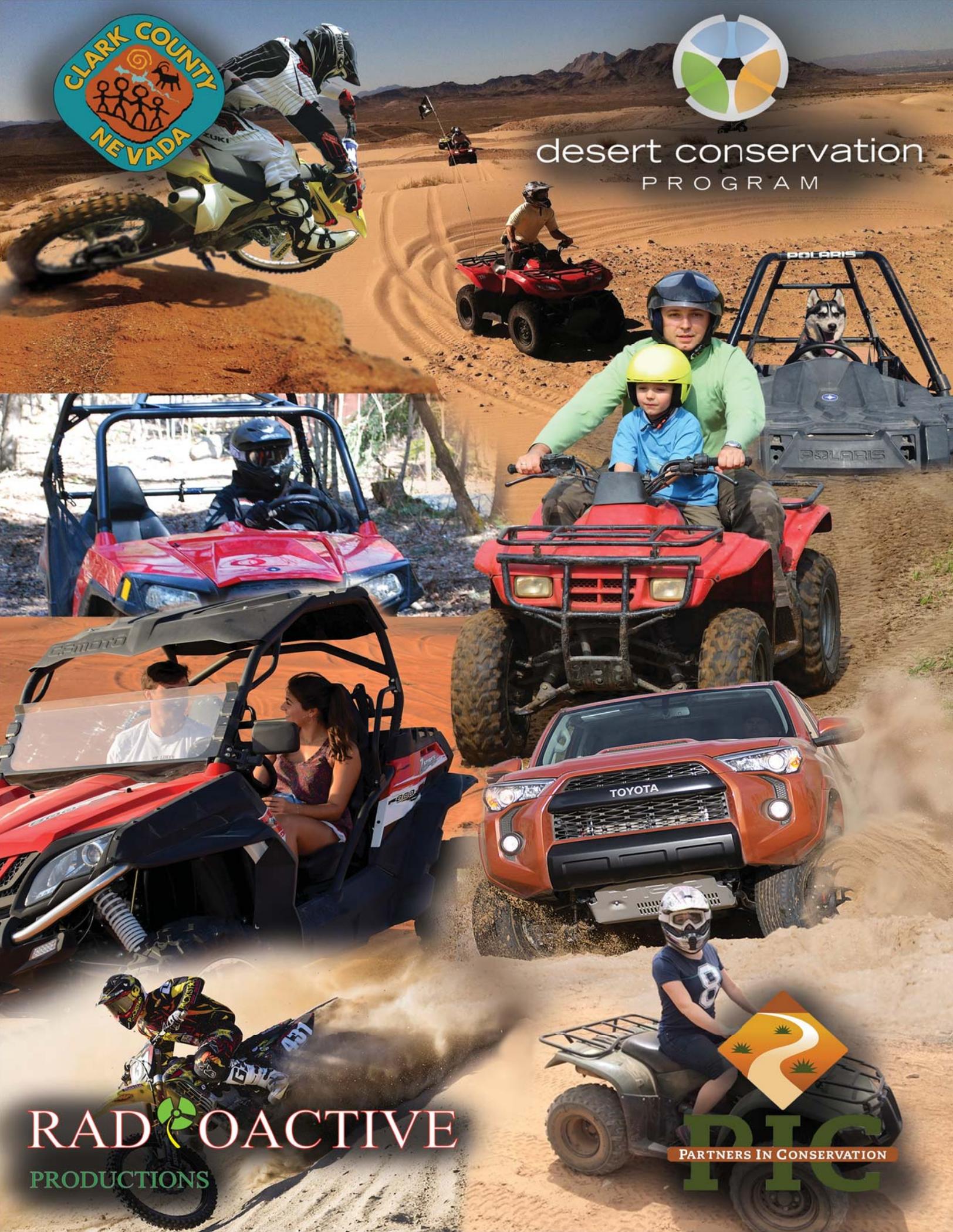




desert conservation PROGRAM



RAD OACTIVE
PRODUCTIONS



OHV Riders Survey Report & Analysis

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OHV Riders Survey Report & Analysis Overview - Industry Outlook

The Future of Off Highway Vehicles: ATVs

“Rising disposable income, in addition to stronger demand from agriculture, forestry, fishing and hunting is expected to support demand for all-terrain vehicles (ATVs). As consumer confidence trends higher, consumers are more apt to purchase discretionary big-ticket items.

Aside from rising demand for recreational purposes, farmers are expected to increasingly use ATVs to perform tasks such as transporting goods and field plowing. As ATVs become ingrained in the day-to-day operations in the agricultural sector, the industry is anticipated to benefit from repeat customers. These operators are attracted to ATVs due to their affordable prices and small size. Hunting and camping enthusiasts are also anticipated to increasingly use ATVs to transport game and equipment, respectively.

Moreover, potential opportunities exist for ATVs to have greater access to national parks. Access has been restricted to prevent further damage to trails, excessive noise disruption and pollution, according to park authorities. However, technological advances in reducing emissions and lowering the noise of ATVs are expected to loosen national park restrictions in some areas. In the five years to 2019, further ATV advances will help open more trails to riders, spurring interest in key markets and generating demand for segment products. Additionally, companies will increasingly seek more environmentally friendly alternatives to current ATV technology, such as biodiesel-powered and electric engines for future models (IBISWorld, 2014).”

**Powering forward:
Demand for recreational and utility vehicles
will grow as disposable income rises.**



- IBISWorld Industry Report, 2014

all-terrain vehicle:
a small motor vehicle with three or four wheels that is designed for use on various types of terrain — called also ATV

OHV Riders Survey Report & Analysis

Overview - Industry Outlook

The Future of Off Highway Vehicles: SUVs and 4x4s

“Improving consumer sentiment and per capita disposable income over the next five years will drive revenue growth for the SUV and Light Truck Manufacturing industry. In addition, consumers will welcome the efforts of industry major players to outfit trucks and sport-utility vehicles (SUVs) with hybrid drivetrains and improve fuel efficiency. Rising government-mandated fuel standards will accelerate the shift toward more fuel-efficient vehicles. Moreover, total industry revenue will be aided by the rising popularity of fuel-efficient crossover-utility vehicles (CUVs) that major companies introduced in recent years. These vehicles have steadily gained market presence (IBISWorld, 2014).”



**Shifting gears:
Operators focus on fuel economy
and powertrain options.**

- IBISWorld Industry Report, 2014

4 x 4:
a four-wheel automotive
vehicle (as a pickup) equipped
with four-wheel drive

sport utility vehicle:
a large vehicle that is designed to be
used on rough surfaces but that is
often used on city roads or highways

OHV Riders Survey Report & Analysis Overview - Industry Outlook

The Future of Off Highway Vehicles: Dirt Bikes

“Demand for motorcycles is expected to speed up in the next five years. As consumer sentiment improves, consumers will resume purchasing industry products. Furthermore, the tight lending standards of the past are projected to dissipate, and more financing will be available for motorcycle purchasers.

Many consumers who kept their motorcycles during the recession are anticipated to purchase new ones in the next five years. With higher disposable income and more favorable credit conditions, consumers are more likely to buy new motorcycles instead of opting to repair old ones.

More dealers will concentrate on sales instead of repairs in response to a growth in demand for new motorcycles, representing a clear shift away from the trends of the five years to 2014. Companies that market to women and younger people will likely experience an increase in sales from these segments.

Environmental Push

Consumers are also anticipated to show increasing interest in products that are perceived to be better for the environment. Additionally, electric motorcycles will be of particular interest to environmentally conscious consumers. Electric motorcycles will capture customer segments interested in vehicles perceived to be environmentally friendly (IBISWorld, 2014).”

Revved up:

**Demand will grow as disposable income rises
and new consumers emerge.**

- IBISWorld Industry Report, 2014



dirt bike:

a small motorcycle that is designed to be used on rough surfaces

OHV Riders Survey Report & Analysis

Survey Report - Executive Summary

Understanding User Groups

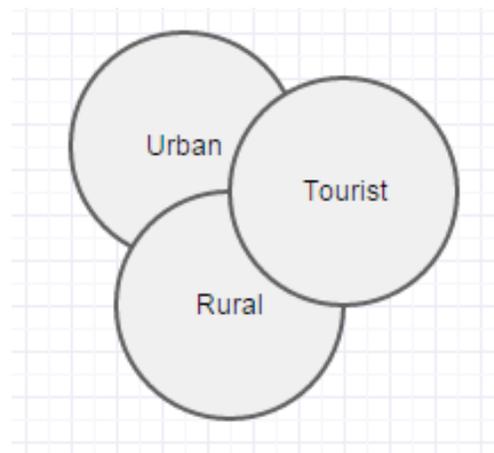
There are distinct off-roading user groups in Clark County, Nevada that we must consider when developing targeted off-highway vehicle messaging.

1. **Urban** - Individuals that live in and around Las Vegas, Nevada and recreate with their Off-Highway Vehicles on the weekends and in their spare time. Many individuals in these user groups are members of Off Highway Vehicle clubs and closely connected to other off-roading enthusiasts online. There is a real sense of camaraderie and knowledge-sharing amongst urban off-highway vehicle enthusiasts. Individuals tend to join groups based on specific vehicle types or recreational activities.



2. **Rural** - Individuals that live in smaller towns interspersed across Clark County, Nevada. Riding an Off-Highway Vehicle is a Way of Life and many of the off-roading enthusiasts are not members of a club (Question 7 - The majority of in-person respondents said No (93.51%)). Rural off-roading enthusiasts are passionate about the land and having continued and open access to roads and trails. Members of these communities often engage in off-roading as a family activity and participate in community events that revolve around trail maintenance, constructions, and environmental cleanup.

3. **Tourists** - Visitors to Clark County, Nevada who travel here to attend an event and bring their Off-Highway Vehicle to ride. 27% of survey respondents were not Nevada Residents (Question 39). The most popular survey respondents from outside of Nevada are California (66.66%) and Utah (18.18%). Educational messaging should be developed to acquaint these individuals with desert techniques and riding etiquette with efforts focused on preservation.



OHV Riders Survey Report & Analysis

Survey Report - Executive Summary

Understanding User Groups



The Family

Community Oriented
Cultivating Memories
Safety Conscience



The Group

Organized for Specific Outings
Tours, Clubs
Events

EXPERIENCE

The Couple

Fun, Leisurely
Recreational
Exploring New Areas



The Individual

Independent, Adventurous
Enjoys Challenging Conditions



OHV Riders Survey Report & Analysis

Survey Report - Executive Summary

Recommendations

Develop Peer to Peer Influencing Campaigns - Social Media

A popular response, to how individuals learn about OHV information, events, rules, trails, etc. while in Clark County, Nevada was “word of mouth” and the suggestions of “friends and family”. If Clark County, Nevada can develop public outreach campaigns that encourage individuals to share their positive experiences regarding safety and education on social media, an increase in awareness will be seen. When Ford Motor Cars decided to enter the European automobile market with its Ford Fiesta, they decided not to use traditional marketing techniques and instead launched an innovative low cost social media campaign on Facebook targeted at younger drivers. Any qualified licensed driver could apply to become a “Fiesta Agent” who would be loaned a new model Fiesta for six months in return for posting honest feedback about the car on various social media platforms. 100 people were chosen to be Fiesta Agents out of 4,000 applications and Ford saw an incredible return on investment with over 2.5 million Facebook and Twitter fans and 50,000 inquiries about the Fiesta during its first week on-sale (Weber).

Seize Opportunities – Use Location Based Technology

Target Generation X, Y, and Z

An October 14, 2014 article the Las Vegas Review Journal said that “**Millennials have become the new target market for the Las Vegas Convention and Visitors Authority** (Velotta).” There is an opportunity for Clark County, Nevada to align itself with the LVCVA and connect with demographics of visitors who are younger and typically environmentally conscious, digital natives, and heavily influenced by peers. There is an opportunity to advertise directly to this market by using geo-targeting and geo-positioning. Geo-targeting is a form of advertising used to push content to individuals when they enter certain locations. Geo-positioning is sending specific forms of advertising and media to certain locations based on their geographic location. Advertisements for public transit can be pushed to individuals who arrive in Las Vegas via mobile technology.

Search Engine Advertising

Since 30.03% of survey respondents research off-roading information on a search engine, how can we effectively maximize public outreach in this arena? It’s necessary to identify keywords that will yield the best results, what ads will say when they run and where online visitors will be taken when they click on an ad.

Partner with Local Organizations, Stores, and Tour Groups

Clark County, Nevada has the potential to connect and interact with various non-profit organizations, local stores and tour groups to further its educational initiatives. Many of these entities have expressed an enthusiastic interest in the potential partnership.

Be Creative – Evaluate Cross Promotional Opportunities and Potential Sponsorships

The potential exists for Clark County, Nevada to alleviate the burden of funding and maintenance for routes, trails, parking, camping areas, etc. by allowing the opportunity for companies and organizations to sponsor certain areas.

Provide Outreach at Events and Festivals

Off Highway Vehicle riders crave access to information. One way to educate riders is to attend events and festivals are raise awareness about educational initiatives, cultivating relationships with the community, understanding the needs, interacting on a personal level, and providing information on routes, trails, etc.

OHV Riders Survey Report & Analysis

Survey Report - Executive Summary

Survey Results Overview

Question 0 – Exclusion Question- Do you ride Off Highway Vehicles?

To participate in the survey, individuals had to be Off-Roading enthusiasts.

Question 1 – What type(s) of Off Highway Vehicle(s) do you own and are in working order? Please select all that apply.

Survey respondents represent a cross-section of Off Highway Vehicle users as individuals from each category participated in the survey. Some OHV users have multiple vehicles. ATV/Quad/4-Wheeler (59.74%) was the most popular in-person response and 4x4/AWD/SUV/Jeep (64.42%) was the most popular online response.

Overall, 4x4/AWD/SUV/Jeep (30.2%) had the most amount of respondents.

Question 2 – How many Off Highway Vehicle(s) does your household own and are in working order?

29.87% of in-person respondents own at least one OHV and 19.48% of in-person respondents own two OHVs which accounts for 49.35% person of in-person OHV respondents own at least 1 - 2 vehicles. Online respondents surveyed said that 28.37% own two OHVs and 23.56% own at least one OHV. At least 50% of respondents said that they own 1 - 2 OHVs.

Question 3 – What do you consider your Off Highway Vehicle Skill-level?

The majority of respondents are of the advanced skill level (61.05%) and intermediate skill level (34.74%).

Question 4 – How frequently do you use your Off Highway Vehicle?

The majority of respondents said that they use their OHV weekly (50.18%) and monthly (36.14%).

Question 5 – What season do you use your OHV(s)? Please select all that apply.

The results show that OHV ridership in Clark County, Nevada happens continuously throughout the year and is not limited to one season.

Question 6 – What led you to become an OHV rider?

The majority of respondents said that they became on OHV rider as a Way of Life (45.21%) and a Friend/Family Member Got Me Interested (38.03%).

OHV Riders Survey Report & Analysis

Survey Report - Executive Summary

Survey Results Overview

Question 7 – Are you a member of an OHV club in Clark County, Nevada?

The majority of in-person respondents said No (93.51%) while the majority of online respondents also said No (57.0%) . The online respondents had a higher rate at which they were a member of an OHV club (43.0%).

Question 8 – Logic Question- If yes, please specify which club.

There is a diverse range of OHV clubs in Clark County, Nevada with active participation. Clubs range from types of vehicles to functional and even centered on the similar types of vehicle. Some clubs revolve around racing or rock crawling. Other clubs focus on racing and opportunities to explore new areas. We found that clubs tend to have niches within the Off Highway Vehicle world or could be broad and membership based like SNORE, Southern Nevada Off Road Enthusiasts.

Question 9 – Where do you get your OHV information for events, trails, rules, etc.? Please select all that apply.

Off Highway Vehicle riders rely heavily on Friends and/or Family (23.51%) for sources of information and Stores Selling OHV Equipment (18.72%). These riders are connected online in a variety of ways. They use Search Engines (30.03%) and Social Media (30.03%) as equitable communication channels. Online Blogs (27.2%) are a useful source of information as well Online Government Agency Websites (18.37%)..

Question 10 – Which mobile Application(s) or Apps do you currently use for OHV information?

RaceDezert was the most popular mobile app as well as Google Earth and Gaia GPS. With the proliferation of smartphones and expansion of mobile reception, we will see an increase in mobile application usage in the years to come.

Question 11 - What type of media platform or device do you use? Please check all that apply.

Technology is pervasive throughout the lives of Off Highway Vehicle users. We can see the it is common to have 1-2 types of devices. Desktop (38.03%) and Smartphones (38.35%) are the most prevalent forms of media platforms that OHV riders use.

Question 12 – Which type of Smartphone do you use?

At least 82% of Off Highway Vehicle riders who participated in the survey have Smartphones. They are broken down into Android and iPhone users.

OHV Riders Survey Report & Analysis

Survey Report - Executive Summary

Survey Results Overview

Question 13 - What form of Social Media do you most frequently - please list the top 3.

Social Media is a popular form of communication amongst Off Highway Vehicle Riders.

Facebook was by far the most popular Social Media communication channel for both In-Person (70.13%) and Online (70.67%) respondents. YouTube (17.98%) of popularity amongst OHV users and Instagram (13.32%) were also popular responses.

Question 14 – What forms of traditional and non-traditional communication channels seem more effective to you to communicate OHV information?

We asked Off Highway Vehicles users regarding their preferred methods of communication to receive information. The most popular response was Maps of Routes and Trails (19.32%) and Social Media Advertising (14.98%). AM/FM Radio (10.38%) and Email Campaigns (11.07%) were also popular responses.

Question 15 – Logic Question – What type of AM/FM Radio Station do you listen to on regular basis?

Rock N Roll (31.25%), Country (25.63%) and Alternative (16.25%) were the most prominent choices amongst respondents that selected AM/FM Radio was their preferred method of communication from Question 14.

Question 16 – Logic Question – Do you use any of the following music websites or mobile applications?

Pandora (38.10%) is the leading online music streaming site among applicable respondents.

Question 17 – What is the primary purpose for using your OHV?

Regarding purpose of riding one's Off Highway Vehicle, Recreation (61.93%) is by far the most popular choice among respondents.

Question 18 – When you use your OHV for recreational purposes which of the following are you most interested in? Please select all that apply.

Driving for Pleasure (16.95%), Camping (14.36%), and Enjoy OHV Activity Itself (13.47%) are the most popular responses among OHV riders.

OHV Riders Survey Report & Analysis

Survey Report - Executive Summary

Survey Results Overview

Question 19 – What areas do you use for OHV activities in Clark County, Nevada?

15.90% of overall responses listed Jean/Roach/Eldorado Area as their top choice for Off-Roading in Clark County, Nevada. 14.19% cited the Logandale Trails as a preferred area. 12.06% specified the Searchlight/Laughlin Area. 10.35% identified the Nellis Dunes/Rainbow Gardens/93/Sheep Mt (to Coyote Springs) Area.

The Clark County, Nevada map was used to differentiate between the various areas for Off-Roading. Off Highway Vehicle riders can refer to routes and trails by different names; therefore, OHV use areas were deemed the most appropriate way to understand which areas are favored among enthusiasts.

Question 20 – In regards to your top area for OHV riding in Clark County, Nevada - Please rate the following for your top area on a scale of 1 - 5 stars (1 being the worst, 5 being the best, 3 being neutral).

Camping Sites (3.57 - In Person and 3.2 - Online) and Parking (3.53 - In Person and 3.49 - Online) received the highest ratings. People would like to see increased signage, better restrooms and more trash receptacles.

Question 21 – In regards to your top area for OHV riding in Clark County, Nevada - why do you use it the most frequently?

The most popular response as to why Off Highway Vehicles riders use certain areas is that it is Easy to Get To (20.22%) and It's Not Crowded (19.11%).

Question 22 – Logic Question - Are you aware that there is a speed limit for all Off Highway Vehicle routes/trails in Clark County?

63.25% of Off Highway Vehicles survey respondents are not aware that there is a speed limit.

Question 23 – What is the speed limit on OHV trails?

This was a logic question and was only for the 100 individuals who responded "Yes" that they are aware there is a speed limit for OHVs in Clark County, Nevada. Over 50% of question respondents knew what the Speed Limit was for routes and trails in Clark County, Nevada and answered "25".

Question 24 – If Clark County, Nevada developed a website for Off Highway Vehicle Users would you use it?

79.79% of survey respondents said that if Clark County, Nevada developed a website for Off Highway Vehicle users that they would utilize it.,

OHV Riders Survey Report & Analysis

Survey Report - Executive Summary

Survey Results Overview

Question 25 – If yes, please specify what information you would like to be included in the website?

Maps/Routes and Trails information (18.70%) was the most popular response.

Question 26 – If Clark County, Nevada developed a mobile application to be used on smartphones and other media devices for Off Highway Vehicle Users would you use it?

63.82% of survey respondents said that if Clark County, Nevada developed a Mobile Application for Off Highway Vehicle users that they would utilize it.

Question 27 – If yes, please specify what features you would like to be included on the mobile app?

Maps/Routes and Trails information (29.60%) was the most popular response.

Question 28– Where do you shop for OHV equipment, supplies and materials?

The majority of survey respondents shop Online (48.90%) and at Clark County, Nevada - Local Stores (39.85%).

Question 29 – Online Shopping - Please specify.

Amazon.com (33.53%) is the most popular online store. Ebay.com (19.83%) and Rocky Mountain ATV/MV (19.53%) were also popular online shopping sites.

Question 30– Clark County, Nevada - Local Store (Please Specify).

4 Wheel Parts (26.59%) and Ride Now Power Sports (19.44%) are the most popular Clark County, Nevada - Local Stores for Off Highway Vehicles riders.

OHV Riders Survey Report & Analysis

Survey Report - Executive Summary

Survey Results Overview

Question 31 – What OHV events do you attend in Southern Nevada on an annual basis?

The popular races in Southern Nevada include the Mint 400 (18.66%), Best in the Desert Races (17.08%), and SNORE Sponsored Racing (15.24%).

Question 32 – What are the adjectives that most closely describe how riding an OHV makes you feel?

Free (17.94%), Fun (16.65%) and Happy (15.54%) are the most popular responses that people gave describing how Off Highway Vehicle Riding makes them feel.

Question 33 – Age

Participants from all age groups are represented in the survey. Ages 40 - 49 (28.42%) had the greatest representation and Ages 30 - 39 (22.46%) had the second greatest participation rate.

Question 34 - Gender

There were more male participants (85.16%) than female participants (14.84%).

Question 35 – Annual Household Income

22.46% of survey respondents chose not to respond to this question. There were respondents from all income brackets.

Question 36– Highest Level of Education

A majority of OHV survey respondents have High School experience (31.10%) or Bachelor's Degree or Higher (30.39%).

OHV Riders Survey Report & Analysis

Survey Report - Executive Summary

Survey Results Overview

Question 37 – Marital Status

A majority of OHV riders are Married/Engaged/Domestic Partnership (69.72%) or Single (19.72%).

Question 38 – Racial or Ethnic Background

The majority of OHV survey respondents are Caucasian/White (83.69%).

Question 39 – Are you a resident of Nevada?

72.86% of survey respondents are a Nevada resident.

Question 40 - In what state do you currently reside?

For the 73 survey respondents who are not from Nevada, we asked where they currently live. The most popular survey respondents from outside of Nevada are California (66.66%) and Utah (18.18%).

Question 41 – What is the purpose of your visit to Clark County, Nevada?

Attend an Event and Ride OHVs (70.83%) was the most popular response among Clark County, Nevada visitors.

OHV Riders Survey Report & Analysis

Survey Report - Executive Summary

SURVEY OVERVIEW

The Clark County, Nevada - Desert Conservation Program (DCP) is charged with administration of a Federal Endangered Species Act section 10(a) Incidental Take Permit for the Desert Tortoise and 77 other species of plants and animals. To maintain compliance with this permit, the DCP implements the Clark County Multiple Species Habitat Conservation Plan (MSHCP). Media and public outreach is one of the project categories funded to support the MSHCP.

Inappropriate use of Off Road Vehicles (OHV) is a major cause of new habitat disturbance in Southern Nevada. An educational campaign is needed to inform the public about legal use of their recreational vehicles to reduce future habitat degradation and loss of mitigation investments made by the Desert Conservation Program and the federal agencies. This project would make strides to inform the public through production and distribution of educational materials in partnership with local and state agencies and businesses and through outreach in areas where OHVs are used.

A market research survey helps to identify the demographic and psychographic data of OHV users. This information will be helpful in understanding who our audience is when developing educational messages and how best to target them.



Radioactive Productions In Person Surveying at Nellis Dunes on May 8, 2015



Survey Administrator Mia Badilla
Conducting Survey with Survey Respondent

OHV Riders Survey Report & Analysis

Survey Report - Executive Summary

SURVEY OVERVIEW

BACKGROUND (WHY)

Clark County, Nevada - Desert Conservation Program is developing Off Highway Vehicle (OHV) educational materials to promote responsible OHV recreation. The market research survey information will be used to create public outreach campaigns and understand where to target different demographics of OHV users in the County.

RESPONDENTS (WHO)

The survey was open to Off-Roading enthusiasts - residents and non-residents - of Clark County, Nevada.

OBJECTIVES (WHAT)

The objectives of the survey were to identify and analyze OHV consumer demographics, behavior, perception, attitudes and other factors that relate to OHV ridership in Clark County, Nevada including time of year and preferred methods of communication.



Survey Administrator Michael Brannies

SURVEY DATES and TIMES (WHEN)

In-Person

Survey Administrators attended the Clark County, Nevada fair in Logandale on April 9 - 11 and conducted in-person surveys to eligible fair attendees. Survey Administrators were also at the Nellis Dunes OHV Area on May 8, 2015.

Online

The survey was accessible online via the Desert Conservation Program's website, the Nevada Commission on Off Highway Vehicle's website and a hyperlink that could be shared via email or social media. The online survey was available from April 9 - May 15, 2015.

SURVEY LOCATION (WHERE)

Radioactive Productions worked with the Clark County, Nevada Desert Conservation Program to identify in-person location areas. The Clark County, Nevada Fair and the Nellis Dunes OHV Area were identified as valuable areas to engage with potential survey respondents.



Welcome to the official website of the Nevada Commission on Off-Highway Vehicles.

The Commission is made up of 11 voting members appointed by the Governor and nine non-voting members. It promotes safe and responsible use of Nevada's outstanding opportunities for off-road recreation. The Commission will also allocate grants and other funding from the Account for Off-Highway Vehicles for trail improvements, mapping, education and other projects. See About Us for Commission members.

Meetings

The next meeting is scheduled for April 30, 2015 at 8:30 am.

All Public Notices are posted on the Meetings page at the appropriate time. If you would like to be added to the interested party email distribution list, please contact the Executive Secretary at kmiller@nvohv.com.

Clark County OHV Survey

Attention southern Nevada residents, please fill out the following survey for Clark County. The DCP has available funding for an OHV education program; they are developing a concept for the education program and are gathering some information via the following survey.

[http://www.clarkcountynv.gov/Depts/dcp/Announcements/Pages/Off-HighwayVehicle\(OHV\)Riders.aspx](http://www.clarkcountynv.gov/Depts/dcp/Announcements/Pages/Off-HighwayVehicle(OHV)Riders.aspx)

OHV Riders Survey Report & Analysis

Survey Report - Executive Summary

SURVEY OVERVIEW

DATA COLLECTION PROCESS CONTINUED (HOW)

The survey was conducted through tablets via Zoho Survey, an online website and application that allows for the offline accumulation of data. The ability to collect data offline enabled the administrators to conduct the survey without internet connectivity. Responses from remote locations were collected by each survey administrator offline. Administrators were not able to modify the survey data once it was submitted. Tablets were returned to Radioactive Productions Project Manager, Lora Hendrickson, and the survey data was then uploaded to the Zoho Survey's website.

Survey administrators only interview individuals who are Off Roading enthusiasts. An exclusion question was asked by each survey administrator prior to commencing the survey to ensure successful population sampling.

The survey was conducted electronically in person via mobile devices to quickly record and gain access to results. The same survey was also accessible online.

Survey Incentives

To encourage potential respondents to participate in the survey, the use of an incentive of minimal cost (\$1.50 Ice Cream Voucher) was used at the Clark County Fair. Incentives were only given to respondents who completed the entire survey.

Survey Languages

The survey was conducted in English and also translated into Spanish.



On May 5, 2015, the Silver State Nissan Group organized an off-roading rock-crawling field trip at Nelson's Landing for the OHV Educational Team Participants. Participants included members from Clark County, Nevada - Desert Conservation Program, Radioactive Productions, Partners in Conservation and Bureau of Land Management.

OHV Riders Survey Report & Analysis

Survey Report - Executive Summary

Survey Population Sample Size Selection

The population sample for this survey was 285.

This survey selection size was agreed upon by team members. A total of 285 respondents from a population of 100,000* will result in a margin of error of ± 5.8 percent at the 95 percent confidence interval. This is the industry standard for market research efforts.

**There exist 2 populations:*

- a. Clark County Registered OHV Users Per the Nevada Department of Motor Vehicles (11,191)*
- b. Projected Estimate of Clark County OHV Users (100,000)*

For statistical purposes, the larger sample size (100,000) was used.

Survey Respondents

Only individuals who are Off Roading enthusiasts were eligible to participate in the survey.

Survey Accuracy

The limitations of this investigation are that the data that was collected cannot account for all of the approximately 28+ million non-transit riders who visit Las Vegas, Nevada annually. A smaller population sample size of 400 was selected to represent the larger group. Collecting data from some members of a population rather than all members of a population can result in error. Radioactive Productions took every effort to include a wide array of tourists in the survey sample not discriminating on any factor such as sex, race, age, national origin and/or disability.

Radioactive Productions takes the utmost care with respect to the administration and conduct of the survey process as well as the presentation of survey results.

Survey Process Overview

The survey was conducted through tablets via Zoho Survey, an online website and application that allows for the offline accumulation of data. The ability to collect data offline enabled the administrators to conduct the survey without internet connectivity. Responses from remote locations were collected by each survey administrator offline. Administrators were not able to modify the survey data once it was submitted. Tablets were returned to Radioactive Productions Project Manager, Enrique Villar-Mendez, and the survey data was then uploaded to the Zoho Survey's website.

Survey Incentives

To encourage potential respondents to participate in the survey, the use of an incentive of minimal cost (\$5.00 Starbucks card) was used. Funding for the incentives will be reimbursed to the consultant. Incentives were only given to respondents who completed the entire survey.

OHV Riders Survey Report & Analysis

Survey Report - Results

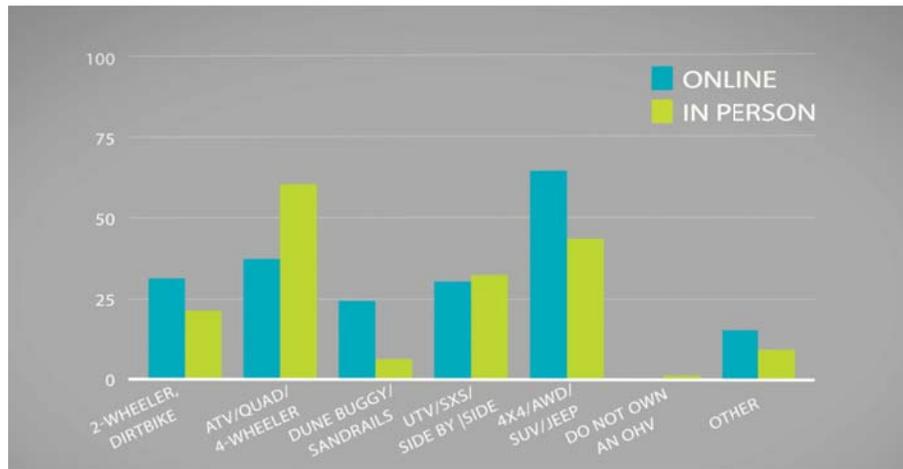
Question 0 - Exclusion Question

We are conducting a survey on behalf of Clark County in regards to developing educational materials to promote responsible Off Highway Vehicle education. Are you an Off Highway Vehicle rider and would you like to take part in our survey today?

285 Respondents Answered: 285 Skipped: 0	In Person Responses	Online Responses	Total Responses
• No	0	0	0
• Yes	77	208	285

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 1

What type(s) of Off Highway Vehicle(s) do you own and are in working order?

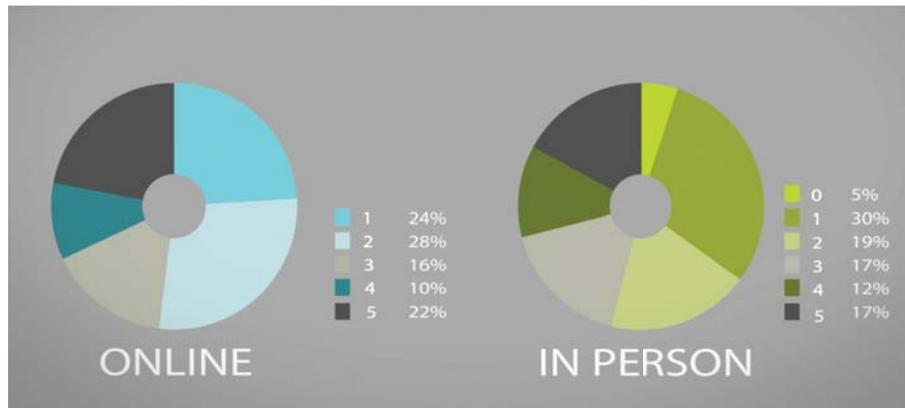
Survey respondents represent a cross-section of Off Highway Vehicle users as individuals from each category participated in the survey. Some OHV users have multiple vehicles. ATV/Quad/4-Wheeler (59.74%) was the most popular in-person response and 4x4/AWD/SUV/Jeep (64.42%) was the most popular online response.

Overall, 4x4/AWD/SUV/Jeep (30.2%) had the most amount of respondents.

285 Total Respondents Answered: 285 Skipped: 0	In-Person Responses	Online Responses	Total Responses
• 2-Wheeler / Dirt Bike	16 20.78%	65 31.25%	81 14.65%
• ATV/4-wheeler/Quad	46 59.74%	77 37.02%	123 22.24%
• Dune Buggy / Sandrail	5 6.49%	50 24.04%	55 9.95%
• UTV / SxS / Side by Side	25 32.47%	63 30.29%	88 15.91%
• 4 x 4 / AWD / SUV / Jeep	33 42.86%	134 64.42%	167 30.2%
• I do not own an OHV.	1 1.3%	0 0%	1 .18%
• Other, please specify.			
<ul style="list-style-type: none"> • Mountain Bikes • Yuri • 2003 Toyota 4Runner • 2wd Truck • Desert Race Vehicles • Baja Bug • Race Car/Trophy Truck • Race Vehicle • Toy Trailer • Ranger Pre Runner • Toyota FJ Cruiser • Class 5 Race Buggy • Off-Road Race Truck • Truck • Long Travel Truck • Off Road Truck with a License Plate. Street Legal. 	7 9.09%	31 14.9%	38 6.87%

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 2

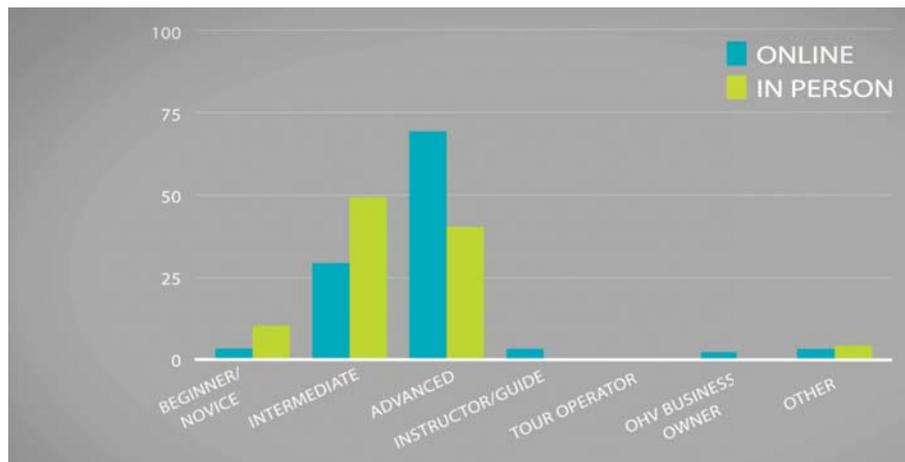
How many Off Highway Vehicle(s) does your household own and are in working order?

29.87% of in-person respondents own at least one OHV and 19.48% of in-person respondents own two OHVs which accounts for 49.35% person of in-person OHV respondents own at least 1 - 2 vehicles. Online respondents surveyed said that 28.37% own two OHVs and 23.56% own at least one OHV. At least 50% of respondents said that they own 1 - 2 OHVs.

285 Respondents Answered: 285 Skipped: 0	In-Person Responses	Online Responses	Total Responses
• 0	4 5.19%	0 0%	4 1.4%
• 1	23 29.87%	49 23.56%	72 25.26%
• 2	15 19.48%	59 28.37%	74 25.96%
• 3	13 16.88%	34 16.35%	47 16.49%
• 4	9 11.69%	21 10.1%	30 10.5%
• 5+	13 16.88%	45 21.63%	58 20.35%
• Total	77	208	285 100%

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 3

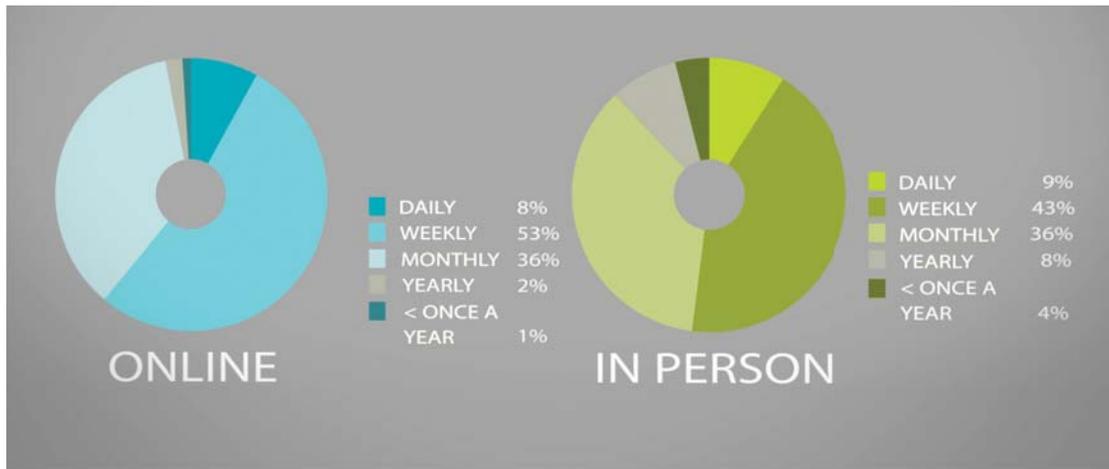
What do you consider your Off Highway Vehicle Skill-level?

The majority of respondents are of the advanced skill level (61.05%) and intermediate skill level (34.74%).

285 Respondents Answered: 285 Skipped: 0	In-Person Responses	Online Responses	Total Responses
• Beginner/Novice	8 10.39%	6 2.88%	14 4.91%
• Intermediate	38 49.35%	61 29.33%	99 34.74%
• Advanced	31 40.26%	143 68.75%	174 61.05%
• I am an Instructor/Guide	0 0%	6 2.88%	6 2.10%
• I am a Tour Operator	0 0%	1 0.48%	1 0.35%
• I own an OHV Rental/Equipment Shop or other OHV Business	0 0%	4 1.92%	4 1.40%
• Other (Please Specify)	3 3.9%	7 3.37%	10 3.5%
• Pro			
• Race Off Road Professionally			
• I am a photographer			
• Total	77	208	285

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 4

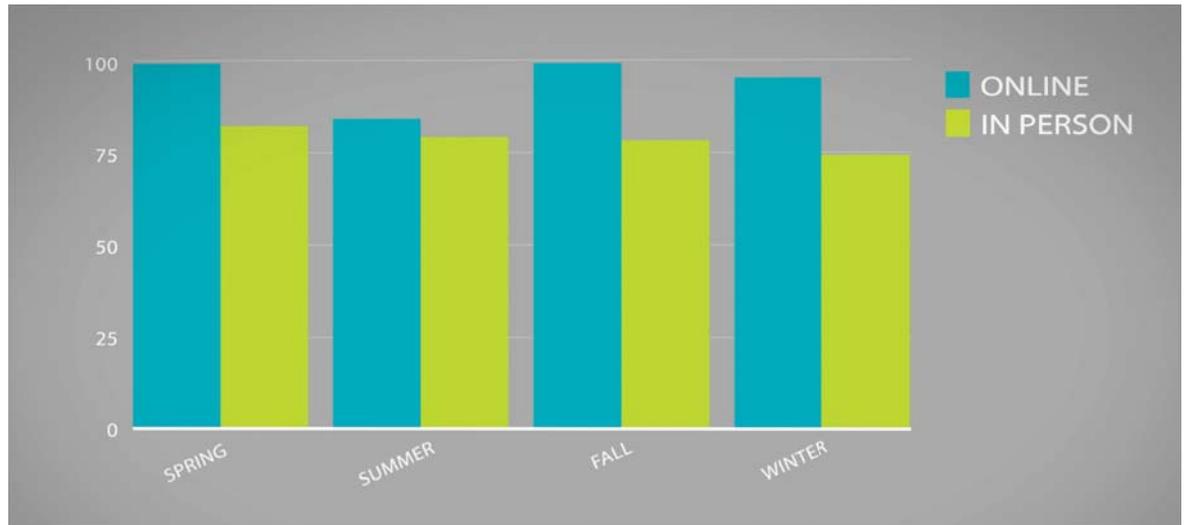
How frequently do you use your Off Highway Vehicle?

The majority of respondents said that they use their OHV weekly (50.18%) and monthly (36.14%).

285 Respondents Answered: 284 Skipped: 1	In-Person Responses	Online Responses	Total Responses
• Daily	7 9.09%	17 8.21%	24 8.42%
• Weekly/Bi-Weekly	33 42.86%	110 53.14%	143 50.18%
• Monthly	28 36.36%	75 36.23%	103 36.14%
• Yearly	6 7.79%	4 1.93%	10 3.5%
• Less Than Once a Year	3 3.9%	1 0.48%	4 1.4%
• Total	77	207	284

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 5

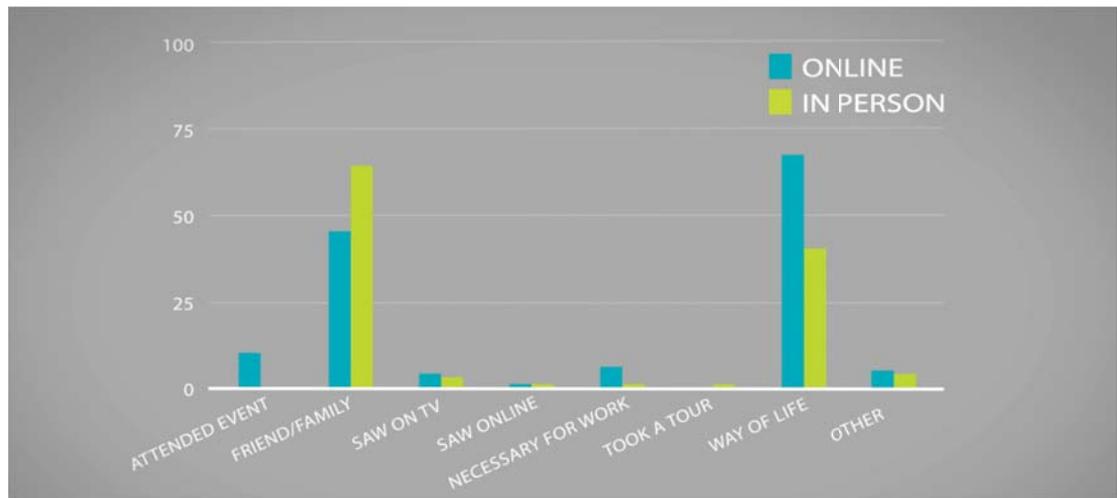
What season do you use your OHV(s)? Please select all that apply.

The results show that OHV ridership in Clark County, Nevada happens continuously throughout the year and is not limited to one season.

285 Respondents Answered: 283 Skipped: 0	In person Responses	Online Responses	Total Responses
• Spring	63 81.82%	204 99.03%	267 26.23%
• Summer	61 79.22%	174 84.47%	235 23.08%
• Fall	60 77.92%	204 99.03%	264 25.93%
• Winter	57 74.03%	195 94.66%	252 24.75%
• Total	241	777	1018

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 6

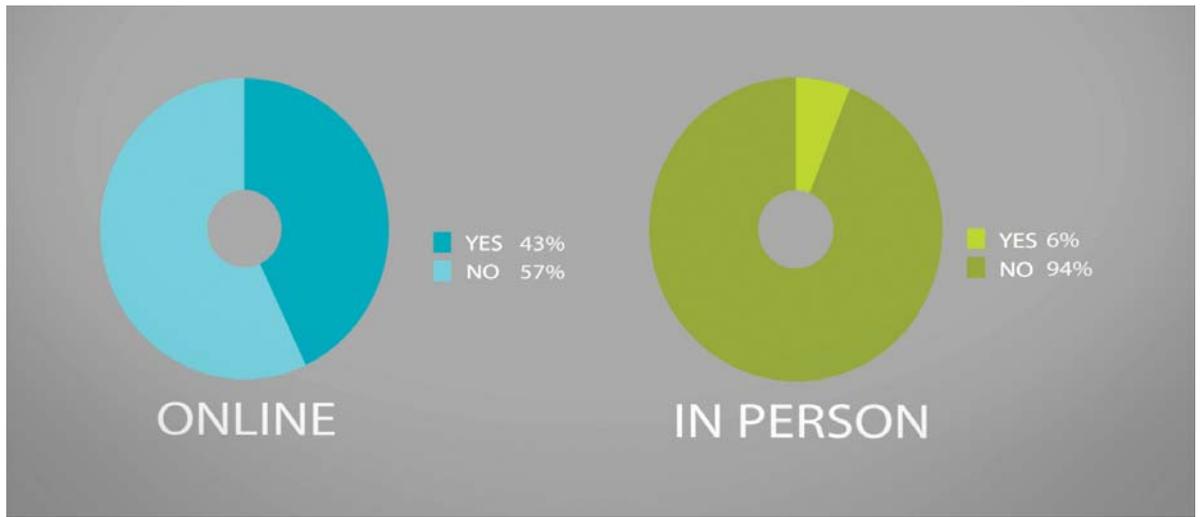
What led you to become an OHV rider?

The majority of respondents said that they became on OHV rider as a Way of Life (45.21%) and a Friend/Family Member Got Me Interested (38.03%).

285 Total Respondents Answered: 285 Skipped: 0	In Person Response Count	Online Response	Total Responses
• Attended an OHV Event	0	21 10.1%	21 5.59%
• Friend/Family Member Got Me Interested	49 63.64%	94 45.19%	143 38.03%
• I Saw it on TV and Wanted to Try It	2 2.6%	9 4.33%	11 2.93%
• I saw it Online and Wanted to Try it	1 1.3%	2 0.96%	3 .80%
• Necessary for my Job/Career? Profession	1 1.3%	12 5.77%	13 3.46%
• Took and OHV Tour	1 1.3%	1 0.48%	2 .53%
• Way of Life	31 40.26%	139 66.83%	170 45.21%
• Other (Please Specify)			
• Recreation	3 3.39%	10 4.81%	13 3.46%
• Hunter			
• Whole Family has been riding since we were kids.			
• Born into it.			
• Grew up on a Ranch			
• Saw a kid riding a YZ80 as a kid			
• MooMoo			
• Fun times on trails in retirement			
• Moved to desert, it was natural to want to ride.			
• Total Responses	88	288	376

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 7

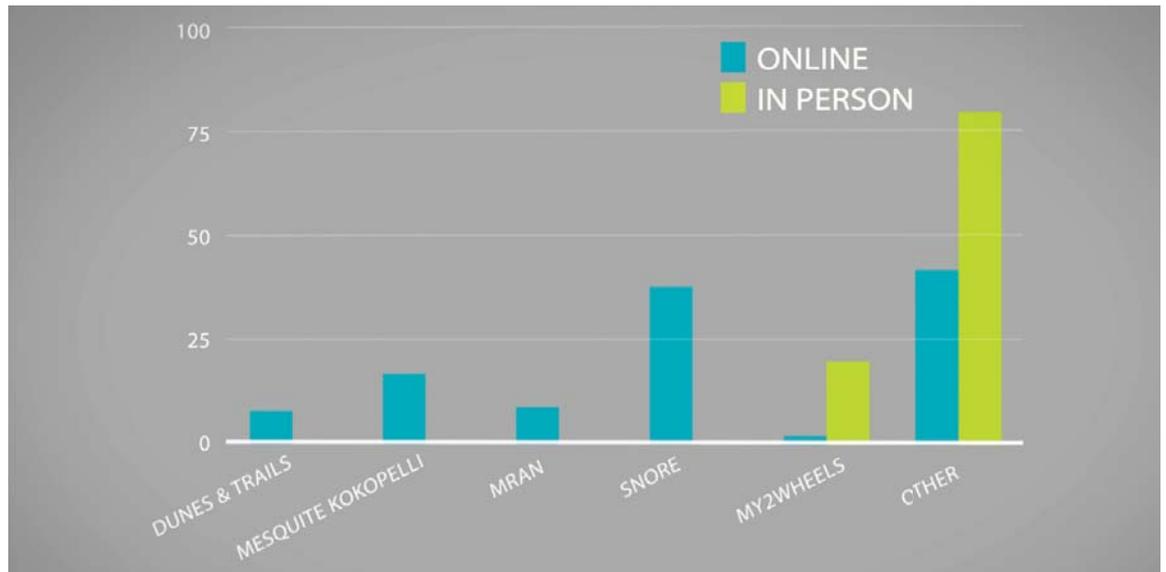
Are you a member of an OHV club in Clark County, Nevada?

The majority of in-person respondents said No (93.51%) while the majority of online respondents also said No (57.0%) . The online respondents had a higher rate at which they were a member of an OHV club (43.0%).

285 Respondents Answered: 284 Skipped: 1	In Peron Responses	Online Responses	Total Responses
• Yes	5 6.49%	89 43.0%	94 32.98%
• No	72 93.51%	118 57.0%	190 66.67%
• Total Responses	77 100%	207 100%	284

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 8

If yes, please specify which club.

There is a diverse range of OHV clubs in Clark County, Nevada with active participation. Clubs range from types of vehicles to functional and even centered on the similar types of vehicle. Some clubs revolve around racing or rock crawling. Other clubs focus on racing and opportunities to explore new areas. We found that clubs tend to have niches within the Off Highway Vehicle world or could be broad and membership based like SNORE, Southern Nevada Off Road Enthusiasts.

OHV Riders Survey Report & Analysis

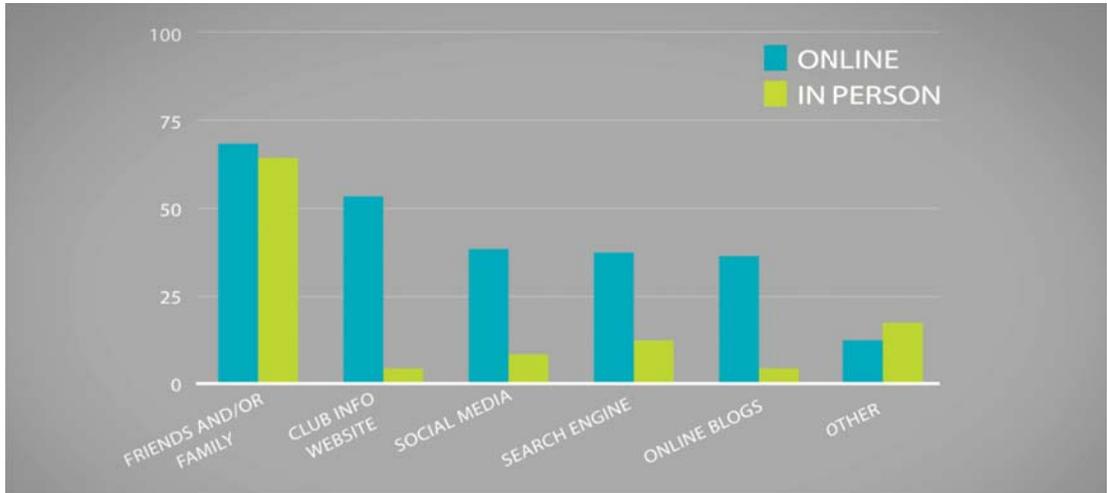
Survey Report - Results

Question 8 - Continued

285 Respondents Answered: 93 Skipped: 192	In Person Responses	Online Responses	Total Responses
• 702 FJ Crew	0	2 2.27%	2 2.15%
• Dunes and Trails	0	7 7.95%	7 7.95%
• Hummer X CLub Nevada Chapter	0	0 0.0%	0 0.0%
• Mesquite Kokopelli ATV CLub	0	15 17.05%	15 16.12%%
• Motorcycle Racing Associateion of Nevada (MRAN)	0	8 9.09%	8 8.6%
• Nevada Toyota Territory Off Road Association	0	6 6.82%	6 6.45%
• Pahrump 4WD	0	0 0.0%	0 0.0%
• Sin City 4x4	0	2 2.27%	2 2.15%
• Sin City Wicked FJs	0	2 2.27%	2 2.15%
• Southern Nevada 4x4	0	1 1.14%	1 1.07%
• Southern Nevada Off Road Enthusiasts (SNORE)	0	33 37.5%	33 35.4%
• Southern Nevada Land Cruisers TLCA	0	0 0.0%	0 0.0%
• Trail Raters	0	0 0.0%	0 0.0%
• Vegas Valley Four Wheelers	0	6 6.82%	6 7.52%
• my2wheels	1 20.0%	2 2.27%	3 2.15%
• Nevada BackRoaders	0	2 2.27%	2 2.15%
• Dust Devils MC	0	1 1.14%	1 2.15%
• Hills Angels 4x4	0	0 0.0%	0 0.0
• Other (please Specify)			
• Toyota120 • War Machines702 • Silver State Nissans • B.I.T.D	4 80.0%	37 42.05%	41 44.08%
		• Vegas FJ Cruisers • Dessert Wranglers • Utah Clubs	
• Total Responses	5	88	93

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 9

Where do you get your OHV information for events, trails, rules, etc.? Please select all that apply.

Off Highway Vehicle riders rely heavily on Friends and/or Family (23.51%) for sources of information and Stores Selling OHV Equipment (18.72%).

These riders are connected online in a variety of ways. They use Search Engines (30.03%) and Social Media (30.03%) as equitable communication channels. Online Blogs (27.2%) are a useful source of information as well Online Government Agency Websites (18.37%).

OHV Riders Survey Report & Analysis

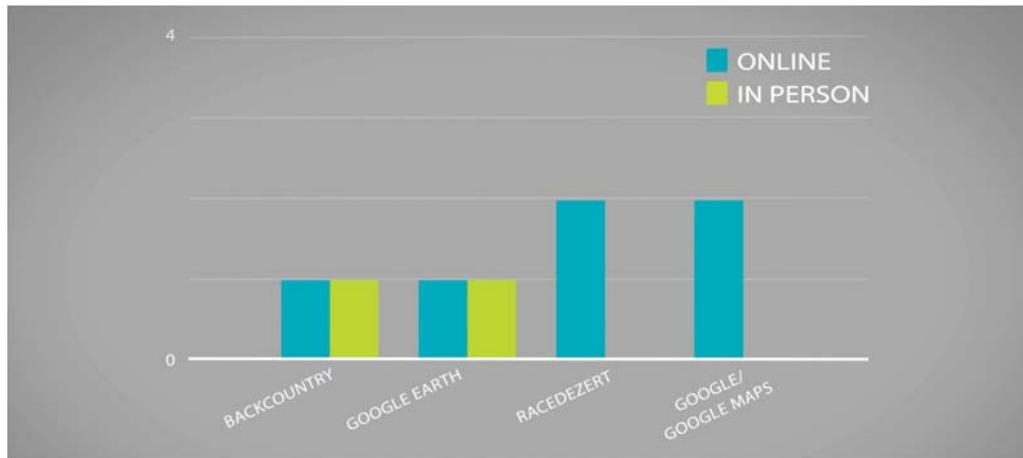
Survey Report - Results

Question 9 - Continued

285 Respondents Answered: 283 Skipped: 2	In Person Response Count	Online Response	Total Responses		
• Club Informational Website	3 3.9%	109 52.91%	112 13.93%		
• Friends and/or Family (Word of Mouth)	49 63.64%	140 67.96%	189 23.51%		
• Mobile Application or "App"	2 2.6%	26 12.62%	28 9.89%		
• Online Blogs	3 3.9%	74 35.92%	77 27.20%		
• Online Government Agency Website	8 10.39%	44 21.36%	52 18.37%		
• Online Magazine	1 1.3%	21 10.19%	22 7.77%		
• Online Review Site(s) (yelp.com, tripadvisor.com, etc.)	2 2.6%	10 4.85%	12 4.24%		
• Print Material (book, Brochure, Magazine, Newspaper, Travel Guides, etc)	6 7.79%	45 21.84%	51 18.02%		
• Public library	0	1 0.49%	1 0.35%		
• Search engine (Google, yahoo, MSN, etc.)	9 11.69%	76 36.89%	85 30.03%		
• Social Media	6 7.79%	79 38.35%	85 30.03%		
• Store(s) Selling OHV Equipment	6 7.79%	47 22.82%	53 18.72%		
• Other (please Specify)					
<ul style="list-style-type: none"> • Law Enforcement Officer • GPS Map Sharing • Race Organizations • Polaris World • Online • Just go out and explore • Emergency • OffRoadRace.org 	<ul style="list-style-type: none"> • Club Meetings • Chat Rooms • UNLV • Self • Fair • www.offroadrailguide.com 	<ul style="list-style-type: none"> • Hunting and Fishing • I don't • race-dezert.com, glamisdunes.com • BLM 	<ul style="list-style-type: none"> 13 16.88% 	<ul style="list-style-type: none"> 24 11.65% 	<ul style="list-style-type: none"> 37 13.07%
• Total	108	696	804		

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 10

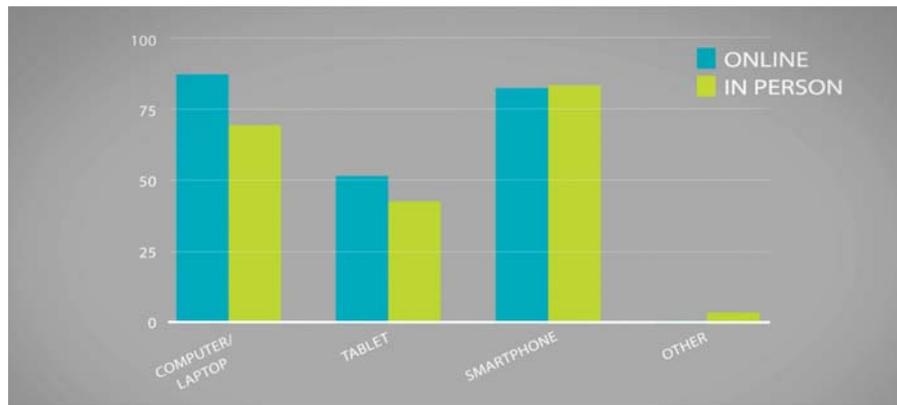
Which Mobile Application(s) or Apps do you currently use for OHV information?

RaceDezert was the most popular mobile app as well as Google Earth and Gaia GPS. With the proliferation of smartphones and expansion of mobile reception, we will see an increase in mobile application usage in the years to come.

285 Respondents Answered: 23 Skipped: 262	In Person Response Count	Response Count	Total Responses
• Gaia GPS	0	4	4
• Racedezert	0	6	6
• Meetup.com	0	1	1
• My Tracks / Jeep badge of Honor	0	1	1
• RDC	0	1	1
• Google Earth	1	3	4
• Lead Nav, Motion X, Apple Maps, Back Country, Pro	0	1	1
• Rider X	0	1	1
• Off Highway Trails	0	1	1
• Expedition Portal, Tap Talk	0	1	1
• Group me, Facebook	0	1	1
• Back Country Pro	1	0	1
• Total	2	21	23

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 11

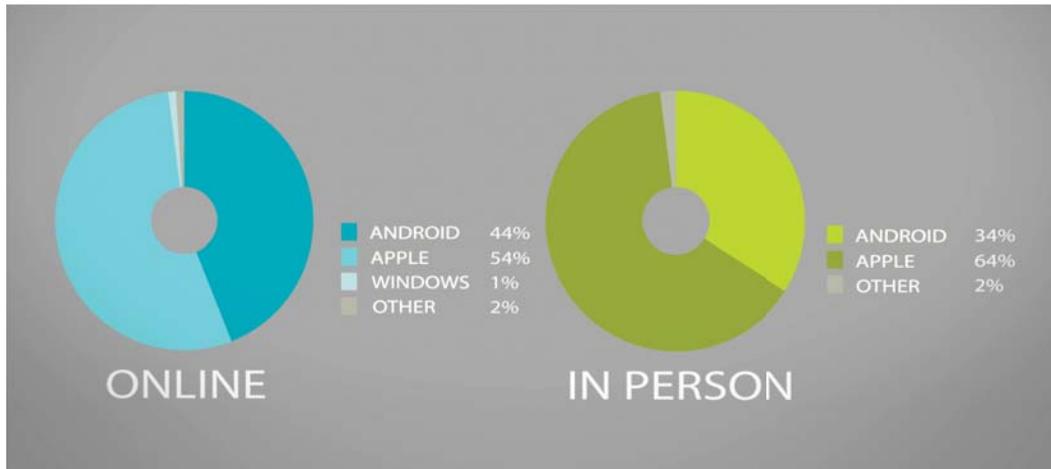
What type of media platform or device do you use? Please check all that apply.

Technology is pervasive throughout the lives of Off Highway Vehicle users. We can see the it is common to have 1-2 types of devices. Desktop (38.03%) and Smartphones (38.35%) are the most prevalent forms of media platforms that OHV riders use.

285 Respondents Answered: 283 Skipped: 2	In Person Responses	Online Responses	Total Responses
• Computer/Laptop	54 70.13%	181 87.86%	235 38.03%
• Tablet	33 42.86%	107 51.94%	140 22.65%
• Smartphone	65 84.42%	172 83.5%	237 38.35
• Other (Please Specify)			
• Yup			
• Landline			
• Kimi			
• Phone	3	3	6
• Paper Maps	3.9%	1.46%	.97%
• Total	155	463	618

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 12

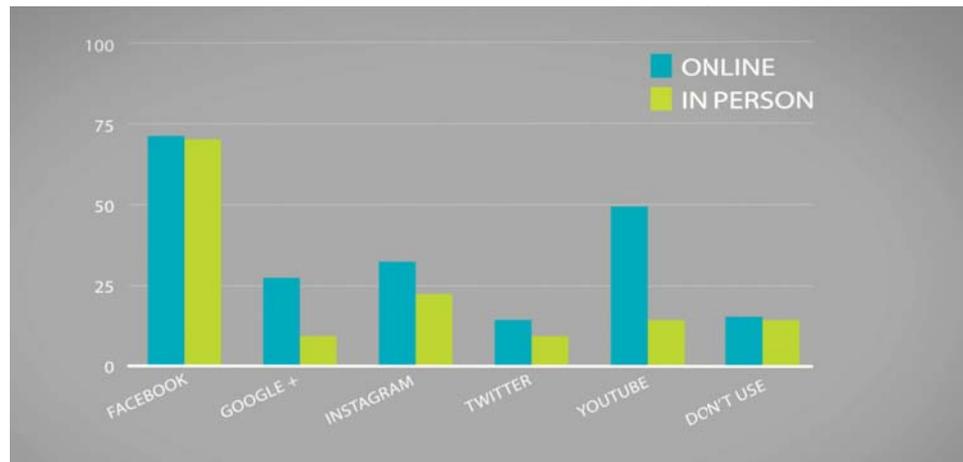
What type of Smartphone do you use?

At least 82% of Off Highway Vehicle riders who participated in the survey have Smartphones. They are broken down into Android and iPhone users

285 Respondents Answered: 234 Skipped: 51	In Person Response Count	Online Response Count	Total Responses
• Android	22 34.38%	75 44.12%	97 34.04%
• Apple	41 64.06%	91 53.53%	132 46.32%
• Microsoft	0 0.0%	1 0.59%	1 .35%
• Other			
• BlackBerry	1	3	4
• HTC One	1.56%	1.76%	1.40%
• None			
• Total Responses	64 83.12%	170 81.73%	234 82.11%

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 13

What form of Social Media do you use most frequently - please list the top 3.

Social Media is a popular form of communication amongst Off Highway Vehicle Riders. Facebook was by far the most popular Social Media communication channel for both In-Person (70.13%) and Online (70.67%) respondents. YouTube (17.98%) of popularity amongst OHV users and Instagram (13.32%) were also very popular responses.

OHV Riders Survey Report & Analysis

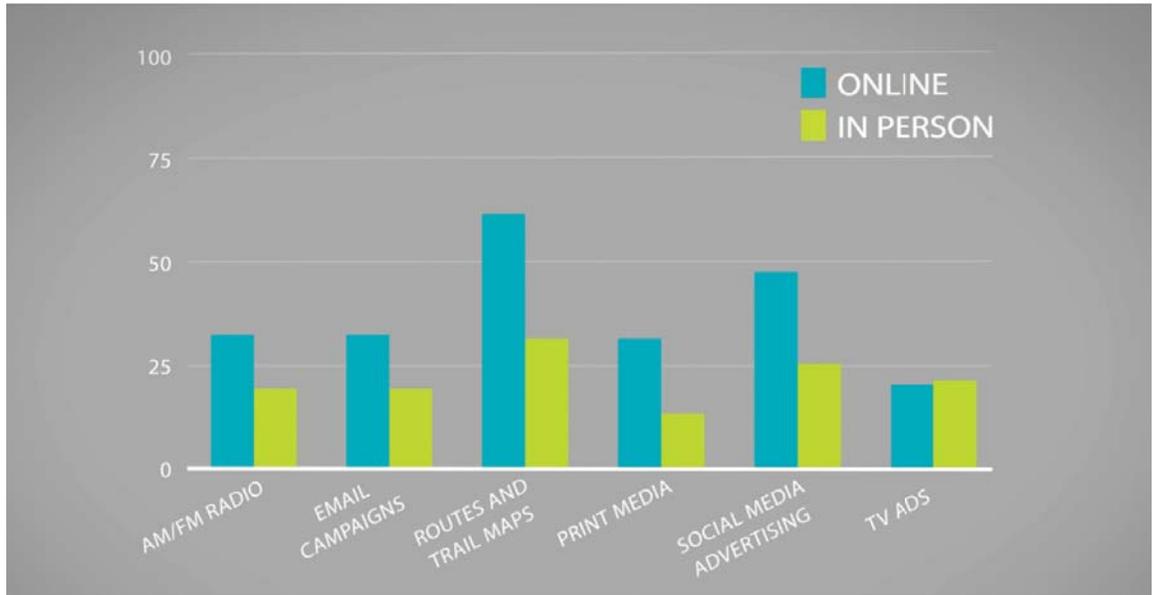
Survey Report - Results

Question 13 - Continued

285 Respondents Answered: 285 Skipped: 0	In Person Response Count	Online Response Count	Total Responses
• Ask FM	0 0.0%	1 0.48%	1 .16%
• Facebook	54 70.13%	147 70.76%	201 32.26%
• Google +	7 9.09%	57 27.4%	64 10.27%
• Instagram	17 22.08%	66 31.73%	83 13.32%
• Pinterest	8 10.39%	11 5.29%	19 3.05%
• Reddit	0 0.0%	10 4.81%	10 1.61%
• Snapchat	3 3.9%	12 5.77%	15 2.41%
• Tumblr	4 5.19%	5 2.4%	9 1.44%
• Twitter	7 9.09%	29 13.94%	36 5.78%
• Vimeo	0 0.0%	11 5.29%	11 1.77%
• WhatsApp	0 0.0%	4 1.92%	4 .64%
• YouTube	11 14.29%	101 48.56%	112 17.98%
• Don't Use Social Media	11 14.29%	32 15.38%	43 6.90%
• Other (Please Specify)			
• Vine	5	10	15
• LinkedIn	6.49%	4.81%	2.41%
• Glamisdunes.com			
• Constant Contact			
• Race Dezert			
• Online Forums			
• Phone			
• Total	127	496	623

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 14

What forms of traditional and non-traditional communication channels seems more effective to you to communicate OHV information?

We asked Off Highway Vehicles users regarding their preferred methods of communication to receive information. The most popular response was Maps of Routes and Trails (19.32%) and Social Media Advertising (14.98%). AM/FM Radio (10.38%) and Email Campaigns (11.07%) were also popular responses.

OHV Riders Survey Report & Analysis

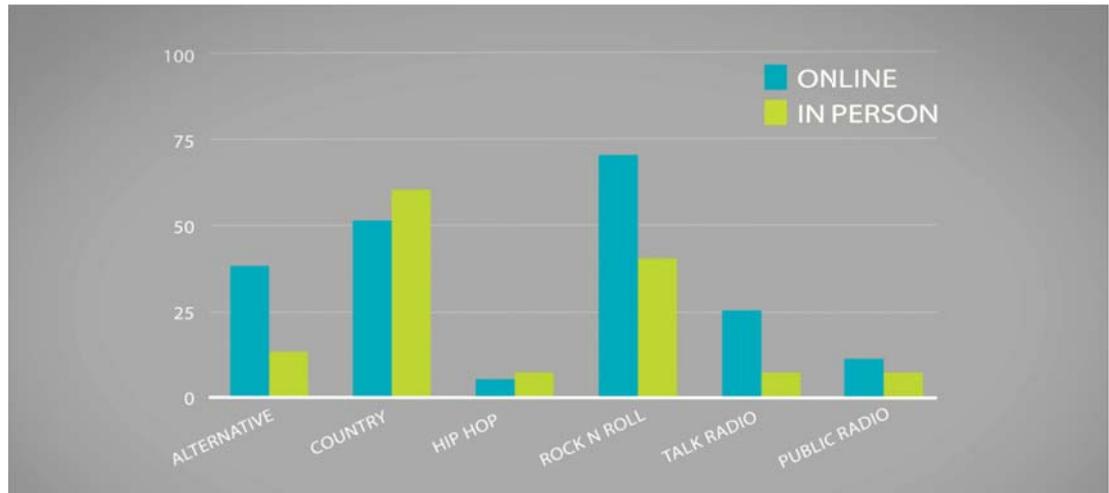
Survey Report - Results

Question 14 - Continued

285 Respondents Answered: 280 Skipped: 5	In Person Response	Online Responses	Total Responses
• AM/FM Radio Stations	15 19.48%	64 31.53%	79 10.38%
• Billboards	8 10.39%	40 19.7%	48 6.31%
• Digital Signage	3 3.9%	16 7.88%	19 2.50%
• Email Campaigns	24 31.17%	65 32.02%	89 11.07%
• Maps of Routes and Trails	24 31.17%	123 60.59%	147 19.32%
• Mobile Advertising on Smartphones/Tablets	7 9.09%	28 13.79%	35 4.60%
• Online Banners on Websites	7 9.09%	31 15.27%	38 4.99%
• Online Music Station Ads	1 1.3	12 5.91%	13 1.71%
• Print Media (Brochure, Flyer, Guide, Pamphlet)	10 12.99%	62 30.54%	72 9.46%
• Social Media Advertising (Facebook, Twitter, etc.)	19 24.68%	95 46.8%	114 14.98%
• Television Ads	16 20.78%	40 19.7%	56 7.36%
• Text Messaging	11 14.29%	39 19.21%	50 6.57%
• Other (Please Specify)	9 11.69%	12 5.91%	21 2.76%
<ul style="list-style-type: none"> • Off Road Clubs/Forums • Trail Markers and Info (signs) at trails • CB Radios • Parks 			
• Total Responses	134	627	761

OHV Riders Survey Report & Analysis

Survey Report - Results



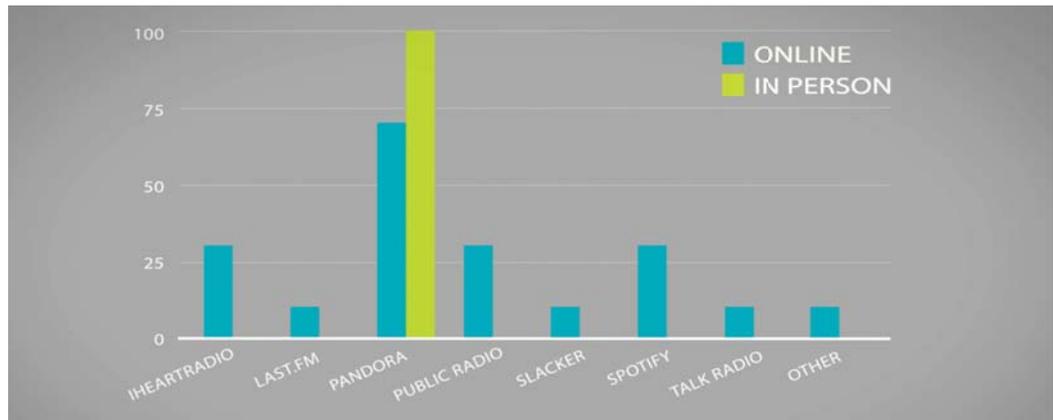
Question 15

What kind of AM/FM Radio do you listen to?

285 Respondents Answered: 78 Skipped: 207	In Person Response	Online Response	Total Responses
• Alternative	2 13.33%	24 38.1%	26 16.25%
• Country	9 60.0%	32 50.79%	41 25.63%
• Electronic House Music	0 0%	5 7.94%	5 3.13%
• Hip Hop	1 6.67%	3 4.76%	4 2.50%
• Latin	0 0.0%	0 0.0%	0 0.0%
• Pop	0 0.0%	6 9.52%	6 3.75%
• Rock N Roll	6 40.0%	44 69.84%	50 31.25%
• Talk Radio	1 6.67%	16 25.4%	17 10.63%
• Public Radio	1 6.67%	7 11.11%	8 5.00%
• Other (Please specify)	0 0.0%	3 4.67%	3 1.88%
• Oldies			
• Christian			
• Easy Listening			
• Total Responses	20	140	160

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 16

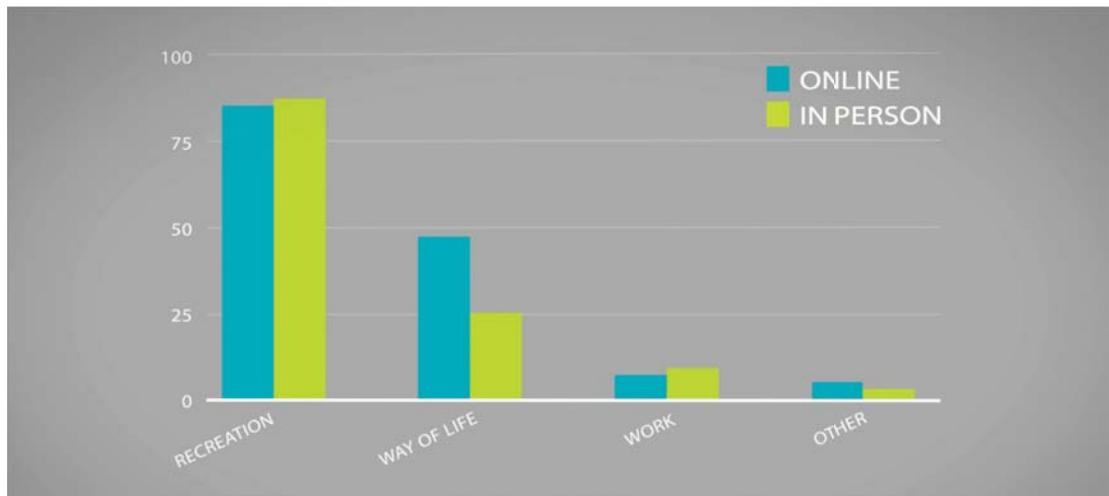
Do you use any of the following music websites or mobile applications?

Pandora (38.10%) is the leading online music streaming site among applicable respondents.

285 Respondents Answered: 11 Skipped: 274	In Person Responses	Online Responses	Total Responses
• iHeart Radio	0 0.0%	3 30.0%	3 14.29%
• Jango	0 0.0%	0 0.0%	0 0.0%
• Last FM	0 0.0%	1 10.0%	1 4.76%
• Pandora	1 100%	7 70.0%	8 38.10%
• Public Radio	0 0.0%	3 30.0%	3 14.29%
• Podcasts	0 0.0%	0 0.0%	0 0.0%
• Rhapsody	0 0.0%	0 0.0%	0 0.0%
• Slacker	0 0.0%	1 10.0%	1 4.76%
• Spotify	0 0.0%	3 30.0%	3 14.29%
• Talk Radio	0 0.0%	1 10.0%	1 4.76%
• Other (Please Specify)			
• Empty	0 0.0%	1 10.0%	1 4.76%
• Total Responses	1	20	21

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 17

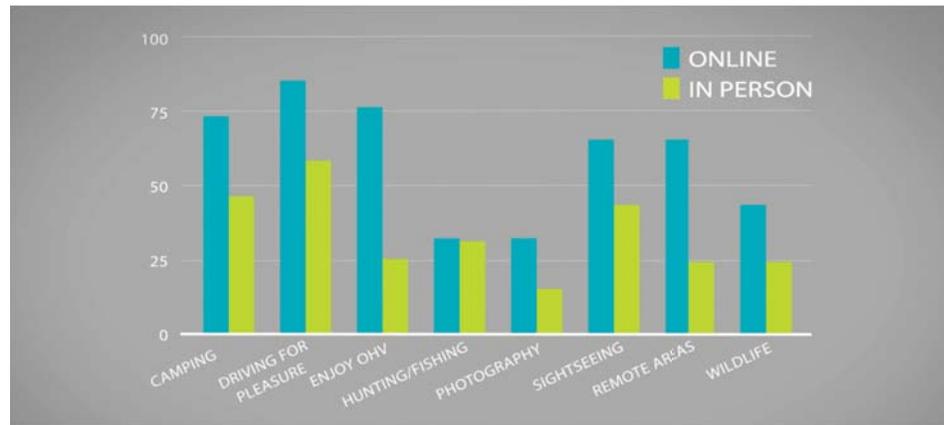
What is the primary purpose for using your OHV?

Regarding purpose of riding one's Off Highway Vehicle, Recreation (61.93%) is by far the most popular choice among respondents.

285 Respondents Answered: 285 Skipped: 0	In Person Response Count	Online Response Count	Total Responses
• Recreation	67 87.01%	177 85.1%	244 61.93%
• Way of Life	19 24.68%	97 46.63%	116 29.44%
• Work	7 9.09%	15 7.21%	22 5.58%
• Other (Please Specify) <ul style="list-style-type: none"> • Racing • Dog Walker • Hunting • Just because 	2 2.6%	10 4.81%	12 3.05%
• Total Responses	95	299	394

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 18

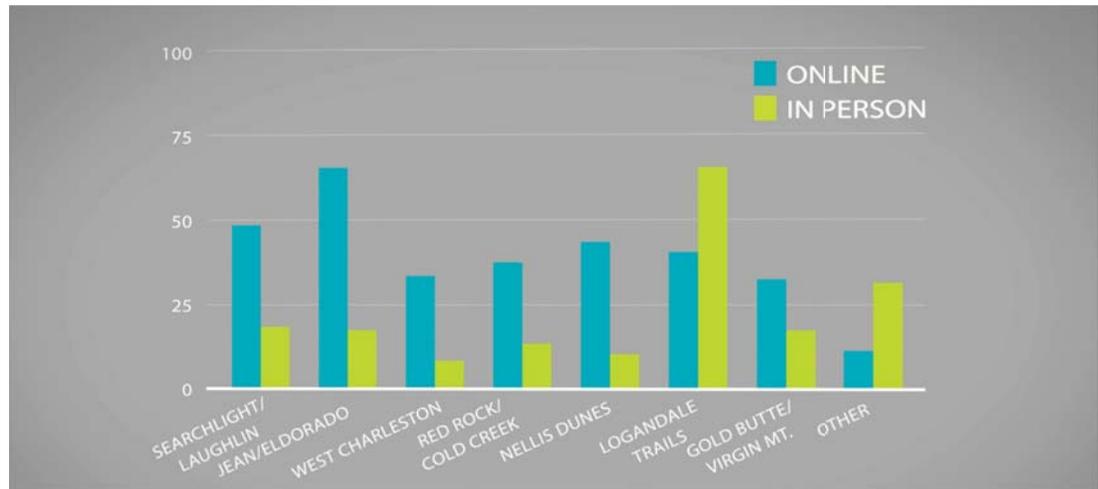
When you use your Off Highway Vehicle for recreational purposes which of the following are you most interested in? Please select all that apply.

Driving for Pleasure (16.95%), Camping (14.36%), and Enjoy OHV Activity Itself (13.47%) are the most popular responses among OHV riders.

285 Respondents Answered: 244 Skipped: 41	In Person Response	Online Responses	Response Total
• Camping	31 46.27%	130 73.45%	161 14.36%
• Challenge/Technical (Rock Crawling)	6 8.96%	79 44.63%	85 7.58%
• Driving for pleasure/ Recreation	39 58.21%	151 85.31%	190 16.95%
• Enjoy OHV activity itself	17 25.37%	134 75.71%	151 13.47%
• Hunting/Fishing	21 31.34%	57 32.2%	78 6.96%
• Photography	10 14.93%	57 32.2%	67 5.98%
• Sightseeing	29 43.28%	115 64.97%	144 12.85%
• Visiting Primitive/Remote Areas	16 23.88%	115 64.97%	131 11.69%
• Wildlife Viewing	16 23.88%	76 42.94%	92 8.21%
• Other			
• • Racing			
• • Mud Bogging	6 8.96%	16 9.04%	22 1.96%
• • Disabled and uses to view remote areas			
• • All of the above			
• Total Responses	119	930	1121

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 19

What areas do you use for OHV activities in Clark County, Nevada? Please select top choice.

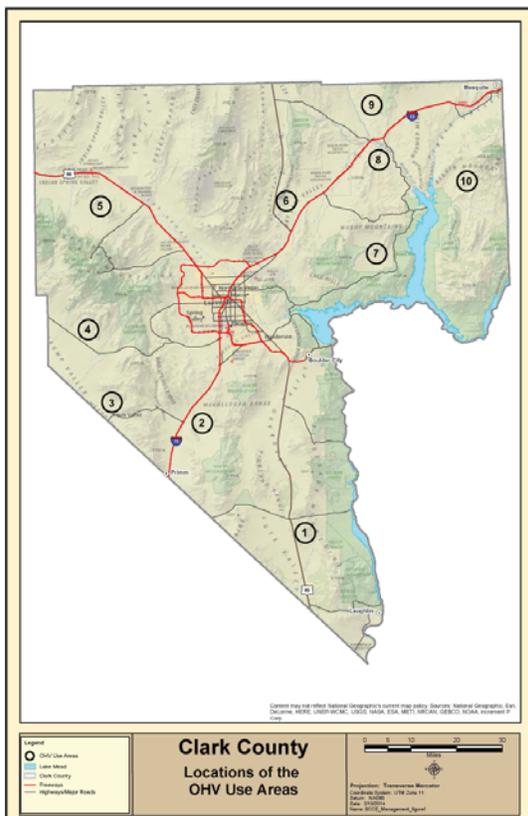


Figure 1.1 - Clark County, Nevada - OHV Use Areas

15.90% of overall responses listed Jean/Roach/Eldorado Area as their top choice for Off-Riding in Clark County, Nevada. 14.19% cited the Logandale Trails as a preferred area. 12.06% specified the Searchlight/Laughlin Area. 10.35% identified the Nellis Dunes/Rainbow Gardens/93/Sheep Mt (to Coyote Springs) Area.

The Clark County, Nevada map (Figure 1.1) was used to differentiate between the various areas for Off-Riding. Off Highway Vehicle riders can refer to routes and trails by different names; therefore, OHV use areas were deemed the most appropriate way to understand which areas are favored among enthusiasts.

OHV Riders Survey Report & Analysis

Survey Report - Results

Question 19 - Continued

285 Respondents Answered: 285 Skipped: 0	In Person Response	Online Responses	Total Responses
• Searchlight/Laughlin Area	14 18.18%	99 47.6%	113 12.06%
• Jean/Roach/Eldorado Area	13 16.88%	136 65.38%	149 15.90%
• Sandy Valley Area	6 7.79%	40 19.23%	46 4.91%
• West Charleston Mt./Mountain Springs Area	6 7.79%	68 32.69%	74 7.90%
• Red Rock NCA and Cold Creek Area	10 12.99%	76 36.54%	86 9.18%
• Nellis Dunes/Rainbow Gardens/93/Sheep Mt (to Coyote Springs) Area	8 10.39%	89 42.79%	97 10.35%
• Bitter Springs Byway Area	5 6.49%	36 17.31%	41 4.38%
• Logandale Trails	50 64.94%	83 39.9%	133 14.19%
• Mormon Mesa	17 22.08%	55 26.44%	72 7.68%
• Gold Butte/Virgin Mt Area	13 16.88%	67 32.21%	80 8.54%
• Other			
<ul style="list-style-type: none"> • Overton • Bryner • BLM • Utah • no • Mesquite • Overton Wash • Arizona • Nelson Hills • Mexico • Nelson Hills • Stateline • Northern Nevada • Lake Mead • Apex • Sunrise Mountain • Armagosa Valley • Jean NV • Rainbow Gardens area • Black Rock/Lime Kilm • Chief Mountain - Delmar Valley • California 	24 31.17%	22 10.58%	46 4.91%
• Total	166	771	937

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 20

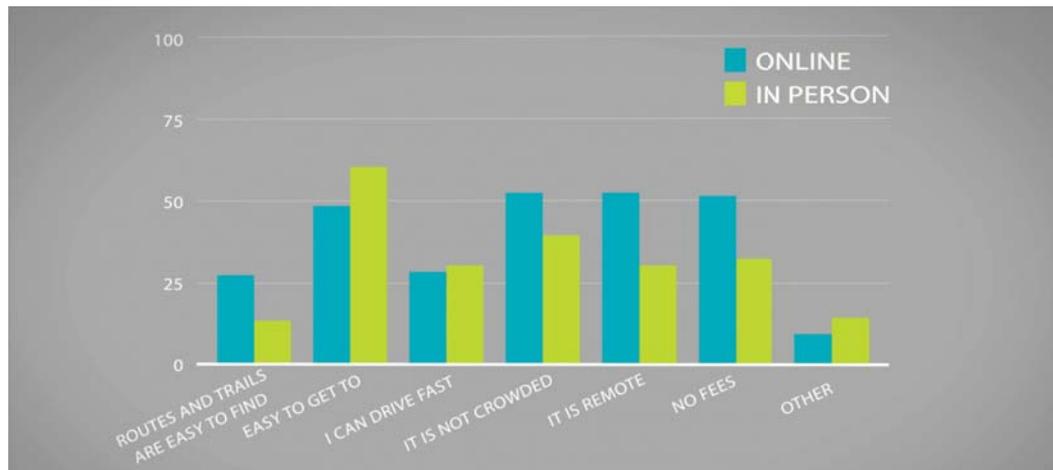
In regards to your top area for Off Highway Vehicle riding in Clark County, Nevada - please rate the following for your top area on a scale of 1-5 starts (1 being the worst, 5 being the best, 3 being neutral).

Camping Sites (3.57 - In Person and 3.2 - Online) and Parking (3.53 - In Person and 3.49 - Online) received the highest ratings. People would like to see increased signage, better restrooms and more trash receptacles.

285 Respondents Answered: 263 Skipped: 22	In Person Rating Average	Online Rating Average
• Camping Sites	3.57	3.2
• Restrooms	2.91	2.38
• Signage	3.11	2.75
• Trash Recycling Receptacles	3.08	2.43
• Parking	3.53	3.49

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 21

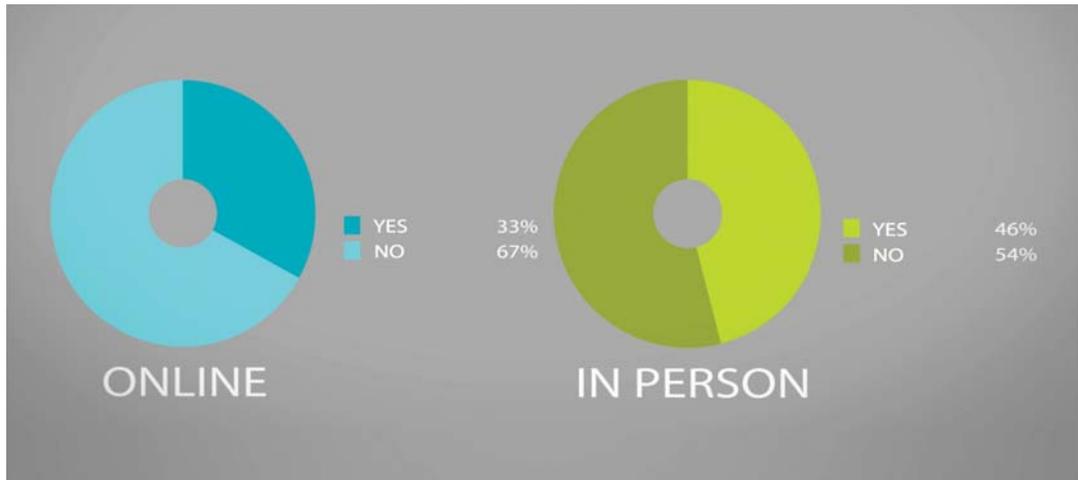
In regards to your top area for OHV riding in Clark County, Nevada - why do you use it the most frequently?

The most popular response as to why Off Highway Vehicles riders use certain areas is that it is Easy to Get To (20.22%) and It's Not Crowded (19.11%).

285 Respondents Answered: 282 Skipped: 3	In Person Response Count	Online Response Count	Total Responses
• Designated Routes And Trails Are Labeled And Easy To Find	10 12.99%	56 27.32%	66 9.21%
• Easy To Get To	46 59.74%	99 48.29%	145 20.22%
• I Can Drive Fast There	23 29.87%	57 27.8%	80 11.16%
• It Is Not Crowded	30 38.96%	107 52.2%	137 19.11%
• It Is Primitive/Remote	23 29.87%	107 52.2%	130 18.13%
• There Are No Fees To Ride Ohv's There	25 32.47%	105 51.22%	130 18.13%
<ul style="list-style-type: none"> • Other (Please Specify) • Not Applicable • Variety Of Everything • Location • Access Lands • Beauty • Work • Desert Racing Area • Best Trails For Ohv • Test Off Road Vehicles • No Government Agency In The Area • Camp Only • Only Legal Place To Rock Crawl • Snore Racing Events • Not Many Legal Areas To Ride • The Last Place Desert Races Are Permitted • Variety • Its My Backyard 	11 14.29%	18 8.78%	29 4.04%
• Total Responses	168	549	717

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 22

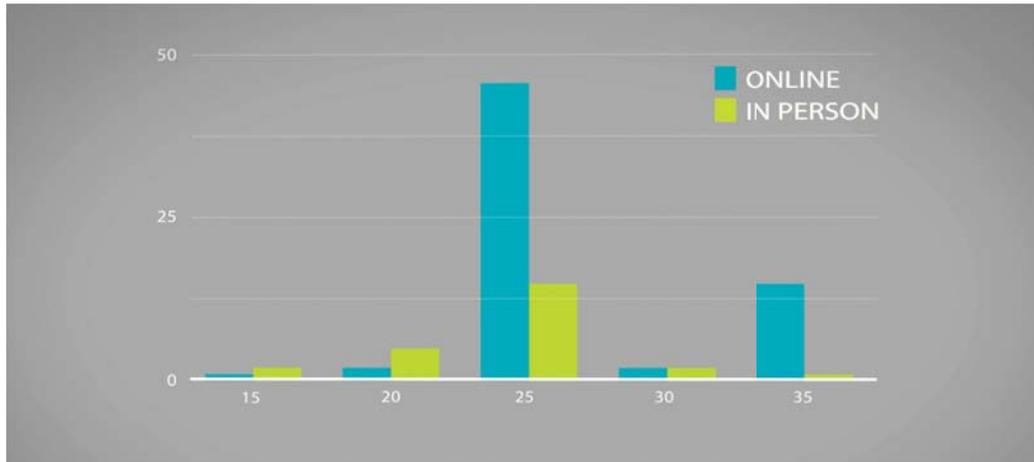
Are you aware that there is a speed limit for all Off Highway Vehicle routes/trails in Clark County?

63.25% of Off Highway Vehicles survey respondents are not aware that there is a speed limit.

285 Respondents Answered: 283 Skipped: 2	In Person Response Count	Online Response Count	Total Responses
• Yes	35 46.05%	69 33.33%	104 36.75%
• No	41 53.95%	138 66.67%	179 63.25%
• Total Responses	76	207	283

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 23

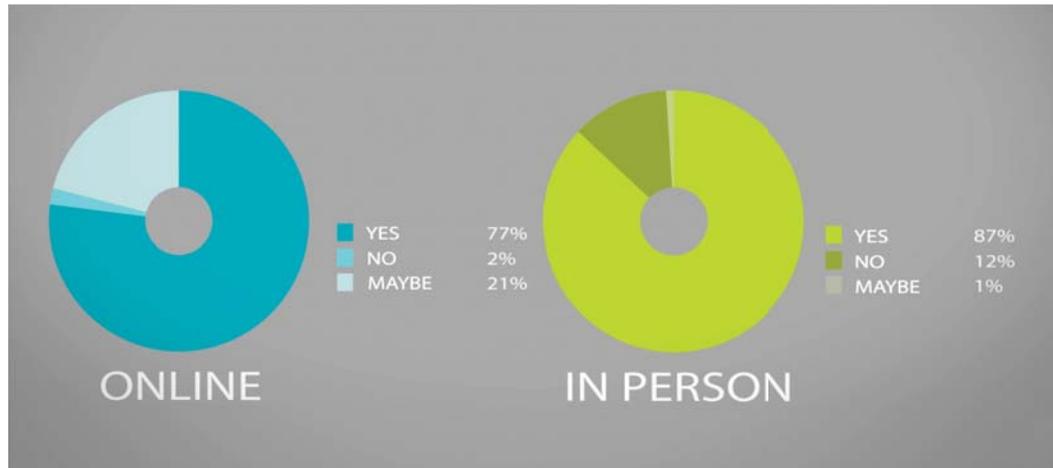
What is the speed limit?

Over 50% of question respondents knew what the Speed Limit was for routes and trails in Clark County, Nevada.

285 Respondents Answered: 100 Skipped: 185	In-Person Responses	Online Responses	Total Number of People
• 0-15 mph	5	1	6
• 20 mph	6	4	10
• 25 mph	15	44	59
• 30 mph	2	2	4
• 35+ mph	5	16	21
• Total Responses	33	67	100

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 24

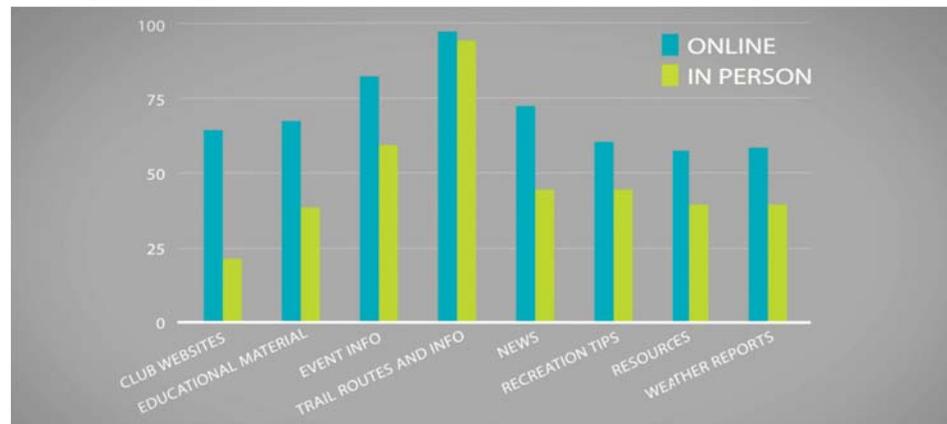
If Clark County, Nevada developed a website for Off Highway Vehicle Users would you use it?

79.79% of survey respondents said that if Clark County, Nevada developed a website for Off Highway Vehicle users that they would utilize it.

285 Respondents Answered: 282 Skipped: 3	In Person Responses	Online Responses	Total Responses
• Yes	66 86.84%	159 77.18%	225 79.79%
• No	9 11.84%	4 1.94%	13 4.61%
• Maybe/Sometimes	1 1.32%	43 20.87%	44 15.60%
• Total Responses	76	206	282

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 25

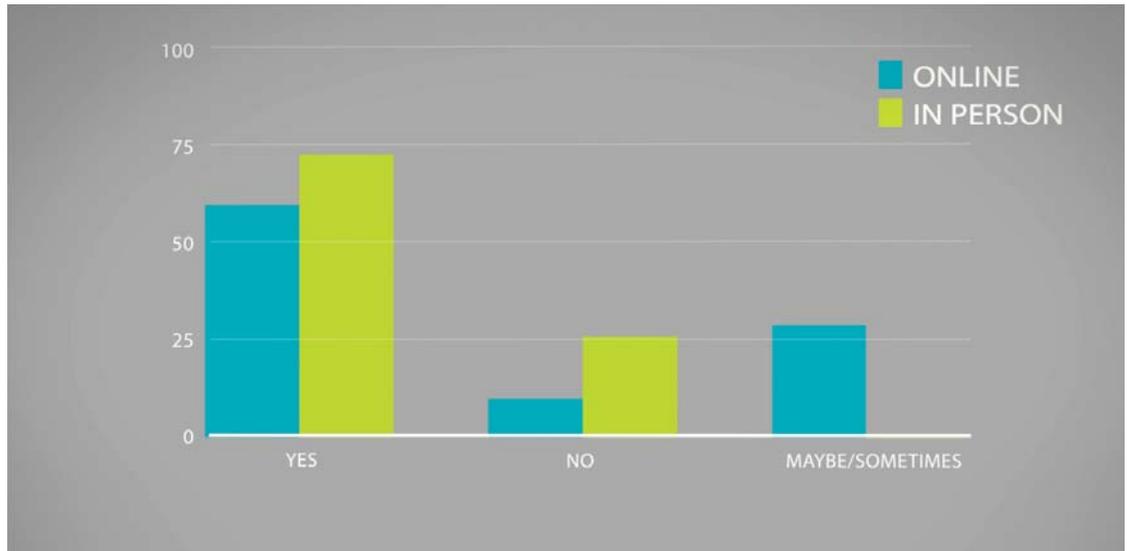
If yes, please specify what information you like to be included in the website?

Maps/Routes and Trails information (18.70%) was the most popular response.

285 Respondents Answered: 225 Skipped: 60	In Person Responses	Online Responses	Total Responses
• Club Association Websites	14 21.21%	102 64.15%	116 10.04%
• Educational Material	25 37.88%	107 67.3%	132 11.43%
• Event Information	39 59.09%	131 82.39%	170 14.72%
• Maps/Routes and Trails Information	62 93.94%	154 96.86%	216 18.70%
• News	29 43.94%	115 72.33%	144 12.47%
• Recreation Tips	29 43.94%	95 59.75%	124 10.74%
• Resources	26 39.39%	90 56.6%	116 10.04%
• Weather Reports	26 39.39%	92 57.86%	118 10.22%
• Other (Please Specify)			
• Rules Review			
• Legally Ride			
• Training			
• Restrictions			
• Forums			
• Meet-Ups			
• Specific Laws			
• Downloadable Route Maps			
• Information In Regard To How We Keep Out Land Open For Recreation	7 10.61%	12 7.55%	19 1.65%
• Race Dates			
• Total Responses	257	898	1155

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 26

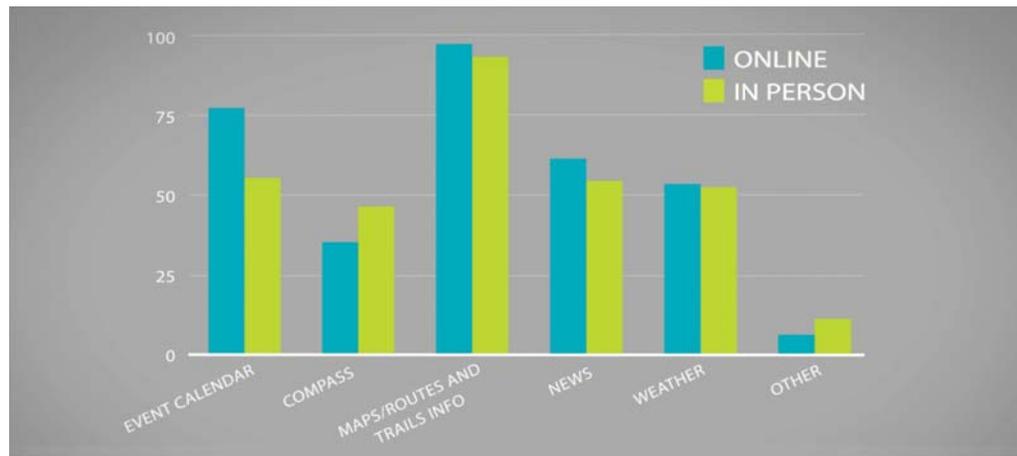
If Clark County, Nevada developed a mobile application to be used on smartphones and other media devices for Off Highway Vehicle Users would you use it?

63.82% of survey respondents said that if Clark County, Nevada developed a Mobile Application for Off Highway Vehicle users that they would utilize it.

285 Respondents Answered: 282 Skipped: 3	In Person Responses	Online Responses	Total Responses
• Yes	56 72.73%	124 60.49%	180 63.82%
• No	20 25.97%	21 10.24%	41 14.54%
• Maybe/Sometimes	1 1.3%	60 29.27%	61 21.63%
• Total Responses	77	205	282

OHV Riders Survey Report & Analysis

Survey Report - Correlating Data



Question 27

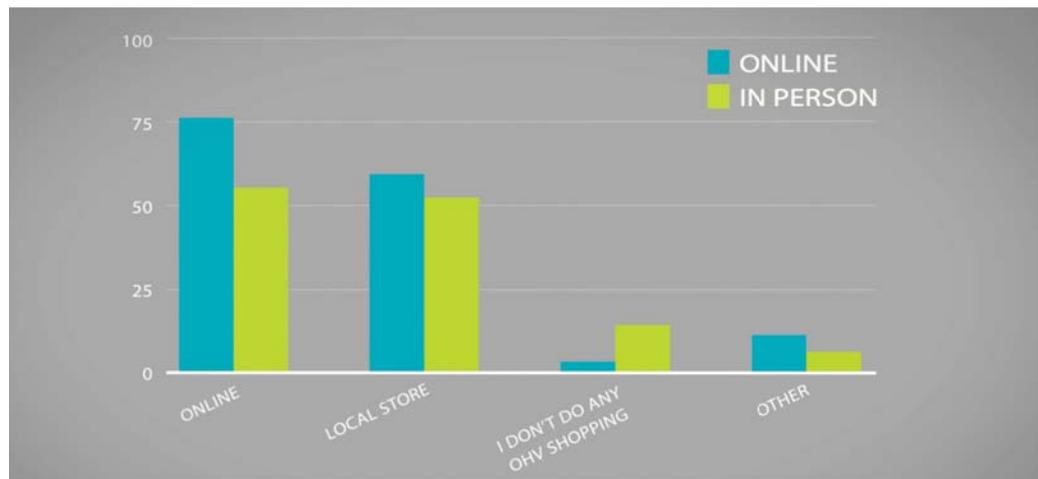
If yes, please specify what features you would like to be included on the mobile app.

Maps/Routes and Trails information (29.60%) was the most popular response.

285 Respondents Answered: 180 Skipped: 105	In Person Responses	Online Responses	Total Responses
• Calender of Events	31 55.36%	95 76.61%	126 21.69%
• Compass	26 46.43%	43 34.68%	69 11.88%
• Maps/Routes and Trails Information	52 92.86%	120 96.77%	172 29.60%
• News	30 53.57%	76 61.29%	106 18.24%
• Weather	29 51.79%	66 53.23%	95 16.35%
• Other (Please Specify)			
• GPS	6	7	13
• Restrooms	10.71%	5.65%	2.24%
• Danger Reports			
• Dead Spots			
• Specific Laws			
• Downloadable Route Maps			
• Road Conditions			
• Total Responses	174	407	581

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 28

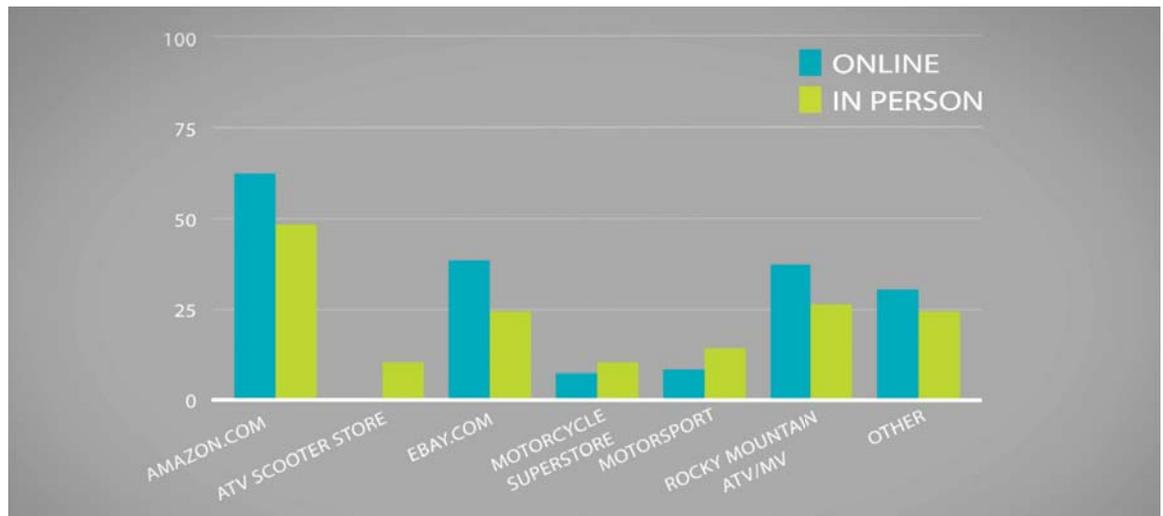
Where do you shop for OHV equipment, supplies and materials?

The majority of survey respondents shop Online (48.90%) and Clark County, Nevada - Local Stores (39.85%).

285 Respondents Answered: 285 Skipped: 0	In Person Responses	Online Responses	Total Responses
• Online	42 54.55%	158 75.96%	200 48.90%
• Clark County, Nevada - Local Store	40 51.95%	123 59.13%	163 39.85%
• I don't do any OHV shopping.	11 14.29%	7 3.37%	18 4.40%
• Other (Please Specify)			
• Polaris			
• Clark County			
• Toyota			
• Online Forums			
• Out of State			
• NationWide			
• Sams Cycle			
• RideNow			
• TCBPerformance.com			
• Club Members			
• Burts Mega Mall	5 6.49%	23 11.06%	28 6.85%
• Anywhere that has what is needed.			
• Various			
• Total Responses	98	311	409

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 29

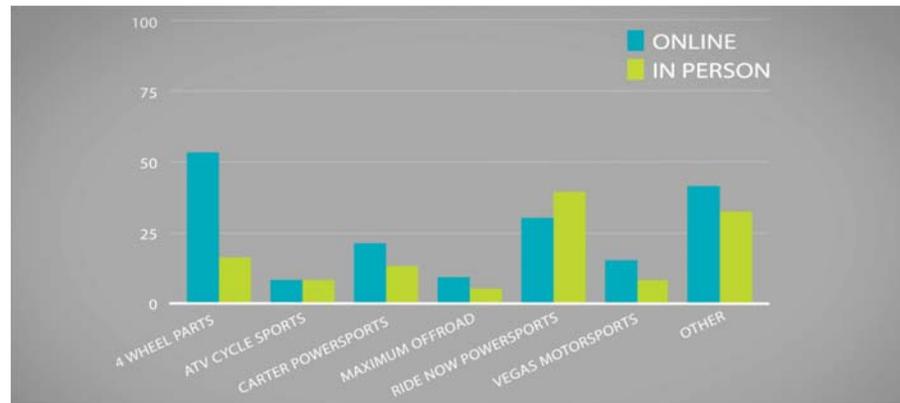
Online Shopping - Please Specify which website(s).

Amazon.com (33.53%) is the most popular online store. Ebay.com (19.83%) and Rocky Mountain ATV/MV (19.53%) were also popular online shopping sites.

285 Total Respondents Answered: 195 Skipped: 90	In Person Response Count	Online Response	Total Responses
• Amazon.com	20 47.62%	95 62.09%	115 33.53%
• ATV Scooter Store	4 9.52%	0 0.0%	4 1.17%
• Ebay.com	10 23.81%	58 37.91%	68 19.83%
• Motorcycle Superstore	4 9.52%	10 6.54%	14 4.08%
• MotorSport	6 14.29%	13 8.5%	19 5.54%
• Rocky Mountain ATV/MV	11 26.19%	56 36.6%	67 19.53%
• Other (Please Specify)	10 23.81%	46 30.07%	56 16.33%
<ul style="list-style-type: none"> • Various • prgproducts.com • rockauto.com • ruggedrocks.com • 4x4parts.com • 4wheelerparts • Summit • Jegs • Butch Speed Shop • ORW • Off Road Shop • PartsUnlimited • Offroad Warehouse • TCB Performance • Quadracer.com • After Market Jeep Retailers • Excopoffroad.com • RDC • Northridge4x4.com • Craigslist • Kartek • PolyPerformance • Race-dezert.com • Polaris • Bass Pro Shop 			
• Total Responses	65	278	343

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 30

Local store - please specify what store.

4 Wheel Parts (26.59%) and Ride Now Power Sports (19.44%) are the most popular Clark County, Nevada - Local Stores for Off Highway Vehicles riders.

285 Total Respondents Answered: 153 Skipped: 132	In Person Response Count	Online Response	Total Responses
• 4 Wheel Parts	6 15.79%	61 53.04%	67 26.59%
• ATV Cycle Sports	3 7.89%	9 7.83%	12 4.76%
• Carter Powersports	5 13.16%	24 20.87%	29 11.51%
• Maximum Off-Road	2 5.26%	10 8.7%	12 4.76%
• Procell Motorsports	0 0.0%	1 0.87%	1 .40%
• Quad Mania	0 0.0%	3 2.61%	3 1.19%
• Ride Now Power Sports	15 39.47%	34 29.57%	49 19.44%
• Vegas Motorsports	3 7.89%	17 14.78%	20 7.94%
• Other (Please Specify)	12 31.58%	47 40.87%	59 23.41%
<ul style="list-style-type: none"> • Polaris • Sams Cycle • Dealerships • Bass Proshops • Mesquite • Out of State Local Stores • Butches • Champion Raceworks • Vegas 4x4 • Sportsmania • Nevada Off-road • McFadindails • TNT Motorsports • Scorpion Motorsports • 4LowParts • Colins MotorSports • Swap Meets/Yard Sales 			
• Total Responses	46	206	252

OHV Riders Survey Report & Analysis

Survey Report - Results

Question 31

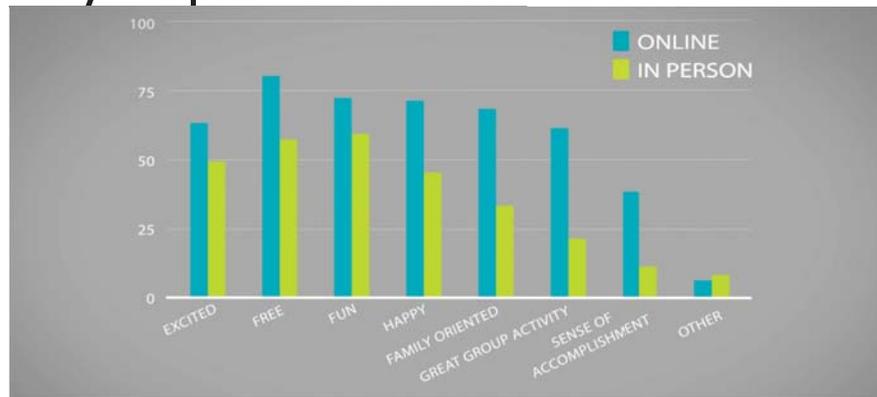
What OHV events do you attend in Southern Nevada on an annual basis?

The popular races in Southern Nevada include the Mint 400 (18.66%), Best in the Desert Races (17.08%), and SNORE Sponsored Racing (15.24%).

285 Total Respondents Answered: 279 Skipped: 6	In Person Response Count	Online Response	Total Responses
• Candiae Tap It Silver State 3000	0 0.0%	77 37.2%	77 10.12%
• Hump n Bump	9 12.5%	39 18.84%	48 6.31%
• Taste of Dakar	1 1.39%	9 4.35%	10 1.31%
• Monster Energy AMA Super Cross World Championship	1 1.39%	42 20.29%	43 5.67%
• Mint 400	10 13.89%	132 63.77%	142 18.66%
• MRAN Races	1 1.39%	28 13.53%	29 3.81%
• Mesquite Off-Road Weekend	8 11.11%	35 16.91%	43 5.67%
• World Off Road Championship Series	2 2.78%	28 13.53%	30 3.94%
• SNORE Sponsored Racing	3 4.17%	113 54.59%	116 15.24%
• Best in the Desert Races	5 6.94%	125 60.39%	130 17.08%
• None	6 8.33%	29 14.01%	35 4.60%
• Other (Please Specify)	48 66.67%	10 4.83%	58 7.62%
• Nissan Meets			
• Monster Jam World Finals			
• Club Events			
• WarchMachines702 Annual Marathon			
• Vegas to Reno			
• Henderson 250			
• None			
• Total Responses	94	667	761

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 32

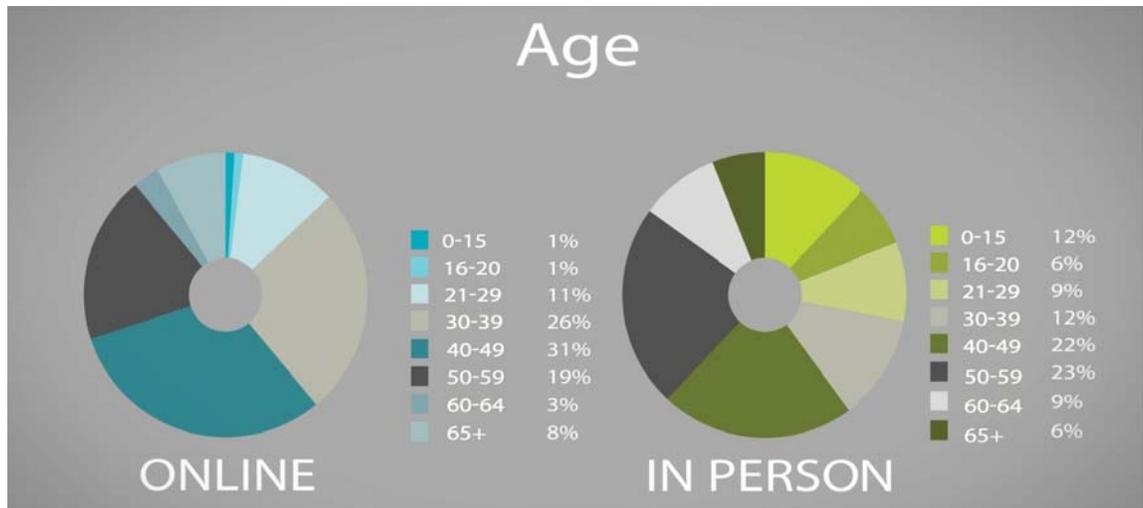
What are the adjectives that most closely describe how riding an OHV makes you feel?

Free (17.94%), Fun (16.65%) and Happy (15.54%) are the most popular responses that people gave describing how Off Highway Vehicle Riding makes them feel.

285 Respondents Answered: 282 Skipped: 3	In Person Response Count	Online Response	Total Responses
• Excited	37 49.33%	130 62.8%	167 14.33%
• Free	43 57.33%	166 80.19%	209 17.94%
• Fun	44 58.67%	150 72.46%	194 16.65%
• Happy	34 45.33%	147 71.01%	181 15.54%
• Family Oriented	25 33.33%	141 68.12%	166 14.25%
• Great Group Activity	16 21.33%	127 61.35%	143 12.27%
• Sense of Accomplishment	8 10.67%	78 37.68%	86 7.38%
• Other (Please Specify)	6	13	19
• Relaxed	8.0%	6.28%	1.63%
• Traditional			
• Stress-Free			
• Woo-Hoo			
• Isolated			
• Accomplished			
• Sad because the government is shutting down OHV			
• Total Responses	213	952	1,165

OHV Riders Survey Report & Analysis

Survey Report - Results



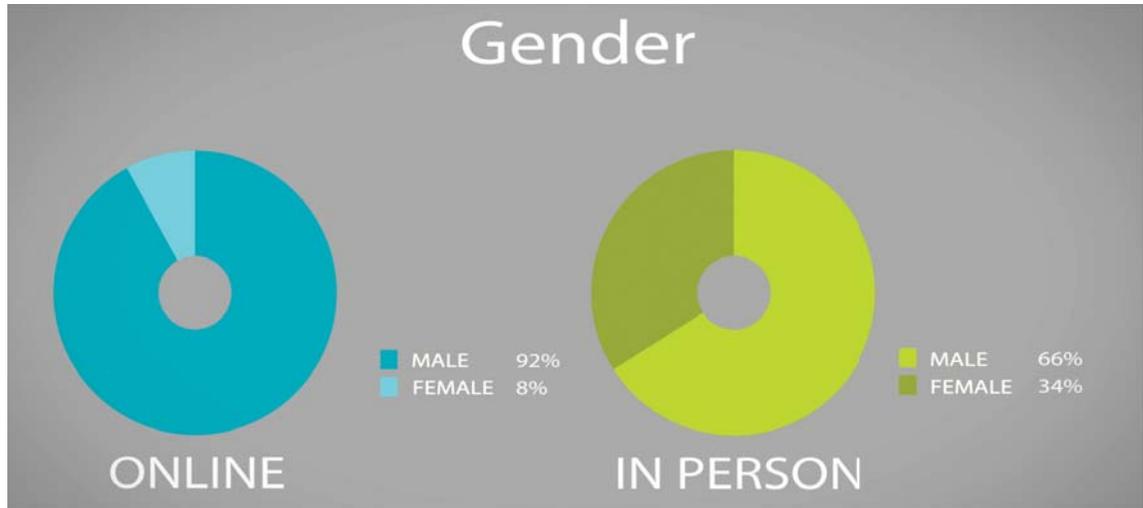
Question 33 - Age

Participants from all age groups are represented in the survey. Ages 40 - 49 (28.42%) had the greatest representation and Ages 30 - 39 (22.46%) had the second greatest response rate.

285 Respondents Answered: 285	In Person Response Count	Online Response	Total Responses
• 15 and Under	9 11.69%	1 0.48%	10 3.51%
• 16-20	5 6.49%	1 0.48%	6 2.11%
• 21-29	7 9.09%	23 11.06%	30 10.53%
• 30-39	9 11.69%	55 26.44%	64 22.46%
• 40-49	17 22.08%	64 30.77%	81 28.42%
• 50-59	18 23.38%	40 19.23%	58 20.35%
• 60-64	7 9.09%	7 3.37%	14 4.91%
• 65+	5 6.49%	17 8.17%	22 7.72%
• Total Responses	77	208	285

OHV Riders Survey Report & Analysis

Survey Report - Results



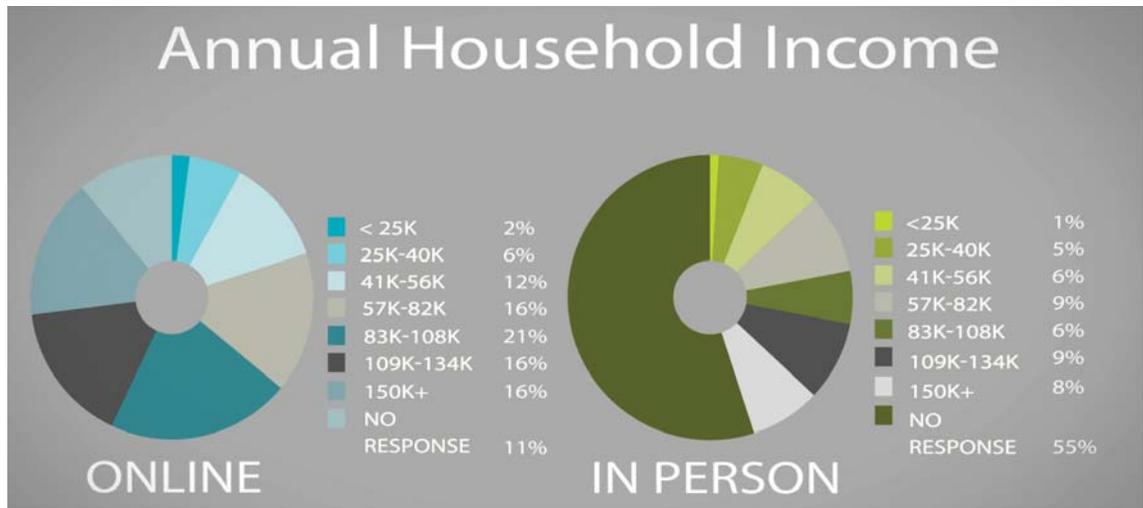
Question 34 - Gender

There were more male participants (85.16%) than female participants (14.84%).

285 Total Respondents Answered: 283 Skipped: 2	In Person Response	Online Response	Total Responses
• Male	51 66.23%	190 92.23%	241 85.16%
• Female	26 33.77%	16 7.77%	42 14.84%
• Total Responses	77	206	283

OHV Riders Survey Report & Analysis

Survey Report - Results



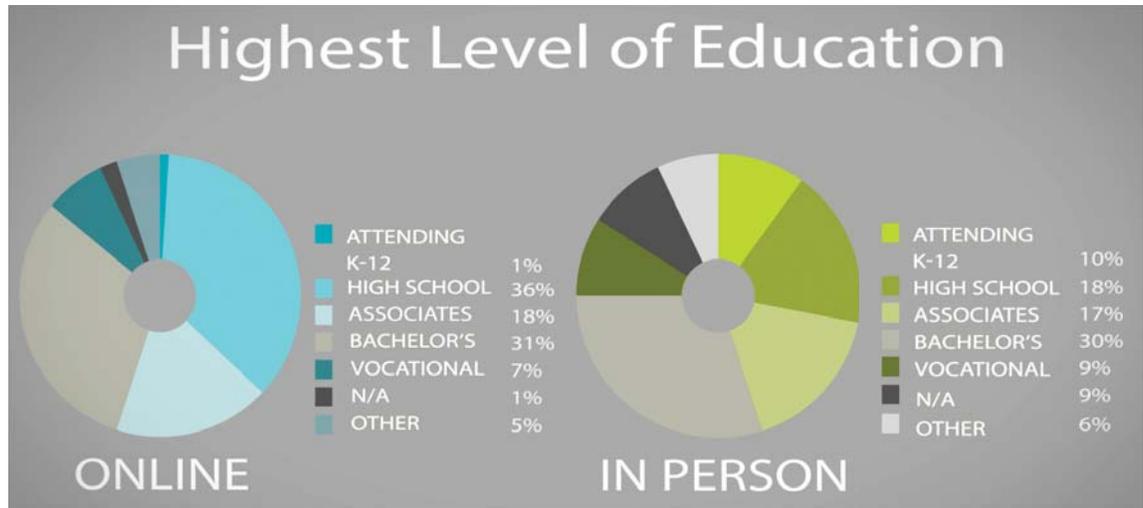
Question 35 - Annual Household Income

22.46% of survey respondents chose not to respond to this question. There were respondents from all income brackets.

285 Total Respondents Answered: 285	In Person Response Count	Online Response	Total Responses
• Less than \$25,000	1 1.3%	5 2.4%	6 2.11%
• \$25,000 - \$40,000	4 5.19%	12 5.77%	16 5.61%
• \$41,000 - \$56,000	5 6.49%	24 11.54%	29 10.18%
• \$57,000 - \$82,000	7 9.09%	34 16.35%	41 14.39%
• \$83,000 - \$108,000	5 6.49%	44 21.15%	49 17.19%
• \$109,000 - \$134,000	7 9.09%	34 16.35%	41 14.39%
• \$150,000 or More	6 7.79%	33 15.87%	39 13.68%
• I prefer not to respond	42 54.55%	22 10.58%	64 22.46%
• Total Responses	77	208	285

OHV Riders Survey Report & Analysis

Survey Report - Results



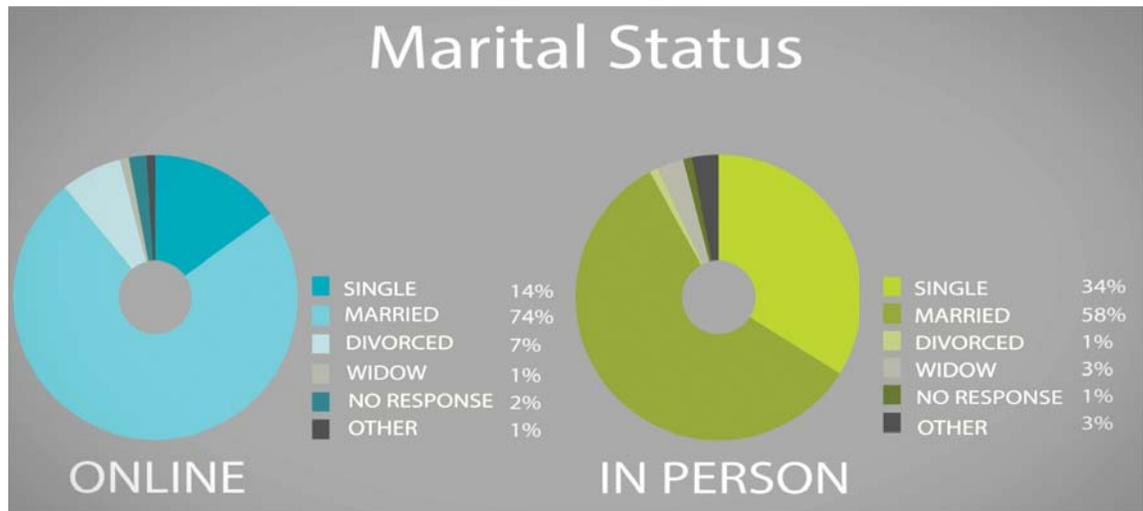
Question 36 - Highest Level of Education

A majority of OHV survey respondents have High School experience (31.10%) or Bachelor's Degree or Higher (30.39%).

285 Total Respondents Answered: 283 Skipped: 2	In Person Response Count	Online Response	Total Responses
• Attending Elementary/Junior High/High School	8 10.39%	3 1.46%	11 3.89%
• High School or Equivalent	14 18.18%	74 35.92%	88 31.10%
• Associates Degree	13 16.88%	38 18.45%	51 18.02%
• Bachelors Degree or Above	23 29.87%	63 30.58%	86 30.39%
• Vocational Schooling	7 9.09%	14 6.8%	21 7.42%
• None of the Above	7 9.09%	3 1.46%	10 3.53%
• Other (Please Specify) <ul style="list-style-type: none"> • Some College • Double Masters • Apprenticeship 	5 6.49%	11 5.34%	16 5.65%
• Total Responses	77	206	283

OHV Riders Survey Report & Analysis

Survey Report - Results



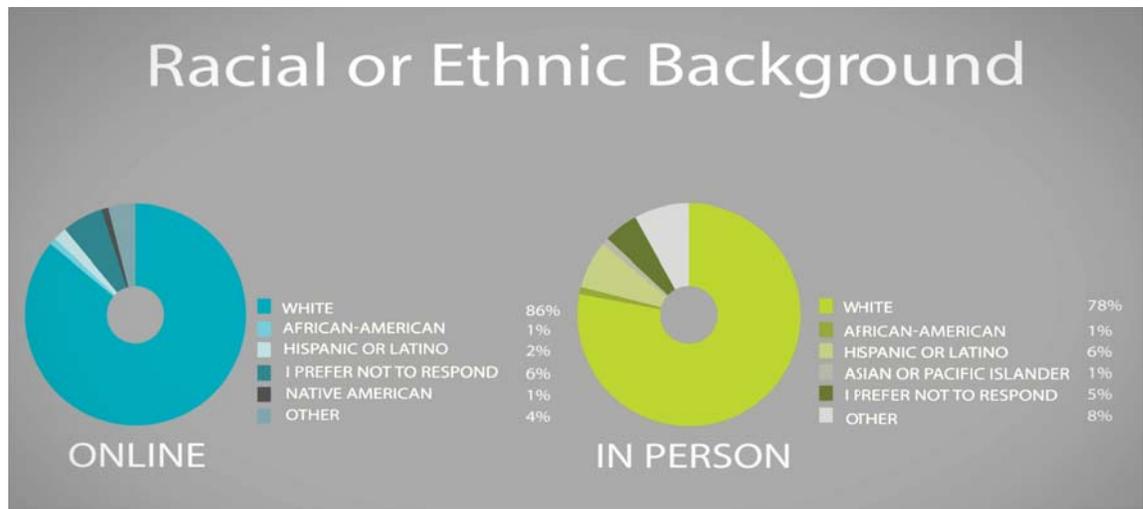
Question 37 - Marital Status

A majority of OHV riders are Married/Engaged/Domestic Partnership (69.72%) or Single (19.72%).

285 Total Respondents Answered: 284 Skipped: 1	In Person Response Count	Online Response	Total Responses
• Single	26 33.77%	30 14.49%	56 19.72%
• Married/Engaged/Domestic Partnership	45 58.44%	153 73.91%	198 69.72%
• Divorced	1 1.3%	14 6.76%	15 5.28%
• Widow	2 2.6%	2 0.97%	3 1.41%
• I Prefer not to Respond	1 1.3%	5 2.42%	7 2.11%
• Other (Please Specify)			
• Married	2 2.6%	3 1.45%	5 1.76%
• Total Responses	77	207	284

OHV Riders Survey Report & Analysis

Survey Report - Results



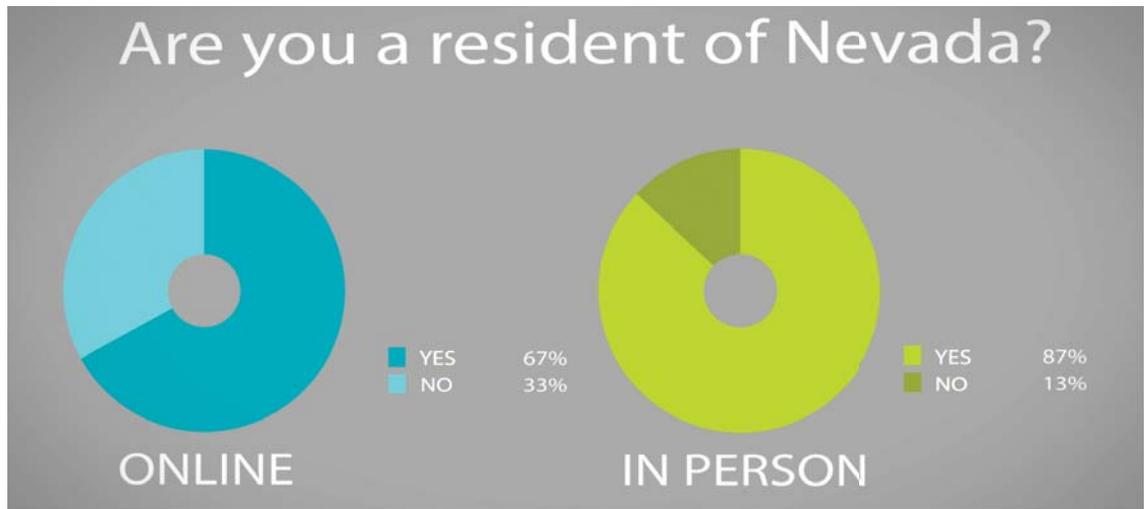
Question 38 - Racial or Ethnic Background

The majority of OHV survey respondents are Caucasian/White (83.69%).

285 Total Respondents Answered: 282 Skipped: 3	In Person Response Count	Online Response	Total Responses
• Caucasian/White	60 77.92%	176 85.85%	236 83.69%
• African-American	1 1.3%	2 0.98%	3 1.06%
• Hispanic or Latino	5 6.49%	5 2.44%	10 3.5%
• Asian or Pacific Islander	1 1.3%	0 0.0%	1 0.35%
• I prefer not to Respond	4 5.19%	12 5.85%	16 5.67%
• Native American	0 0.0%	2 0.98%	2 0.71%
• Other (Please Specify)			
• Native American	6	8	14
• American	7.79%	3.9%	4.96%
• Total Responses	77	205	282

OHV Riders Survey Report & Analysis

Survey Report - Results



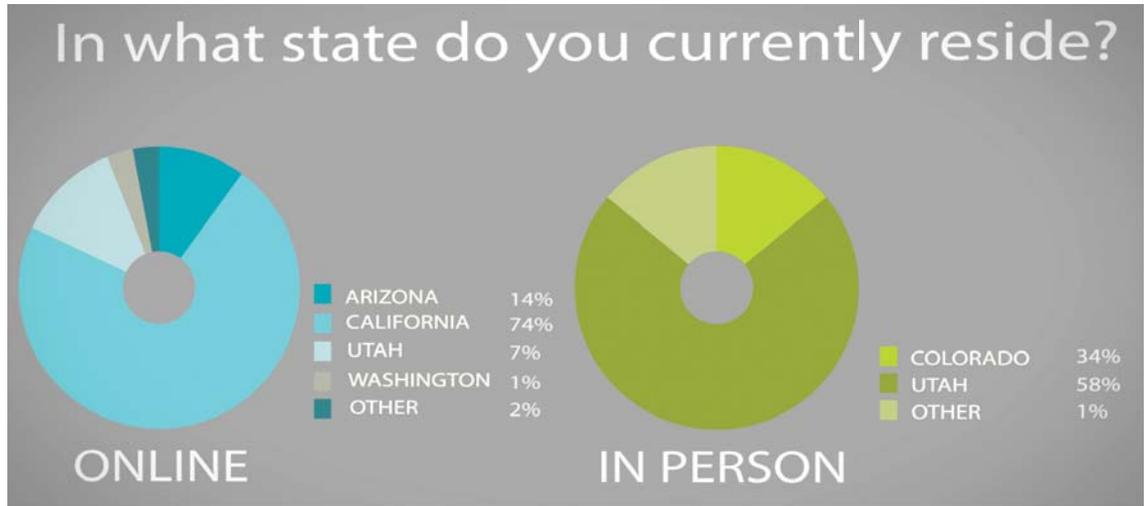
Question 39 - Are you a resident of Nevada?

72.86% of survey respondents are a Nevada resident.

285 Total Respondents Answered: 280 Skipped: 5	In Person Response Count	Online Response	Total Responses
• Yes	67 87.01%	137 67.49%	204 72.86%
• No	10 12.99%	66 32.51%	76 27.14%
• Total Responses	77	203	280

OHV Riders Survey Report & Analysis

Survey Report - Results



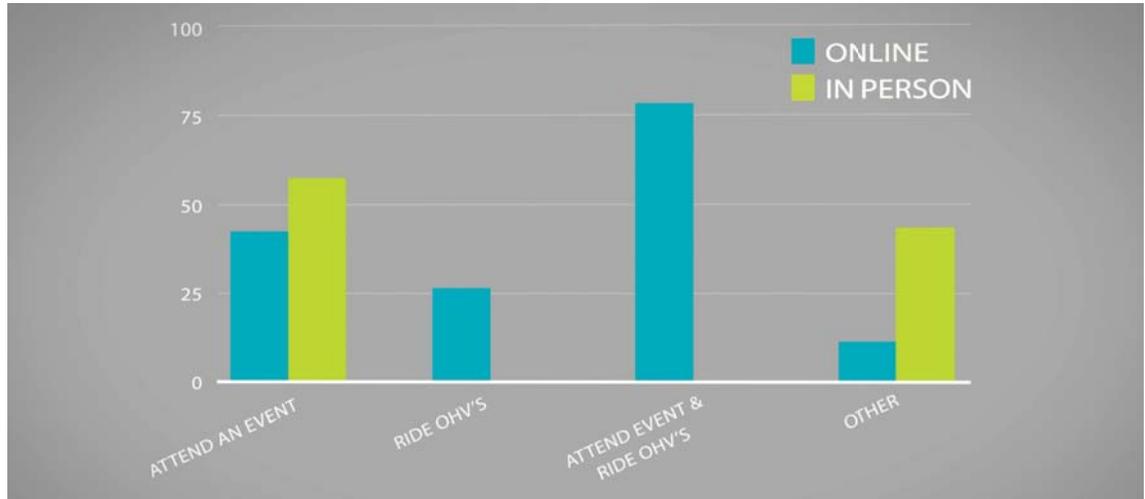
Question 40 - In what state do you currently reside?

The most popular survey respondents from outside of Nevada are California (66.66%) and Utah (18.18%).

285 Respondents Answered: 73 Skipped: 212	In Person Response Count	Online Response	Total Responses
• Arizona	0 0.0%	6 9.09%	6 9.09%
• California	0 0.0%	44 66.67%	44 66.66%
• Utah	5 71.43%	7 10.61%	12 18.18%
• Washington	0 0.0%	2 3.03%	2 3.03%
• Other (Please Specify) <ul style="list-style-type: none"> • Canada • Michigan • Colorado • North Dakota • Kansas • Wyoming 	2	7	9 13.63%
• Total Responses	7	59	66

OHV Riders Survey Report & Analysis

Survey Report - Results



Question 41 -What is the purpose of your visit to Clark Coun-

285 Respondents Answered: 72 Skipped: 213	In Person Response Count	Online Response	Total Responses
• Attend an Event	4 57.14%	27 41.54%	31 43.05%
• Ride OHVs	0 0.0%	17 26.15%	17 23.61%
• Attend Event and Ride OHVs	0 0.0%	51 78.46%	51 70.83%
• Other (Please Specify) <ul style="list-style-type: none"> • Snow Bird • Family • Test Off Road Race Cars 	3 42.86%	7 10.77%	10 13.88%
• Total Responses	7	102	109

OHV Riders Survey Report & Analysis

Survey Report - Errors & Omissions

Survey Limitations

The limitations of this investigation are that the data that was collected cannot account for all of the estimated 100,000+ OHV riders who reside in Clark County, Nevada. A smaller population sample size of 285 was selected to represent the larger group. Collecting data from some members of a population rather than all members of a population can result in error. Radioactive Productions took every effort to include a wide array of in-person and online respondents in the survey sample not discriminating on any factor such as sex, race, age, national origin and/or disability.

Respondents and non-responsive respondents in interview surveys can produce biases in survey-derived results based on the subjective nature of the material or by not answering in entirety or not choosing to have their data collected. Individuals are classified as non-responsive if asked to conduct a survey and s/he chose not to participate, s/he chose not to cooperate, or were unable to complete the entire survey. The survey was conducted primarily in the morning and early afternoon, therefore, not including feedback from evening and late night visitors. Human error exists on the part of survey administrators as well as survey respondents. Survey participation tends to vary for different subgroups of the population, and these subgroups are likely to also vary on questions of interest.

Radioactive Productions takes the utmost care with respect to the administration and conduct of the survey process as well as the presentation of survey results. If the survey was conducted again of the same size and same type the results would not vary tremendously.

OHV Riders Survey Report & Analysis

Survey Report - References

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