

2018 Indian Lake Snowmobile Survey

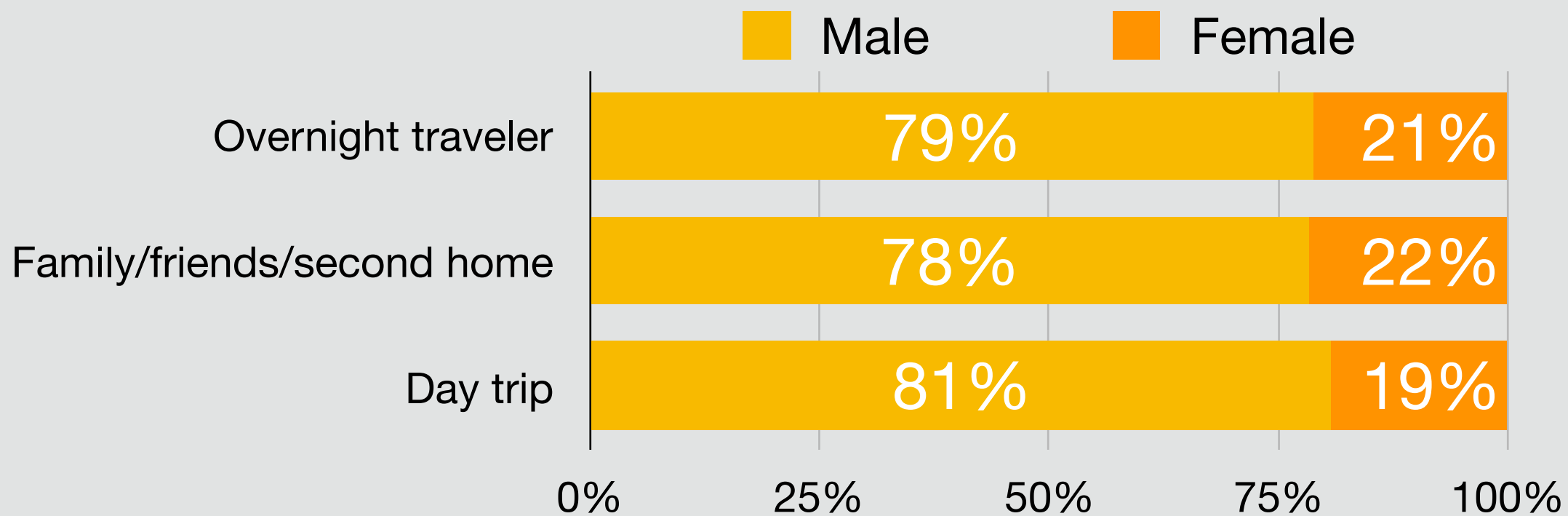


Methodology

People were invited to take the survey through one of two channels. The first method of distribution was through the ilsnow.com email list which provided 295 responses. The second method was handing out a postcard to snowmobilers inviting them take the survey online resulting in 11 responses. Respondents were asked if they snowmobiled in the Adirondacks in the last five years, as well as their method of lodging when they visited the Adirondacks for the purpose of snowmobiling. These two questions were used to create the segments with the numbers of respondents seen below.

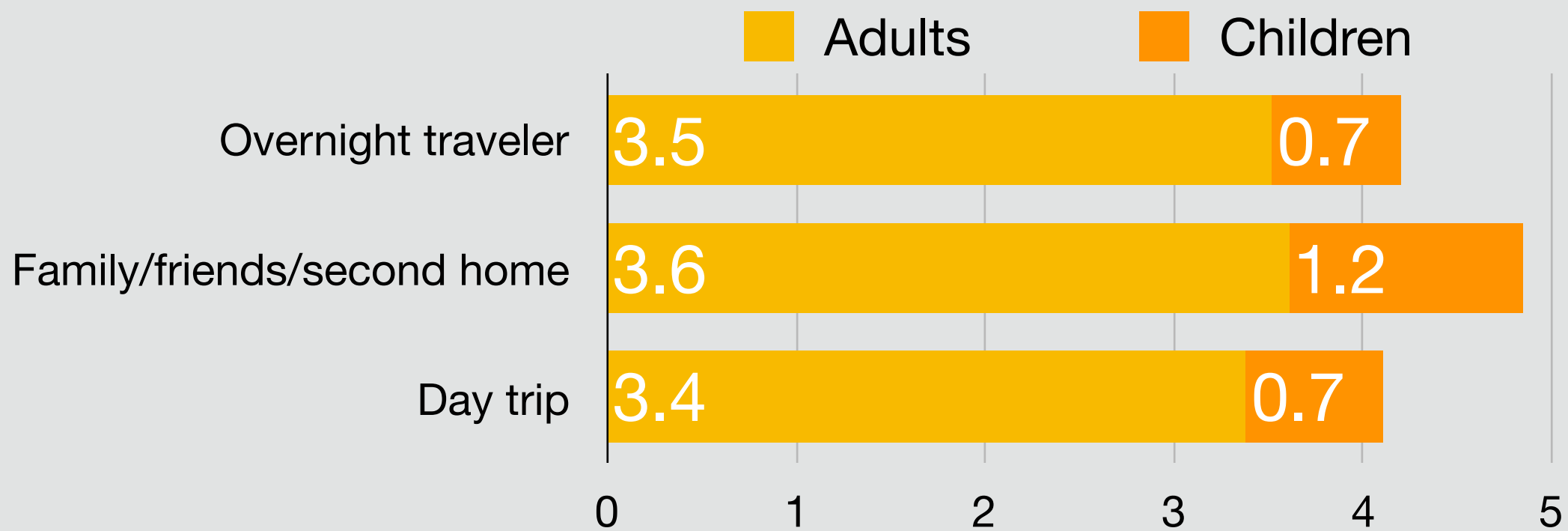
Segment	Respondents
Overnight traveler	124
Family/friends/second home	72
Day trip	86

Demographics



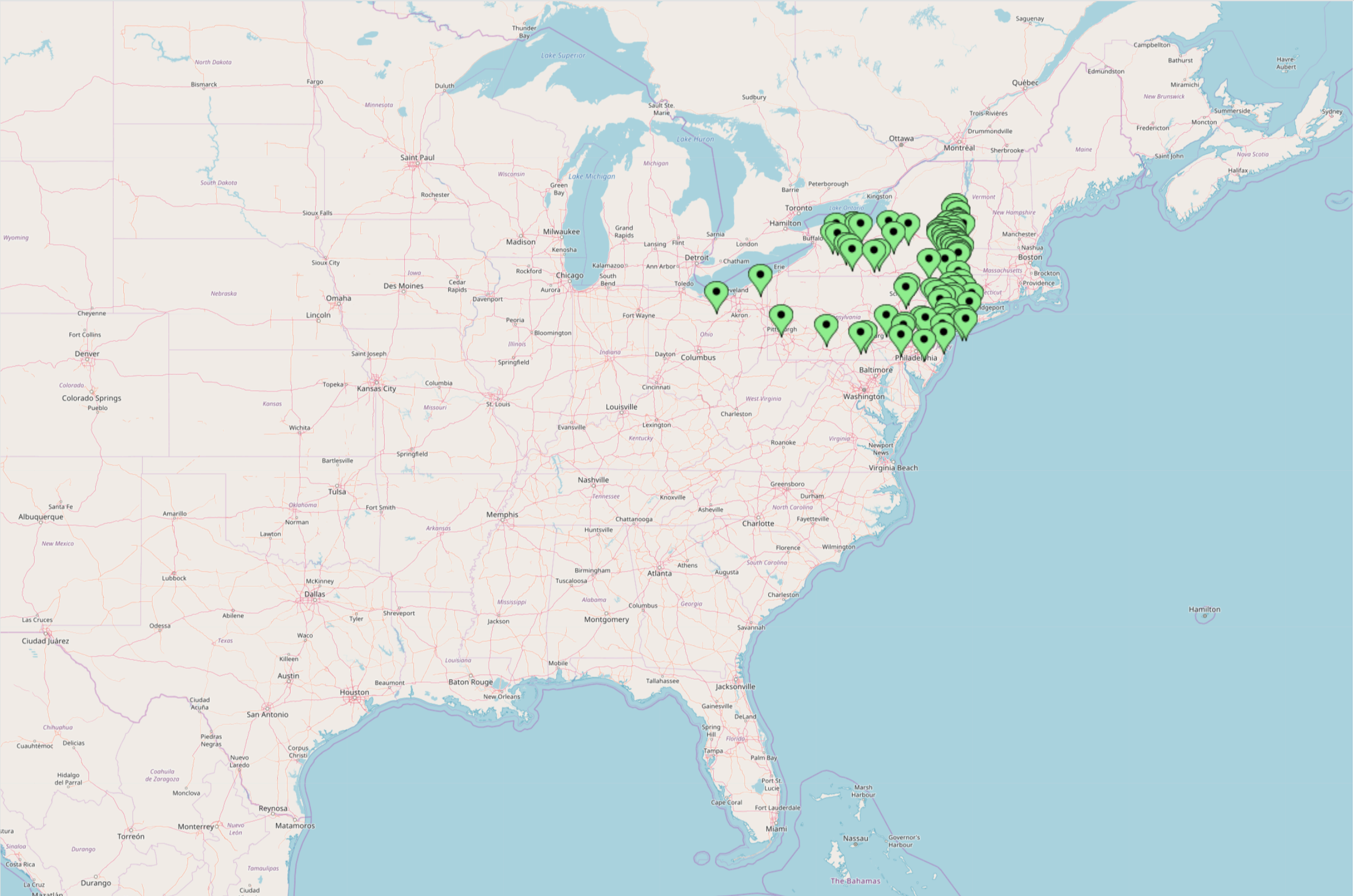
Segment	Average age	Average distance from Indian Lake (in miles)
Overnight traveler	50.20	136.02
Family/friends/second home	50.16	162.57
Day trip	49.35	70.72

Party composition and length of stay

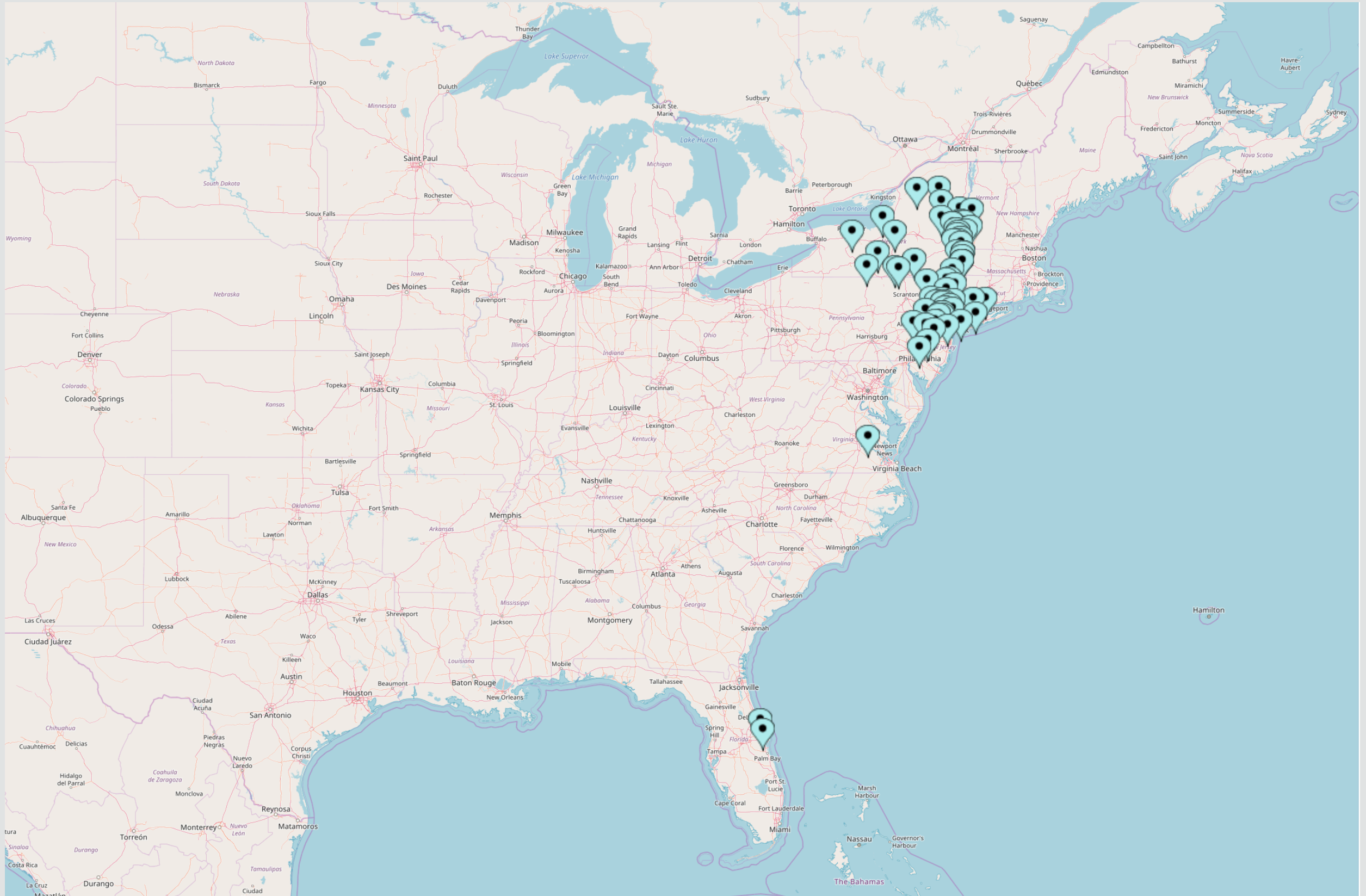


Segment	Average length of stay (nights)	Average party size
Overnight traveler	2.85	4.20
Family/friends/second home	2.92	4.86
Day trip	0.00	4.11

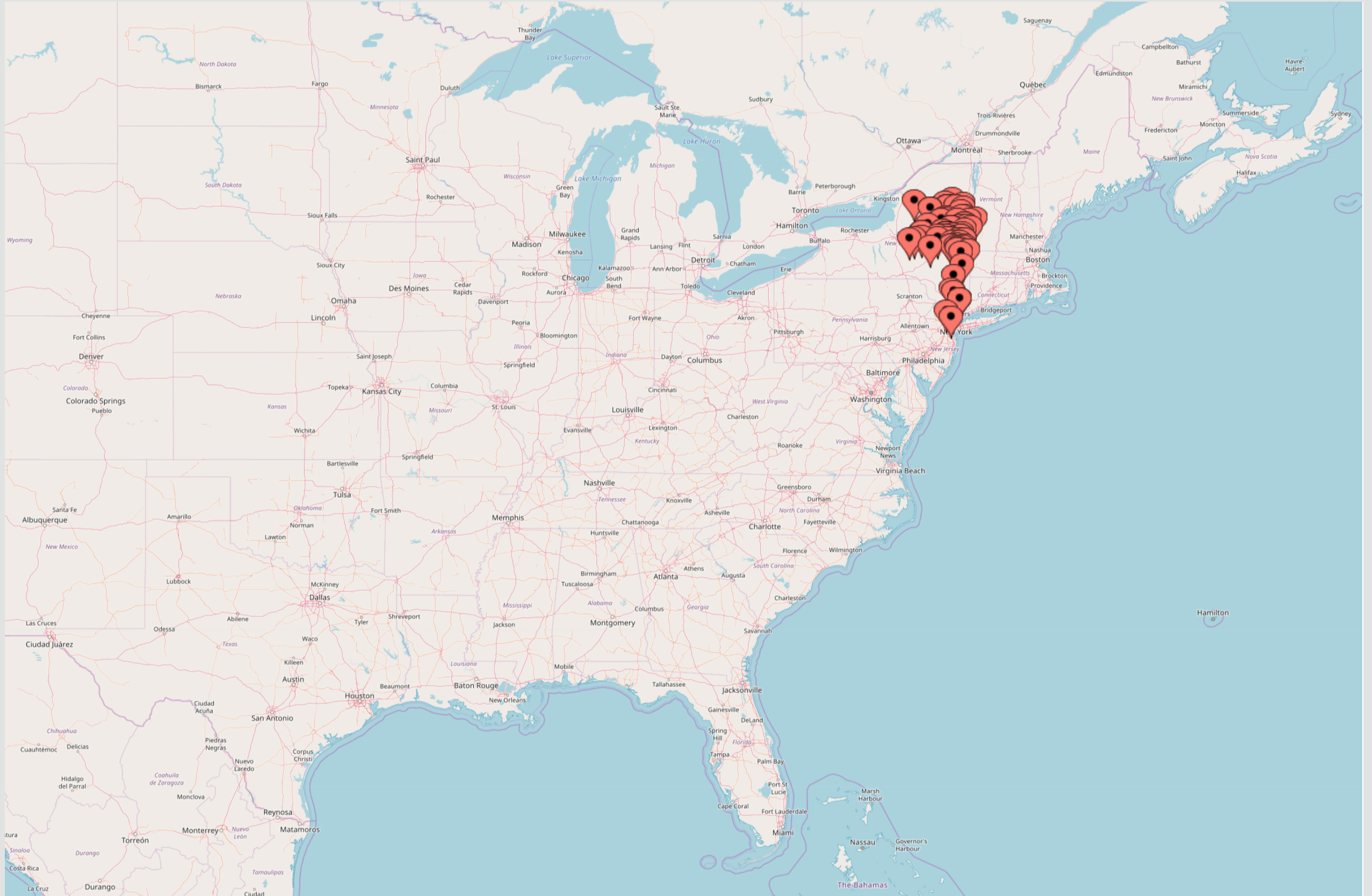
Primary zip codes of respondents in the Overnight travelers segment



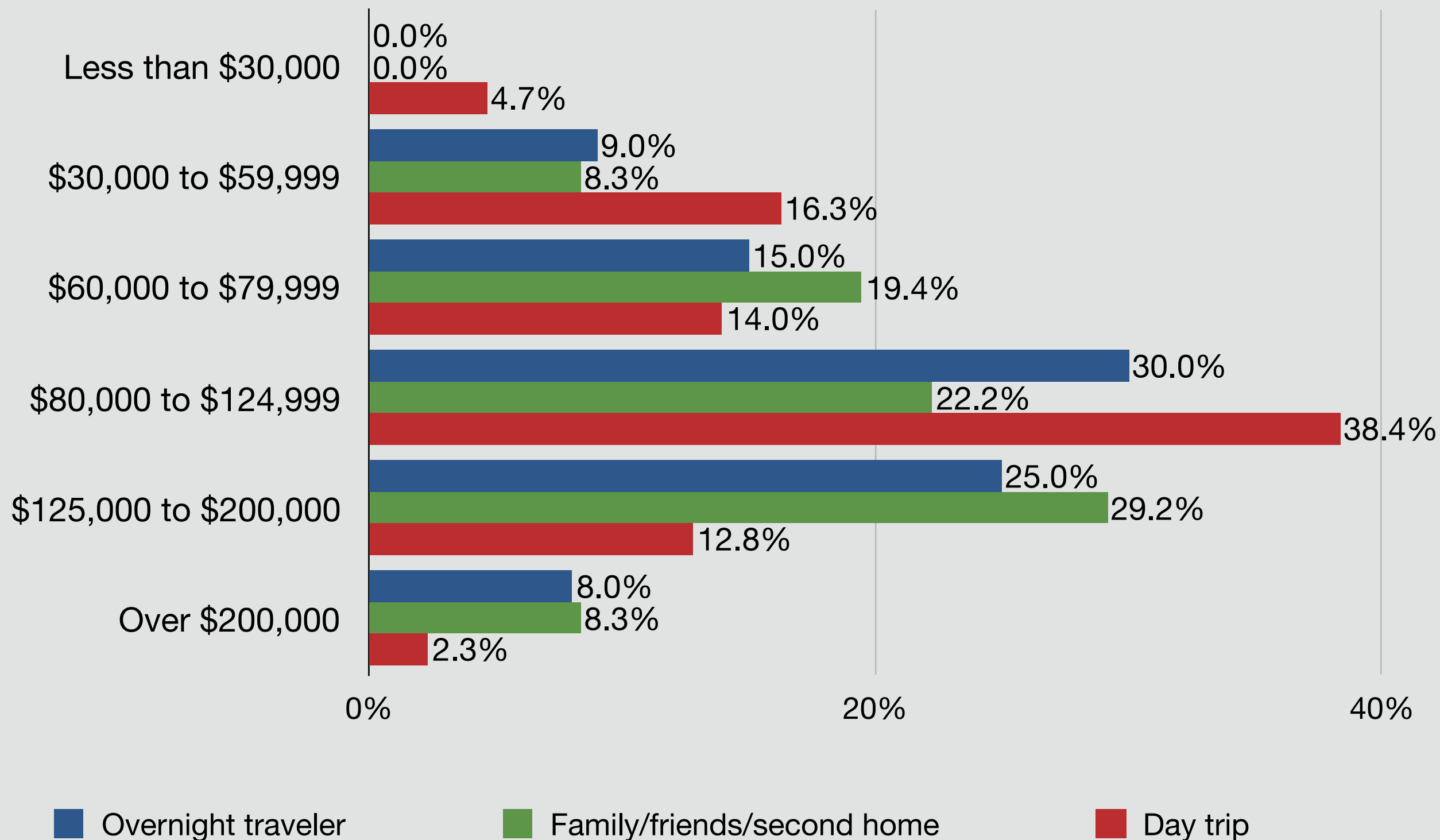
Primary zip codes of respondents in the Family/friends/second home segment



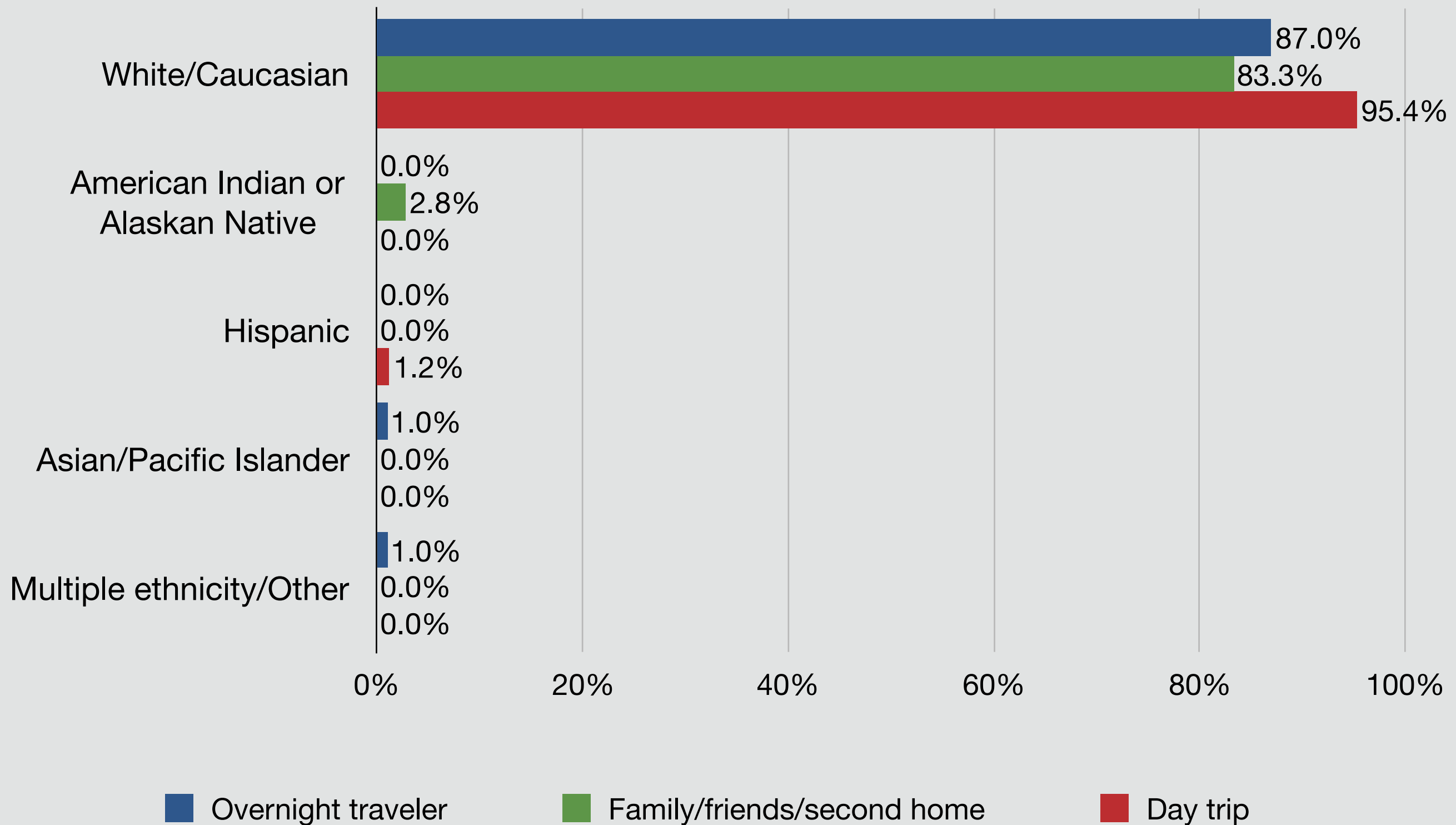
Primary zip codes of respondents in the Day trip segment



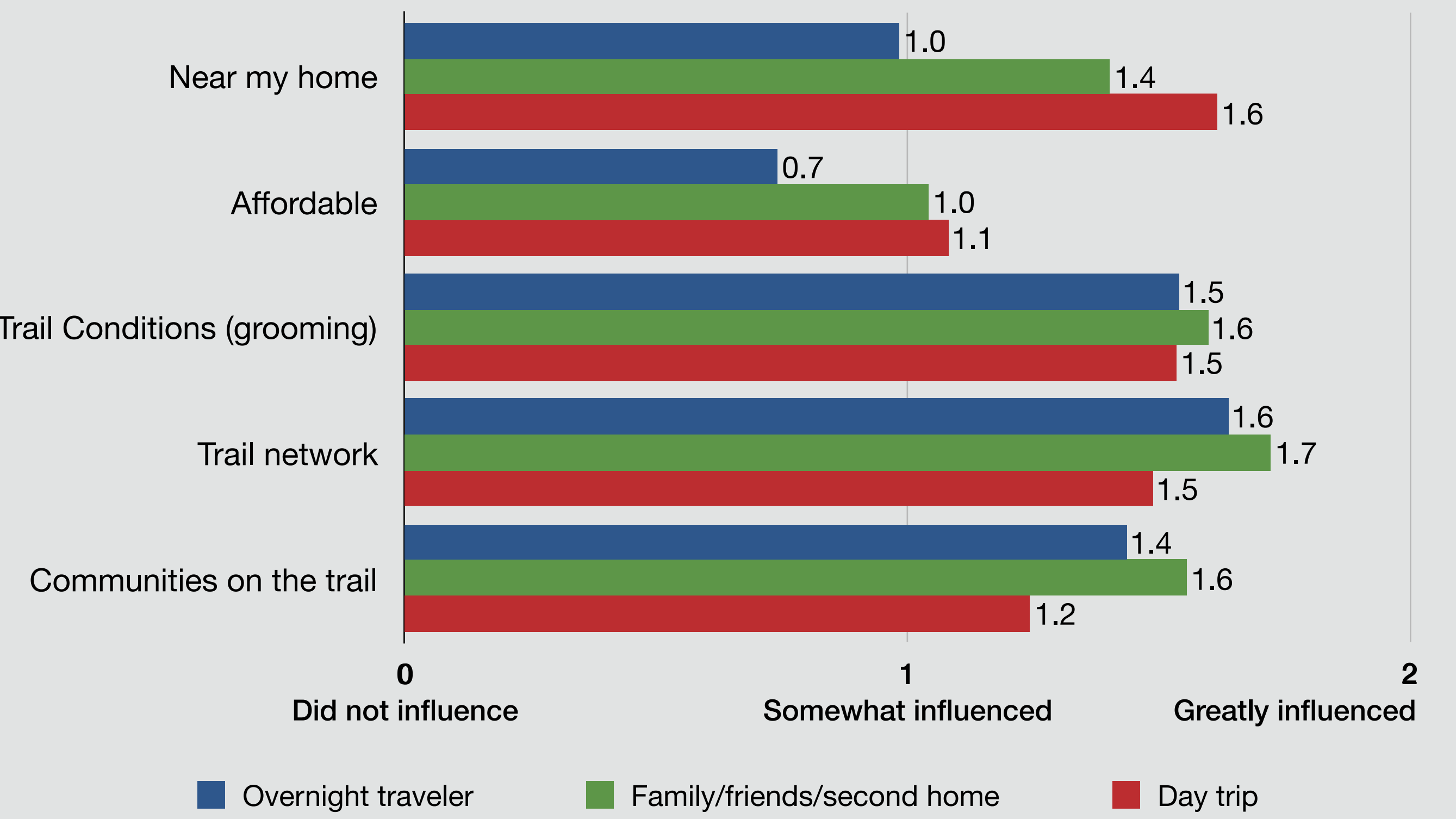
What is your annual household income?



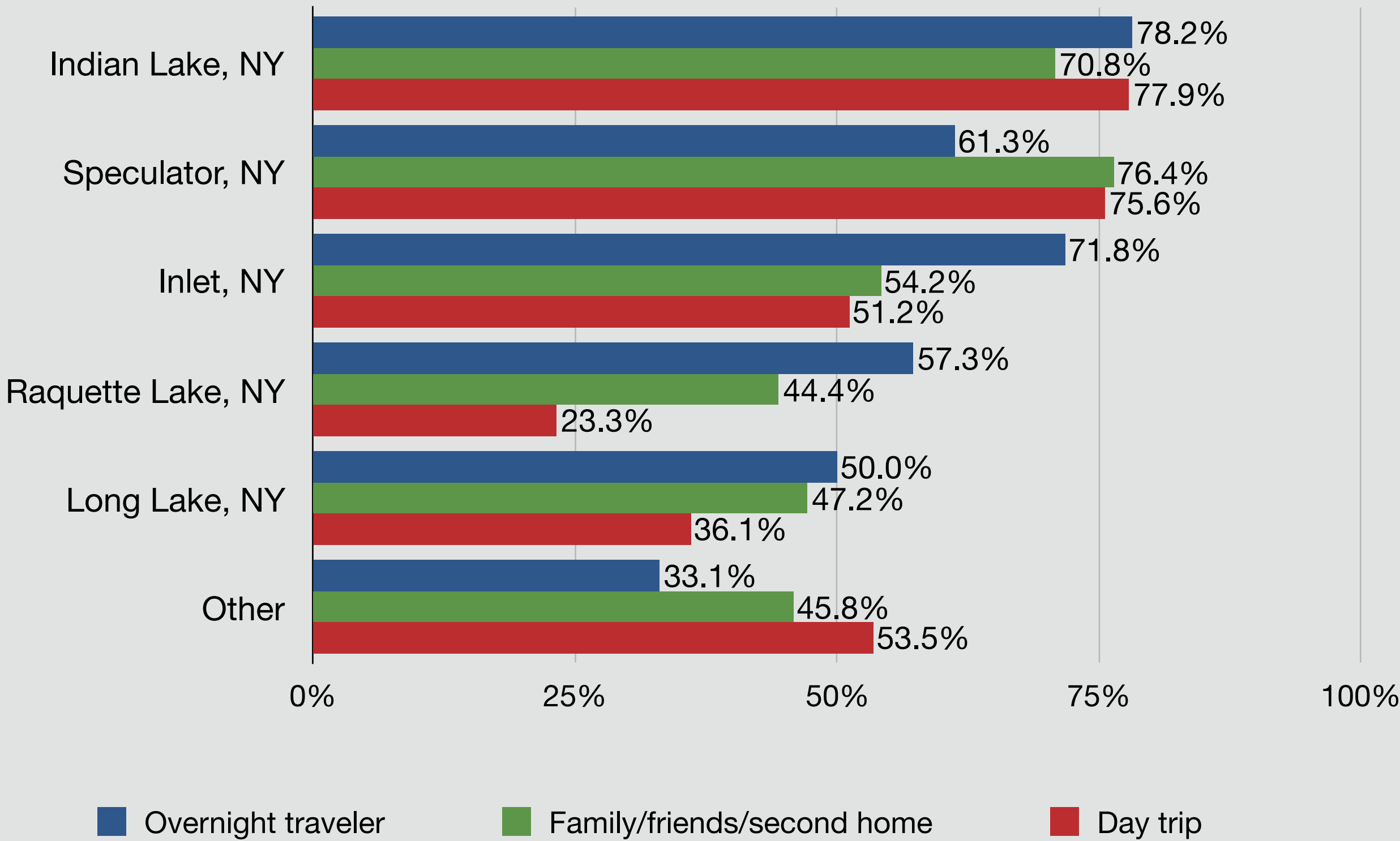
Which race/ethnicity best describes you?



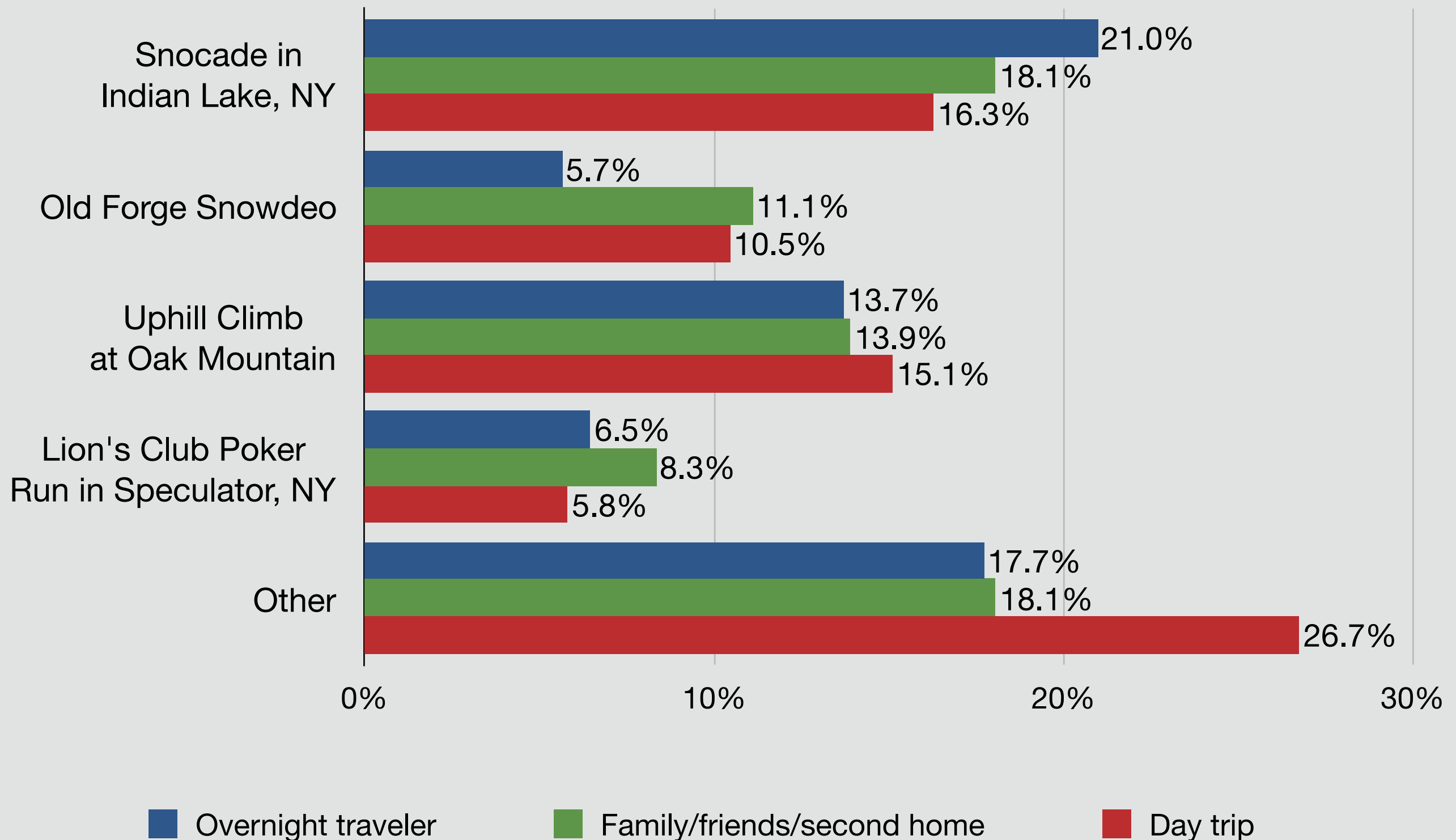
What factors do you think influenced your decision to snowmobile in the Adirondacks?



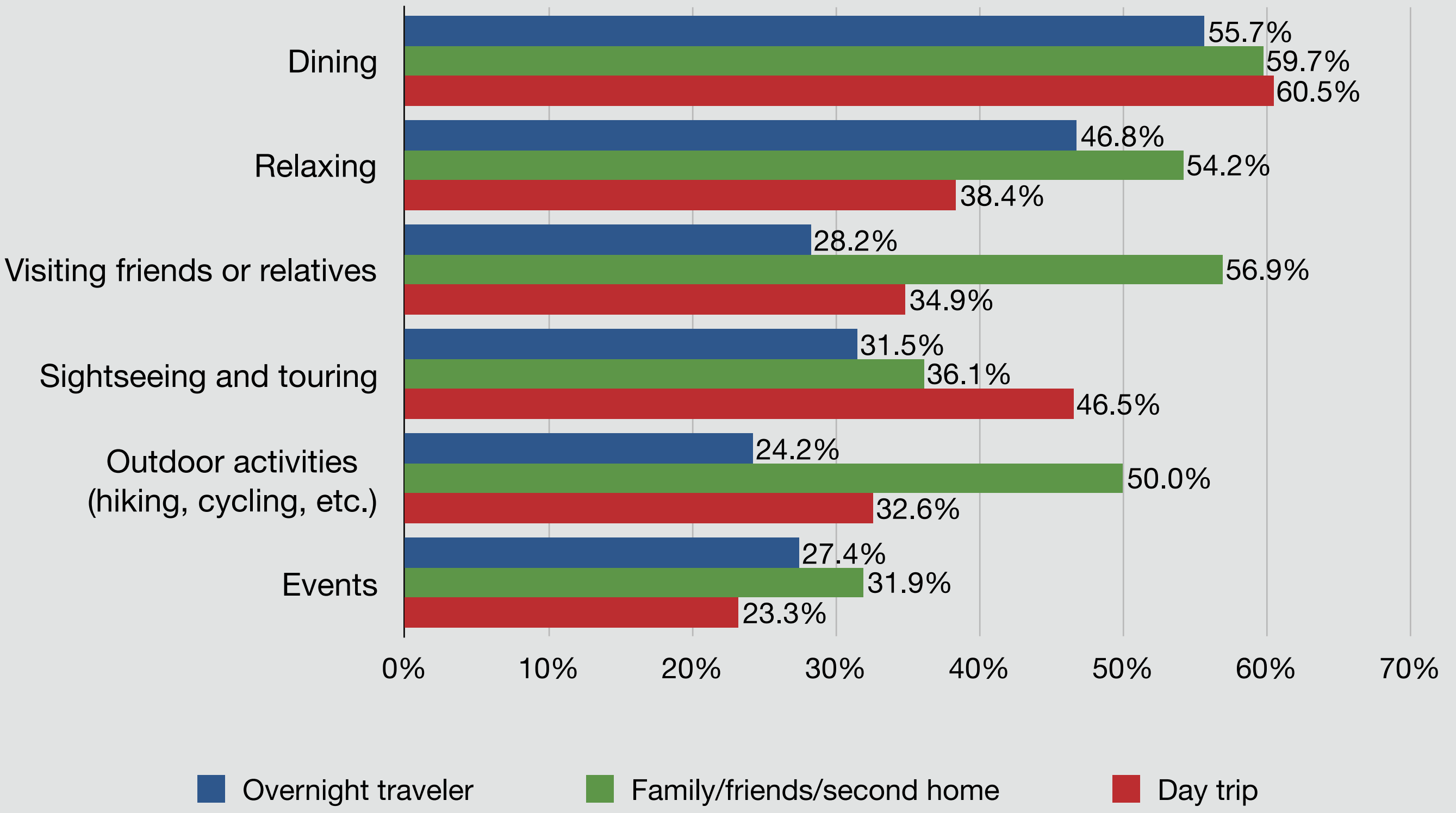
What Adirondack communities have you snowmobiled in over the last 5 years?



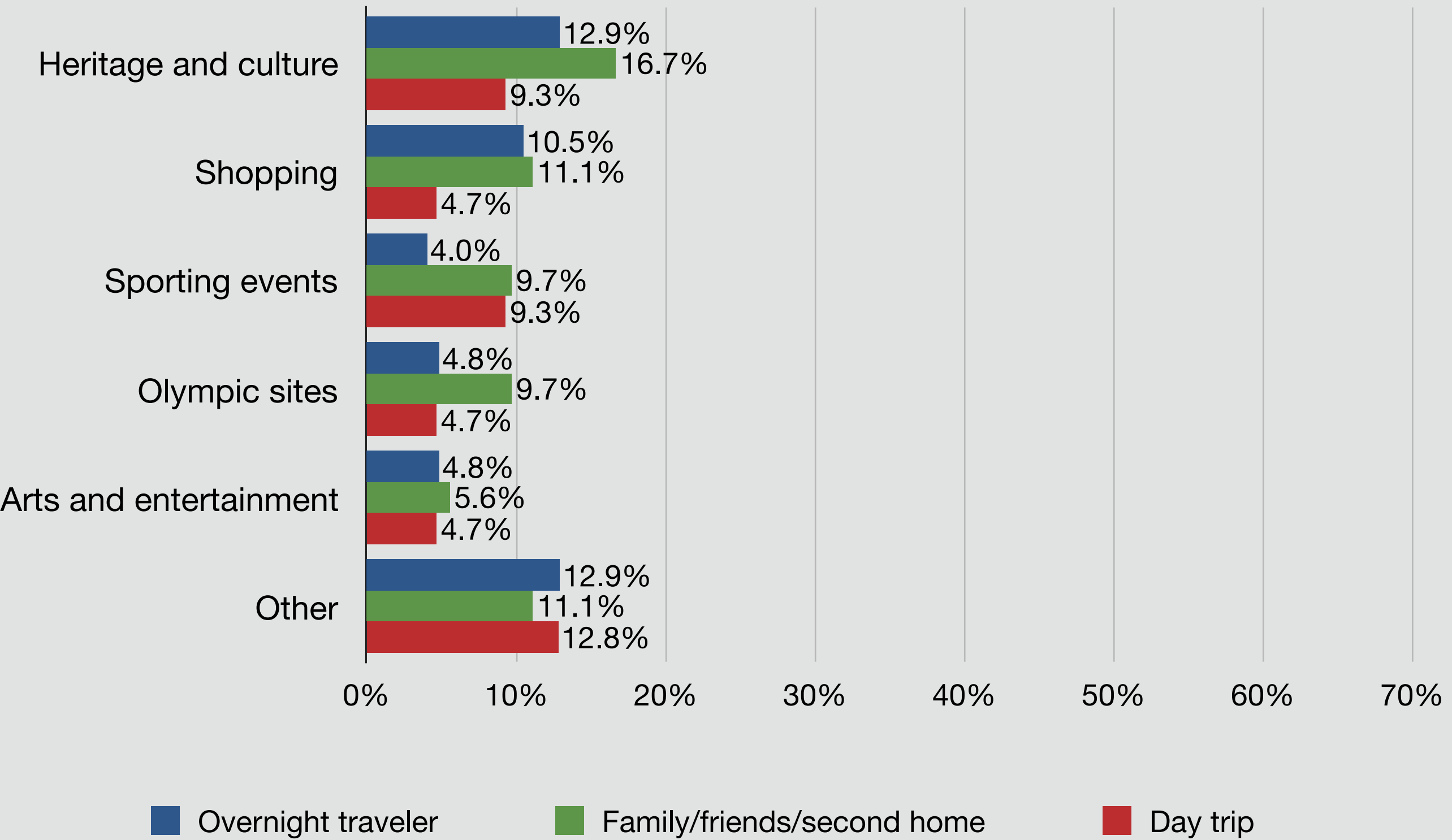
Which, if any, of the following snowmobile events have you attended in the last five years?



Besides snowmobiling, which activities attracted you to snowmobiling in the Adirondacks?

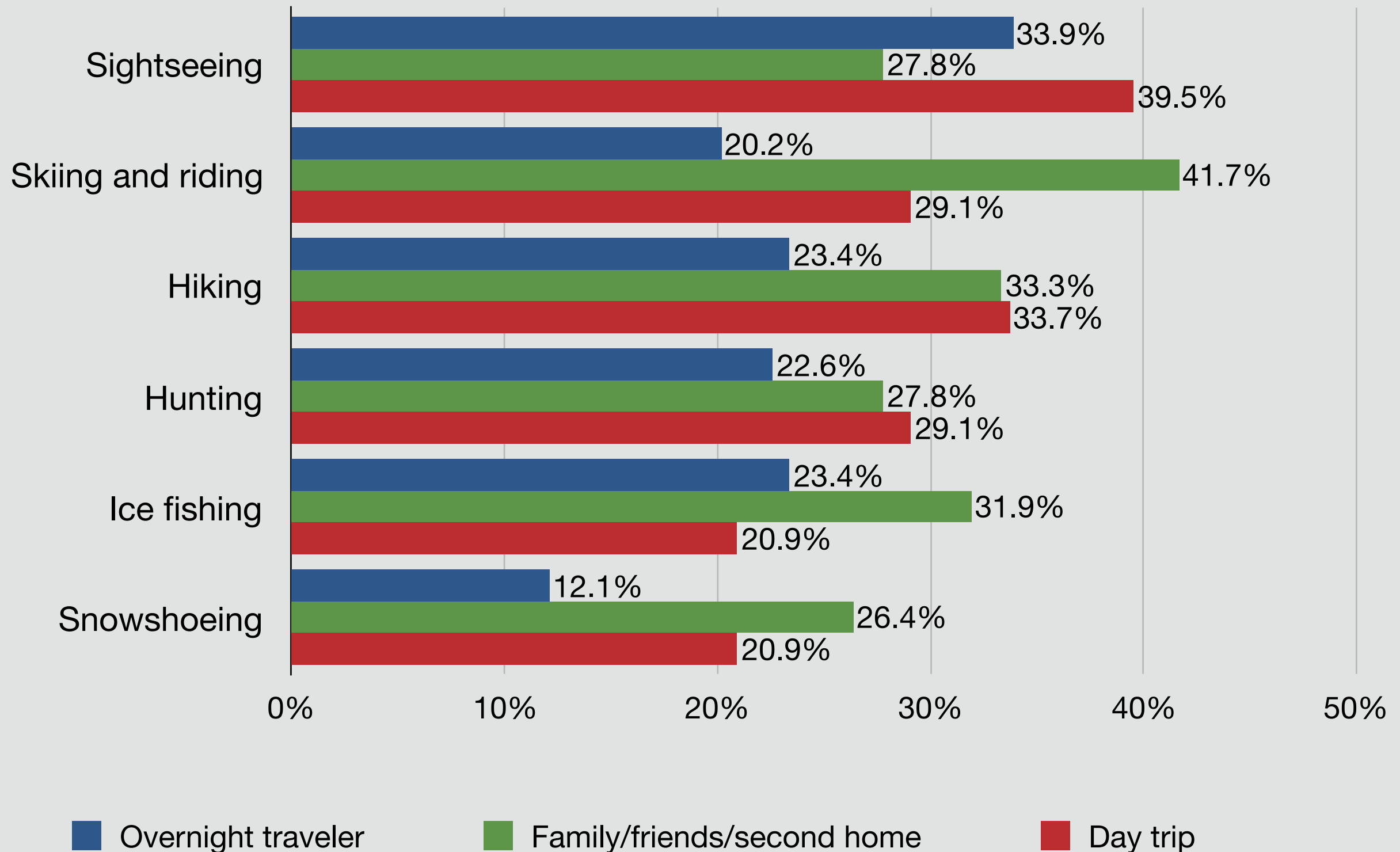


Besides snowmobiling, which activities attracted you to snowmobiling in the Adirondacks? (continued from previous slide)



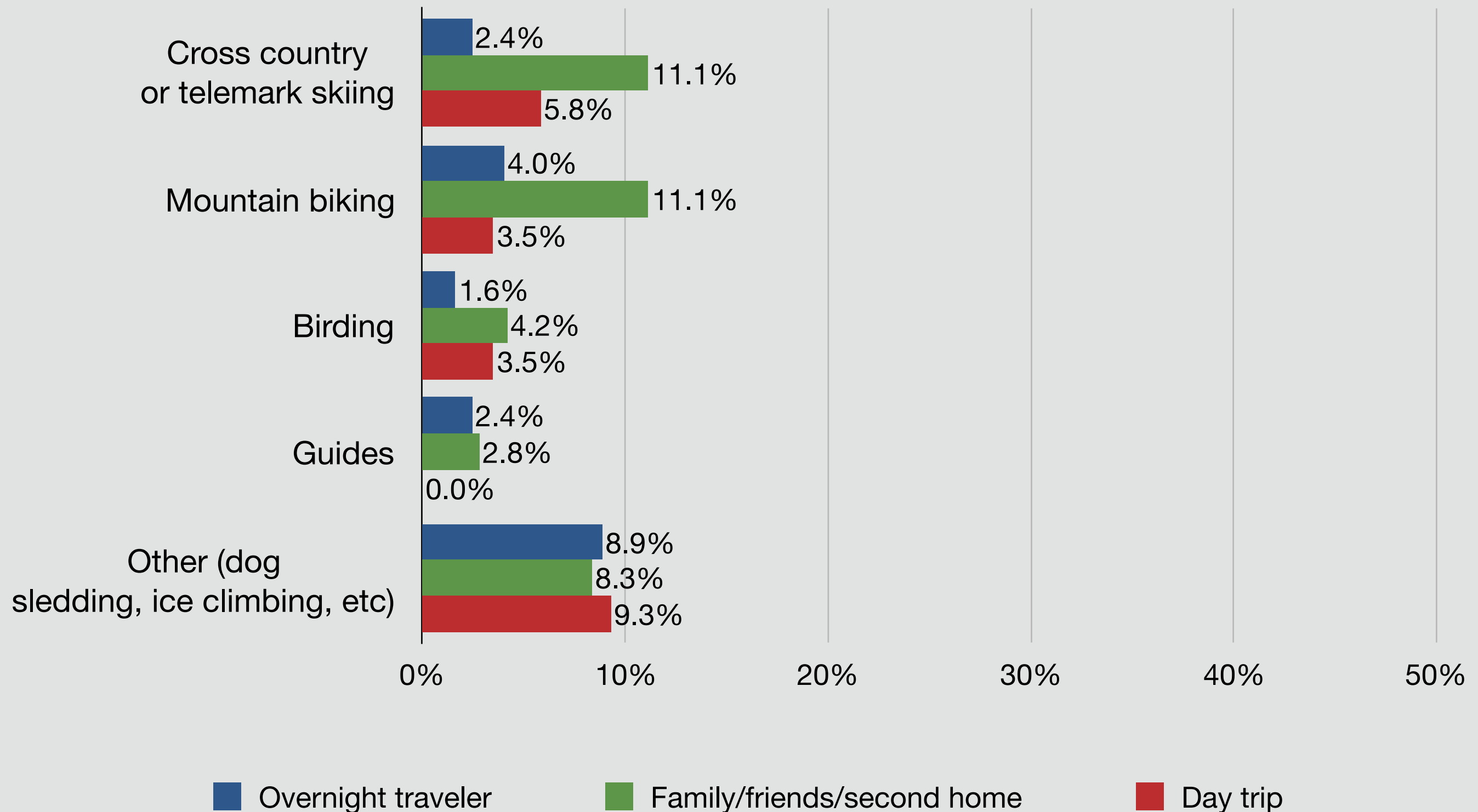
Which other outdoor activities attracted you to snowmobiling in the Adirondacks?*

*This question was only asked to people that selected "Outdoor activities (hiking, cycling, etc.)" as a motivator for traveling to the Adirondacks.

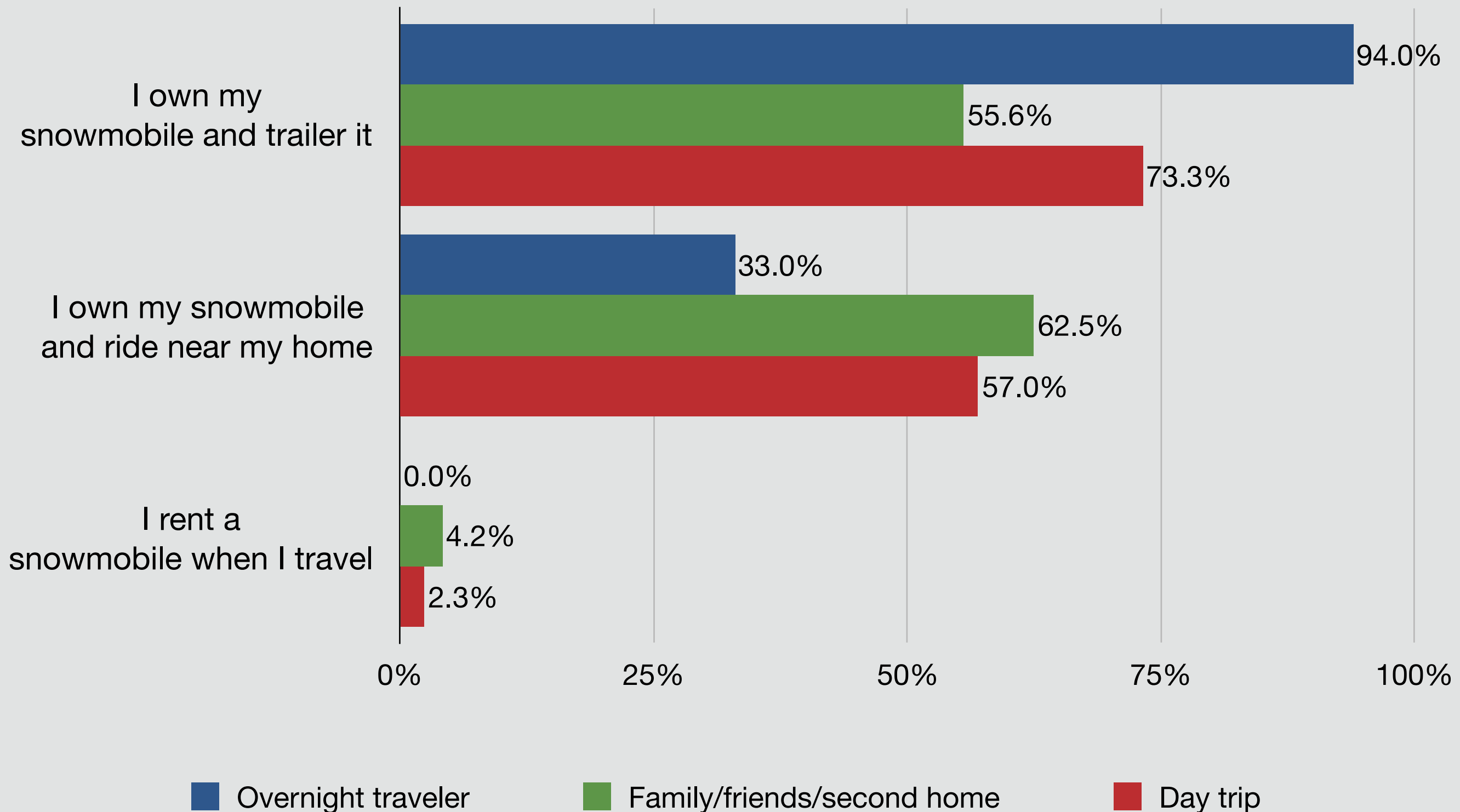


Which other outdoor activities attracted you to snowmobiling in the Adirondacks?* (continued from previous slide)

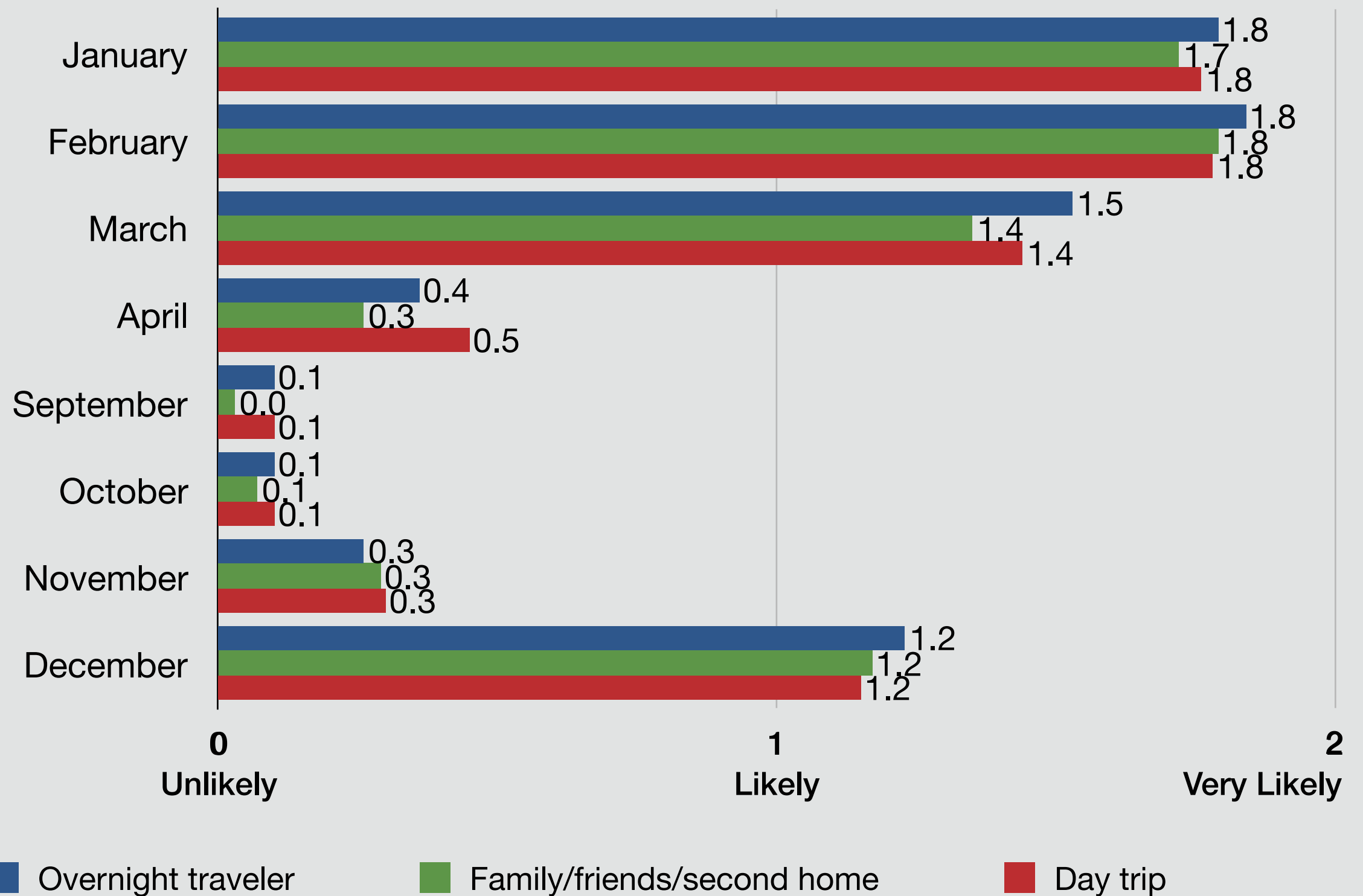
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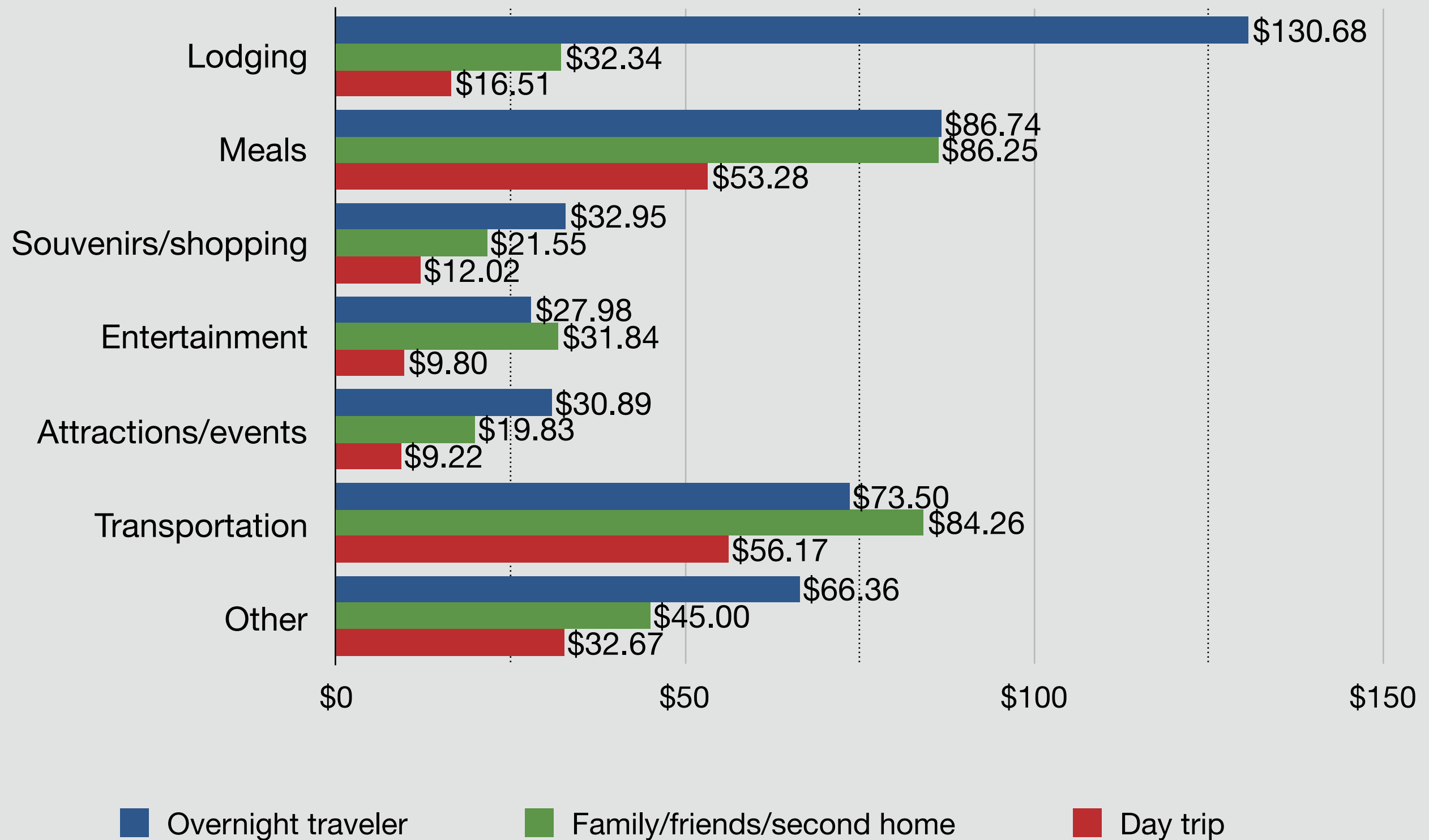
Which of the following best describes you? (check all that apply)



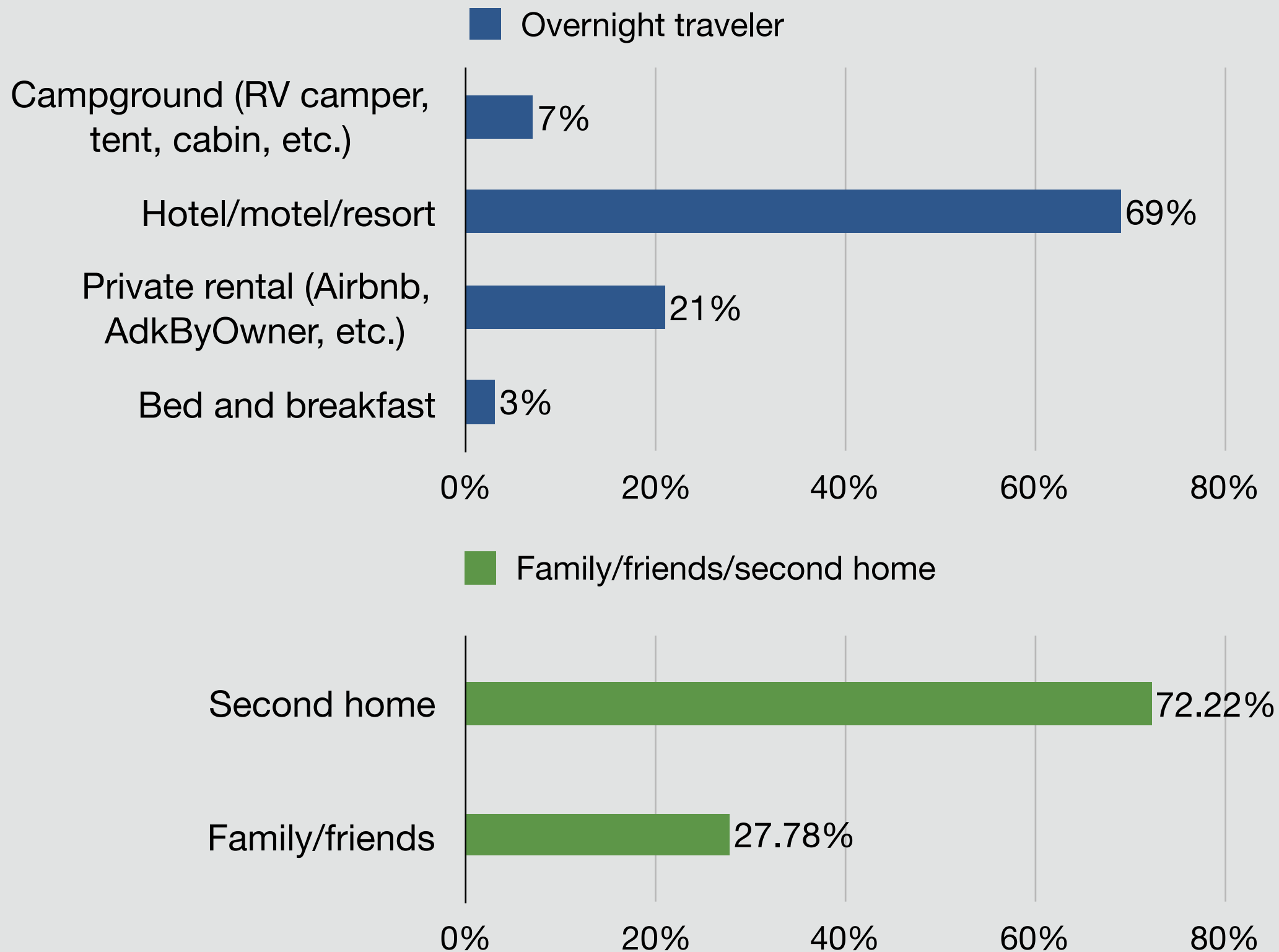
How likely are you to snowmobile during these months?



On average, how much do you typically spend per day in the following categories when you travel for snowmobiling?



When you snowmobile, what is your preferred type of lodging?



What marketing have you seen on snowmobiling in the Adirondacks?

