Ski Joring Races: 2013

Christine Oschell

The University of Montana-Missoula

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2013 Ski Joring Races

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Case Study Report 2013-1

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Introduction

The purpose of this study was to provide the organizers of the Whitefish Ski Joring Races with an understanding of their attendees and the total money spent in the area by those surveyed (Kalispell or Whitefish). The population of interest was participants and attendees of the 2013 Montana Ski Joring Races. Surveys were completed on-site. The final response rate was 157 completed surveys.

Methods

Responses for the survey were gathered at the race. Surveyors were stationed throughout the area to intercept spectators for on-site completion of a paper survey. Surveys were given to race goers by random selection so as to attempt to represent the whole population. Surveyors were stationed near parking areas, spectator seating areas, and vendor areas. People willing to fill out the survey were given a clipboard, pen, and a survey and completed the survey on site. No documentation of the number of refusals was recorded.

Results

Of the 157 respondents, 80% (125 people) were from Montana and 20% (32) were from out of state or country (see Table 1). Of those who were from Montana, 86% were from Flathead County while 14% were from other Montana counties. The mean age of respondents was 40.98. The mean group size was 3.17. Of those who responded to the survey, 61% (96 people) reported that they spent a night or nights away from home. Of those who spent a night away from home, the average number of nights was 6.9. The average number of nights spent in Montana was 5.8 while the mean number of nights spent in the Flathead area was 4.6. Seventy-nine percent of respondents plan to attend the races again next year. Results of all other questions in this survey can be found in Appendix A.

Table 1: Out-of-state/Out-of-country Respondents

<table>
<thead>
<tr>
<th>Place of Residence</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington</td>
<td>10</td>
</tr>
<tr>
<td>California</td>
<td>3</td>
</tr>
<tr>
<td>Idaho</td>
<td>2</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>2</td>
</tr>
<tr>
<td>Alabama</td>
<td>1</td>
</tr>
<tr>
<td>Illinois</td>
<td>1</td>
</tr>
<tr>
<td>Maryland</td>
<td>1</td>
</tr>
<tr>
<td>Michigan</td>
<td>1</td>
</tr>
<tr>
<td>Missouri</td>
<td>1</td>
</tr>
<tr>
<td>New Jersey</td>
<td>1</td>
</tr>
<tr>
<td>Oregon</td>
<td>1</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>1</td>
</tr>
<tr>
<td>Texas</td>
<td>1</td>
</tr>
<tr>
<td>Wyoming</td>
<td>1</td>
</tr>
<tr>
<td>Alberta, Canada</td>
<td>1</td>
</tr>
</tbody>
</table>
Expenditures

Expenditure information was asked of all respondents. The survey asked that they report their best estimate of the total amount of money they and their family (if applicable) spent in the Flathead area in the following categories: accommodations, food, transportation, retail/services, gratuity, entertainment/recreation, and licenses/entrance fees/admissions.

Table 2 presents the expenditure data of only the respondents who reported spending money in the categories. The mean expenditure of those who spent money for each category can be found along with the percentage of people who reported that they spent money in that category. The last column provides the total dollars spent by respondents who reported spending money in each category. The total reported expenditures for respondents who spent money was $14,338.00.

<table>
<thead>
<tr>
<th>Expenditure Category</th>
<th>Mean expenditures of attendees who reported that they spent money in these categories</th>
<th>% of respondents who reported spending money in each category</th>
<th>Total dollars spent in each category by respondents who spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motel/Hotel/B&amp;B</td>
<td>$339.58</td>
<td>8%</td>
<td>$4,075.00</td>
</tr>
<tr>
<td>Campground</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Restaurant/Bar</td>
<td>$113.41</td>
<td>14%</td>
<td>$2,495.00</td>
</tr>
<tr>
<td>Groceries/Snacks</td>
<td>$98.21</td>
<td>9%</td>
<td>$1,375.00</td>
</tr>
<tr>
<td>Gasoline</td>
<td>$141.58</td>
<td>27%</td>
<td>$3,398.00</td>
</tr>
<tr>
<td>Local transportation</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Auto rental</td>
<td>$150.00</td>
<td>&lt;1%</td>
<td>$150.00</td>
</tr>
<tr>
<td>Retail goods</td>
<td>$180.00</td>
<td>8%</td>
<td>$2,160.00</td>
</tr>
<tr>
<td>Gratuity</td>
<td>$59.00</td>
<td>3%</td>
<td>$295.00</td>
</tr>
<tr>
<td>Entertainment/Recreation</td>
<td>$65.00</td>
<td>4%</td>
<td>$390.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>$14,338.00</strong></td>
</tr>
</tbody>
</table>
Appendix A - Results

Ski Joring Races Survey

Are you a resident of Montana? 80.0% Yes 20.0% No

Was attending or participating in the races your primary reason for being in the area? 34% Yes 66% No

What other reasons were you visiting? (X all that apply)

<table>
<thead>
<tr>
<th>Reason</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/recreation/pleasure</td>
<td>62%</td>
</tr>
<tr>
<td>Visit friends/relatives</td>
<td>38%</td>
</tr>
<tr>
<td>Just passing through</td>
<td>9%</td>
</tr>
<tr>
<td>Business/convention/meeting</td>
<td>6%</td>
</tr>
</tbody>
</table>

During the Ski Joring Races, what type of accommodations did you stay in? (X all that apply)

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel/motel/bed &amp;breakfast</td>
<td>32%</td>
</tr>
<tr>
<td>Home of friend/relative</td>
<td>56%</td>
</tr>
<tr>
<td>Second home/condo/cabin</td>
<td>9%</td>
</tr>
<tr>
<td>Rented home/house</td>
<td>3%</td>
</tr>
</tbody>
</table>

How did you hear about The Montana Ski Joring Races? (X all that apply)

<table>
<thead>
<tr>
<th>Source</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of mouth</td>
<td>65%</td>
</tr>
<tr>
<td>Posters</td>
<td>11%</td>
</tr>
<tr>
<td>Flyer</td>
<td>4%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>23%</td>
</tr>
<tr>
<td>Internet</td>
<td>9%</td>
</tr>
<tr>
<td>Group or club</td>
<td>3%</td>
</tr>
<tr>
<td>Radio</td>
<td>15%</td>
</tr>
<tr>
<td>TV</td>
<td>6%</td>
</tr>
</tbody>
</table>

How long ago did you make plans to attend The Montana Ski Joring Races?

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Today</td>
<td>20%</td>
</tr>
<tr>
<td>1-7 days ago</td>
<td>46%</td>
</tr>
<tr>
<td>1-4 weeks ago</td>
<td>10%</td>
</tr>
<tr>
<td>1-6 months ago</td>
<td>8%</td>
</tr>
<tr>
<td>over 6 months</td>
<td>16%</td>
</tr>
</tbody>
</table>

Please rate your overall satisfaction with the 2012 Ski Joring Races.

<table>
<thead>
<tr>
<th>Category</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization of the event</td>
<td>48%</td>
<td>35%</td>
<td>12%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Event staff</td>
<td>54%</td>
<td>39%</td>
<td>5%</td>
<td>0%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>Cost of the event</td>
<td>51%</td>
<td>32%</td>
<td>6%</td>
<td>1%</td>
<td>0%</td>
<td>11%</td>
</tr>
<tr>
<td>Location of the event</td>
<td>55%</td>
<td>36%</td>
<td>7%</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>Concessions available</td>
<td>53%</td>
<td>38%</td>
<td>8%</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>Number of people at the event</td>
<td>50%</td>
<td>39%</td>
<td>9%</td>
<td>0%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>Parking</td>
<td>55%</td>
<td>34%</td>
<td>6%</td>
<td>1%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>Sound system</td>
<td>50%</td>
<td>32%</td>
<td>10%</td>
<td>1%</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>Variety of activities</td>
<td>45%</td>
<td>30%</td>
<td>18%</td>
<td>0%</td>
<td>0%</td>
<td>7%</td>
</tr>
<tr>
<td>Signage/directions</td>
<td>53%</td>
<td>35%</td>
<td>8%</td>
<td>1%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>48%</td>
<td>37%</td>
<td>11%</td>
<td>1%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>Availability of restrooms</td>
<td>47%</td>
<td>39%</td>
<td>9%</td>
<td>1%</td>
<td>0%</td>
<td>4%</td>
</tr>
</tbody>
</table>
What option best describes the group with whom you attended/participated in the Ski Joring Races?

15% Self
26% Couple
14% Immediate family
4% Extended family
22% Family & friends
17% Friends
1% Organized group/club

Including you, how many people were in your group?

13% 1
37% 2
21% 3
11% 4
7% 5
4% 6
2% 7
3% 8
1% 9
<1% 10
2% more than 10

Please indicate what age groups are represented in your group?

11% 0-5 years 24% 35-44 years
6% 6-10 years 18% 45-54 years
6% 11-17 years 22% 55-64 years
16% 18-24 years 9% 65-74 years
28% 25-34 years 1% 75 and over

What best describes your annual household income in US dollars?

18% Less than $20,000
33% $20,000 to 39,999
18% $40,000 to 59,999
15% $60,000 to 79,999
6% $80,000 to 99,999
8% $100,000 to 149,999
1% $150,000 to 199,999
2% $200,000 and over
## Appendix B- Open-ended Responses

**Question 29: Please tell us what you liked about The Montana Ski Joring Races.**

<table>
<thead>
<tr>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action horses</td>
</tr>
<tr>
<td>Action near/proximity, little bonfire @ GN Brewery</td>
</tr>
<tr>
<td>Action spills and thrills</td>
</tr>
<tr>
<td>All of above</td>
</tr>
<tr>
<td>All of it!</td>
</tr>
<tr>
<td>Amanda Caldwell singing, Dale Duff's mules</td>
</tr>
<tr>
<td>Ask</td>
</tr>
<tr>
<td>Atmosphere- something to do</td>
</tr>
<tr>
<td>Awesome!</td>
</tr>
<tr>
<td>Being done parking cars</td>
</tr>
<tr>
<td>Cold but fine</td>
</tr>
<tr>
<td>Combination of animals and skiers</td>
</tr>
<tr>
<td>Cool</td>
</tr>
<tr>
<td>Could be sunnier</td>
</tr>
<tr>
<td>Could take different age groups to it</td>
</tr>
<tr>
<td>Cowgirls</td>
</tr>
<tr>
<td>Crashes</td>
</tr>
<tr>
<td>Different</td>
</tr>
<tr>
<td>Enjoyment</td>
</tr>
<tr>
<td>Event not started yet</td>
</tr>
<tr>
<td>Everything</td>
</tr>
<tr>
<td>Everything</td>
</tr>
<tr>
<td>Everything</td>
</tr>
<tr>
<td>Excitement of watching riders and horses. The unique nature of the event, not able to see very many places in America.</td>
</tr>
<tr>
<td>Exciting- very different</td>
</tr>
<tr>
<td>Family event</td>
</tr>
<tr>
<td>Fast, horses and mules</td>
</tr>
<tr>
<td>Fine!</td>
</tr>
<tr>
<td>Food</td>
</tr>
<tr>
<td>Food, beverages, mules</td>
</tr>
<tr>
<td>Food, family oriented</td>
</tr>
<tr>
<td>Fun</td>
</tr>
<tr>
<td>Fun and different</td>
</tr>
<tr>
<td>Fun day outing, family friendly</td>
</tr>
<tr>
<td>Fun event</td>
</tr>
<tr>
<td>Fun times</td>
</tr>
<tr>
<td>Get out of the house</td>
</tr>
<tr>
<td>Gets you out to see things</td>
</tr>
<tr>
<td>---------------------------</td>
</tr>
<tr>
<td>Getting out to do something in mid winter</td>
</tr>
<tr>
<td>Good outdoor spectator events</td>
</tr>
<tr>
<td>Good place to take family</td>
</tr>
<tr>
<td>Good time outside</td>
</tr>
<tr>
<td>Great community event</td>
</tr>
<tr>
<td>Great day</td>
</tr>
<tr>
<td>Great turn out</td>
</tr>
<tr>
<td>Hoping to get a picture of a skijoring</td>
</tr>
<tr>
<td>Horses</td>
</tr>
<tr>
<td>Horses</td>
</tr>
<tr>
<td>Horses</td>
</tr>
<tr>
<td>Horses</td>
</tr>
<tr>
<td>Horses</td>
</tr>
<tr>
<td>Horses</td>
</tr>
<tr>
<td>Horses</td>
</tr>
<tr>
<td>Horses and mules</td>
</tr>
<tr>
<td>Horses and skiers</td>
</tr>
<tr>
<td>Horses and skiing</td>
</tr>
<tr>
<td>Horses excitement</td>
</tr>
<tr>
<td>How many people come together</td>
</tr>
<tr>
<td>I did surveys!</td>
</tr>
<tr>
<td>I’m an ex bull rider</td>
</tr>
<tr>
<td>Interesting, never seen before</td>
</tr>
<tr>
<td>Intro to horses</td>
</tr>
<tr>
<td>It was local in Whitefish/ +free</td>
</tr>
<tr>
<td>Just arrived</td>
</tr>
<tr>
<td>Just got here</td>
</tr>
<tr>
<td>Just started</td>
</tr>
<tr>
<td>Just to be here</td>
</tr>
<tr>
<td>Learning about ski joring</td>
</tr>
<tr>
<td>Like mule/horse races</td>
</tr>
<tr>
<td>Liked the horses</td>
</tr>
<tr>
<td>Local outside fun</td>
</tr>
<tr>
<td>Lots of action</td>
</tr>
<tr>
<td>Lots of action</td>
</tr>
<tr>
<td>Me</td>
</tr>
<tr>
<td>Memorable watching someone inducted to court</td>
</tr>
<tr>
<td>More people. Cheaper, participant entry fee</td>
</tr>
<tr>
<td>More snow less rain</td>
</tr>
</tbody>
</table>
Mules

Music. Getting out, something to do

My extended family was coming and it was good for all ages

Never seen an event like this

No comment

Nope

Oh ya!

Outdoor close up skiing and animals event

Outdoor entertainment

Outdoor event and close to contestants

Outdoor fun recreation. Thanks for allowing dogs on leash.

Outside fun- can bring young kids

People and horse watching

People, horses, off road 4x4 parking, craft brew

Photographing

Photographs

Races hadn't started

Races hadn't started

Races hadn't started yet. First time attendees

Races haven't taken place yet

See our friends

Seeing how many people actually came

Singer of national anthem

Skiers

Snow

Snowballs

Spend time with friends and family

Spending time with family

Sunny day

Talent

The animals/ horses and mules

The excitement, something fun to do

The food

The horses

The horses and beer

The people

The setup and horse

The soup and women

The vodka

Times skiing

Unique Montana experience
The excitement, something fun to do
Uniqueness
Visiting friends, matching racers
Watching friend participate
Watching friends
Watching the event
We don't have these type of winter entertainment in Wash.
The excitement, something fun to do

**Question 30: Please tell us what you did not like about The Montana Ski Joring Races.**

<table>
<thead>
<tr>
<th>A little late starting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask me later</td>
</tr>
<tr>
<td>Better weather-sun</td>
</tr>
<tr>
<td>Clouds</td>
</tr>
<tr>
<td>Cold</td>
</tr>
<tr>
<td>Cold</td>
</tr>
<tr>
<td>Cold</td>
</tr>
<tr>
<td>Cold Weather! Burr!</td>
</tr>
<tr>
<td>Cost of concessions</td>
</tr>
<tr>
<td>Delay</td>
</tr>
<tr>
<td>Delay of starting time</td>
</tr>
<tr>
<td>Didn't start right away</td>
</tr>
<tr>
<td>Enjoyable</td>
</tr>
<tr>
<td>Even snow out</td>
</tr>
<tr>
<td>Everything</td>
</tr>
<tr>
<td>Forgot to bring chairs</td>
</tr>
<tr>
<td>Geriatric</td>
</tr>
<tr>
<td>Haven't started already 1:00pm</td>
</tr>
<tr>
<td>Lack of pizza- more</td>
</tr>
<tr>
<td>Late</td>
</tr>
<tr>
<td>Late start</td>
</tr>
<tr>
<td>Long ways to come just for this</td>
</tr>
<tr>
<td>More beer</td>
</tr>
<tr>
<td>More food</td>
</tr>
<tr>
<td>More seating</td>
</tr>
<tr>
<td>More venders</td>
</tr>
<tr>
<td>N/A</td>
</tr>
<tr>
<td>N/A</td>
</tr>
<tr>
<td>N/A</td>
</tr>
</tbody>
</table>
Nope
Not enough snow/wet
Not starting on time
Nothing
Nothing
Nothing
Nothing
Nothing
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| Started late |
| Started late |
| Started later |
| The cold |
| The people |
| The weather conditions |
| They were late |
| Warmer weather |
| Winter snow condition |

**Question #31: What suggestions do you have for improvements to The Montana Ski Joring Races?**

| Ask later |
| Better planning organization |
| Better seating |
| Better snow |
| Better snow conditions |
| Better weather |
| Big fire |
| Bleachers |
| Bleachers |
| Bonfire |
| Camera |
| Change the weather |
| Cheaper beer |
| Dubstep |
| Free Drinks |
| Get higher above race |
| Great weather |
| Hadn't had the opportunity to view the races |
| Heat |
| Heated seats |
| Hope for more snow |
| Improve speaker system on east end |
| Keep doing super fun! |
| Less rain |
| Let the younger crowd take charge |
| Looking forward to next |


<table>
<thead>
<tr>
<th>Observation area above the races more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plow spectator area</td>
</tr>
<tr>
<td>Portable bleachers</td>
</tr>
<tr>
<td>Public seating</td>
</tr>
<tr>
<td>Public seating</td>
</tr>
<tr>
<td>Punctually on time</td>
</tr>
<tr>
<td>Races haven't taken place yet</td>
</tr>
<tr>
<td>Satisfied</td>
</tr>
<tr>
<td>Seating</td>
</tr>
<tr>
<td>Seating</td>
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<tr>
<td>---</td>
</tr>
<tr>
<td>Seating- bleachers</td>
</tr>
<tr>
<td>Seating, bonfire heating area</td>
</tr>
<tr>
<td>Seating/heating</td>
</tr>
<tr>
<td>Shovel snow</td>
</tr>
<tr>
<td>Smile</td>
</tr>
<tr>
<td>Somewhere to sit</td>
</tr>
<tr>
<td>Speakers at east end of track</td>
</tr>
<tr>
<td>Start on time</td>
</tr>
<tr>
<td>Stuff to do for fun kids 3-5</td>
</tr>
<tr>
<td>Sunshine</td>
</tr>
<tr>
<td>The same looking forward</td>
</tr>
<tr>
<td>Them winning</td>
</tr>
<tr>
<td>To be on time</td>
</tr>
<tr>
<td>To plow spectator area</td>
</tr>
<tr>
<td>To start on time</td>
</tr>
<tr>
<td>Track safety</td>
</tr>
<tr>
<td>Warm area</td>
</tr>
<tr>
<td>Warm area</td>
</tr>
<tr>
<td>Warmer</td>
</tr>
<tr>
<td>Warmer less snow</td>
</tr>
</tbody>
</table>
Appendix C- Questionnaire

Montana Ski Joring Races Survey
2013 Whitefish Winter Carnival- Ski Joring

1. Are you from Montana?  
   □ Yes  □ No (skip to 3)

2. Are you from Flathead County?  
   □ Yes (skip to 4)  □ No (skip to 4)

3. What state/province and country are you from?  

4. Were you a participant in the ski joring races?  
   □ Yes  □ No

5. Was attending or participating in the races your primary reason for being in the area?  
   □ Yes  □ No

6. For what other reasons were you visiting the area? (check all that apply)  
   □ Vacation/recreation/pleasure  □ Just passing through  □ Business/convention/meeting  
   □ Visit friends/relatives  □ Shopping

7. For this event, did you spend any nights away from home? If so, how many?  
   □ 0 (skip to 11) □ 1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 □ 10 or more

8. Of those nights, how many did you or your group stay in Montana?  
   □ 0 □ 1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 □ 10 or more

9. Of these, how many total nights did you or your group stay in Kalispell or Whitefish?  
   □ 0 □ 1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 □ 10 or more

10. In what type of accommodations did you stay? (check all that apply)  
    Hotel/motel/bed & breakfast  □ Private campground  □ Second home/condo/cabin  □ Resort/condominium  
    Public land camping  □ Home of friend/relative  □ Rented cabin/home  □ Guest ranch  
    □ Vehicle in parking lot

11. Please enter your best estimate of the TOTAL amount of money (U.S. dollars) you (and your family/group, if applicable) spent in Kalispell or Whitefish for items in each of the following categories. If you did not spend money in a category please skip it.

   **ACCOMMODATIONS**
   Motel/Hotel/B&B  
   Campground  
   **FOOD**
   Restaurant/bar  
   Groceries/snacks  
   **TRANSPORTATION**
   Gasoline  
   Local transportation  
   Auto rental  

12. What option best describes the group with whom you attended/participated in the races?  
    □ Self  □ Couple  □ Extended family  □ Immediate family  □ Business associates  
    □ Family & friends  □ Friends  □ Organized group/club

13. Including you, how many people were in your group?  
    □ 1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 □ 10 □ more than 10
14. Please indicate what age groups are represented in your group?

- [ ] 0-5 years
- [ ] 6-10 years
- [ ] 11-17 years
- [ ] 18-24 years
- [ ] 25-34 years
- [ ] 35-44 years
- [ ] 45-54 years
- [ ] 55-64 years
- [ ] 65-74 years
- [ ] 75 and over

15. What best describes your annual household income in US dollars?

- [ ] Less than $20,000
- [ ] $20,000 to 39,999
- [ ] $40,000 to 59,999
- [ ] $60,000 to 79,999
- [ ] $80,000 to 99,999
- [ ] $100,000 to 149,999
- [ ] $150,000 to 199,999
- [ ] $200,000 and over

16. What is your age?

- [ ] 75 and over

17. What is your sex?

- [ ] Male
- [ ] Female

18. How long before the race did you make plans to participate/attend the 2013 ski joring?

- [ ] The day of the race
- [ ] 1-7 days before the race
- [ ] 1-4 weeks before the race
- [ ] 1-6 months before the race
- [ ] Over 6 months before the race

19. How did you hear about the 2013 ski joring races?

- [ ] Word of mouth
- [ ] Posters
- [ ] Newspaper
- [ ] Magazine
- [ ] Radio
- [ ] Direct mail
- [ ] Television
- [ ] E-mail from event planners
- [ ] Internet

20. Please rate your overall satisfaction with the 2013 ski joring races.

<table>
<thead>
<tr>
<th>Category</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization of the event</td>
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<td>Event staff</td>
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<td>Cost of the event</td>
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<td>Location of the event</td>
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<td>Concessions available</td>
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<td>Number of people at the event</td>
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<td>Parking</td>
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<td>Sound system</td>
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<td>Variety of activities</td>
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<td>Signage/directions</td>
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<td>Cleanliness</td>
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<td>Availability of restrooms</td>
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21. When might you come to the ski joring races again?

- [ ] Next year
- [ ] Within 5 years
- [ ] Never

22. Please tell us what you liked about the 2013 ski joring races.

- [ ]

23. Please tell us what you did not like about the 2013 ski joring races.

- [ ]

24. What suggestions do you have for improvements to the races?

- [ ]

THANK YOU!