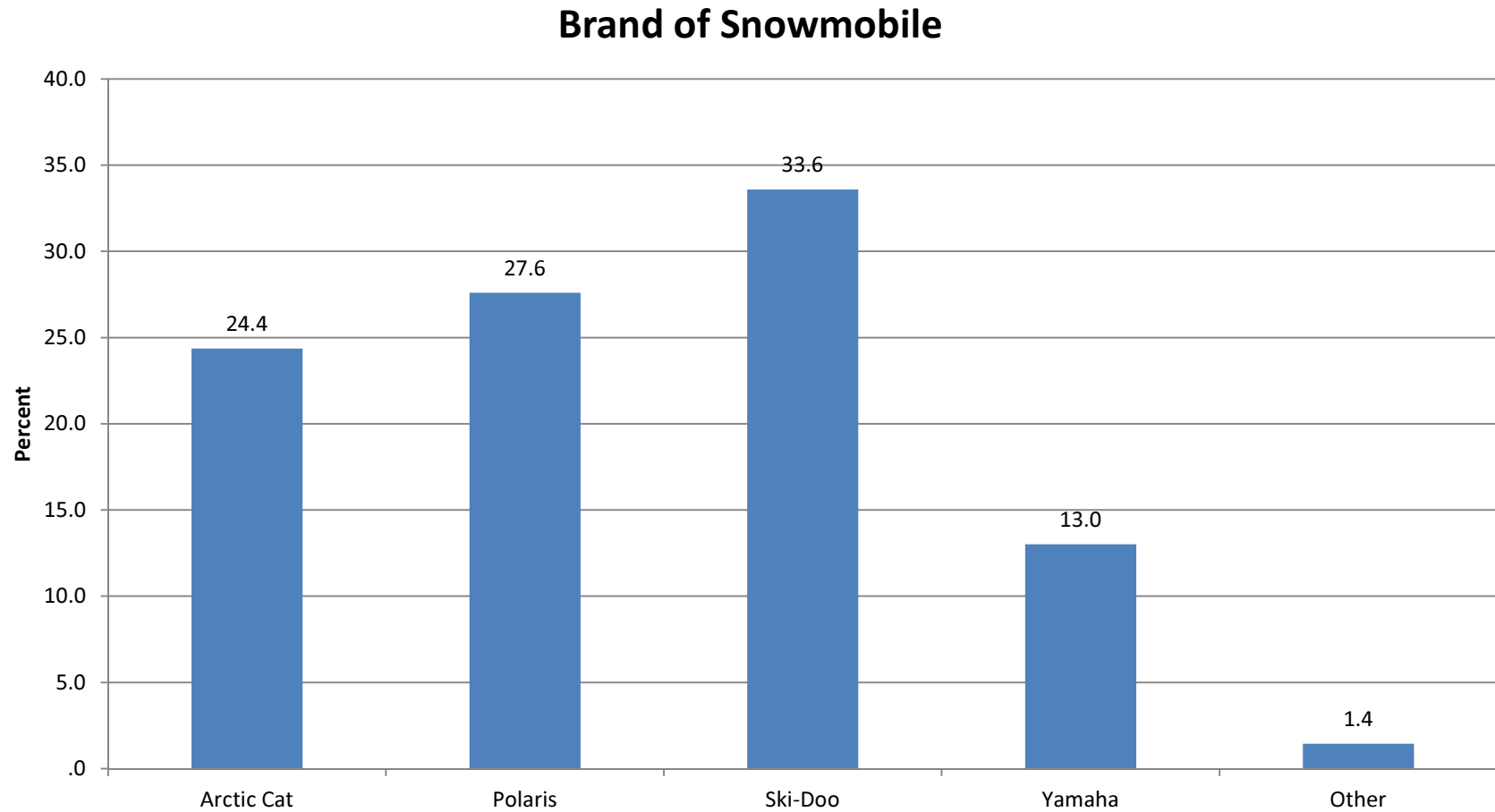
# Model Year of Sleds Owned

(n=10,407)



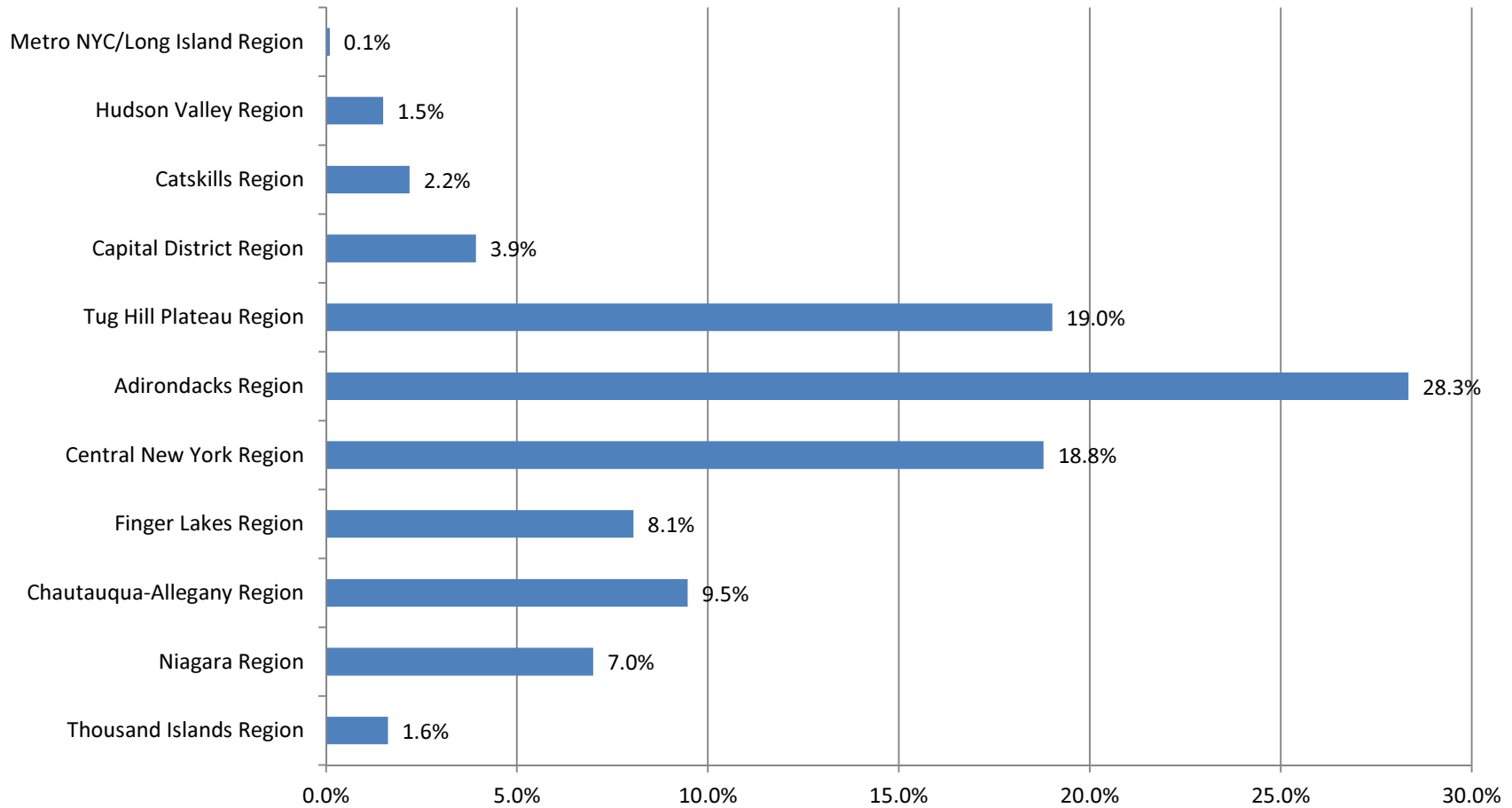
# Snowmobile Sled Data

( Information gathered for 12,772 sleds)



# Distribution of Days Snowmobiling in NYS

(total days reported:123,373 from 5,916 respondents)

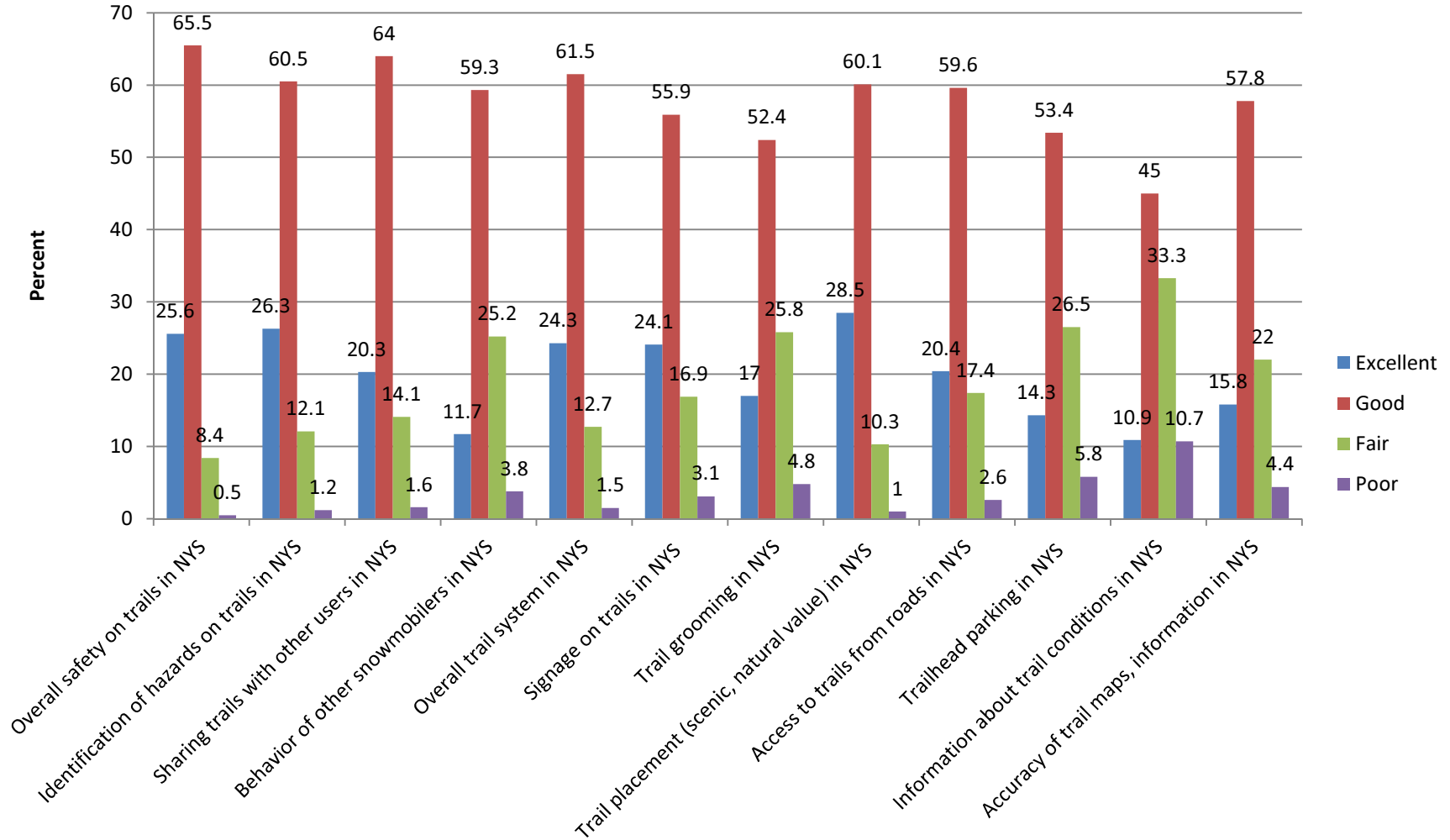


# RATINGS



# Ratings

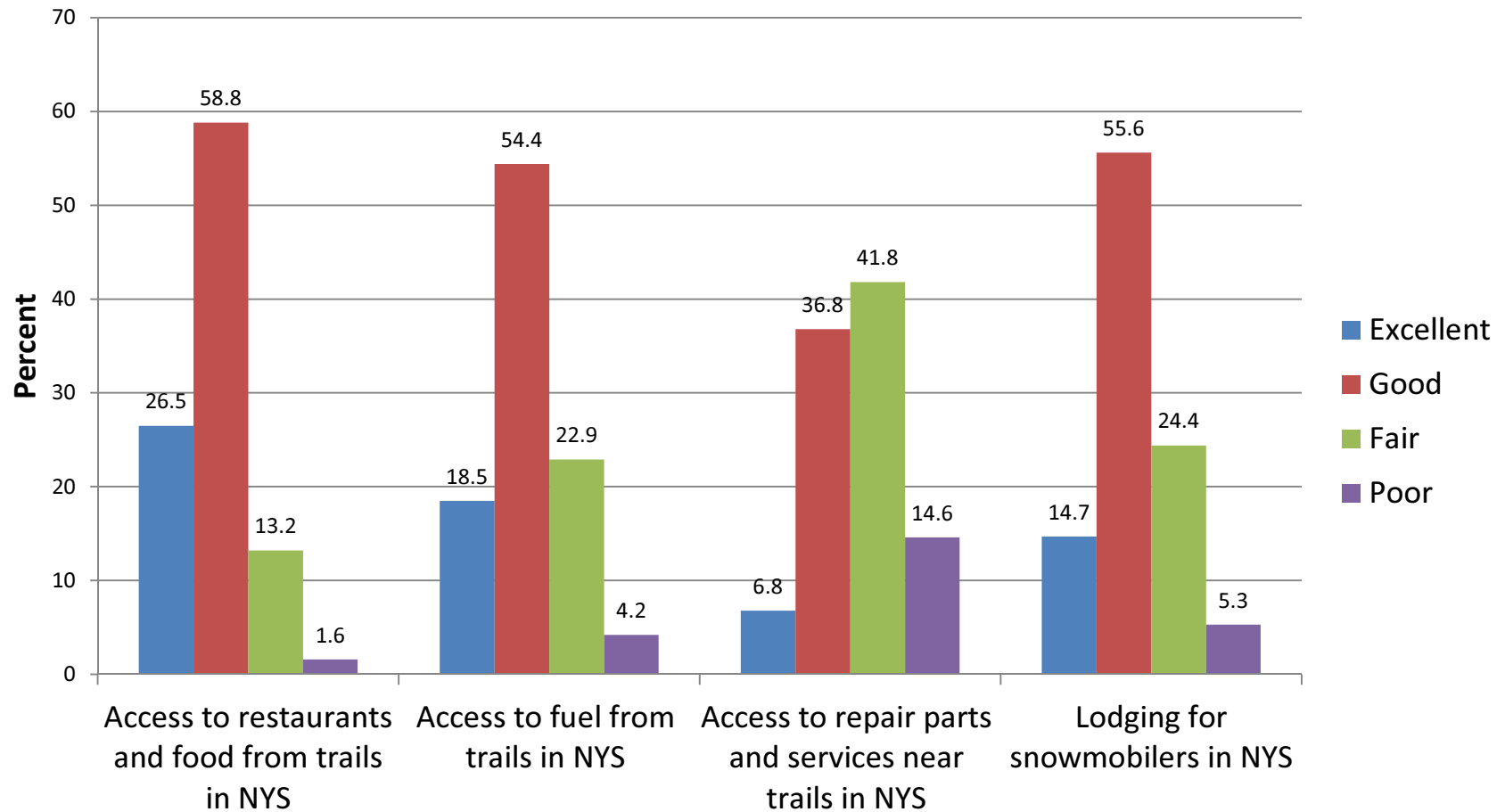
## Snowmobile Trail Safety and Convenience in NYS



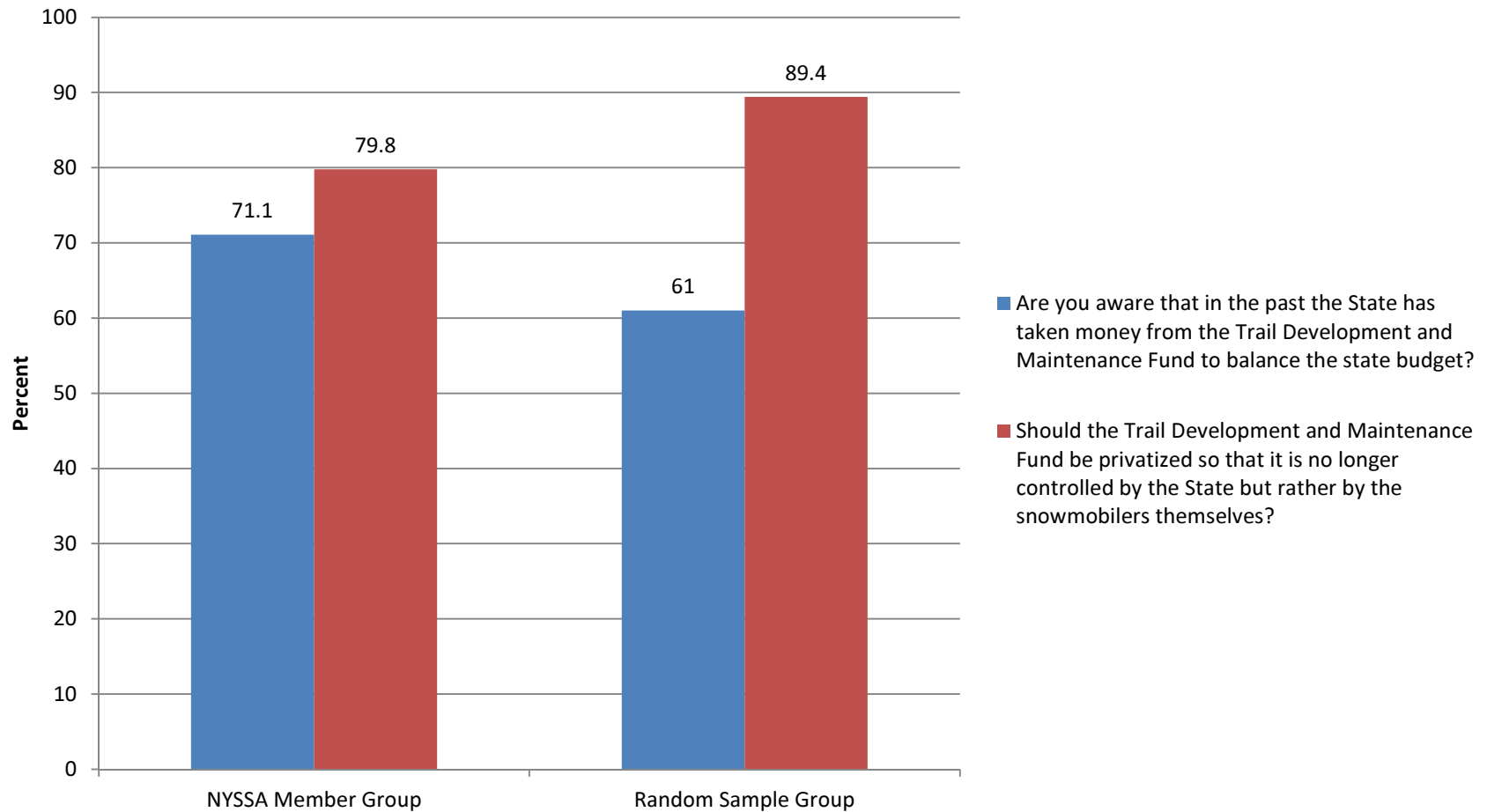


# Ratings

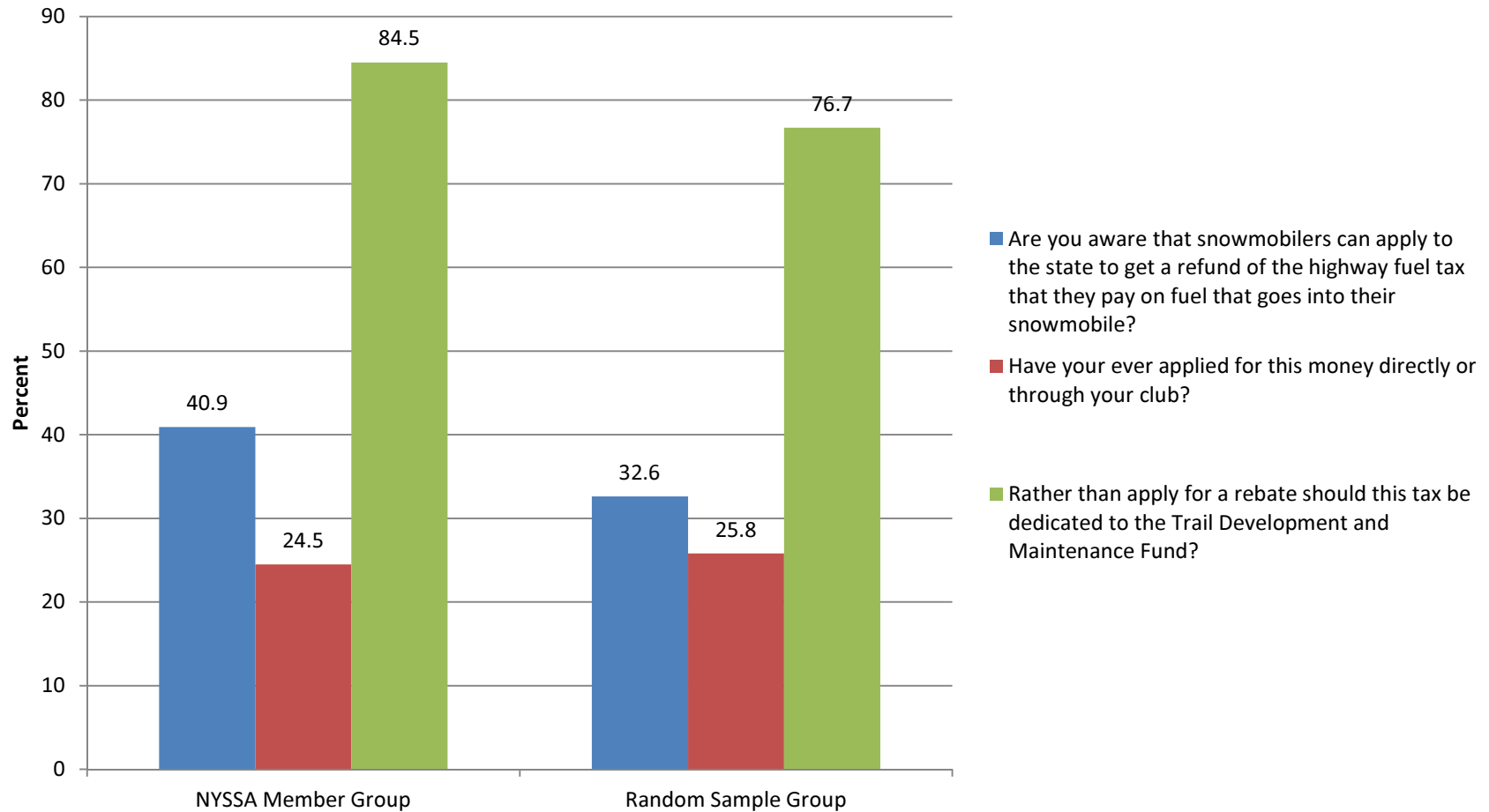
## Support Services in NYS



# Trail Development and Maintenance Fund



# Highway Fuel Tax

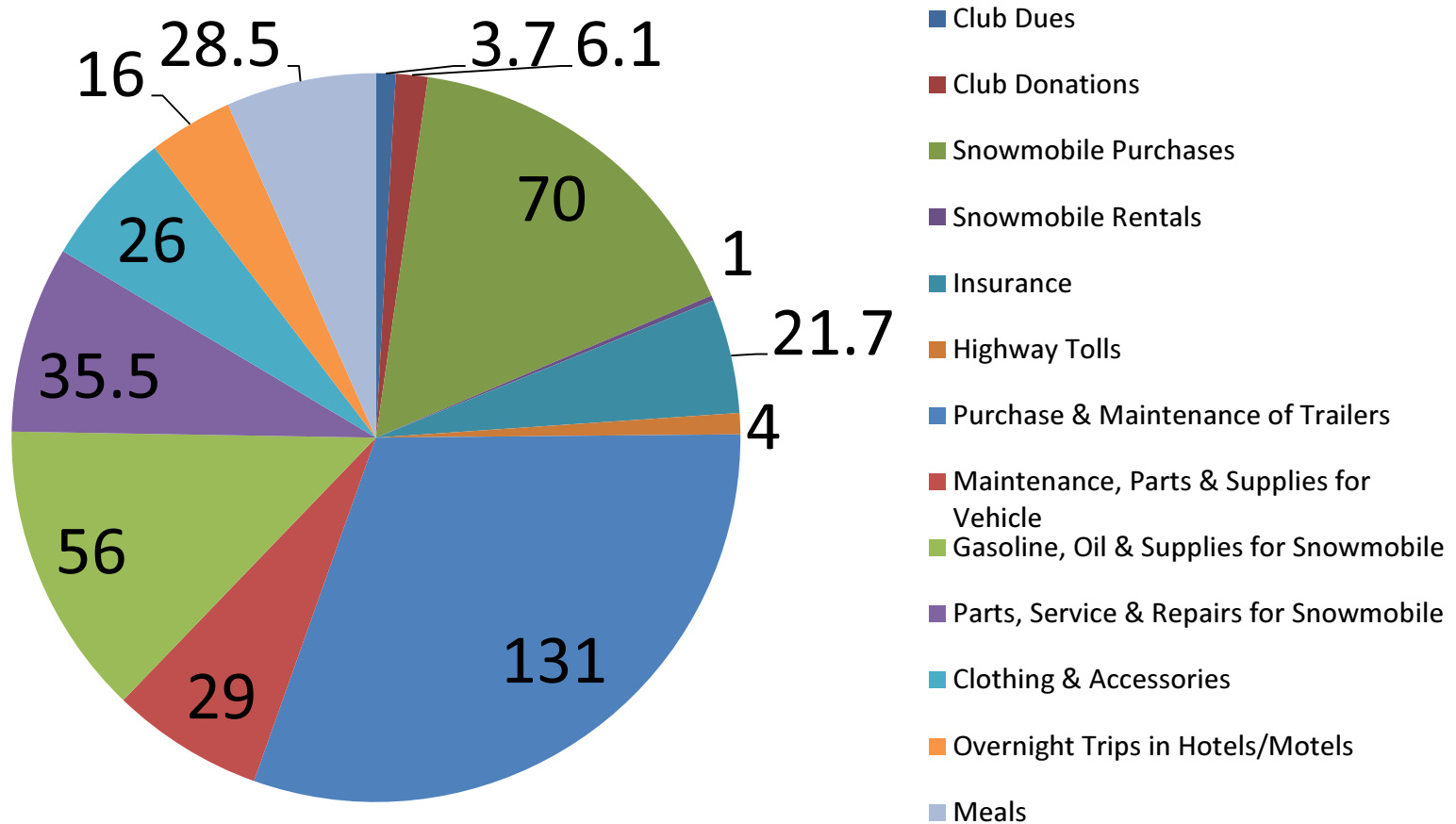


# ECONOMIC IMPACT



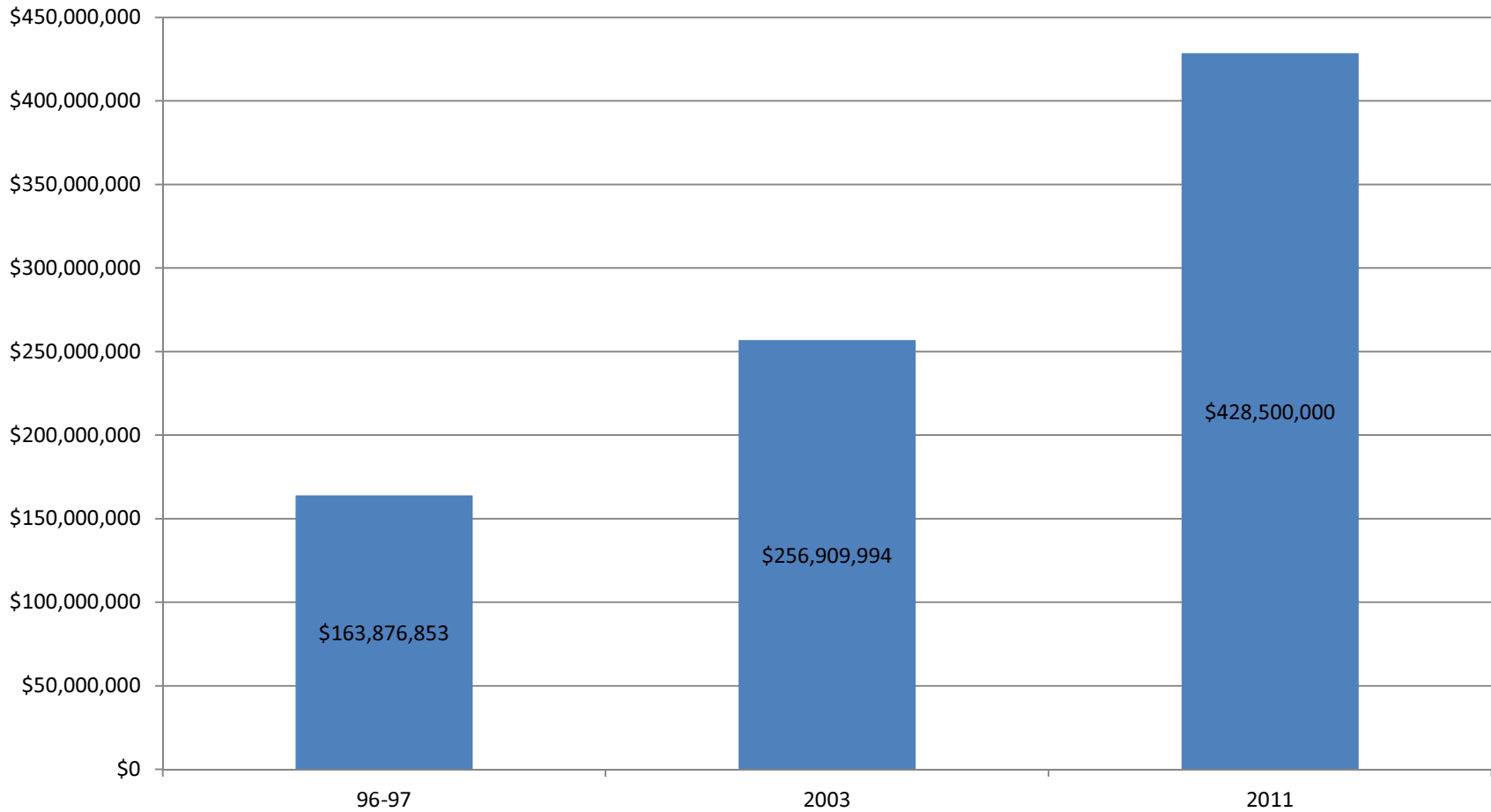
# Direct Economic Impact (in millions)

Total = \$428.5 million



# Direct Economic Impact Comparison

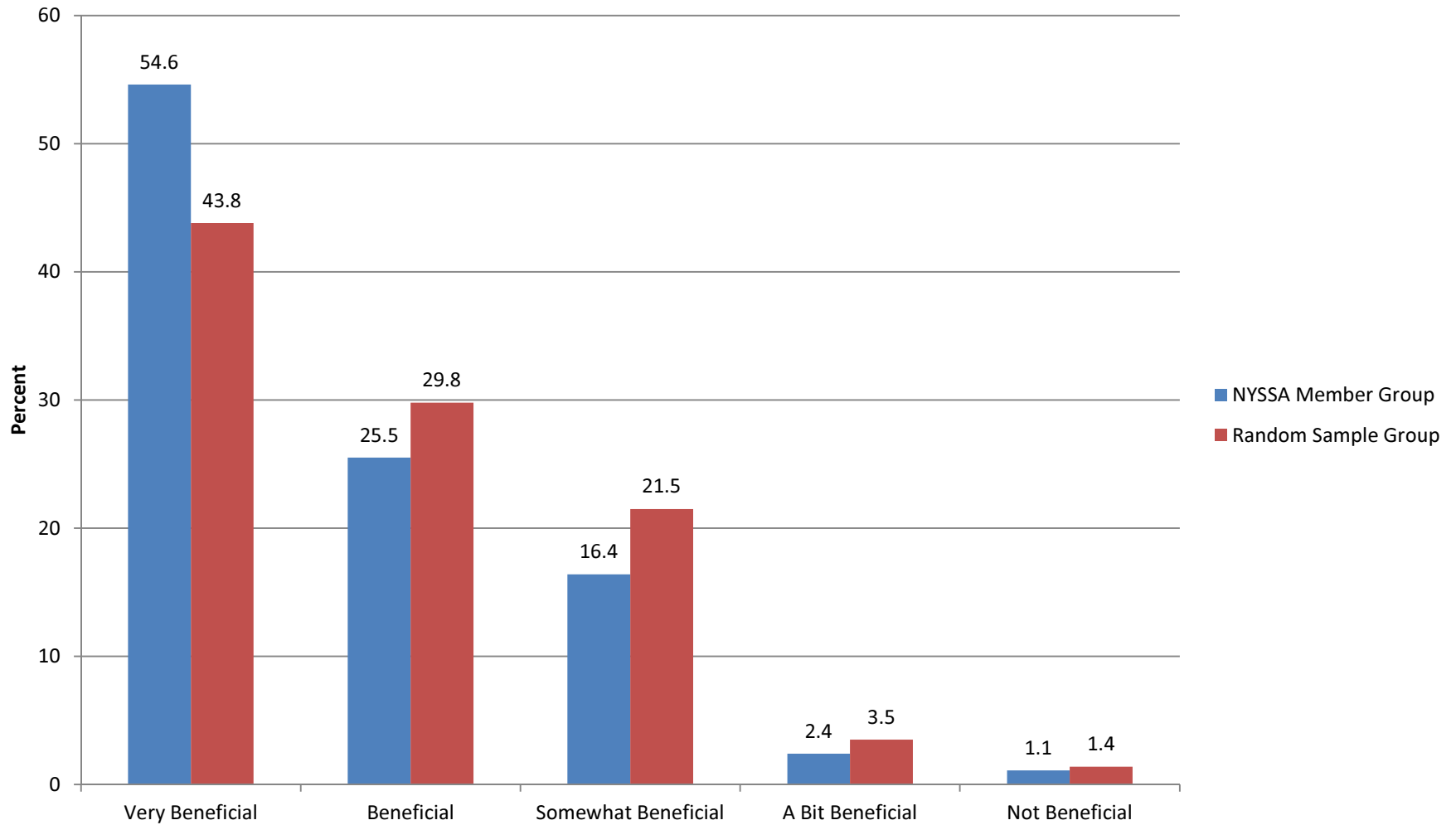
(2010 dollars)



# Statewide Economic Impact

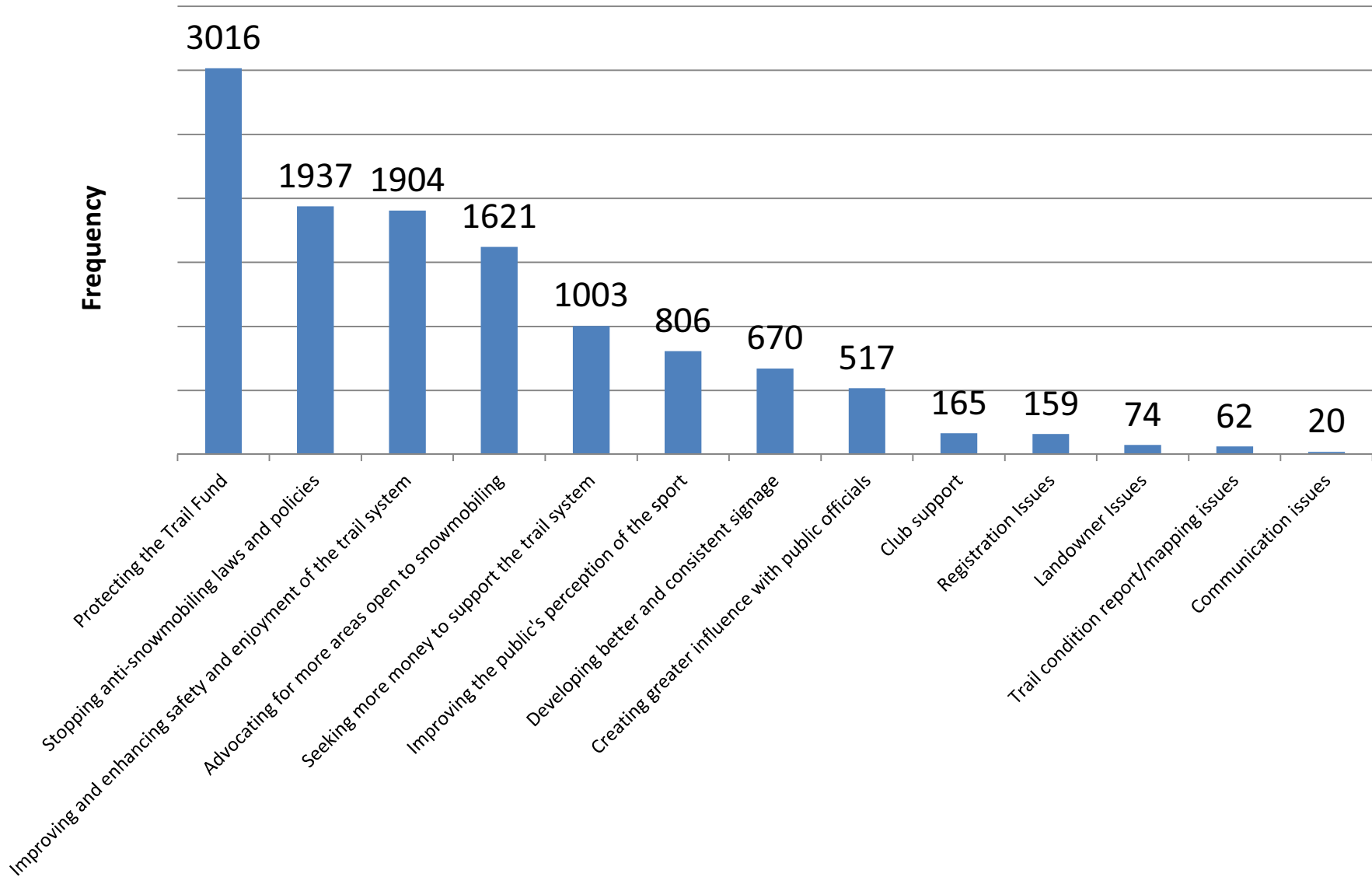
	Total Statewide Revenue
Total Direct Spending	\$428.5 million
Total Indirect Spending (using economic multiplier of "2")	\$428.5 million
Total Economic Impact	\$857.0 million

# Perception of NYSSA and Its Role





# NYSSA PRIORITIES RANKING



# QUESTIONS?





**THANK YOU FOR BEING HERE TODAY!**