

OHV Enthusiast Assessment



Off-highway Vehicles

**Research Study & Final Report
Conducted Fall 2007**



Prepared by:
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North Dakota Parks and Recreation Department

Off-highway Vehicle (OHV) Study

Enthusiast Report (Phone Survey)

A Market Research Study
Conducted by

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222 South 12th Street
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January 2008

Acknowledgements

In the Fall of 2007, the North Dakota Parks and Recreation Department commissioned **Marketing & Advertising Business Unlimited** (dba Agency MABU) to assist in conducting a market research study. The purpose of this study was to assess and evaluate awareness levels and utilization patterns relating to OHV usage in North Dakota.

Agency MABU conducted mail-back surveys with North Dakota county officials as well as phone and online surveys with registered OHV owners in North Dakota.

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

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

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

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

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Conduct of Study

In October 2007, Marketing & Advertising Business Unlimited, Inc. (dba Agency MABU) was commissioned by the North Dakota Parks and Recreation Department to conduct a market research study to assess and evaluate awareness levels and utilization patterns relating to off-highway vehicle (OHV) usage in North Dakota.

The study was conducted in three parts. The first component consisted of a written survey of 53 county officials, representing each county in North Dakota. Twenty-six counties returned the survey. A follow-up email with a survey link was sent to the remaining 27 counties, with twelve of the counties responding. There were a total of 38 responses, a 71.6% response rate.

The second component, results of which are compiled in this report, consisted of a random sample telephone survey of 404 registered OHV owners throughout North Dakota. This results in a margin of error of plus or minus 4.9%. For example, this means that if 80% of the respondents answered "yes" to a particular question, somewhere between 75.1% to 84.9% of the total population of registered OHV owners would answer the same way.

The third component consisted of a targeted online survey of 18 registered OHV owners throughout North Dakota. Respondents were part of the 404 registered OHV owners who participated in the telephone survey. Seventy (70) of those respondents indicated they would be willing to participate in an online survey focused on OHV recreation. Of those 70 people, 18 completed the survey, indicating a 26% response rate.

For each survey, officials from the North Dakota Parks and Recreation Department provided the research firm with the names and contact information of North

Dakota county officials and registered OHV owners in North Dakota. The North Dakota Parks and Recreation Department additionally provided a database of 22,737 registered OHV users in North Dakota. Out of this population, individuals were randomly selected to participate in the research study.

Executive Summary

Overview of Market Research – OHV Enthusiast Assessment

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

The 2007 survey was developed as a means to assess and evaluate awareness levels and utilization patterns relating to OHV usage from the perspective of registered owners.

The complete results from the research study are presented in full with detailed summaries and graphs in the section of this report entitled *Research Findings*.

Profile of a Typical Rider

The typical OHV enthusiast in North Dakota is in his/her late 40s/early 50s, does not belong to an OHV club, does not have children who ride OHVs, owns 1-2 vehicles and uses their OHV more than 100 times per year.

Primary OHV Use

The majority (60.4%) of registered OHV owners in North Dakota primarily use their OHVs for agriculture and recreational use (30.2% equal ranking).

Youth Riders

Over half (75.9%) of respondents do not have children who ride OHVs.

Safety Education

Of the respondents with children who ride OHVs, the majority (66%) of those children do not possess an OHV Safety Education Certificate. Overall, the majority (54.6%) of respondents are not interested in enrolling their child(ren) in an OHV safety education course. An even greater number (85.9%) of respondents are not interested in adult safety education courses.

The overwhelming majority (92.1%) of respondents would not be interested in volunteering to teach an OHV safety education course.

Helmet Use

The majority (60.5%) of respondents indicated that the adults in their household never wear a helmet when operating an OHV. Of the respondents who have children, only 16.9% of those respondents indicated that their child(ren) always wear helmets when riding on an OHV.

Registration Fees

On average, North Dakota OHV owners believe \$21.00 to be a reasonable and appropriate annual registration fee for OHVs within the state. When asked about the current registration fee, respondents believe, on average, that \$14.00 is the cost to register an OHV every two years. The actual registration fee for OHVs in North Dakota is \$10.00 for two years.

OHV Dealership Purchases

Only 34.2% of respondents indicated that they had purchased an OHV from a dealership within the past two years. Of those respondents, the majority indicated that they were provided with current regulations on youth riders and registration (92.0% and 90.6%, respectively). The majority (62.3%) of respondents believe that dealerships should be responsible for registering OHVs at the time of purchase.

Snowmobile Ownership & Trail Usage

Just over half (58.%) of respondents do not own a snowmobile. A similar number (51.4%) of respondents are not interested in using public portions of state snowmobile trails in the summer.

Club Membership

The overwhelming majority (98.8%) of respondents are not members of an OHV club. A similar number (92.5%) are not interested in becoming a member. Over half (85.1%) of respondents are not familiar with the North Dakota Off-Road Vehicle Association, but a small number (34.4%) indicated they would like more information on the Association.

Additional Comments

Respondents offered dozens of suggestions and comments on the sport of OHV riding in North Dakota including regulation and enforcement issues, land owner concerns, safety, youth riders, trail development and awareness.

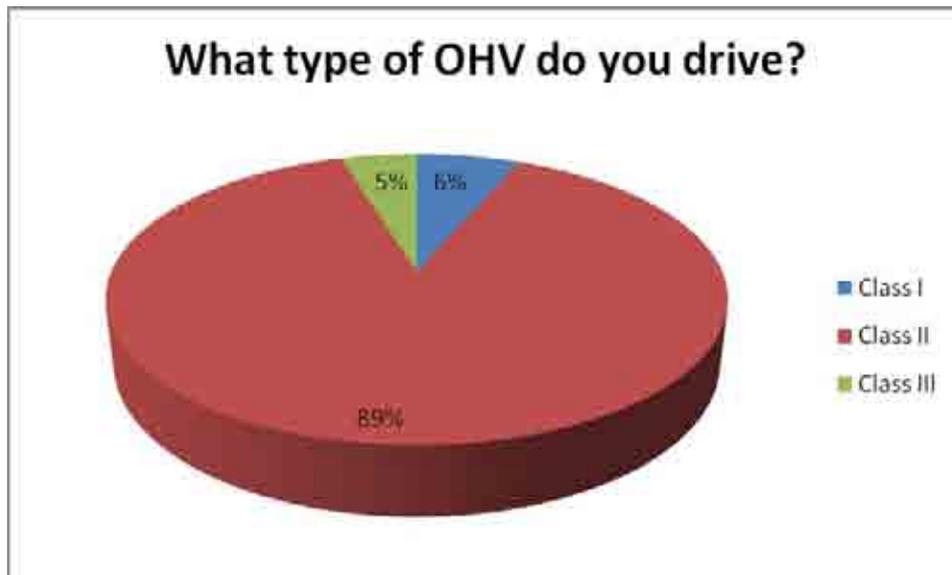
Research Findings

OHV Enthusiast Phone Survey Results

Question #1. What type of OHV do you drive?

The majority (89%) of respondents drive a Class II vehicle, which includes 3- and 4-wheelers.

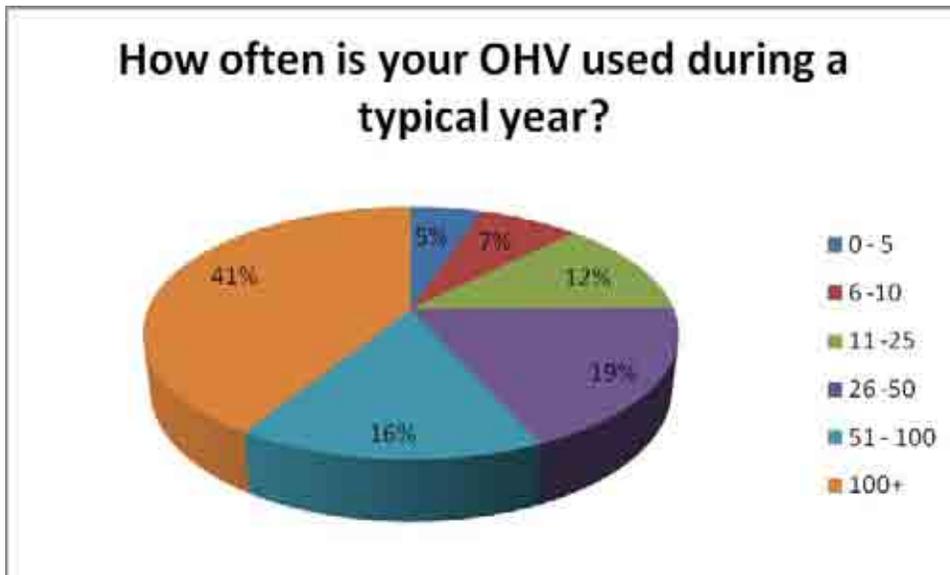
Class I	Class II	Class III
6.1%	88.4%	4.5%
(26)	(359)	(19)



Question #2. How often is your OHV used during a typical year?

The highest number (41%) of respondents use their OHV over 100 times during a typical year.

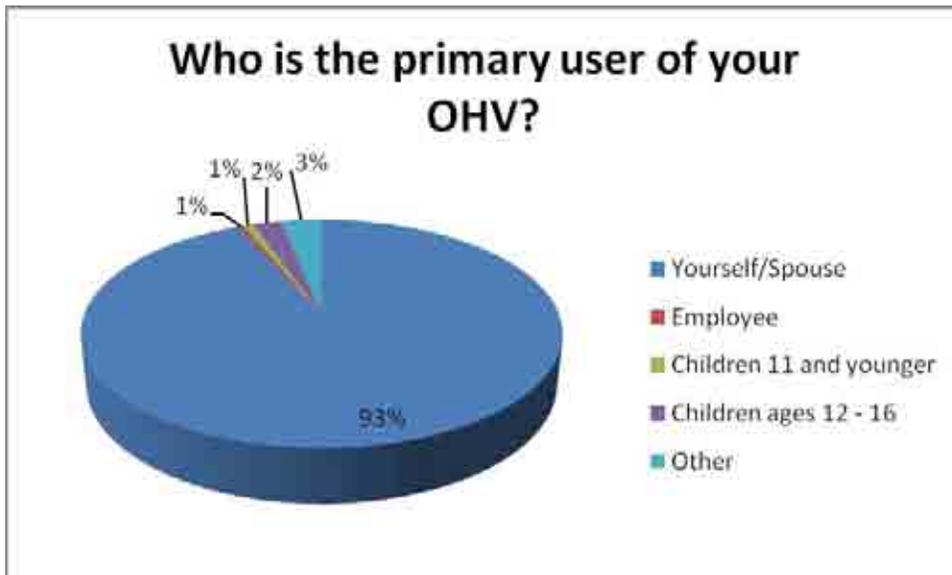
0 - 5 Times	6 - 10 Times	11 - 25 Times	26 - 50 Times	51 - 100 Times	100+ Times
5.2% (21)	7.2% (29)	12.4% (50)	18.6% (75)	15.6% (63)	40.9% (166)



Question #3. Who is the primary user of your OHV?

The majority (93%) of respondents answered that the primary user is themselves or their spouse.

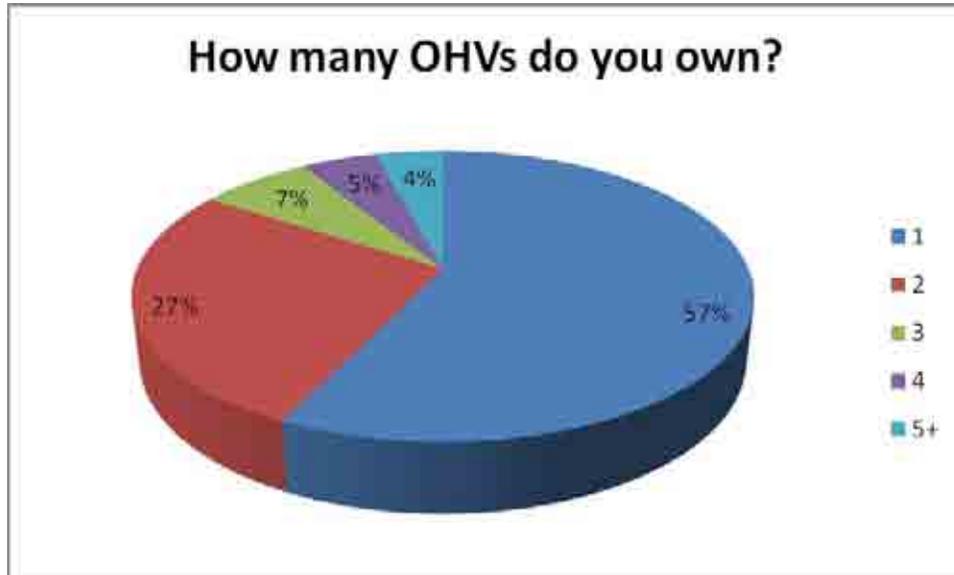
Yourself or Spouse	Employee	Children (age 11 and younger)	Children (ages 12 – 16)	Other (please specify)
93.3% (377)	.5% (2)	.7% (3)	2.2% (9)	3.2% (13)



Question #4. How many OHVs do you own?

The majority (57%) of respondents own one (1) OHV.

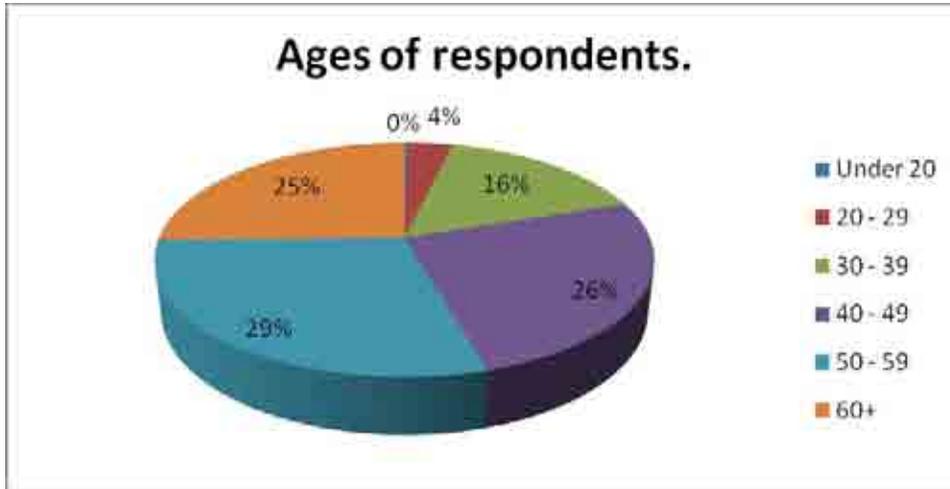
1	2	3	4	5+
57.1% (231)	27.1% (109)	6.9% (28)	4.6% (19)	4.4% (17)



Question #5. In what year were you born?

The majority (29%) of respondents are between 50 – 59 years old. A similar number (26%) are between 40 – 49 years old.

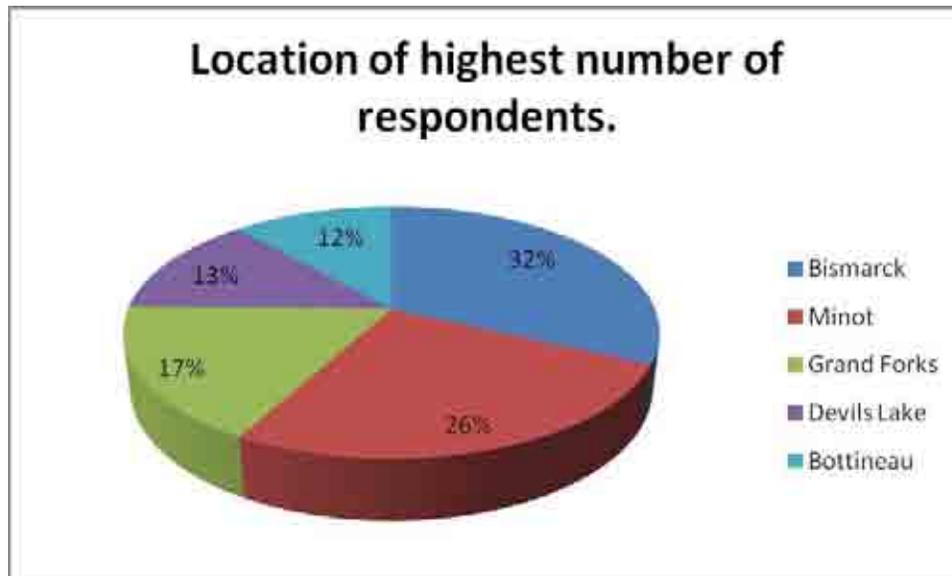
Under 20	20 – 29	30 – 39	40 - 49	50 – 59	60+
0%	4%	16%	26%	29%	25%
(1)	(14)	(65)	(103)	(117)	(102)



Question #6. What is your zip code?

The residency of respondents varied greatly; however, the top five cities represented are graphed below. The remaining cities and number of responses for each are listed in the chart below the graph.

Bismarck	Minot	Grand Forks	Devils Lake	Bottineau
32%	26%	17%	13%	12%
(22)	(18)	(12)	(9)	(8)



Number of Responses Sorted by City

City	County	Zip Code	Number of Responses
Alexander	McKenzie	58831	3
Alkabo/Grenora	Williams	58832	1
Amenia	Cass	58004	2
Amrose	Divide	58833	1
Antler	Bottineau	58711	1
Arnegard	McKenzie	58835	2
Arthur	Cass	58006	1
Baldwin	Burleigh	58521	1
Belfield	Stark	58622	2
Berthold	Ward	58718	1
Bisbee	Towner	58317	2
Bismarck	Burleigh	58501	22
Bottineau	Bottineau	58318	8
Bowbells	Burke	58721	1
Bowman	Bowman	58623	1

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City	County	Zip Code	Number of Responses
Brocket	Ramsey	58321	1
Buchanan	Stutsman	58420	1
Burlington	Ward	58722	2
Carrington	Foster	58421	4
Cathay	Wells	58422	1
Cavalier	Pembina	58220	4
Cayuga	Sargent	58013	1
Center	Oliver	58530	2
Chaseley	Wells	58423	1
Cogswell	Sargent	58017	1
Coleharbor	McLean	58531	1
Cooperstown	Griggs	58425	2
Crary	Ramsey	58327	2
Davenport	Cass	58021	1
Dazey	Barnes	58429	1
Devils Lake	Ramsey	58301	9
Dickey	La Moure	58431	1
Dickinson	Stark	58601	6
Dunseith	Rolette	58329	1
Edgeley	La Moure	58433	4
Edinburg	Walsh	58227	3
Edmore	Ramsey	58330	1
Ellendale	Dickey	58436	3
Emerado	Grand Forks	58228	1
Epping	Williams	58843	1
Esmond	Benson	58332	1
Fargo	Cass	58102	7
Fingal	Barnes	58031	1
Finley	Steele	58230	1
Forman	Sargent	58032	2
Fort Ransom	Ransom	58033	2
Fullerton	Dickey	58441	1
Gackle	Logan	58442	1
Galesburg	Traill	58035	1
Garrison	McLean	58540	1
Golden Valley	Mercer	58541	2
Goodrich	Sheridan	58444	2
Grafton	Walsh	58237	2
Grand Forks	Grand Forks	58201	12
Granville	McHenry	58741	2

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City	County	Zip Code	Number of Responses
Grassy Butte	McKenzie	58634	1
Gwinner	Sargent	58040	2
Hague	Emmons	58542	1
Hankinson	Richland	58041	3
Hannaford	Griggs	58448	1
Harvey	Wells	58341	2
Havana	Sargent	58043	1
Hazen	Mercer	58545	5
Hebron	Morton	58638	1
Hettinger	Adams	58639	1
Hoople	Walsh	58243	1
Horace	Cass	58047	3
Hunter	Cass	58048	1
Jamestown	Stutsman	58401	3
Jud	La Moure	58454	2
Karlsruhe	McHenry	58744	1
Keene	McKenzie	58847	1
Kenmare	Ward	58746	2
Killdeer	Dunn	58640	1
Kindred	Cass	58051	2
Lakota	Nelson	58344	3
Lamoure	La Moure	58458	1
Langdon	Cavalier	58249	2
Lansford	Bottineau	58750	1
Larimore	Grand Forks	58251	2
Lark/Flasher	Morton	58550	1
Lehr	Logan	58460	1
Leith/Carson	Grant County	58551	1
Lidgerwood	Richland	58053	2
Lignite	Burke	58752	1
Linton	Emmons	58552	1
Lisbon	Ransom	58054	4
Litchville	Barnes	58461	1
Maddock	Benson	58348	2
Makoti	Ward	58756	1
Mandan	Morton	58554	5
Manning	Dunn	58642	2
Manvel	Grand Forks	58256	4
Manvel	Grand Forks	58256	1
Mapleton	Cass	58059	1

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City	County	Zip Code	Number of Responses
Martin	Sheridan	58758	2
Max	McLean	58759	1
McClusky	Sheridan	58463	1
Medora	Billings	58645	1
Menoken	Burleigh	58558	3
Michigan	Nelson	58259	1
Milnor	Sargent	58060	1
Minnewaukan	Benson	58351	2
Minot	Ward	58701	18
Minot - AFB	Ward	58705	1
Mohall	Renville	58761	2
Mott	Hettinger	58646	2
New Leipzig	Grant County	58562	1
New Rockford	Eddy	58356	2
New Salem	Morton	58563	6
Niagara	Grand Forks	58266	1
Nome	Barnes	58062	1
Noonan	Divide	58765	1
Oberon	Benson	58357	1
Park River	Walsh	58270	2
Parshall	Mountrail	58770	1
Pembina	Pembina	58271	1
Perth	Towner	58363	1
Plaza	Mountrail	58771	1
Ray	Williams	58849	1
Regent	Hettinger	58650	1
Reynolds	Traill	58275	2
Richardton	Stark	58652	1
Robinson	Kidder	58478	1
Rolette	Rolette	58366	2
Ross	Mountrail	58776	2
Rugby	Pierce	58368	5
Ryder	Ward	58779	4
Sawyer	Ward	58781	1
Selfridge	Sioux	58568	1
Sheyenne	Eddy	58374	1
Shields	Grant County	58569	1
Solen	Sioux	58570	2
Souris	Bottineau	58783	1
South Heart	Stark	58655	1

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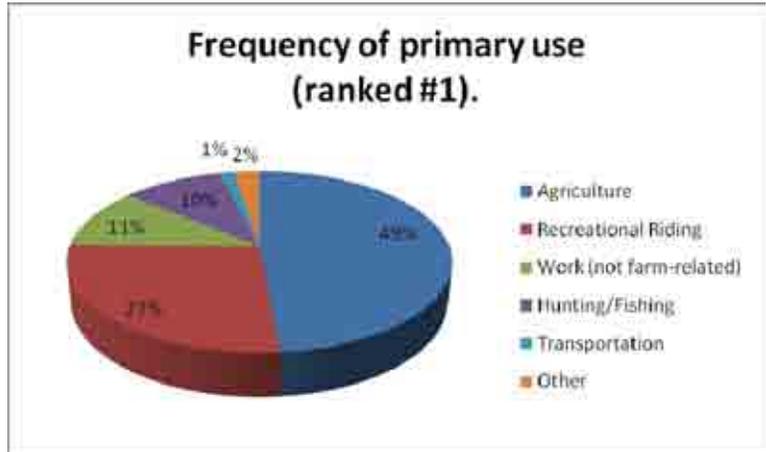
City	County	Zip Code	Number of Responses
Spiritwood	Stutsman	58481	1
Stanley	Mountrail	58784	2
Starkweather	Ramsey	58377	1
Taylor	Stark	58656	1
Thompson	Grand Forks	58278	1
Tioga	Williams	58852	2
Tolna	Nelson	58380	2
Towner	McHenry	58788	1
Trenton	Williams	58853	1
Turtle Lake	McLean	58575	3
Underwood	McLean	58576	2
Upham	McHenry	58789	3
Valley City	Barnes	58072	1
Velva	McHenry	58790	1
Voltaire	McHenry	58792	1
Wahpeton	Richland	58075	3
Walhalla	Pembina	58282	2
Warwick	Benson	58381	1
Watford City	McKenzie	58854	1
West Fargo	Cass	58078	5
Williston	Williams	58801	7
Willow City	Bottineau	58384	1
Wilton	Burleigh	58579	1
Wing	Burleigh	58494	1
Wishek	McIntosh	58495	2
Ypsilanti	Stutsman	58497	2
Zeeland	McIntosh	58581	1

Question #7. What are the three primary reasons you own your OHV? Please rank from 1 to 3, with 1 being the top reason.

The top highest response for primary uses was agriculture (49%), recreational riding (27%) and work (not farm-related) (11%).

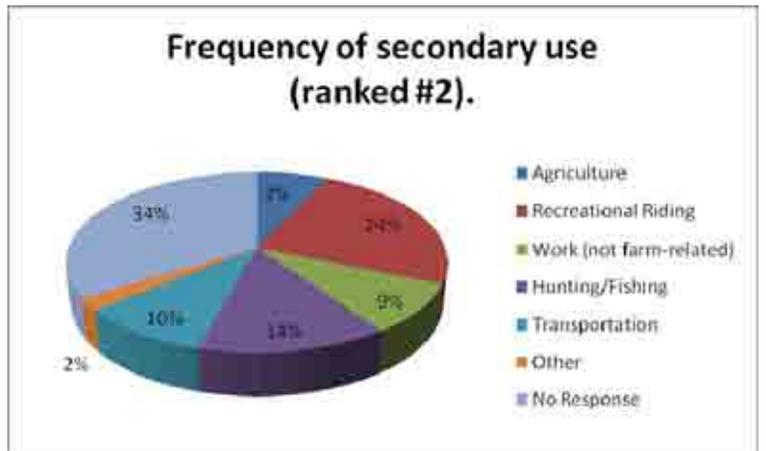
Frequency of Primary Use

Agriculture	48.3% (196)
Recreational Riding	26.6% (108)
Work (not farm-related)	9.9% (44)
Hunting/Fishing	10.8% (40)
Transportation	1% (6)
Other	2.5% (10)



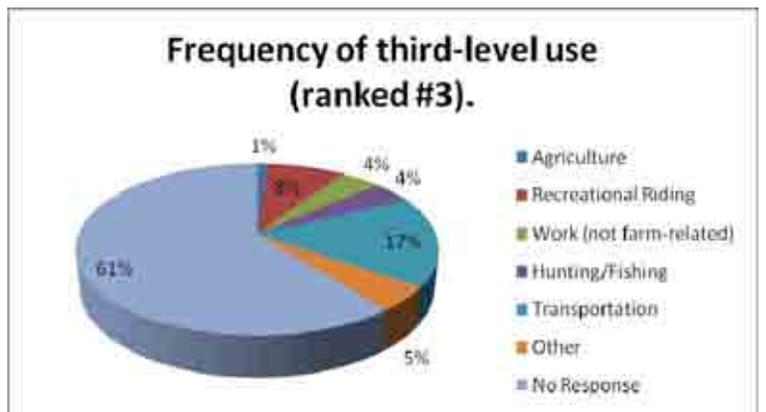
Frequency of Secondary Use

Agriculture	7.1% (29)
Recreational Riding	24.1% (98)
Work (not farm-related)	8.8% (36)
Hunting/Fishing	13.8% (56)
Transportation	10.3% (39)
Other	2.2% (9)



Frequency of Third-level Use

Agriculture	1.2% (5)
Recreational Riding	8.2% (33)
Work (not farm-related)	4.2% (17)
Hunting/Fishing	4.2% (17)
Transportation	16.9% (69)
Other	4.7% (19)



Question #8. Are you aware that it is legal to drive OHVs on select North Dakota highways?

Responses were split almost in half with regard to respondents' knowledge of legally riding OHVs on select North Dakota highways.

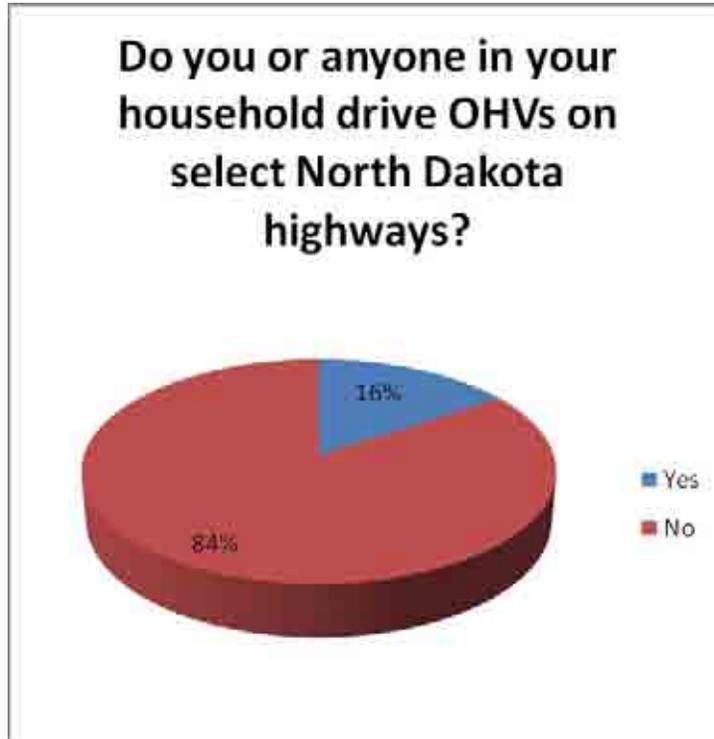
Yes	No
49.9%	50.1%
(201)	(203)



Question #9. Do you or anyone in your household drive OHVs on select North Dakota highways?

The majority (84.4%) of respondents answered that neither they nor anyone in their household drives OHVs on select North Dakota highways.

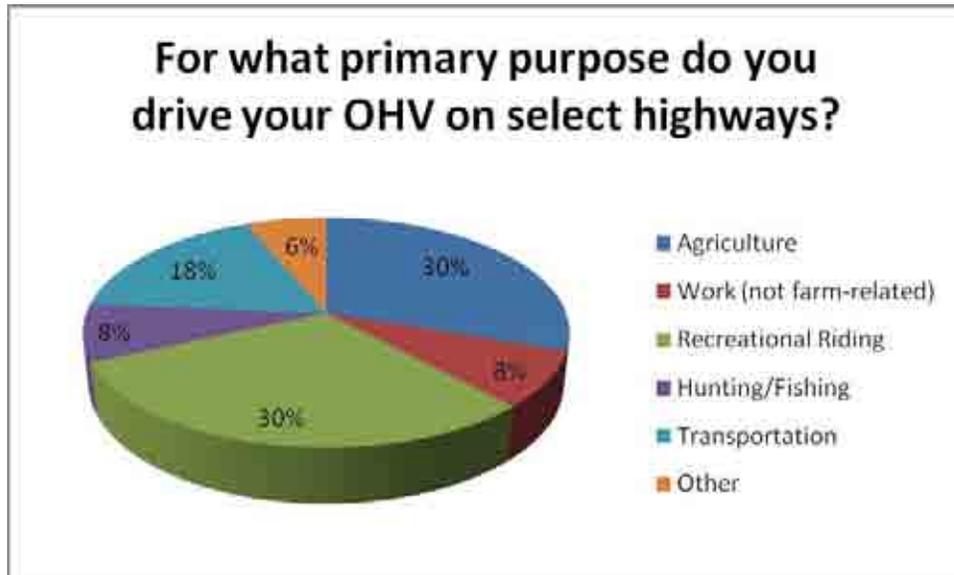
Yes	No
15.6% (63)	84.4% (341)



Question #9A. For what primary purpose do you drive your OHV on select highways?

The majority (60.3%) of respondents primarily use their OHV for agriculture and recreational riding (equal response of 30.2% for each area).

Agriculture	Work (non-farm related)	Recreational Riding	Hunting/Fishing	Transportation	Other
30.2% (19)	7.9% (5)	30.2% (19)	7.9% (5)	17.5% (11)	6.3% (4)



Question #9B. Is the OHV you use equipped with a working horn?

The majority (82.5%) of respondents answered that the OHV used on select North Dakota highways is not equipped with a working horn.

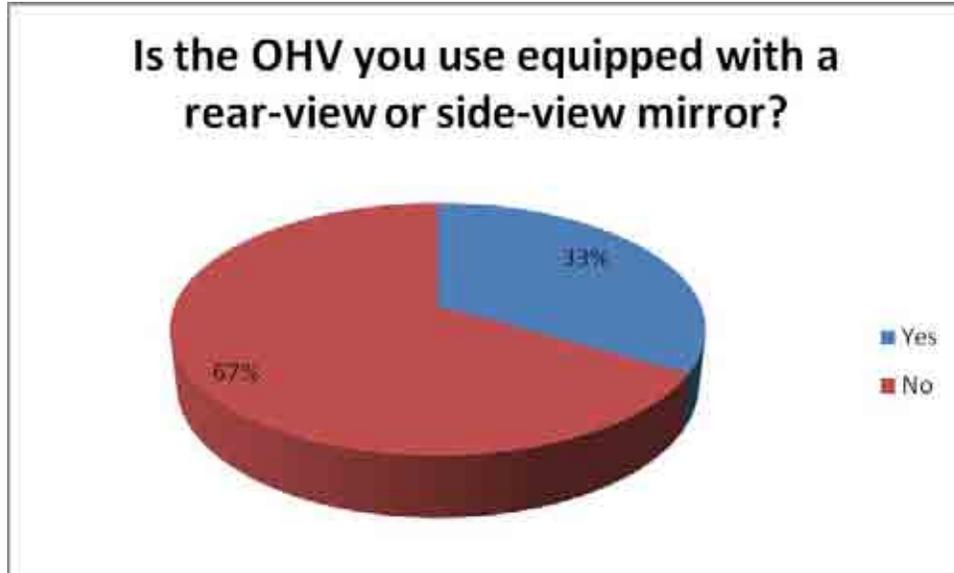
Yes	No
17.5% (11)	82.5% (52)



Question #9C. Is the OHV you use equipped with a rear-view or side-view mirror?

The majority (66.7%) of respondents answered that the OHV used on select North Dakota highways is not equipped with a rear-view or side-view mirror.

Yes	No
33.3% (21)	66.7% (42)

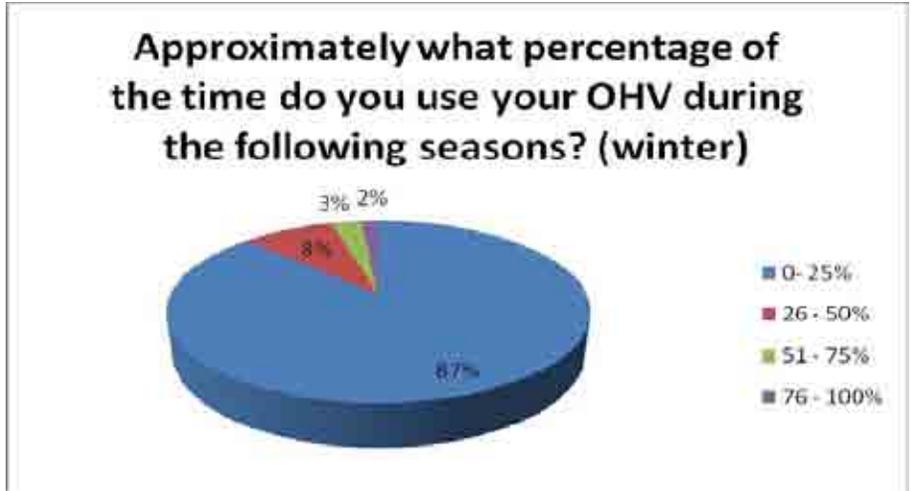


Question #10. Approximately what percentage of the time do you use your OHV during the following seasons? (The combined percentages should total 100%)

Summer is the season that OHV riders primarily use their OHV. Thirty-eight percent (38%) of respondents indicated that they use their OHV for 26-50% of the time during the summer.

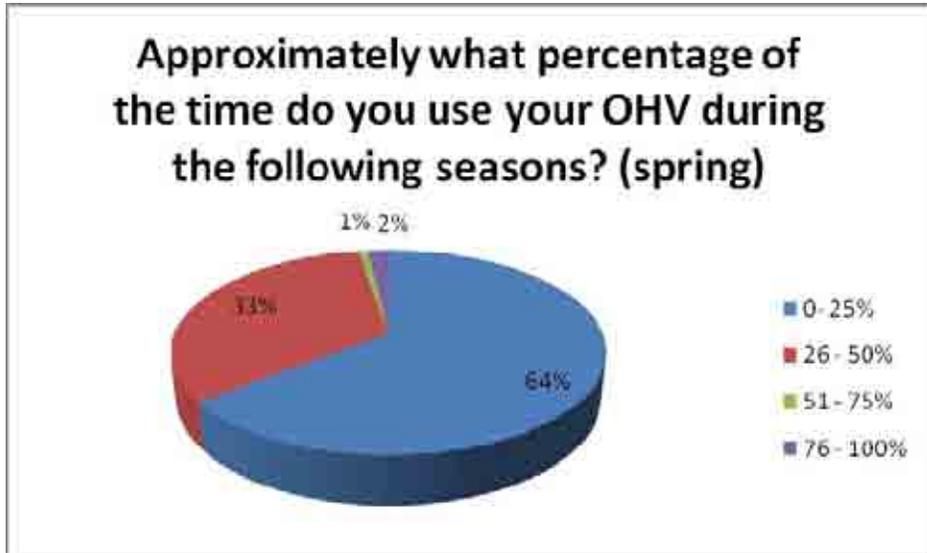
Winter

0 – 25%	87% (221)
26 – 50%	8% (21)
51 – 75%	3% (7)
76 – 100%	2% (4)



Spring

0 – 25%	64% (213)
26 – 50%	33% (109)
51 – 75%	1% (3)
76 – 100%	2% (6)

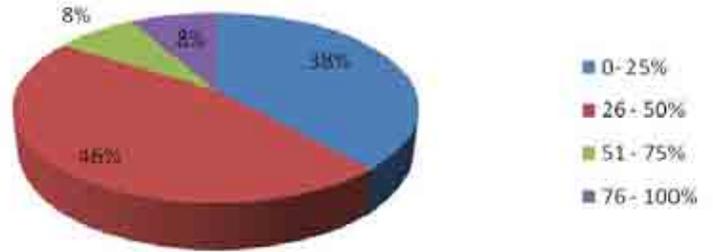


Question #10. Seasonal usage (continued)

Summer

0 – 25%	38% (144)
26 – 50%	46% (172)
51 – 75%	8% (29)
76 – 100%	8% (31)

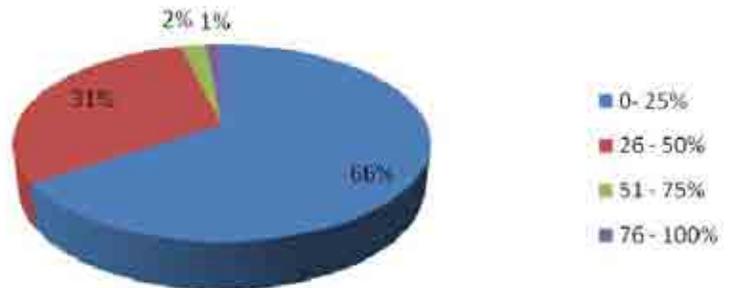
Approximately what percentage of the time do you use your OHV during the following seasons? (summer)



Fall

0 – 25%	66% (227)
26 – 50%	31% (106)
51 – 75%	2% (8)
76 – 100%	1% (5)

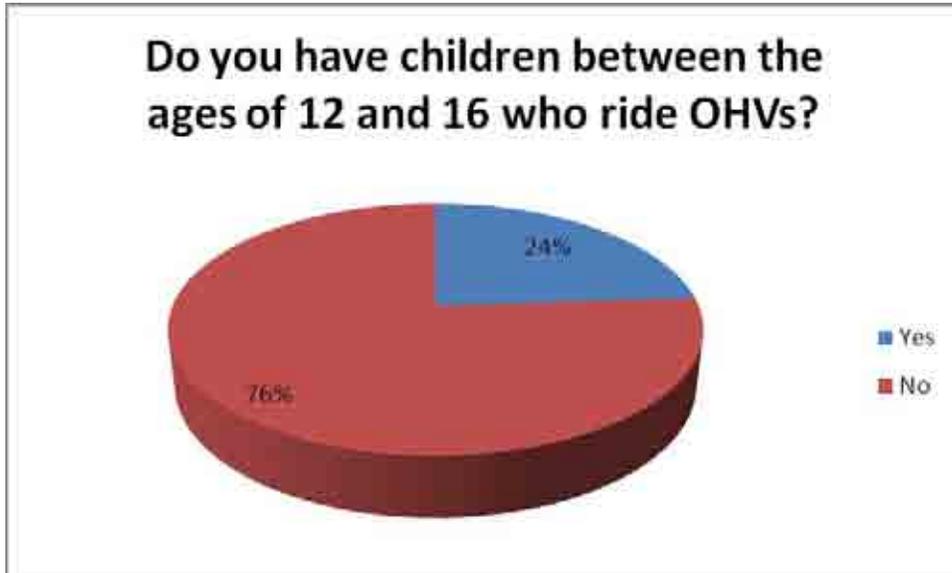
Approximately what percentage of the time do you use your OHV during the following seasons? (fall)



Question #11. Do you have children between the ages of 12 and 16 who ride OHVs?

The majority (75.9%) of respondents do not have children between the ages of 12 and 16 who ride OHVs.

Yes	No
24.1%	75.9%
(97)	(307)



Question #11A. If you have a child(ren) between the ages of 12 and 16 riding an OHV on public land, does this child possess an OHV Safety Certificate?

The majority (66.0%) of respondents answered that their children between the ages of 12 and 16 years of age who ride OHVs on public land do not possess an OHV Safety Certificate.

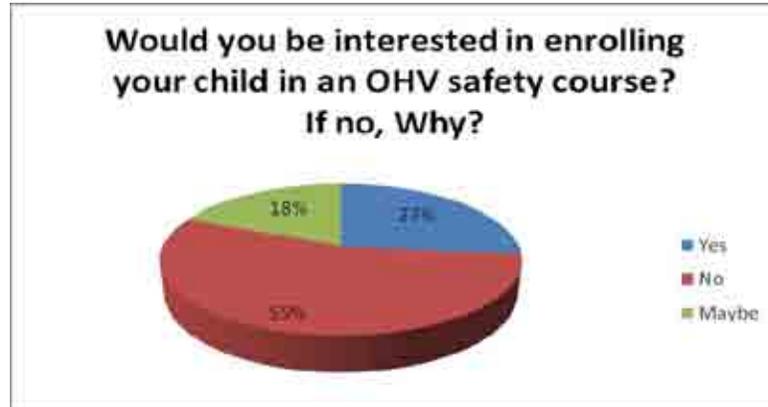
Yes	No
33.0%	66.0%
(33)	(64)



Question #11B. Would you be interested in enrolling your child in an OHV safety course? If no, Why?

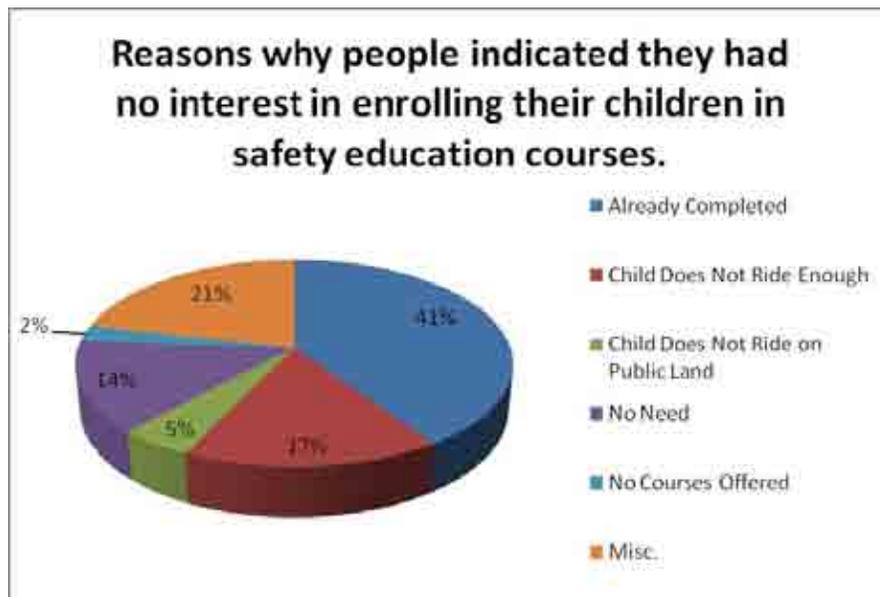
The majority (54.6%) of respondents would not be interested in enrolling their children in an OHV safety course.

Yes	No	Maybe
26.8% (26)	54.6% (53)	18.6% (18)



If no, Why?

Already Completed	Child Does not Ride Enough	Child Does not Ride on Public Land	No Need	No Courses Offered	Misc.
41% (17)	17% (7)	5% (2)	14% (6)	2% (1)	21% (8)



Comments:

Already Completed

Already did
Have done this
Already did
Already have
Already has one
Already have
Already have
Already has enrolled
Did one already
Already taken
Already taken
Already have
Already had course
Already taken it
Already taken it
Already taken it
Already taken it

Child Does Not Ride Enough

Doesn't ride often
Hardly ever use it
They don't drive it
She doesn't ride any more
Don't ride very much
They aren't driving it
One has drivers license & one doesn't drive it much

Child does not Ride on Public Land

Doesn't ride on public land
We don't use public land

No Need

teach myself
My prerogative
My prerogative
I taught him what he needs to know
They've ridden it safely for years
Doesn't need it

No Courses Available

No courses offered

Misc.

Don't know

DK (don't know)

DK (don't know)

No farm

Not yet

It's wintertime

Because

'Cause

'Cause

Question #11C. What type of format do you think is best for children’s safety education courses?

The majority (77.3%) of respondents believe a hands-on format to be the best method for children’s safety education courses.

Online	Hands-on	Classroom
11.3% (11)	77.3% (75)	11.3% (11)

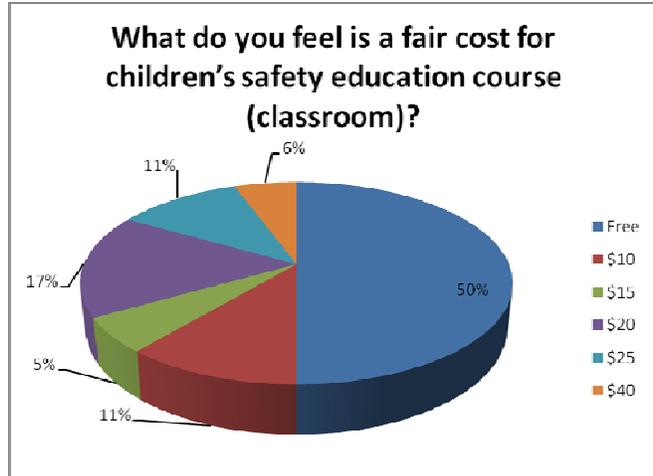


Question #11D. What do you feel is a fair cost for children’s safety education course?

For a classroom course, the majority of respondents (50%) believe “free” to be a fair cost for an adult safety education course. For an online course, the highest number of respondents (33%) believe “\$20 to be a fair cost, and a similar number (38%) feel \$25-30 is fair for a hands-on course.

Classroom Course

Free	50% (9)
\$10	11% (2)
\$15	5% (1)
\$20	17% (3)
\$25	11% (2)
\$40	6% (1)



Online Course

Free	17% (2)
\$10	25% (3)
\$15	17% (2)
\$20	33% (4)
\$25	8% (1)



Hands-on Course

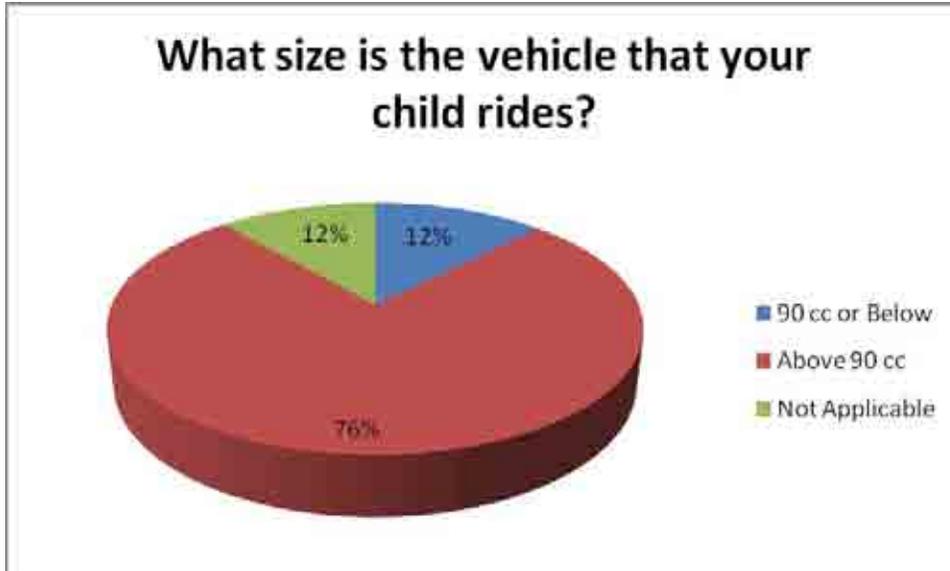
Free	3% (2)
\$5 - 10	14% (9)
\$15 - 20	32% (21)
\$25 - 30	38% (25)
\$35 - 40	6% (4)
\$40+	7% (5)



Question #11E. What size is the vehicle that your child rides?

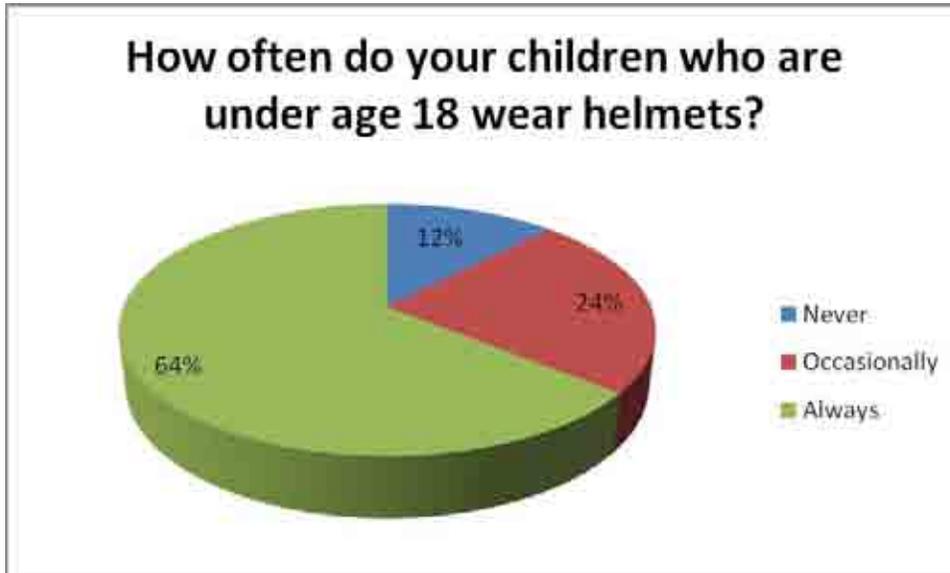
The majority (76.3%) of respondents answered that their children ride an OHV that is above 90 cc.

90 cc or Below	Above 90 cc	Not Applicable
12.4%	76.3%	11.3%
(12)	(74)	(11)



Question #12. How often do your children who are under age 18 wear helmets?
The majority (64%) of respondents' children always wear helmets.

Never	Occasionally	Always
12%	24%	64%
(13)	(25)	(68)

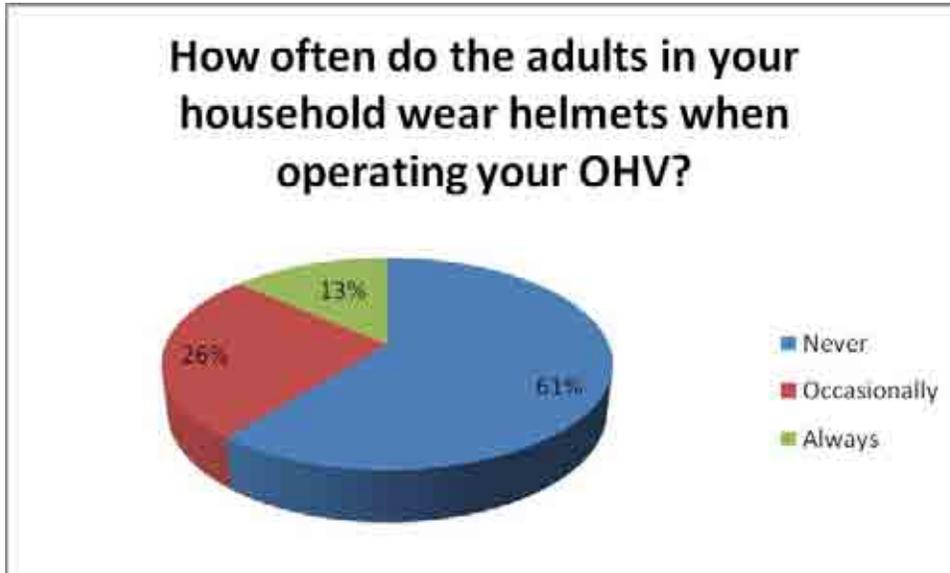


Note: The respondents who answered that the question was not applicable (298 respondents) are not included in the pie chart.

Question #13. How often do the adults in your household wear helmets when operating your OHV?

The majority (60.5%) of respondents answered that the adults in their household never wear helmets when operating their OHVs.

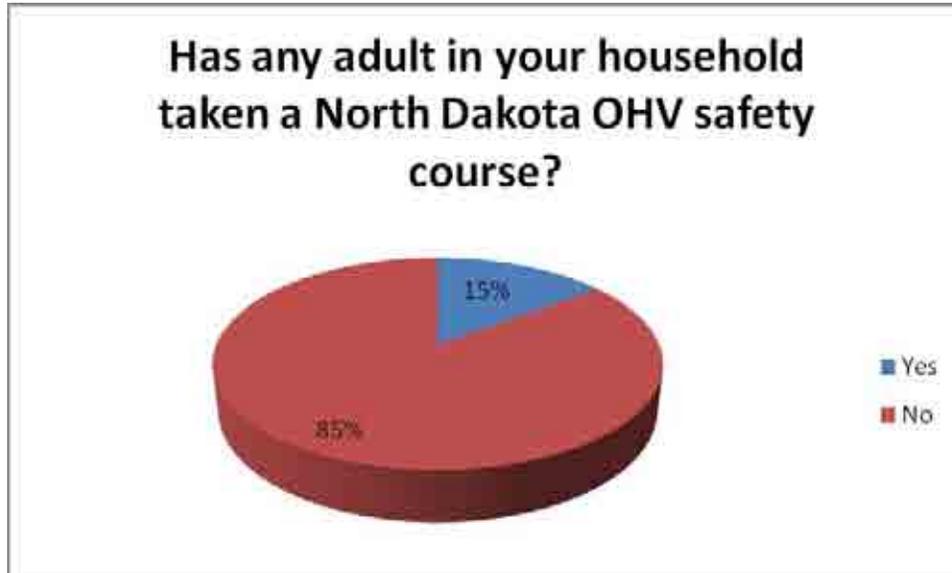
Never	Occasionally	Always
60.5% (245)	25.8% (104)	13.6% (55)



Question #14. Has any adult in your household taken a North Dakota OHV safety course?

The majority (85%) of respondents answered that none of the adults in their household have taken a North Dakota OHV safety course.

Yes	No
14.9% (344)	85.1% (60)



Question #15. Would you be interested in taking an adult OHV safety course?

The majority (85.9%) of respondents have no interest in taking an adult OHV safety course.

Yes	No	Maybe
7.2%	85.9%	6.9%
(29)	(347)	(28)

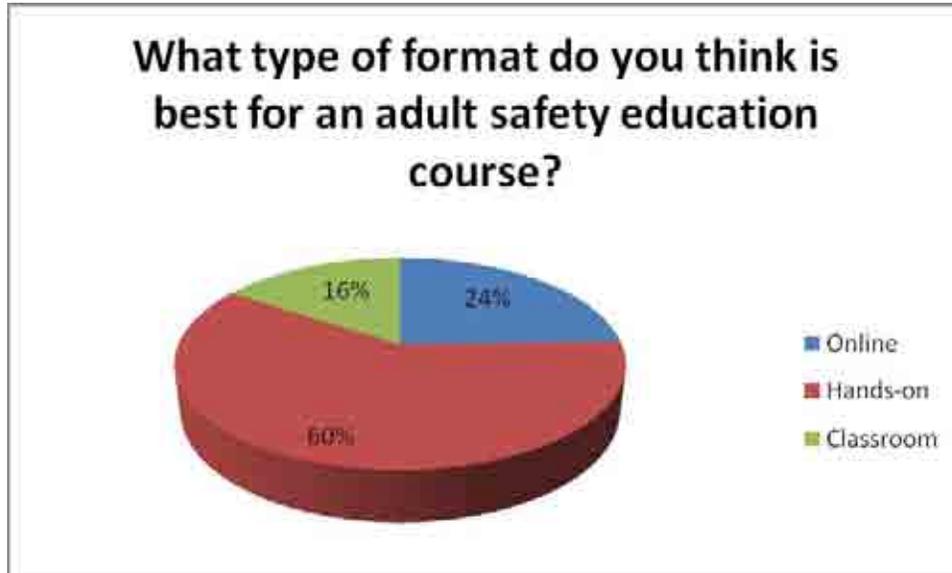


Note: The 57 respondents who answered either "yes" or "maybe" were directed to questions 15A and 15B.

Question #15A. What type of format do you think is best for an adult safety education course?

The majority (59.6%) of respondents believe a hands-on format to be the best method for adult safety education courses.

Online	Hands-on	Classroom
24.6% (14)	59.6% (34)	15.8% (9)



Question #15B. What do you feel is a fair cost for an adult safety education course?

For a classroom course, the highest number of respondents (34%) believe \$20 to be a fair cost for an adult safety education course. For an online course, the highest number of respondents (46%) believe “free” to be a fair cost, and a similar number (46%) feel \$25 is fair for a hands-on course.

Classroom Course

Free	11% (1)
\$10	22 % (2)
\$15	11% (1)
\$20	34% (3)
\$25	11% (1)
\$75	11% (1)



Online Course

Free	46% (5)
\$10	27% (3)
\$15	18% (2)
\$20	9% (1)

* Three (3) people (27%) did not respond to this question



Hands-on Course

\$5	4% (1)
\$10	8% (2)
\$15	23% (6)
\$20	19% (5)
\$25	46% (12)

* Six (6) people (23%) did not respond to this question



Question #16. Would you be interested in volunteering to teach a safety education course?

The majority (92%) of respondents would not be interested in volunteering to teach a safety education course.

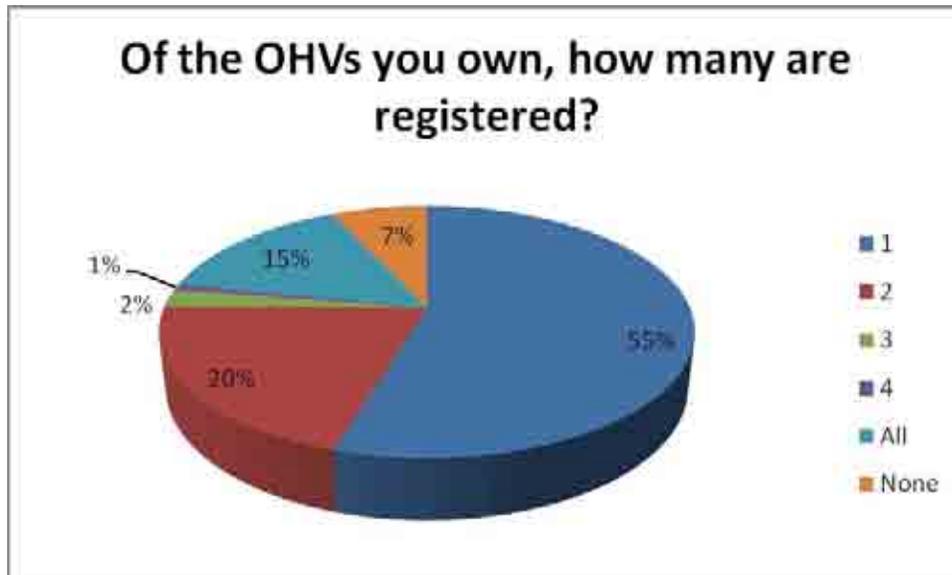
Yes	No
7.9%	92.1%
(32)	(372)



Question #17. Of the OHVs you own, how many are registered?

The majority (55%) of respondents own one (1) OHV.

1	2	3	4	All	None
54.6%	20.3%	2.2%	0.7%	14.9%	6.9%
(221)	(83)	(9)	(3)	(60)	(28)

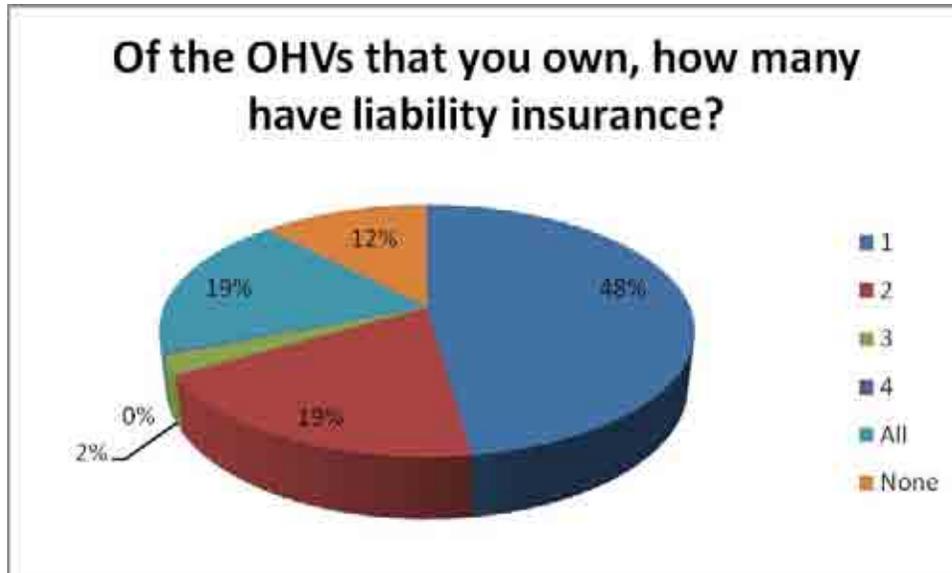


Note: The registration data from this question is cross-referenced with data from question #4, which reports the number of OHVs owned by respondents. Please see Appendix A for the cross-referenced data.

Question #18. Of the OHVs that you own, how many have liability insurance?

The majority (48%) of respondents answered that one (1) of their OHVs has liability insurance.

1	2	3	4	All	None
47.6% (193)	18.6% (76)	2.5% (10)	0.2% (1)	18.4% (75)	11.9% (49)

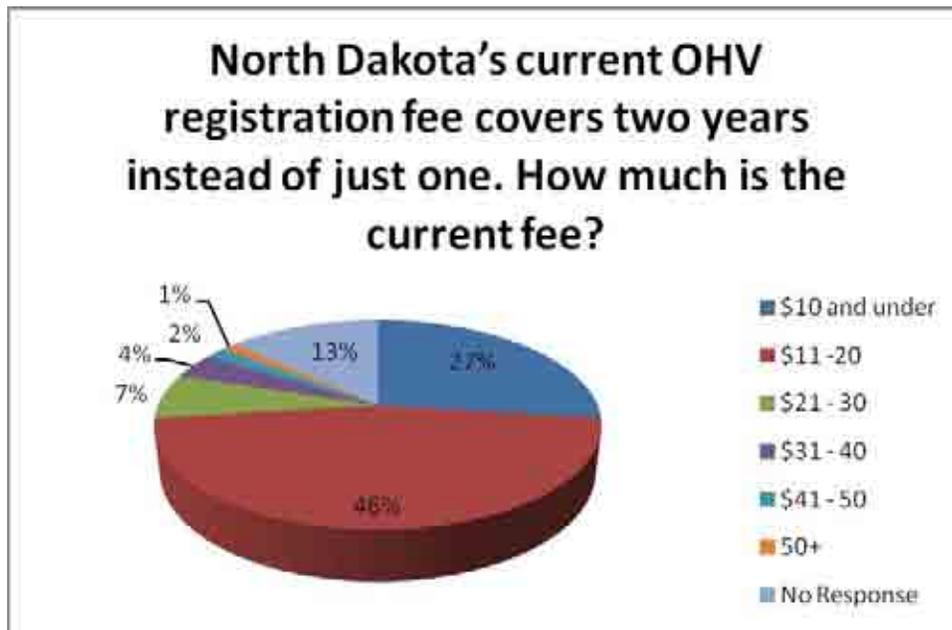


Note: The insurance data from this question is cross-referenced with data from question #4, which reports the number of OHVs owned by respondents. Please see Appendix A for the cross-referenced data.

Question #19. North Dakota’s current OHV registration fee covers two years instead of just one. How much is the current fee? (If you don’t know, please offer a guess.)

The majority (46%) of respondents believe the current registration fee for OHVs in North Dakota is between \$11 – \$20 every two years.

\$10 and under	\$11 – 20	\$21 – 30	\$31 - 40	\$41 – 50	\$50+	No Response
27% (109)	46% (186)	7% (28)	4% (16)	2% (7)	1% (5)	13% (53)



Question #20. The cost to register an OHV in surrounding states \$20-\$30 every two years. With this statistic in mind, what do you believe to be a reasonable and appropriate OHV registration fee for North Dakota every 2 years?

The majority (54%) of respondents believe \$20 to be a reasonable and appropriate fee for OHV registration in North Dakota every two years.

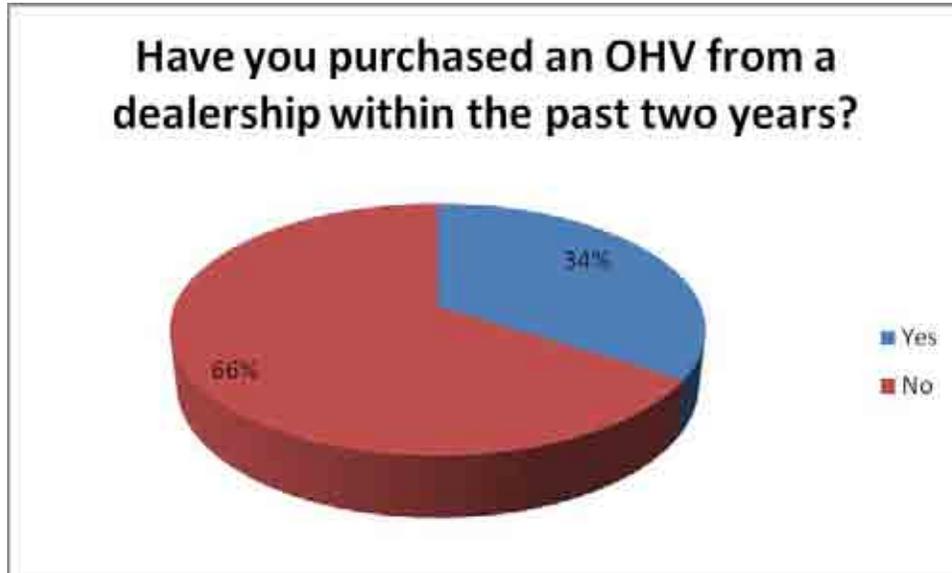
Free	\$10 and under	\$20	\$25	\$40	\$60	Other	No Response
4% (17)	8% (34)	54% (219)	17% (68)	2% (7)	7% (27)	7% (27)	1% (5)



Question #21. Have you purchased an OHV from a dealership within the past two years?

The majority (65.8%) of respondents have not purchased an OHV from a dealership within the past two years.

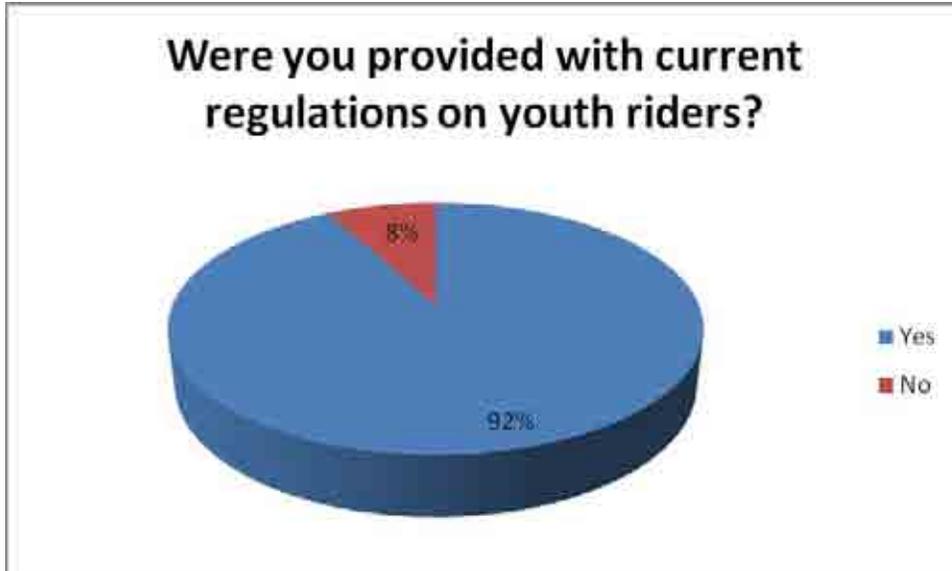
Yes	No
34.2%	65.8%
(138)	(266)



Question #21A. Were you provided with current regulations on youth riders?

The majority (92.0%) of respondents answered that the dealership provided current regulations on youth riders.

Yes	No
92.0%	8.0%
(127)	(11)



Question #21B. Were you provided with current regulations on registration?

The majority (90.6%) of respondents answered that the dealership provided current regulations on registration.

Yes	No
90.6%	9.4%
(125)	(13)



Question #22. Do you believe OHV dealerships should be responsible for registering OHVs at the time of purchase?

The majority (62.3%) of respondents believe dealerships should be responsible for registering OHVs at the time of purchase.

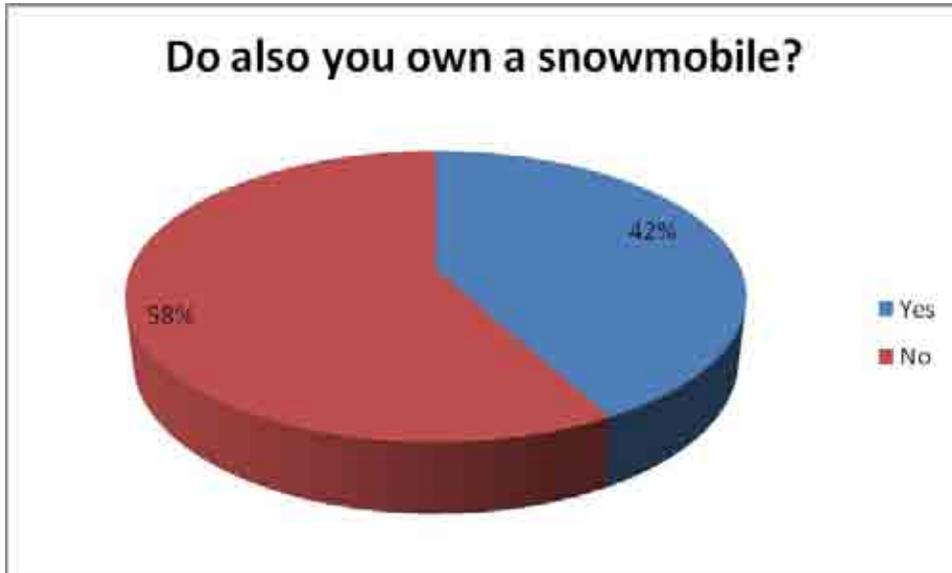
Yes	No
62.3%	37.7%
(252)	(152)



Question #23. Do also you own a snowmobile?

The majority (58%) of respondents do not own a snowmobile.

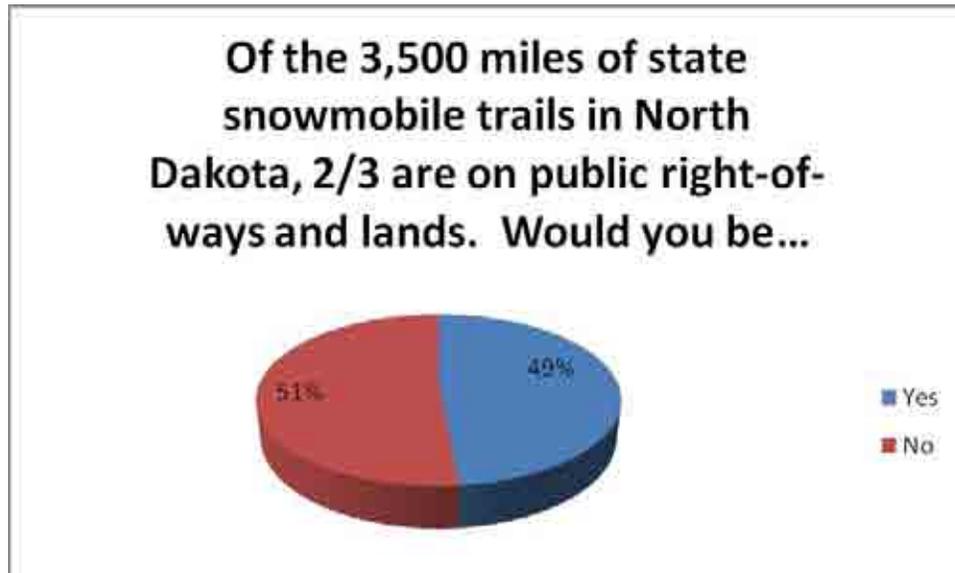
Yes	No
42.0%	58.0%
(170)	(234)



Question #24. Of the 3,500 miles of state snowmobile trails in North Dakota, 2/3 are on public right-of-ways and lands. Would you be interested in using these public portions of state snowmobile trails for recreational OHV use in the summer?

The majority (51%) of respondents would not be interested in using public snowmobile trails for recreational OHV use in the summer.

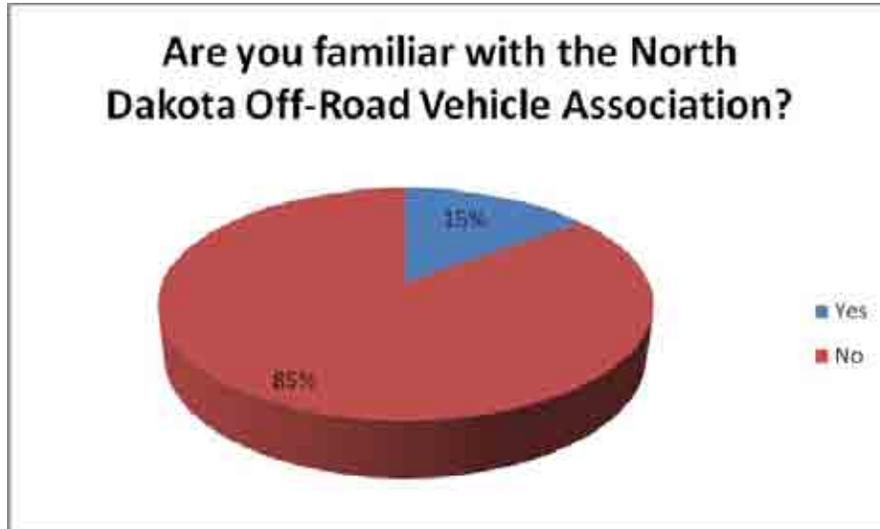
Yes	No
48.6% (196)	51.4% (208)



Question #25. Are you familiar with the North Dakota Off-Road Vehicle Association?

The majority (85%) of respondents are not familiar with the North Dakota Off-Road Vehicle Association.

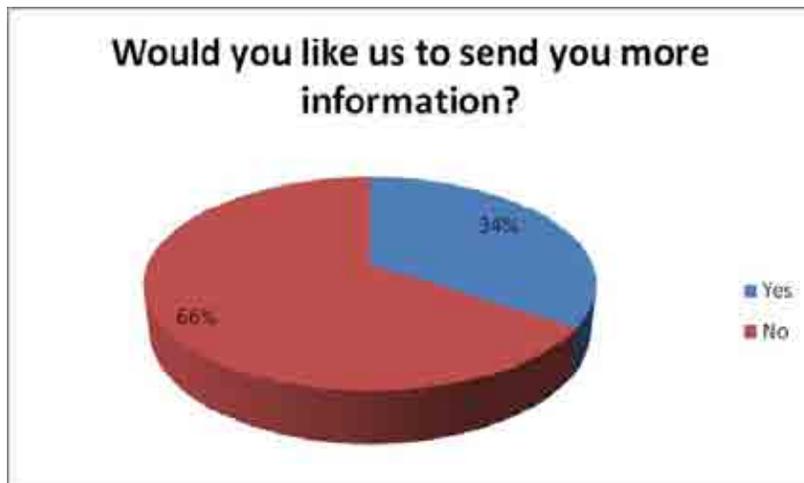
Yes	No
14.9% (60)	85.1% (344)



Would you like us to send you more information?

The majority (66%) of respondents are not interested in receiving more information.

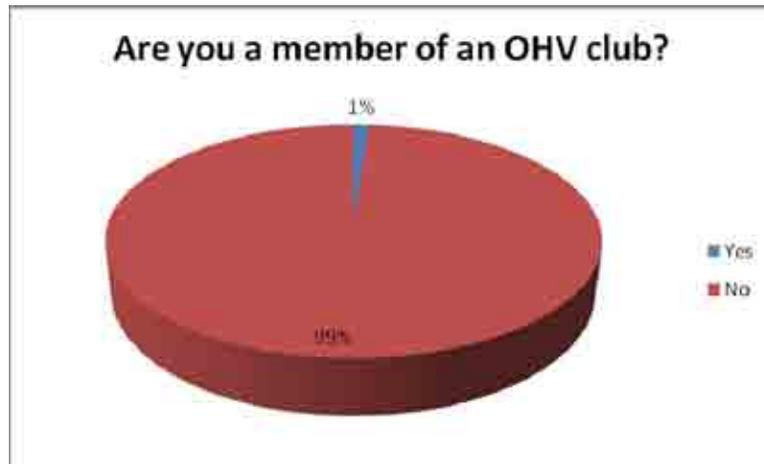
Yes	No
34.4% (139)	65.6% (265)



Question #26. Are you a member of an OHV club?

The majority (99%) of respondents are not members of an OHV club.

Yes	No
1.2%	98.8%
(5)	(399)



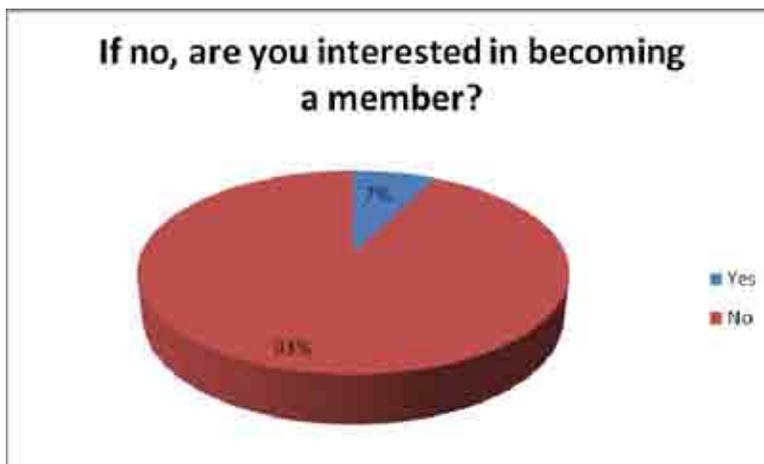
If yes, what is the name of the club?

- Honda
- Wildrice
- ATV Nation

If no, are you interested in becoming a member?

The majority (93%) of respondents are not interested in becoming a member of and OHV club.

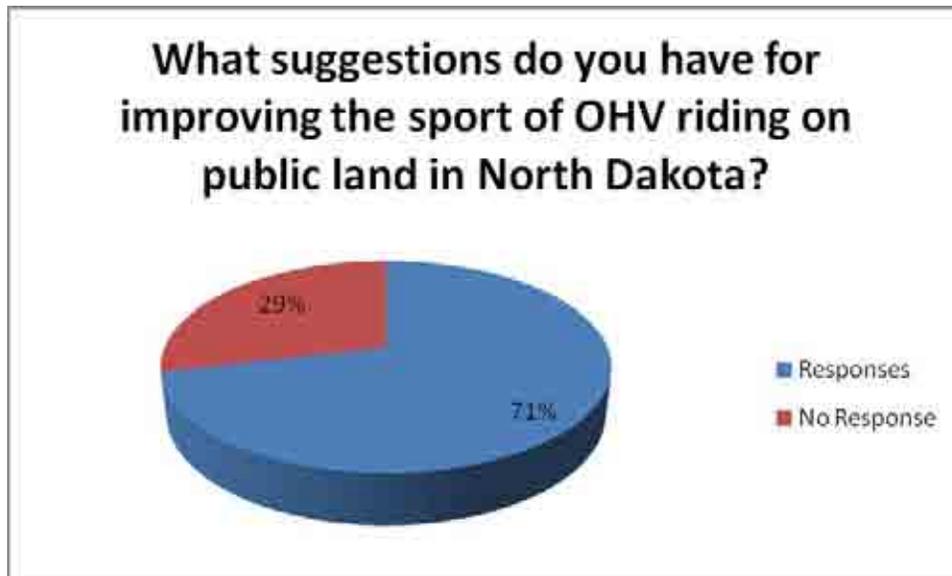
Yes	No
7.5%	92.5%



Question #27. What suggestions do you have for improving the sport of OHV riding on public land in North Dakota?

The majority (71%) of respondents provided dozens of suggestions for improving the sport of OHV riding on public land in North Dakota.

Responses	No Response
71.2% (288)	28.8% (116)



Develop More Trails / Access

Awareness where they can ride and can't

Designated trails

Develop more trails

Establish trails

Have designated trails for ATVs!

Have trails that you can drive on

I'd like to see more public and state land to ride on.

It would be nice if you could use the snowmobile trails

It would be nice to easily know where to drive the OHVs

Knowing where the trails are -- like they advertise in MN and have maps

Maybe a few more trails

More access

More available trails would be nice

More groomed trails

More open trails

More room to ride

More trails

More trails
More trails
More trails
More trails and land
More trails for summer use
More trails more access
More trails needed
More trails, family riding
More public access
Need more public or private land to ride on
Need more trails
Nice if they made OHV trails around Valley City Area
No trails give us more trails
Open more area
Open more land
Open more land for use
Opening more trails
Publicize the trails so we know where they are.
That they be given trails to ride instead of driving anywhere
They need to set up trails like they do for snowmobiles
To make more accessible trails for OHV so we don't have to go to more
accommodating Minnesota trails
We need more trail systems
Where are the trails? We need more
Where are the trails? We need more
Why can't ATVs be ridden on snowmobile trails in the summer?

Safety

Be more safe
Cut down speed
Have safety training required
More aware of safety
Just drive carefully
Mandatory helmets for recreational riding
Marketing safety classes
Safety
Safety issues
So they know the danger of riding
Slow down enjoy scenery
There should be a lot who take instructions especially town people so they know the
danger of riding
They should have a flag on them so they can be seen
Too much drinking dealership didn't know what they were doing

Wear helmets and safety
More DVDs for current registrations

Land Owner Right / Permission/ Respect Land

Get land permission
Get permission from land owner
Get permission to ride on somebody else's property
Make sure the owner give OHV rider permission to ride on his land
Don't abuse them and don't ride on private property
No, just stay on the trails
Not tear up land so bad
Respect locations of where to ride
Respect others property
Respect others trails and people
Respect the rights of others
Snowmobile trails often go across private land. Be responsible when on other lands
Talk to land owner
People keeping it clean
I wish that snowmobilers wouldn't tear up our yards and instead drive on public lands and not those in private subdivisions.
Should protect the land and not tear up the land by using them
Talk to land owner

Hunting-related

I think we ought to be able to use them to receive game on forest service land
I think we ought to be able to use them to receive game on forest service land
I think we ought to be able to use them to receive game on forest service land
Legalize hunting with them
Retrieve animals while hunting

Rules / Laws / Regulations / Enforcement

Important to stress and support rules
It should be monitored
It should be regulated maybe fined if you go where you shouldn't
10% seem to ruin it for the rest, whether hunters, fishermen
We tried legal established trails
Better enforcement of stop for registered
More enforcement in high volume areas
Obey laws responsible ownership
Need more information on locations and rules
Obey the law -- do the dos and don't do the don'ts like tearing up grasslands or ditches

I have problems with tearing around on private land and there should be more rules about that. I don't think that is right!

People clean up after themselves and follow the rules

Should have to register in cities and if caught doing something wrong, you lose your privilege. Fines would bring in revenue

There should be a law to keep the 4 wheelers off the snowmobile trail during off-season times. There should be a fine for it.

Stay on trails and obey rules

If Fargo can't ride on county or township roads and only in fields. Shouldn't have to register it when it's only on field. Private property should not have to register.

Anti-rules / Enforcement

Clear the rules and regulations

Less harassment from law enforcement

Against OHV use on Public Land

Give us back our land

Don't let people on land

I prefer that they not do it because I've had some problems.

Shouldn't be any recreational riding in North Dakota

Only ride around the farm acreage

They shouldn't ride on public land in North Dakota

In Favor of OHV use on Public Land

I'm for it 100 percent.

Let us do it

Should be able to ride on public land and stay on trails

I think they should have access, but don't know exactly how.

Forestry should let the public ride on their land

Equal amount of opportunity wooded area

Children

Children are too young to drive

Kids are often too young, should be 13-14 years old

Parents responsible for accidents

Teens ride safer and be educated along with younger children

The safety classes are very important for the kids. I think it should be mandatory.

Trails set up with adult supervision

Land Suggestions

Be able to use OHV on campground

Forestry should let the public ride on their land

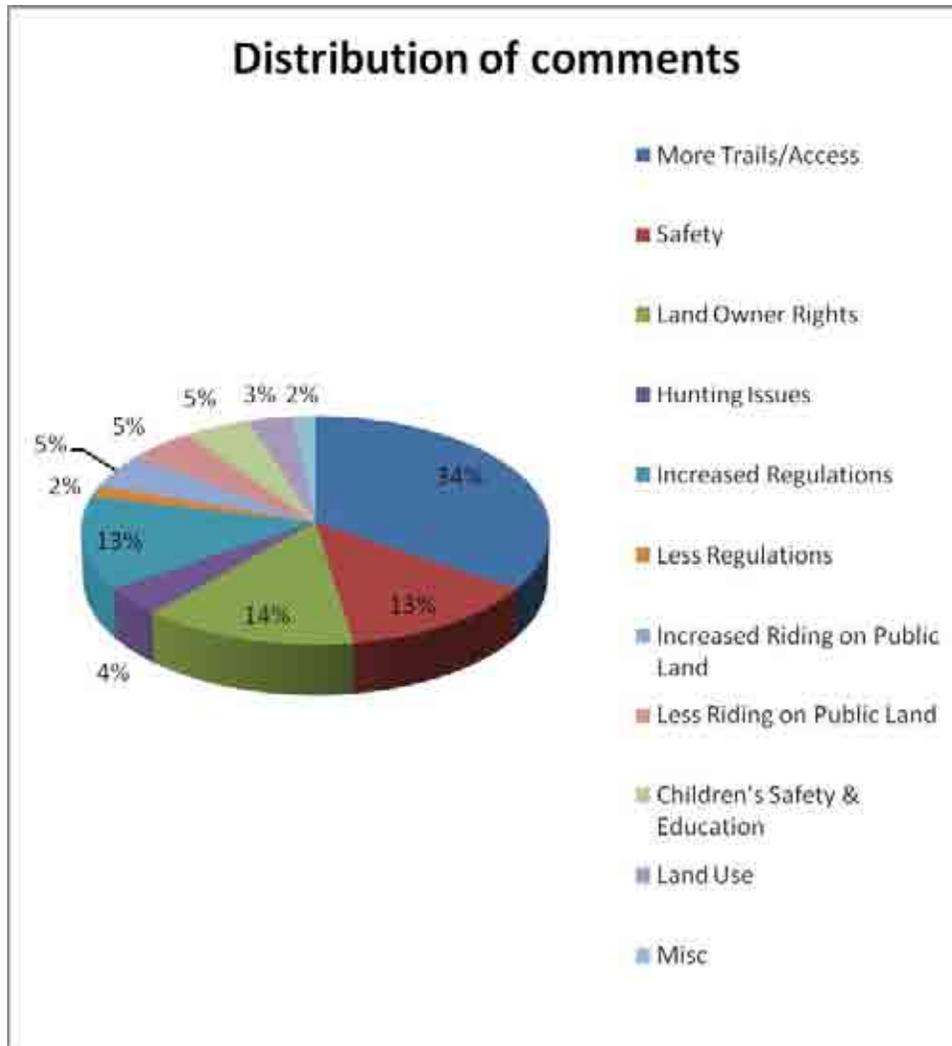
I wish we could run them all over like surrounding states

Let them ride on the Corps of Engineers land that's dry. Boats can, why can't ATVs?

Misc.

I don't know where snowmobile trails are. I would be afraid during hunting season in national grassland.

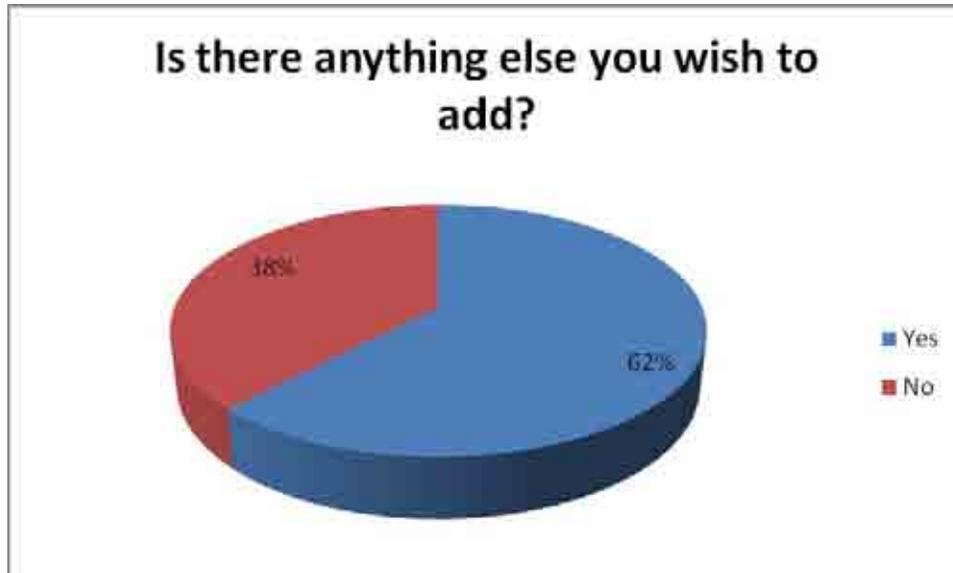
Person with disability encouraged in National Grassland. I have an unbiased opinion.



Question #28. Is there anything else you wish to add?

The majority (62%) of respondents provided additional comments regarding OHV use in North Dakota.

Responses	No Response
62.0% (251)	38.0% (153)



Age of driver

Ask for more permission to ride on land and more education on riding required

I think it would be nice for kids to get some sort of a card after taking the class

I would like to see more trails available to ride in ND

If brought from dealership it should be registered by the dealer

Place ads in Quad magazine or Dirt Wheels about 4-wheeler events

If camping and near OHV run, I wouldn't like noise

Legalize roadway riders

Need trails on southern ND

Odd that state is so isolated has such harsh rules for OHVs, Open country

Limited places to ride

Respect land that they cross

Send out more info on what the select highways are. Where are they? If it's not

A busy county road then it's OK. but not in the busy Bismarck area

Snowmobiles should only go 50 mph!

The cost of licensing would be o.k. if there were trails to ride ATVs from house to out of town

You have headlights and insurance on it, too

Use for work

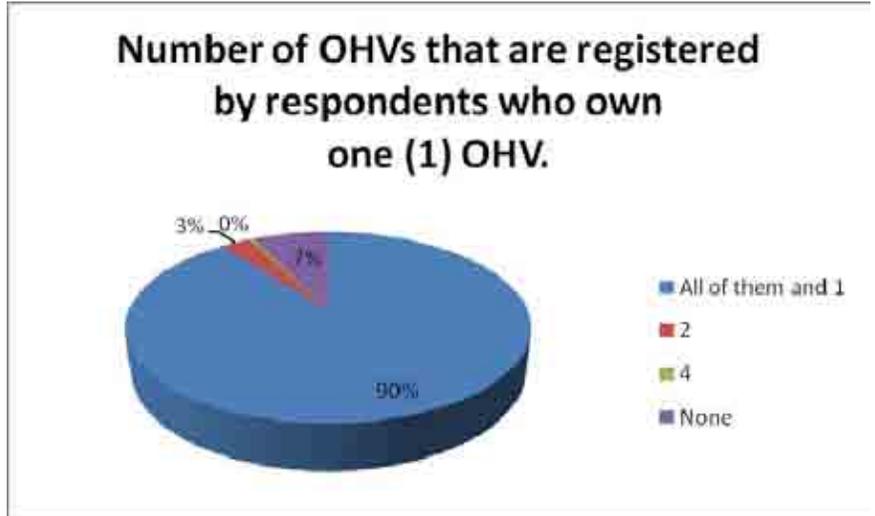
Where does the registration fee go? Who benefits from it?

Appendix A

Cross-referenced Data: Question #17

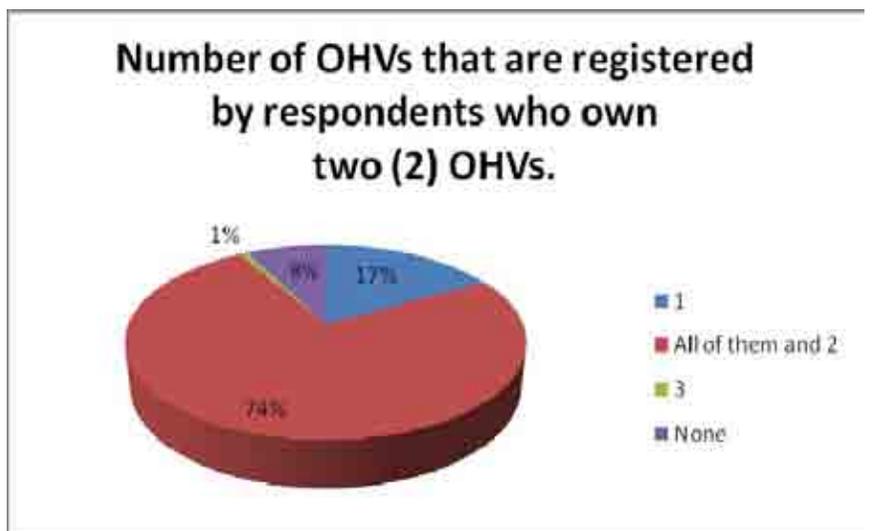
The majority (90%) of respondents who own one OHV answered that either one (1) or all of their OHVs are registered. The answers “all of them” and “1” have been combined.

All of them and 1	90% (223)
2	3% (7)
4	0% (1)
None	7% (18)



The majority (74%) of respondents who own two OHVs answered that either two (2) or all of their OHVs are registered. The answers “all of them” and “2” have been combined.

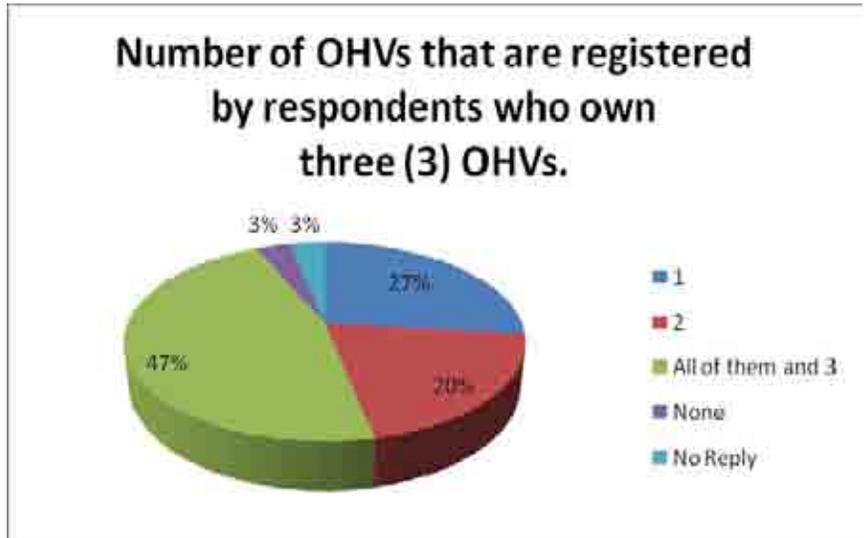
1	17% (20)
All of them and 2	74% (88)
3	1% (1)
None	8% (9)



Cross-referenced data for question #17. (continued)

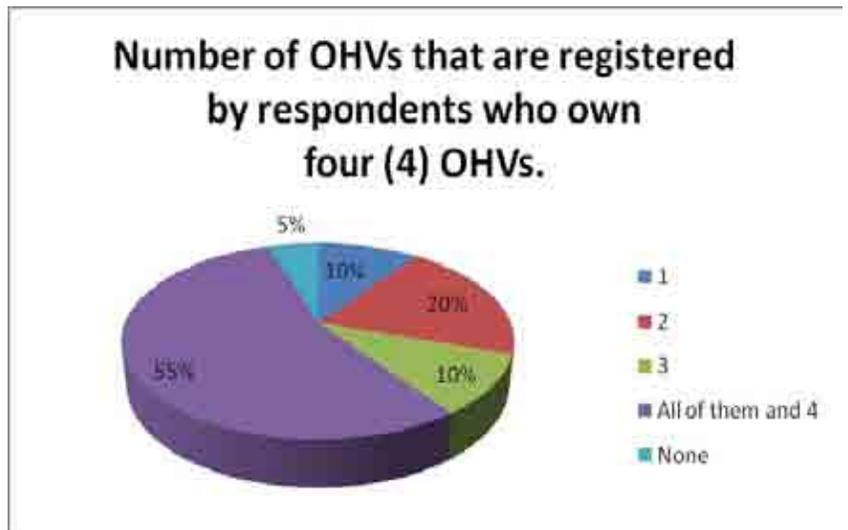
The majority (47%) of respondents who own three OHVs answered that either three (3) or all of their OHVs are registered. The answers “all of them” and “3” have been combined.

1	27% (8)
2	20% (6)
All of them and 3	47% (14)
None	3% (1)
No Reply	3% (1)



The majority (55%) of respondents who own four OHVs answered that either four (4) or all of their OHVs are registered. The answers “all of them” and “4” have been combined.

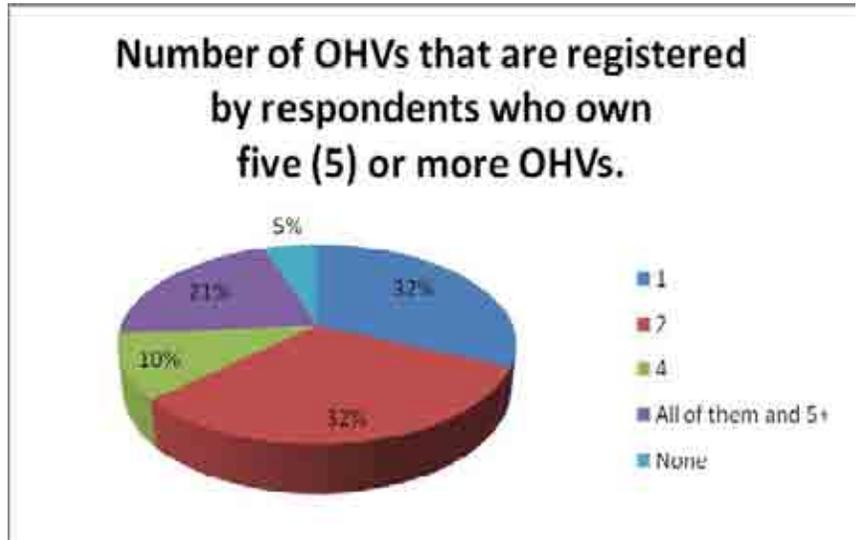
1	10% (2)
2	20% (4)
3	10% (2)
All of them and 4	55% (11)
None	5% (1)



Cross-referenced data for question #17. (continued)

The majority (64%) of respondents who own five or more OHVs answered that only one (1) or two (2) of their OHVs are registered (an equal number of respondents answered one (1) or two (2)). The answers “all of them” and “5+” have been combined.

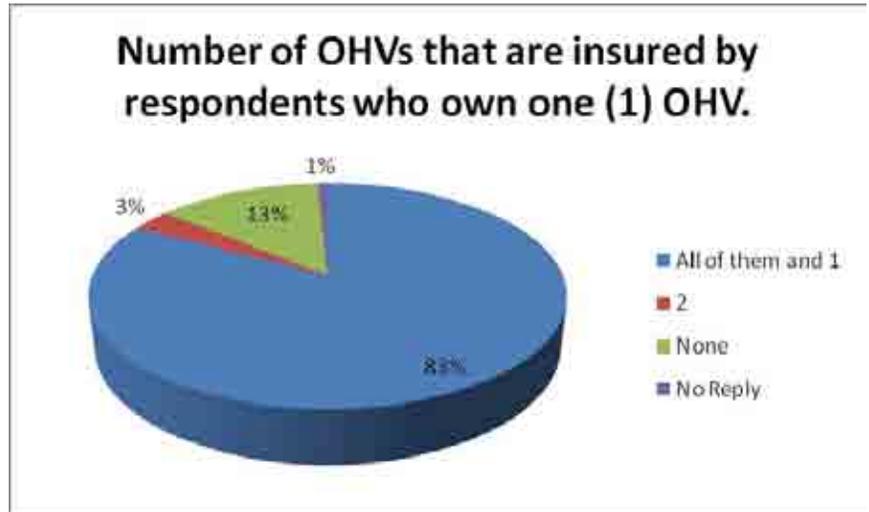
1	32% (6)
2	32% (6)
4	10% (2)
All of them and 5+	21% (4)
None	5% (1)



Cross-referenced Data: Question #18

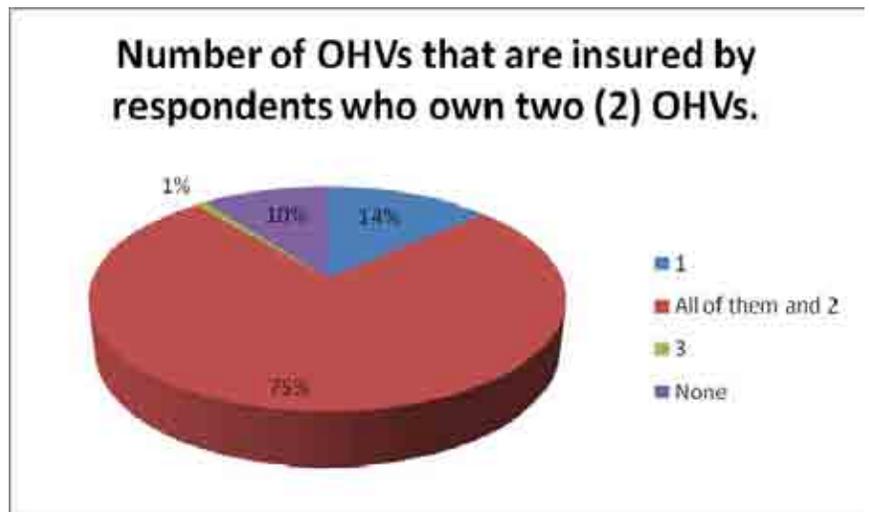
The majority (83%) of respondents who own one OHV answered that either one (1) or all of their OHVs are insured. The answers “all of them” and “1” have been combined.

All of them and 1	83% (206)
2	3% (8)
None	13% (33)
No Reply	1% (2)



The majority (75%) of respondents who own two OHVs answered that either two (2) or all of their OHVs are insured. The answers “all of them” and “2” have been combined.

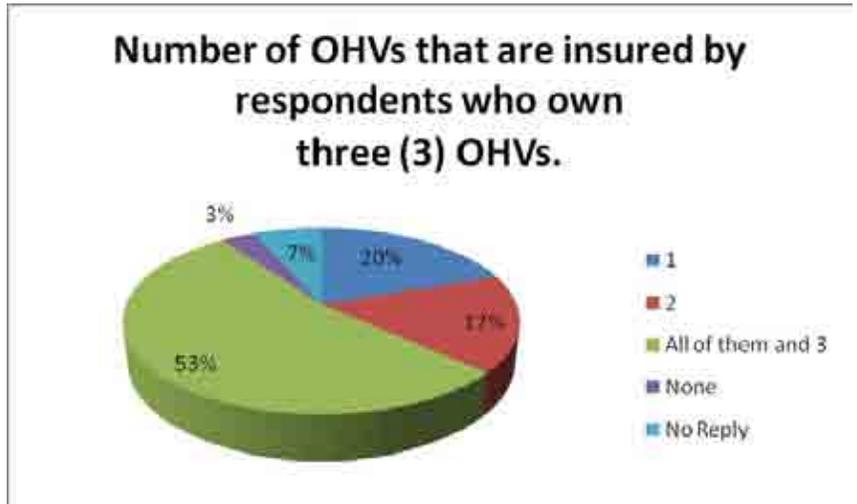
1	14% (16)
All of them and 2	75% (89)
3	1% (1)
None	10% (12)



Cross-referenced data for question #18. (continued)

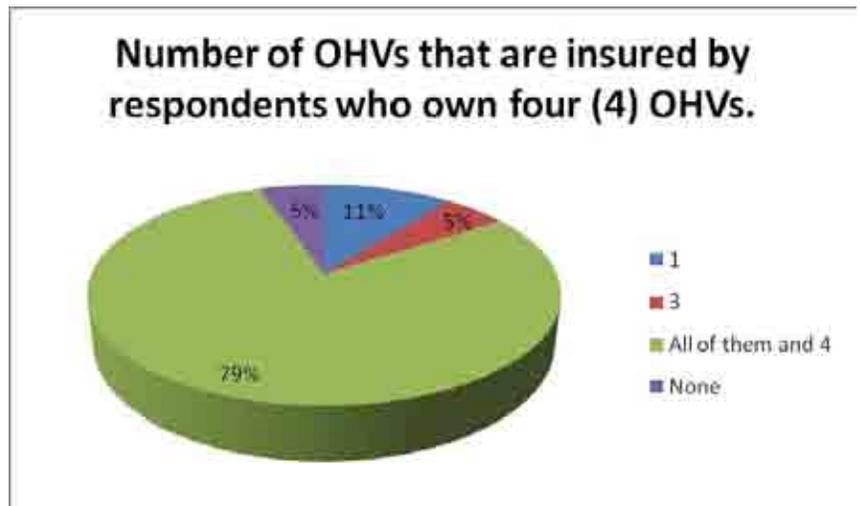
The majority (53%) of respondents who own three OHVs answered that either three (3) or all of their OHVs are insured. The answers “all of them” and “3” have been combined.

1	20% (6)
2	17% (5)
All of them and 3	53% (16)
None	3% (1)
No Reply	7% (2)



The majority (79%) of respondents who own four OHVs answered that either four (4) or all of their OHVs are insured. The answers “all of them” and “4” have been combined.

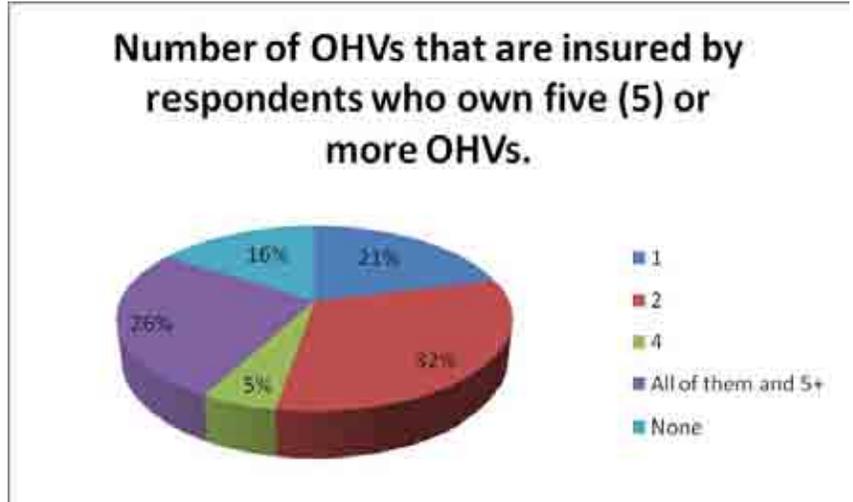
1	11% (2)
3	5% (1)
All of them and 4	79% (15)
None	5% (2)



Cross-referenced data for question #18. (continued)

The highest number (32%) of respondents who own five or more OHVs answered that only two (2) of their OHVs are insured. The answers “all of them” and “5+” have been combined.

1	21% (4)
2	32% (6)
4	5% (1)
All of them and 5+	6% (5)
None	16% (3)



Appendix B

North Dakota Parks and Recreation Department OHV Survey 2007 Enthusiast Phone Script

Initial Inquiry

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

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

Introduction

Hi. My name is _____ (first name). I'm calling on behalf of the North Dakota Parks and Recreation Department to conduct a brief telephone survey regarding the use of Off-Highway vehicles, previously known as all-terrain vehicles or ATVs. Would you be willing to share your views for 7 minutes?

If yes, say, "That sounds good" or "Great" and proceed with the interview.

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

If YES, **Schedule a date/ time.** _____

If NO, "Okay. Thank you." THEN TERMINATE THE CALL.

Interview

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

I will be using the term OHV. OHV stands for Off-Highway Vehicle. It is an updated term for ATV or all-terrain vehicle.

First, we'll be asking questions about you and the type of vehicle you drive.

1. What type of OHV do you drive? _____
_____ Dirt Bike (Class 1)
_____ 3-wheelers or 4-wheelers (Class II)
_____ Utility vehicles with a steering wheel (Class III)
2. How often is your OHV used during a typical year? _____
0-5 times per year _____
6-10 times per year _____
11-25 times per year _____
26-50 times per year _____
51-100 times per year _____
100+ times per year _____

3. Who is the primary user of your OHV? _____
Yourself/ spouse _____
Employee _____
Children 11 and younger _____
Children ages 12 – 16 _____
Other _____
4. How many OHVs do you own?
1 _____
2 _____
3 _____
4 _____
5 or more _____
5. In what year were you born?
19 _____
6. What is your zip code? _____

Next we will be asking some questions about how you use your OHV.

7. What are the three primary reasons you own your OHV? Please rank from 1 to 3, with 1 being the top reason.
Agriculture _____
Work (not farm-related) _____
Recreational Riding _____
Hunting/ Fishing _____
Transportation _____
Other _____
8. Are you aware that it is legal to drive OHVs on select North Dakota highways?
Yes _____
No _____
9. Do you or anyone in your household drive OHVs on select North Dakota highways?
Yes _____
No _____ **If no, skip to question 10.**

9A . For what primary purpose do you drive your OHV on select highways?

- Agriculture _____
- Work (not farm-related) _____
- Recreational Riding _____
- Hunting/ Fishing _____
- Transportation _____
- Other _____
- Not applicable _____

9B. Is the OHV you use equipped with a working horn?

- Yes _____
- No _____

9C. Is the OHV you use equipped with a rear-view or side-view mirror?

- Yes _____
- No _____

10. Approximately what percentage of the time do you use your OHV during the following seasons? (The combined percentages should total 100%)

- Winter _____
- Spring _____
- Summer _____
- Fall _____

Now we will ask you some questions about safety.

11. Do you have children between the ages of 12 and 16 who ride OHVs?

- Yes _____
- No _____ **If no, skip to question 12.**

11A. If you have a child(ren) between the ages of 12 and 16 riding an OHV on public land, does this child possess an OHV Safety Certificate?

- Yes _____
- No _____
- Not applicable _____

11B. Would you be interested in enrolling your child in an OHV safety course?

- Yes _____
- No _____ If, no, why?
- Maybe _____

11C. What type of format do you think is best for children's safety education courses?

Online _____
Hands-on _____
Classroom _____

11D. What do you feel is a fair cost for children's safety education course?

Online _____
Hands-on _____
Classroom _____

11E. What size is the vehicle that your child rides?

90 cc or below _____
Above 90 cc _____
Not applicable _____

12. How often do your children who are under age 18 wear helmets?

Never _____
Occasionally _____
Always _____
Not applicable _____

13. How often do the adults in your household wear helmets when operating your OHV?

Never _____
Occasionally _____
Always _____

14. Has any adult in your household taken a North Dakota OHV safety course?

Yes _____
No _____

15. Would you be interested in taking an adult OHV safety course?

Yes _____
No _____ **If no, skip to Question 16.**
Maybe _____

15A. What type of format do you think is best for an adult safety education courses?

Online _____
Hands-on _____
Classroom _____

15B. What do you feel is a fair cost for an adult safety education course?

Online _____
Hands-on _____
Classroom _____

16. Would you be interested in volunteering to teach a safety education course?

Yes _____ **If yes, please mark name on sheet.**

No _____

Now, we will be asking questions about registration.

17. Of the OHVs you own, how many are registered?

1 _____
2 _____
3 _____
4 _____
All of them _____
None of them _____

18. Of the OHVs that you own, how many have liability insurance?

1 _____
2 _____
3 _____
4 _____
All of them _____
None of them _____

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

20. The cost to register an OHV in surrounding states \$20-\$30 every two years. With this statistic in mind, what do you believe to be a reasonable and appropriate OHV registration fee for North Dakota every 2 years? _____

21. Have you purchased an OHV from a dealership within the past two years?

Yes _____

No _____ **If no, skip to question 24.**

21A. Were you provided with current regulations on youth riders?

Yes _____

No _____

21B. Were you provided with current regulations on registration?

Yes _____

No _____

22. Do you believe OHV dealerships should be responsible for registering OHVs at the time of purchase?

Yes _____

No _____

23. Do also you own a snowmobile?

Yes _____

No _____

24. Of the 3,500 miles of state snowmobile trails in North Dakota, 2/3 are on public right-of-ways and lands. Would you be interested in using these public portions of state snowmobile trails for recreational OHV use in the summer?

Yes _____

No _____

Now we will be asking questions about OHV Clubs.

25. Are you familiar with the North Dakota Off-Road Vehicle Association?

Yes _____

No _____ Would you like us to send you more information?

Yes _____ **If yes, please mark on phone list.**

No _____

26. Are you a member of an OHV club?

Yes _____ If yes, what is the name of the club?

No _____ If no, are you interested in becoming a member of an OHV club?

Yes _____

No _____

27. What suggestions do you have for improving the sport of OHV riding on public land in North Dakota?

28. Is there anything else you wish to add?

This concludes our phone survey. However, we are interested in your opinion on recreational OHV use in North Dakota. Would you be willing to complete an on-line survey? As an incentive for completing the survey, your name will be entered into a drawing for a free OHV riding helmet. May I send the link to your email address? This address will not be shared with any other party.

If yes, then say,

What is your email address? _____

An email link will be sent to that address within the next 24 hours. The drawing for the free riding helmet will be held on January 31 and the winner will be notified via email.

We appreciate your interest in improving OHV usage in North Dakota.

Thank you for your participation. Good bye.

If no, then say,

Thank you for your participation. Good bye.

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