

2007 Sled Dog Sports Participant Survey

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Introduction

A recent 'industry profile' of dog-powered activities (Gabe, Colby, Cohen and Allen, 2005) examined the potential of mushing and other dog-powered activities as a part of a broader economic development strategy focused on recreational and nature based tourism. Gabe, et al focused on demographic and economic characteristics of geographical areas with high levels of dog-powered activities or 'mushing clusters'. Characteristics of these 'mushing clusters' were compared to the United States as a whole as well as between Piscataquis County, Maine, the study site, and the northern portion of Maine.

Absent from the Gabe, et al study was a clear demographic picture of the mushing community in North America, particularly socio-economic, gender, age, location and travel habits variables.

The current survey sought to address the lack of demographic data and update information gained from previous work by Hermman and Keith (1997) who examined economic aspects of competitive dog mushing and Smith (1990) who conducted an exploratory study of dog mushing in interior Alaska.

Finally, the current research expanded the scope of previous surveys with a detailed assessment of participation in the classes, types and categories of sled dog competitions. For a decade, the International Sled Dog Racing Association (ISDRA) has classified sled dog competitions according to a four dimensional taxonomy; Division, Type, Category and Class, i.e. the size of a team. A system of rewards in the form of Championship points, Medals and Certificates is then derived from this taxonomy. The current survey examined the relative interest of participants in various sled dog competition formats.

Methods

The Sample

The sampling frame was a mailing list containing over 4,000 records of individuals with a demonstrated interest in sled dog sports through either membership in the International Sled Dog Racing Association, membership in a regional club, subscription to one of several sled dog sports publications or presence on a race giving organization's volunteer list (*Table 1*).

Table 1. Mailing list sources for sled dog sports participant survey, 2007.

International Sled Dog Racing Association	North Star Sled Dog Club (Minnesota)
Mushing Magazine	Wisconsin Trailblazers Sled Dog Club
Team & Trail, the Musher's Monthly News	Pennsylvania Sled Dog Club
	Elkford, B.C. Chamber of Commerce

Records for individuals outside of North America were deleted as beyond the scope of the current research. Appendix D shows a MapPoint graph of the combined mailing lists for North America. While the lower 48 of the United States is well represented, based on personal observation, it is likely that Alaska and Canada are under-covered in the current mailing lists.

The study sample of 1,000 was drawn from a cleaned list of 4,058 records via systematic sampling with a random start. The sample yielded 147 Canadian addresses (14.7%) and 853 US addresses (85.3%), closely matching the relative frequencies of Canadian versus US addresses found in the sampling frame, i.e. 14.9 percent Canadian versus 85.1 percent US.

In the cleaned list, the record source was preserved for each of the main sources, i.e. ISDRA, Mushing Magazine and Team & Trail. If an individual belonged to ISDRA (received Dog & Driver magazine) **AND** subscribed to Mushing Magazine **AND** subscribed to Team & Trail, three fields corresponding to those publications would be checked for that record. A Venn diagram approximating the relative size of each group and its relationship to the other two groups is shown in **Figure 1**.

To approximate the graphic size for each group, the square of the N for that group was calculated and then all 3 groups were scaled by a constant to produce usable graphic dimensions for diameters. While there is some limited overlap between the three record sources there are far more subscribers which do not. Furthermore, there are very few individuals who belong to ISDRA **AND** subscribe to Mushing Magazine **AND** subscribe to Team & Trail.

The Questionnaire

ISDRA staff, with the assistance of Tourism Center staff and a review committee comprised of ISDRA Directors and other stake-holders (Appendix C) developed a 47 item questionnaire organized into 5 areas; 1) Interests, 2) Sled dog Racing Activities, 3) Travel, 4) Sled Dog Sports Characteristics and 5) General Characteristics.

Many of the items were further broken down into subcategories and details providing further analysis of the respondent's preferences and characteristics (Appendix A).

Approach

The questionnaire was reduced to three double-sided pages with an introduction and instructions included on the first page. A pre-addressed and stamped return envelope was enclosed with the survey in a coded mailing to provide information for follow-up mailings. A postcard reminder was mailed to non-respondents approximately three weeks after the initial mailing. Surveys returned due to address changes were re-mailed to corrected addresses furnished by the US Post Office.

Based on the sampling frame of slightly over 4,000 individuals, a sampling quota was set at 357 completed questionnaires (95% confidence level; $\pm 5\%$ sampling error with a relatively varied population).

Response Rate

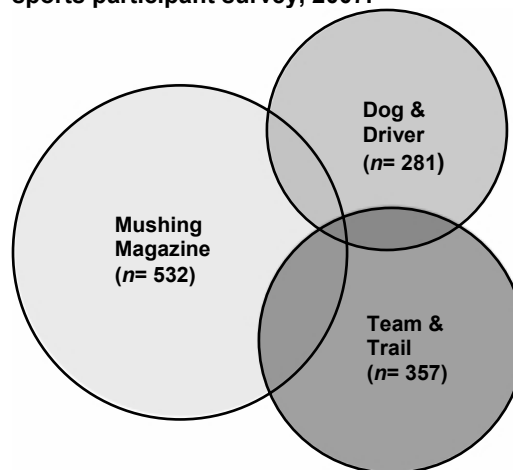
Of the 1,000 questionnaires mailed, 58 were returned by the Post Office as 'UTF' (Unable To Forward). 397 questionnaires (40.8%, considering UTF's) were returned with 388 containing data (97.7%). The 9 questionnaires returned without data were accompanied by notes with rationales – 'no longer in the sport', 'only volunteer at race', etc.

Of the 388 respondents, 355 (89.4%) were from the United States and 42 (10.5%) were from Canada. Taken separately, the response rate from Canadians was 28.6 percent while the response rate from Americans was 41.6 percent.

Analysis

Completed questionnaires were entered in to a MS Access database file and then exported to MS Excel. Items were cleaned and checked and extreme outliers were discarded. Descriptive analysis provided

Figure 1. Survey sample source for sled dog sports participant survey, 2007.



means, standard deviations, percentages and frequencies to describe the sample and provide information on variables of interest. In this paper, the terms mean and average always refer to the arithmetic mean.

Results

General demographics

The survey respondents were mature, educated and predominantly middle-class wage earners. Age ranged from 15 to 86 years with a mean age of 48.9 years and 83.9 percent of the respondents indicated at least some college while 33.9 percent were college graduates and 23.2 percent held graduate degrees (*Table 2*).

Most were employed by others (57.1% full-time, 10.1% part-time), but 36.5 percent indicated self-employment. Income was well distributed across categories and approximately 70 percent reported annual household income over \$40,000.

Almost two-thirds (66.5%) were married while one-fifth (20.6%) were single. Men predominated in the results at 58.2 percent and the household size ranged from 1 to 8 with a mean of 2.5. Household participation in sled dog sports ranged from 1 to 8 with a mean of 1.9 individuals.

Home ownership was very high at 93.0 percent with slightly over half owning more than 6 acres while 23.8 percent indicated ownership of more than 25 acres, perhaps reflecting the need for neighbor buffer zones. On average, respondents reported 10.1 mushers living with 25 miles while the range was from 1 to 100, SD= 18.3.

Affiliations

Regional clubs are an important part of the musher's lifestyle with 64.3 percent indicating belonging to multiple clubs, traveling an average of 93.1 miles to attend an average of 4.5 meetings per year. Individuals

Table 2. Demographic characteristics among sled dog sports participants, 2007.

Gender (n= 385)	Frequency	Percent
Male	224	58.2%
Female	161	41.8%
Age in years	n	Mean
(Range 15 to 86, SD= 11.8)	380	48.9
Household Size (adults and children)		
(Range 1 to 8, SD= 1.2)	386	2.5
How many participate in Sled Dog Sports		
(Range 1 to 8, SD= 1.1)	370	1.9
Marital status (n= 379)	Frequency	Percent
Married	252	66.50%
Single	78	20.60%
Divorced	26	6.90%
Cohabit	23	6.10%
Home ownership (n= 386)		
Home ownership - yes	359	93.0%
Home ownership - no	27	7.0%
Acreage (n= 365)		
1-5 acres	180	49.3%
6-10 acres	66	18.1%
12-25 acres	32	8.8%
over 25 acres	87	23.8%
Education, highest level (n= 380)		
High School	61	16.1%
Some College	85	22.4%
College Graduate	129	33.9%
Graduate School	17	4.5%
Graduate Degree	88	23.2%
Highest Degree *	*	*
Employment (n= 345)		
Employed by other - Full-time	197	57.10%
Self-employed	126	36.50%
Employed by other - Part-time	35	10.10%
Annual Income (n= 351)		
Under \$20,000	22	6.3%
\$20,000 to \$39,999	84	23.9%
\$40,000 to \$59,999	96	27.4%
\$60,000 to \$79,999	61	17.4%
\$80,000 to \$99,999	33	9.4%
Over \$100,000	55	15.7%

* See Appendix E for list of degrees.

indicated belonging to 2.8 clubs on average. Travel distance ranged from 1 to 780 miles, SD= 117.3 while attendance ranged from 0 to 38 meetings per year, SD= 4.7 (**Table 3**)

National and International organizations fared less well, with the International Sled Dog Racing Association (ISDRA) taking the lead at 28.0 percent and Mushing USA and Mushing Canada falling in at 5.9 and 2.5 percent respectively for all survey respondents (n= 388). For those responding to the organizational affiliation items (n= 143), ISDRA captured 76.9 percent while Mushing USA held 16.0 percent and Mushing Canada, 6.9 percent

Interests and sport specific characteristics

Table 4 shows that while most respondents prefer snow and sleds (94.0%) or skijoring (29.4%), dryland forms of sled dog sports are also well represented with 38.8 percent using wheeled rigs and 20.3 percent using bicycles (bikejoring). Two wheeled scooters have their aficionados at 8.6 percent and the most physically demanding activity, canicross (running with one dog) came in at 6.3 percent. Scaled down sulkies similar to those used with horses were least frequently mentioned; two individuals (0.5%).

Off the snow, participants pursue a variety of outdoor activities with hiking and camping topping the list at 74.5 and 53.6 percent respectively (**Table 4**) Dog shows, hunting, fishing and swimming came in at 16 to 17 percent, while agility Competitions and sailing filled in the bottom at 9.1 and 3.4 percent respectively.

For other winter activities, cross-country skiing (56.3%), snowshoeing (51.3%), snowmobiling (37.2%) and downhill skiing (32.5%) were prevalent. Ice skating, ice fishing and snowboarding were also represented at 26.4, 21.3 and 6.1 percent respectively (**Table 4**).

Other sled dog related winter activities centered mainly around recreational mushing (89.7%) and wilderness travel (38.1%) with the traditional activities of hauling firewood and trapping engaged in by 15.4% (**Table 4**).

Of the canine breeds owned, Alaskan Huskies took the lead at 56.3 percent with Siberian Huskies coming in second with 39.8 percent and the relatively new 'Eurohounds' placing at 15.9 percent as shown in **Table 5**. Other breeds frequently mentioned were; mixed breeds, German Shorthair Pointers and Labrador Retrievers/Lab mixes.

Survey participants reported an average of 13.1 years in sled dog sports with a range from 1 to 67 years, SD= 9.6 (n= 375). Their current kennel size (n= 360) and average kennel size (n= 362) were very close at 16.3 and 16.4 dogs respectively while kennels ranged from 1 to 334, SD= 22.4 (current size) and 1 to 200, SD= 17.6 (average size).

Table 3. Affiliation of sled dog sports participants, 2007.

Clubs*		
	n	Mean
Average distance to meetings (miles) (Range 1 to 780, SD= 117.3)	166	93.1
Number attended yearly (Range 1 to 38, SD= 4.7)	173	4.5
	Frequency	Percent
Belong to multiple clubs - yes	137	64.3%
Belong to multiple clubs - no	76	35.7%
If yes, how many clubs (Range 1 to 8, SD= 1.2)	109	2.8%
Organizations (n= 388)		
ISDRA	110	28.0%
Mushing USA	23	5.9%
Mushing Canada	10	2.5%
Organizations (n= 143)		
ISDRA	110	76.9%
Mushing USA	23	16.0%
Mushing Canada	10	6.9%

* See Appendix F for list of names.

Typically, there is more than one person per household involved in sled dog sports. Respondents indicated an average of 1.6 competitors (n= 273) and 1.8 support crew (n= 232) per household. A classic question for anyone in sled dog sports is 'How did you get started?' **Table 6** shows that most frequently a friend (54.4%) or attending a race or demonstration (49.2%) can be held accountable, while Books (32.4%), Magazine Articles (19.5%), Family (18.9%) and Movies (12.9%) are also factors. Webcasts (2.4%) and Radio (1.8%) also play a small role in bringing people into sled dog sports.

Another frequent question is 'What do you feed them?' **Table 6** shows that commercial feed with meat added is the most popular diet at 57.2 percent with commercial feed alone a distant second at 36.9 percent. Custom feeds, 'raw diet' and organic preferred accounted for 8.8, 4.5 and 2.9 percent respectively.

Sled Dog athletes are almost equally housed in kennels (50.4%) or tethered (50.9%) while 39.5 percent enjoy the run of the house. Another 20.5 percent have indoor/outdoor runs and 8.5 percent live in a dog barn.

Veterinary service use

Ninety-six percent of those responding have a regular veterinarian to assist in caring for their dogs (**Table 7**). Forty-six percent travel between 5 and 25 miles to reach that Veterinarian, while another 36.4 percent travel less than 5 miles. 50.4 percent report less than two telephone consults per year while another 41.3 percent report between two and 12 telephone consults per year. Eight percent reported over 12 telephone consults per year.

Most individuals (86.8%) reported less than two on-site visits per year, while 41.3 percent reported between two and six on-site visits per year. Only 2.5 percent reported more than six on-site visits per year.

Office visits between two and six per year were reported by 48.0 percent, while 29.1 percent indicated less than two office visits per year and 22.8 percent reported over six per year.

Table 7 also shows the use of mail order veterinary supplies by sled dog sports participants. Fifty-five percent report being a regular customer with vaccines and wormers being the most frequent purchases, 76.0 and 71.5 percent respectively. Forty-six percent of those responding purchased dietary supplements and 24.4 percent purchase sanitizing supplies.

Table 4. Interests of sled dog sports participants, 2007.

Types of Sports (n= 384)	Frequency	Percent
Sledding	361	94.00%
Carting or Rig	149	38.80%
Skijoring	113	29.40%
Bikejoring	78	20.30%
Scootering	33	8.60%
Canicross	24	6.30%
Sulkie	2	0.50%
Non-snow Activities (n= 263)		
Hiking	196	74.50%
Camping	141	53.60%
Dog Shows	47	17.90%
Hunting	47	17.90%
Fishing	44	16.70%
Swimming	43	16.30%
Agility competitions	24	9.10%
Sailing	9	3.40%
Other *	*	*
Other winter Activities (n= 277)		
Cross-country skiing	156	56.30%
Snowshoeing	142	51.30%
Snowmobiling	103	37.20%
Downhill skiing	90	32.50%
Ice skating	73	26.40%
Ice Fishing	59	21.30%
Snowboarding	17	6.10%
Other related winter activities? (n=312)		
Recreational mushing	280	89.7%
Wilderness travel or touring	119	38.1%
Hauling firewood, trap line, etc.	48	15.4%

* See Appendix E for list of activities.

Table 5 Breeds of sled dog sports participants, 2007.

Breeds owned (n= 353)	Frequency	Percent
Alaskan Huskies	219	56.3%
Siberian Huskies	155	39.8%
Eurohounds	62	15.9%
Alaskan Malamutes	49	12.6%
Samoyeds	5	1.3%
Other *	*	*

* See Appendix E for list of breeds.

Table 6. Sled dog sports participant survey, 2007.

How did you get into the sport? (n=333)	Frequency	Percent
Friend	181	54.40%
Attended race or demo	164	49.20%
Book	108	32.40%
Magazine Article	65	19.50%
Family	63	18.90%
Movie	43	12.90%
TV Broadcast	43	12.90%
Webcast	8	2.40%
Radio	6	1.80%
Other.*	*	*
What is your dog's diet? (n=374)		
Commercial feed with meat added	214	57.20%
Commercial feed alone	138	36.90%
Custom feed	33	8.80%
"Raw" diet	17	4.50%
Organic preferred	11	2.90%
How do you house your dogs? (n= 375)		
Tethered	191	50.90%
In Kennels	189	50.40%
In-house	148	39.50%
Indoors/Outdoors runs	77	20.50%
Dog barn	32	8.50%

* See Appendix E for list of reasons.

Table 7. Veterinary services used by sled dog sports participants, 2007.

Have a regular veterinarian? (n= 368)	Frequency	Percent
Yes	356	96.7%
No	12	3.3%
One way distance to Vet. (n=363)		
Less than 5 miles	132	36.4%
5 to 25 miles	167	46.0%
Over 25 miles	64	17.6%
Telephone consults with Vet. (n=340)		
Less than 2 per year	172	50.4%
2 to 12 per year	140	41.3%
Over 12 per year	28	8.2%
On-site visits by Vet. (n= 317)		
Less than 2 per year	275	86.8%
2 to 6 per year	34	10.7%
Over 6 per year	8	2.5%
Office visits with Vet. (n= 350)		
Less than 2 per year	102	29.1%
2 to 6 per year	168	48.0%
Over 6 per year	80	22.8%
Mail order supplies (n= 310)		
Regular customer	173	55.8%
Infrequent customer	137	44.2%
Purchases (n= 246)		
Vaccines	187	76.0%
Wormers	176	71.5%
Dietary supplements	114	46.3%
Sanitizing supplies	60	24.4%
Factors in choosing supplier (n= 300)		
Price	236	78.70%
Quality	168	56.00%
Reputation	161	53.70%
Customer Service	146	48.70%
Inventory	102	34.00%
Distance	49	16.30%
Alternative Practitioners? (n= 351)		
None	270	76.90%
Canine Chiropractor	38	10.80%
Massage Therapist	29	8.30%
Acupuncturist	24	6.80%
Canine Nutritionist	20	5.70%
Kinesthiologist	6	1.70%

While price was a factor in choosing a supplier for 78.7 percent of those reporting, 56.0 percent indicated quality to be important. Reputation was also important at 53.7 percent and customer service was mentioned by 48.7 percent. Distance was the least frequent factor, filling in the bottom at 16.3 percent

Most individuals (76.9%) do not use alternative practitioners in caring for their dogs, but canine chiropractors were most frequently reported (10.8%) by those who do. Massage Therapists garnered 8.3 percent of the responses, while acupuncturists, canine nutritionists and kinesthiologists registered 6.8, 5.7 and 1.7 percent respectively.

Racing activities

Sled dog sports participants are almost evenly divided between those who consider themselves professional racers (51.4%) versus recreational racers (48.6%), see **Table 8**. While 83.1 percent pursue racing on a part-time basis, a surprising 17.8 percent indicated full-time race participation.

Table 9 shows 56.0 percent of those racing competing in sprint format competitions. Mid-distance racing, which came into popularity after the success of the Iditarod, came in second at 30.6 percent and dryland racing at 22.0 percent (**Table 10**). Skijoring was close behind at 18.7 percent and distance racing and stage racing accounted for 12.2 and 6.4 percent of the total racing activity respectively.

Within the sprint category, the 6 dog class was most popular (57.9%), closely followed by the 4 dog class (53.6%). The 8 dog class represented 45.4 percent, the 10 dog class 27.3 percent and the unlimited class represented 18.0 percent of the racing activity. The smaller classes, i.e. 3 dog through 1 dog, most frequently enjoyed by junior mushers (under 16 years) rounded out sprint racing at 14.2, 8.7 and 5.5 percent respectively. Although 12 dog classes are held in some parts of North America, none of the respondents indicated any sprint racing outside of the classes described above.

The 6 dog class was also the most popular for mid-distance racing, capturing 61.0 percent of the activity, while the 8 dog, 10 dog and unlimited classes accounted for 51.0, 44.0 and 34.0 percent respectively (**Table 9**).

Dryland racing (**Table 10**), which was the third most popular format contains the largest diversity of types of racing; canicross, bikejoring, rigs, carts, scooters and all-terrain-vehicles (ATVs) for larger teams. Rig racing is the most popular type (28.8%, followed by bikejoring (26.4%) and canicross (15.3%). ATVs accounted for 10.1 percent, carts (with

Table 8. Sled dog sports participants, 2007.

Do you race? (n= 358)			
	Frequency	Percent	
Professional (n= 184, %= 51.4)			
Sprint	125	67.9%	
Mid-distance	76	41.3%	
Distance	27	14.7%	
Recreational (n= 174, %= 48.6)			
Sprint	126	72.4%	
Mid-distance	74	42.5%	
Distance	5	2.9%	
Part-time or Full-time racer? (n= 215)			
Part-time	177	83.1%	
Full-time	38	17.8%	

Table 9. Snow race participation, 2007.

Sprint Race* (n= 183, %= 56.0)			
	Frequency	Percent	
Unlimited	33	18.0%	
10 Dog	50	27.3%	
8 Dog	83	45.4%	
6 Dog	106	57.9%	
4 Dog	98	53.6%	
3 Dog	26	14.2%	
2 Dog	16	8.7%	
1 Dog	10	5.5%	
Other	0	0.0%	
Distance (n= 40, %= 12.2)			
Unlimited	26	65.0%	
10 Dog	16	40.0%	
8 Dog	14	35.0%	
6 Dog	9	22.5%	
Mid-distance (n= 100, %= 30.6)			
Unlimited	34	34.0%	
10 Dog	44	44.0%	
8 Dog	51	51.0%	
6 Dog	61	61.0%	
Stage Races (n=21, %= 6.4%)			
Unlimited	12	57.1%	
10 Dog	5	23.8%	
8 Dog	3	14.3%	
6 Dog	6	28.6%	
Skijoring (n=61, %= 18.7)			
3 Dog	14	23.0%	
2 Dog	27	44.3%	
1 Dog	28	45.9%	

shafts) 3.5 percent and scooters, 2.7 percent. No respondents indicated racing with sulkies as an activity. The breakdown of participation within each of these types is shown in **Table 10**.

The importance of competitive rewards and event characteristics were rated on a 5 point Likert Scale with 5 being most important and 1 being least important (**Table 11**). Prize money topped the list at 3.0 with ISDRA points, club points and status sharing an equal mean rating of 2.7. Trophies were rated lowest with a mean score of 2.6. With regard to ISDRA Points, when adjusted for ISDRA membership, the mean score remained 2.7.

Table 11 also shows the ratings of event characteristics such as prize money, prestige, quality of competition, trail quality, timing & reporting, officiating, location, distance from home, trail scenery and proximity to other attractions. Among these characteristics, trail quality was deemed most important with a mean rating of 4.6. Location and timing & reporting followed at 4.0 while officiating and distance from home were closely behind at a mean of 3.9. Next in importance was the quality of competition at a mean of 3.8 while prize money and prestige of event were both rated at 3.3. On the low end were trail scenery (3.2) and proximity to other attractions (2.1).

Investments and expenditures

Sled Dog Sports can be expensive or not, as shown in **Table 12**. 35.8 percent of respondents indicated they had over \$25,000 invested, while 41.4 percent indicated less than \$10,000. There seems to be little middle ground with only 22.7 percent reporting investments between \$10,000 and \$24,999 and only 9.2 percent reporting less than \$1,000.

Annual expenditures, on the other hand, are less fractured with most (76.3%) reporting between \$0 and \$9,999. In the under \$10,000 bracket, 20.9 percent report expenditures of \$5,000 to \$9,999 per year, another 30.6 percent report expenditures between \$2,500 and \$4,999 per year and 24.8 percent report under \$2,500.

Competing in sled dog sports usually means travel and that is a substantial expense for participants. The mean number of trips taken per year is 6 and on average a trip is 406 miles one way. 33.3 percent reported travel outside of North America and 31.1 percent reported travel outside of their own country (Canada or the United States). For a complete racing season, respondents reported an average maximum distance traveled as 2,379 miles and a average minimum distance traveled as 693 miles.

Within a 24 hour period, sled dog sports participants spend, on average, close to \$500. **Table 13** shows the average spending by category as well as the reported price ranges.

Table 10. Dryland race participation, 2007.

Sprint Races Category (n= 72, %= 22.0)		
	Frequency	Percent
Canicross		
1 Dog	11	15.3%
Bikejoring	19	26.4%
2 Dog	16	22.2%
1 Dog	13	18.1%
Rig	74	28.8%
8 Dog	12	16.7%
6 Dog	27	37.5%
4 Dog	35	48.6%
Sulkies	0	0.0%
2 Dog	0	0.0%
1 Dog	0	0.0%
Carts (w shafts)	9	3.5%
2 Dog	6	66.7%
1 Dog	3	33.3%
Scooters	7	2.7%
2 Dog	4	57.1%
1 Dog	3	42.9%
ATVs	26	10.1%
Unlimited	8	30.8%
10 Dog	5	19.2%
8 Dog	7	26.9%
6 Dog	6	23.1%

Table 11. Competitive rewards and event characteristics, 2007.

Importance of Rewards (n= 254)	n	Mean	SD
Prize Money	248	3.0	1.94
ISDRA Points	233	2.7	1.79
Club Points	235	2.7	1.74
Trophies	243	2.6	1.63
Status	239	2.7	1.83
Importance of Event Characteristics (n= 277)			
Prize Money	270	3.3	1.96
Prestige of Event	270	3.3	1.91
Quality of Competition	270	3.8	2.05
Trail Quality	275	4.6	2.19
Timing & Reporting	270	4.0	2.08
Officiating	268	3.9	2.03
Location	272	4.0	2.04
Distance from Home	274	3.9	2.03
Trail scenery and views	274	3.2	1.85
Proximity to other attractions	273	2.1	1.32

Table 12. Sled dog sports investments and expenditures, 2007.

Total investment in Sled Dog Sports (n= 369)	Frequency	Percent
Under \$1,000	34	9.2%
\$1,000 to \$4,999	65	17.6%
\$5,000 to \$9,999	54	14.6%
\$10,000 to \$14,999	26	7.0%
\$15,000 to \$19,999	33	8.9%
\$20,000 to \$24,999	25	6.8%
Over \$25,000	132	35.8%
Annual Expenditures (n= 363)		
Under \$2,500	90	24.8%
\$2,500 to \$4,999	111	30.6%
\$5,000 to \$9,999	76	20.9%
\$10,000 to \$14,999	34	9.4%
\$15,000 to \$19,999	17	4.7%
\$20,000 to \$29,999	19	5.2%
\$30,000 to \$49,999	9	2.5%
\$50,000 to \$74,999	2	0.6%
\$75,000 to 499,999	2	0.6%
Over \$1000,000	3	0.8%

Table 13. Lodging, spending and fuel/gasoline for sled dog sports, 2007.

Accommodations & Meals (n= 287)	Frequency	Percent
Do you camp? - Yes *	114	40.6%
Do you camp? - No *	167	59.4%
Stay at Motels? - Yes	236	82.2%
Stay at Motels? - No	51	17.8%
Price range \$50.00 - \$75.00	165	66.3%
Price range \$76.00 - \$99.00	55	22.1%
Price range Over \$100.00	29	11.6%
Rooms needed 1-2	244	99.2%
Rooms needed 3-4	3	1.2%
Rooms needed 5-6	0	0.0%
Rooms needed more than 7	0	0.0%
	n	Mean
How many people travel with you	259	2.1
24 hour Spending (n= 272)	n	Mean
Local transportation	241	\$90.00
Lodging and camping Accommodations.	244	\$88.00
Food and Beverage	271	\$64.00
Admission fees**	80	\$53.00
Shopping - Tourist	163	\$41.00
Shopping - Dog Sports specific	171	\$41.00
Shopping - General	140	\$37.00
Liquor purchases	97	\$19.00
Gambling	20	\$18.00
All other	11	\$ 47.00
Fuel/gasoline price as a factor	n	Mean
How much is the price of gasoline a factor?*** (n= 290)	290	3.2
Gas/Fuel expenditure per trip (n= 284)	Frequency	Percent
Under \$50.00	21	7.4%
\$50 to \$99	86	30.0%
\$100 to \$199	113	40.0%
\$200 to \$299	35	12.0%
Over \$300	29	10.0%

* some stay in motels and camp

** included event entry fees

***1 to 5 Likert scale, 1 = not important, 5 = very important

Most (82.2%) stay in motels, require one or two rooms (99.2%) and prefer to pay between \$50 and \$75 per night. On average, 2.1 people travel together and 40.6 percent of them camp rather than stay in a motel. On average, expenditures for diesel fuel and gasoline were rated at 3.2 on a 1 to 5 Likert Scale with 1 being 'not important' and 5 being 'very important' (n= 290).

Table 13 also shows respondent's diesel fuel/gasoline spending by amount. While most (70%) reported spending \$50 to \$200 per trip, 10 percent reported spending over \$300. No correction for Canadian dollars was made for this item due to the difficulty of sorting out where and in what currency expenditures were made.

Publications, reading habits and media

When not training or racing, sled dog sports participants may be perusing one of their favorite publications (**Table 14**). 86 percent of those responding indicated they keep their publications forever and 62.9 percent report that between two and three people read each issue. Veterinary articles (88.3%), gear reviews (83.6%), photos (76.8%) and race coverage (75.3%) top the list for interest and when contacting advertisers, most readers visit websites (75.8%) or telephone (66.0%) Email is also frequently mentioned (49.9%) while traditional letters are used by only 7.5 percent in this electronic age.

When asked to rank the importance of five different media; internet websites, Internet webcasts(audio/video), newspapers, radio and television, respondents ranked these media as shown in **Table 15**.

Looking at a modal measure of central tendency, internet websites were ranked 1st, internet webcast as 2nd, newspapers as 3rd and radio and television shared equal ranks as 4th. This task may have confused many respondents as only 219 ranked the items, while 169 respondents mis-scored the item either by incomplete responses or multiple uses of the 1 to 5 values.

Table 14. Publications, reading habits and media, sled dog sports, 2007.

<i>Publication subscriptions* (n= 359)</i>	Frequency	Percent
Mushing Magazine	302	84.10%
Club Newsletters	161	44.80%
Team & Trail	140	39.00%
Sled Dog Sports	136	37.90%
Dog & Driver	87	24.20%
List **	*	*
<i>Articles of Interest* (n= 384)</i>		
Veterinary Articles	339	88.30%
Gear Review	321	83.60%
Photos	295	76.80%
Race Coverage	289	75.30%
Interviews	277	72.10%
News	270	70.30%
Adventure/Expeditions	228	59.40%
Dryland	125	32.60%
Junior Musers	108	28.10%
Skijoring	99	25.80%
<i>How many look at publications (n= 380)</i>		
One	117	30.8%
Two to Three	239	62.9%
Four to Five	19	5.0%
Over Five	5	1.3%
<i>How long are they kept* (n= 376)</i>		
Less than one week	4	1.1%
One to Two weeks	17	4.5%
Until next issue	37	9.8%
Forever	325	86.4%
<i>Method of Advertiser contact* (n= 359)</i>		
Visit website	272	75.80%
Telephone	237	66.00%
Email	179	49.90%
Visit in person	70	19.50%
Letter	27	7.50%

* multiple responses acceptable

** See Appendix E for list of club newsletters.

Table 15. Ranked media Importance for sled dog sports participants, 2007.

<i>Media (n= 219)</i>	<i>n</i>	<i>Mode</i>
Internet Web sites	176	1
Internet Webcasts	84	2
Newspapers	83	3
Radio	88	4
Television	64	4

Discussion

The current survey extends the data gathered by previous work (Herman and Keith, 1997; ISDRA, 2003; Byrd, 2005) and presents a much more detailed picture of North American sled dog sports participants and their activities

In the ISDRA, 2003 analysis, the average age of ISDRA members was reported at 39.4 years with a standard deviation of 14.9 years. In the current survey, the average age was 48.9 years with a standard deviation of 11.8 years. Only 4 years have elapsed since the ISDRA 2003 work, so if the ISDRA membership was completely static, the average age would have increased to 43 years as opposed to the 48.9 years found in the current survey. Without further analysis, the difference can likely be viewed as due to the broader coverage by the current survey, i.e. the sub-sample of ISDRA members represents a younger group than sled dog sports participants as a whole.

Other statistics, however, are in line with previous analyses. For example, the current survey reports 66.5 percent of the respondents as married while Herman and Keith (1997) reported 68 percent as married.

Education is more difficult to compare with Herman and Keith. While Herman and Keith reported 48 percent having between 13 and 16 years of education and 30 percent having more than 17 years of education, the current study found 56.3 percent to have some college or be college graduates and 27.7 percent to have some graduate school or a graduate degree, percentages which seem roughly comparable when education between 13 and 16 years is taken as having some college or being a college graduate and more than 17 years of education is taken as having some graduate school or a graduate degree.

Annual income is very difficult to compare due to categorical differences and the passing of time, but both studies included an 'Over \$100,000' level. Interestingly, Herman and Keith reported only 4 percent while the current study found almost 16 percent with an annual income over \$100,000; a four-fold increase.

Prior studies have not looked at employment within the sled dog community, but the current result of 36.5 percent being self-employed is substantially higher than the 7.5 percent reported for the general US population (U.S. Bureau of Labor, 2004). Whether this is the chicken or the egg is unclear. While many involved in sled dog sports may seek to become self-employed to allow flexibility in work schedules, the already self-employed may be relatively more attracted to the sport due to compatibility with their current life style. Regardless of etiology, being self-employed is an asset to sled dog sports participants due to training and travel requirements for serious competitive efforts.

Home ownership among sled dog sports participants in the current study was 93 percent, a statistic again much higher than the general population, which according to the Bureau of the Census, places the general population's home ownership at 64 percent (U.S. Department of Commerce, 1993). Given the nature of the sport, however, one would expect such a difference. Even small kennel owners are unlikely to find suitable rental properties willing to accept their dogs and apartments are out of the question. The current data does suggest, however, that a little land is enough, with 49.3 percent indicating ownership of 5 acres or less.

Sled dog sports may have more men than women participants, i.e. 58.2 versus 41.6 percent respectively, but the sport is still a family sport with an average household size of 2.5 and 1.9 participants. Family also figures prominently in introducing people to the sport, but friends and attending a race or reading a book are even more likely to initiate a sled dog sports experience. All levels of sled dog sports organizations seeking to recruit new members need to pay attention to this data in their outreach efforts.

That many individuals belong to multiple clubs is not surprising given that local clubs producing races frequently have club membership as a racing prerequisite and there is a plethora of local clubs throughout

North America. The current survey identified 60 (**Appendix F, Table 3**) and 16 others were reported via acronyms that were undecipherable.

Two items in the survey assessed club affiliations; one question (Section 5.F.1.i) asked for an optional listing of affiliated clubs, the other question (Section 4.L.5) asked for an optional list of club newsletters received. While not all clubs produce newsletters, a visual inspection of the responses indicated nonetheless that many of those belonging to clubs that do produce newsletters failed to include the club under their club affiliations.

Interests

Modern sled dog racing traces its roots to 1906 and the Nome Kennel Club, organized to promote racing and encourage the breeding of superior trail dogs (Norris, 1976). The Nome Kennel Club set up races from 5 miles to 408 miles in length and set the stage for future racing formats. From 1906 up until the beginning of the First World War the All-Alaska Sweepstakes, 408 miles from Nome to Candle and back was the premier event.

In the lower 48 states, the New England Sled Dog Club was formed in 1924 in Wonalancet, New Hampshire under the guidance of Mr. and Mrs. Arthur Walden (History of the New England Sled Dog Club, 1974).

By 1948, the Alaska Dog Mushers Association was founded in Fairbanks, Alaska followed by the Alaskan Sled Dog Racing Association in Anchorage in 1949.

Other clubs were later formed across the lower 48 and eventually a need for standardization in rules led to the creation of the International Sled Dog Racing Association in 1966 and an amalgamation of the rules used throughout North America for what is now called sprint or speed racing.

The Iditarod was launched in 1973 and has grown to dominate the sled dog community and capture the attention of the world. Billed as the 'Last Great Race on Earth', the Iditarod commemorates a serum run to Nome, Alaska during the diphtheria epidemic of 1925.

Current day sled dog activities include not only the traditional racing formats, but also the new; running with your dog (canicross), bicycling with your dog (bikejoring), cross-country skiing (skijoring), rig racing and scooter racing as well as the longer distance formats; stage, mid-distance and distance racing.

According to the current survey, sprint racing still commands the largest share of activity and within sprint racing the 6 dog class is the most popular, followed by 4 dog and 8 dog classes. Although specific questions for this were not included in the survey, it is generally accepted that the popularity of these classes relative to the larger 10 dog and unlimited classes is due to the requirements imposed by the team size. It is obviously easier to care for, develop and maintain a small kennel than a large one.

This holds true for mid-distance racing as well. The 6 dog class holds the largest share and then 8 dog, 10 dog and unlimited taper off in popularity.

Distance and stage racing, however, show the reverse trend. For both categories, unlimited classes are most common and in distance racing, class participation diminishes with class size. For stage racing, the trend is less clear with the 8 dog class having the lowest percentage (14.3%) while the 6 dog class is at 28.6 percent and the 10 dog class as at 23.8 percent.

One factor which may be at play in these data is a larger proportion of full-time or professional competitors participating in the distance and stage racing formats. While not addressed by the current survey, personal observation suggests that the financial rewards of racing in distance and stage formats have long outstripped that found in most sprint and mid-distance events and thus give rise to more full-time or professional participation.

Given that the current data showed the sample to be heavily weighted towards sprint racing and smaller teams and thus smaller purses, it is not surprising that the relative importance of event characteristics does not place prize money at the top of the priority list, but rather, trail quality is most important. Furthermore, event location and timing/reporting rated higher than prize money as did distance from home, officiating and quality of competition. To the typical racer responding to the current study, all of these factors are more important than the purse.

Winter activities other than sled dog sports also figure heavily in to the outdoor lifestyles of survey respondents with cross-country skiing, snowshoeing and snowmobiling frequently cited. Even the non-snow activities of those surveyed showed strong outdoor interests with hiking and camping strongly represented. Recreational mushing, however, still held the largest interest with 89.7 percent.

Expenditures

Spending in sled dog sports comes in multiple forms; investments in dogs and equipment, annual expenditures for kennel maintenance, veterinary services and products, and travel and accommodations (Byrd, 2005).

The current survey found that the typical event participant travels roughly 400 miles one-way with one or two other people, stays in one motel room, preferably with a reasonable rate range and spends several hundreds of dollars on diesel fuel or gasoline to be at an event. Consequently, there are not a lot of dollars left for non-essentials like gambling or liquor. Still, sled dog sports participants do spend modest amounts on tourist items and general shopping within a 24 hour period. Food and beverage expenditures are also modest and some will camp if possible.

Sled dog sports can require significant outlays for participation with 35.8 percent indicating investments over \$25,000. While some might point to other popular winter sports, such as snowmobiling, as requiring equal or greater financial outlay there is probably a significant difference in the financing of these two sports. Snowmobiling uses machines easily financed through various lending institutions or even manufacturers. Sled dog sports require dogs; something the local bank is not likely to place a loan value upon. Consequently, even though the dogs may represent substantial costs, the only financing arrangements available, if any, are likely to be through the seller.

Many get by with far less invested in sled dog sports, i.e. \$10,000 or less, some with \$5,000 or less and a few with less than \$1,000. These smaller 'micro-kennels' are frequently cited by those in the sport as the wave of the future and describe newcomers with 1 or 2 dogs in the back of an SUV and a bicycle, scooter or sulky on top.

Many factors not addressed in the current survey are likely to be responsible for the growth of micro-kennels; increased population densities and zoning restrictions, increasing costs of kennel maintenance and fielding a competitive team, global warming's adverse impact on event scheduling and reliable snow, just to name a few.

But sled dog sports are not diminishing, just changing. A substantial portion of those surveyed indicated interest in the dryland forms of sled dog sports; scootering, bikejoring, carting, sulkies and canicross. Even 10 years ago these activities were pretty much unheard of with the exception of carting or rig racing.

The presence of these topics in the current survey alone indicates their importance to the future of the sport and all represent new, diverse expenditures for participants as well as opportunities for event holders and local organizations.

Summary

Sled dog sports have a long history in North America and while the landscape of the sport has changed dramatically since the early 1900's, sled dog sports are alive and well and continuing to evolve. Familiarity with the sport suggests that two events have had a significant impact. First is the Ididarod,

which has greatly increased the visibility of sled dog sports and at the same time spawned new (or re-discovered) longer race formats such as stage racing and mid-distance racing. Second is global warming, which is causing sled dog sports to develop event formats that do not require snow.

Enthusiasts continue to travel significantly to participate in their sport, whether it is for competitive or recreational purposes despite their concern over fuel and gasoline costs. With over 30 percent reporting travel outside of their own country and North America, it is not surprising that annual household incomes of participants are middle class or better, most have at least some college education and a higher than national percentage are self-employed.

Local organizations are still the mainstay of the sport, with many belonging to multiple clubs. Several times each year, club members travel roughly a hundred miles on average to participate in club meetings. And regardless of what the future bring to sled dog sports, these grassroots organizations will continue to be of importance, whether for snow or dryland activities.

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Appendix A – Questionnaire

ISDRA

*International Sled
Dog Racing
Association, Inc*

**22702 Rebel Road
Merrifield, MN**

56465

Wednesday, November 01, 2006

Dear Sled Dog Sports enthusiast,

The University of Minnesota's Tourism Center has funded the International Sled Dog Racing Association (ISDRA) to conduct a survey of sled dog sports participants. The survey will provide much needed information about the demographics, needs and opinions of participants in dog-powered sports of all varieties. .

The information reported by survey respondents will be treated as highly confidential and only the 'big picture' will be distributed to interested parties. No individual information from this survey will be preserved. This survey can benefit you in many ways, from event development and trail access to sponsor relationships and more.

Please take the time to complete the survey and return using the enclosed return mailing envelope to assure confidentiality. There is a 'key' number on the return address which we will use to track that you have responded and will not require a follow-up questionnaire. For the purpose of this research we must have an adequate number of surveys returned to assure statistically valid results

Thank you for your cooperation and support.

Sincerely,



Dave Steele, Principal Investigator
International Sled Dog Racing Association.

SLED DOG SPORTS PARTICIPANTS SURVEY

1. Your Interests

A. What type of Dog Powered Sports do you engage in? Check all that apply.

- 1) Sledding ()
- 2) Skijoring ()
- 3) Scootering ()
- 4) Bikejoring ()
- 5) Carting or Rig ()
- 6) Sulkie ()
- 7) Canicross ()

B. What breeds of dogs do you own? Check all that apply, skip if none apply

- 1) Alaskan Huskies ()
- 2) Siberian Huskies ()
- 3) Eurohounds ()
- 4) Alaskan Malamutes ()
- 5) Samoyeds ()
- 6) Other _____

C. What 'non-snow' activities do you participate in with your dogs?

Check all that apply, skip if none apply.

- 1) Dog shows ()
- 2) Agility competitions ()
- 3) Fishing ()
- 4) Hunting ()
- 5) Camping ()
- 6) Hiking ()
- 7) Sailing ()
- 8) Swimming ()
- Other (please specify) _____

D. Do you race sled dogs? If yes, which formats? Check all that apply.

- 1) Professional competitions ()
 - Sprint () Mid-distance () Distance ()
- 2) Recreational races ()
 - Sprint () Mid-distance () Distance ()
- 3) Do you consider yourself a part-time () or full-time () racer?

E. What other winter activities do you participate in? Check all that apply.

- 1) Cross-country skiing ()
- 2) Downhill skiing ()
- 3) Snowboarding ()
- 4) Snowshoeing ()
- 5) Snowmobiling ()
- 6) Ice fishing ()
- 7) Ice Skating ()

F. What other sled dog related winter activities do you participate in? Check all that apply.

- 1) Recreational mushing ()
- 2) Wilderness travel or touring ()
- 3) Hauling firewood, running trap line, etc. ()

G. Please rank the importance of the following media in keeping you informed of sled dog events and news, 1 through 5.

- 1) Internet websites _____
- 2) Internet web casts (audio/video) _____
- 3) Newspapers _____
- 4) Radio _____
- 5) Television _____

2. Sled Dog Racing Activities - please skip if you do not race.

What type of racing do you do? Check all that apply.

- A. Sprint races ()
 - Classes: Unlimited () 10 Dog () 8 Dog () 6 Dog () 4 Dog ()
 - 3 Dog () 2 Dog () 1 Dog () Other (class size?) ____
- B. Distance races ()
 - Classes: Unlimited () 10 Dog () 8 Dog () 6 Dog ()
- C. Mid-distance races ()
 - Classes: Unlimited () 10 Dog () 8 Dog () 6 Dog ()
- D. Stage races ()
 - Classes: Unlimited () 10 Dog () 8 Dog () 6 Dog ()
- E. Skijoring races ()
 - Classes: 3 Dog () 2 Dog () 1 Dog ()
- F. Dryland races ()
 - 1) Canicross ()

- 2) Bikejoring 2 Dog () 1 Dog ()
- 3) Rig (Gig) racing 8 Dog () 6 Dog () 4 Dog ()
- 4) Sulkies 2 Dog () 1 Dog ()
- 5) Carts (with shafts) 2 Dog () 1 Dog ()
- 6) Scooters 2 Dog () 1 Dog ()
- 7) ATV Unlimited () 10 Dog () 8 Dog () 6 Dog ()

G. Please rank the importance of the following rewards for competing, 1 through 5. (1=not important, 5= very important)

- 1) Prize money ____
- 2) ISDRA Points ____
- 3) Club Points ____
- 4) Trophies ____
- 5) Status ____

H. Please rate the importance of these event characteristics. Circle a number for each characteristic.

- | | (1=not important) | | | | | (5= very important) |
|------------------------------------|-------------------|---|---|---|---|---------------------|
| 1) Prize money | 1 | 2 | 3 | 4 | 5 | |
| 2) Prestige of event | 1 | 2 | 3 | 4 | 5 | |
| 3) Quality of competition | 1 | 2 | 3 | 4 | 5 | |
| 4) Trail quality | 1 | 2 | 3 | 4 | 5 | |
| 5) Timing & reporting | 1 | 2 | 3 | 4 | 5 | |
| 6) Officiating | 1 | 2 | 3 | 4 | 5 | |
| 7) Location | 1 | 2 | 3 | 4 | 5 | |
| 8) Distance from home | 1 | 2 | 3 | 4 | 5 | |
| 9) Trail scenery and Views | 1 | 2 | 3 | 4 | 5 | |
| 10) Proximity to other attractions | 1 | 2 | 3 | 4 | 5 | |

3. Travel regarding sled dog related activities.

Note: A trip is defined as traveling more than 50 miles one way and requiring overnight stay. A trip may be for training or racing purposes and includes staying with friends as well as motels.

A. Over the course of a northern hemisphere sled dog racing season, i.e. Oct. 1st through March 31st;

- 1) How many trips do you typically take during a racing season? ____
- 2) How far do you travel on an average trip? ____
- 3) Maximum distance traveled in a racing season? ____
- 4) Minimum distance traveled in a racing season? ____
- 5) Out of: Country? yes () no () North America? yes () no ()

B. Accommodations & Meals, check all that apply.

- 1) Do you stay at motels? yes () no ()
 - i. Price range \$50.00 - \$75.00 ____ \$76.00-\$99.00 Over \$100.00 ____
 - ii. How many nights on average per race? ____
- 2) How many rooms do you usual need? Circle one.
 - 1-2 3-4 5-6 more than 7
- 3) How many people usually travel with you? _____
- 4) Do you camp? yes () no ()

C. Spending

Please tell us the amount you typically spend within a 24 hour period while on a trip.

Spending Category	Amount Spent
Lodging and Camping Accommodations (for one night)	\$_____.00
Food and Beverage (meals, snacks, groceries, beer/wine/liquor 'by the drink')	\$_____.00
Liquor Purchases (beer/wine/liquor 'by the bottle')	\$_____.00
Admission fees (entertainment, sightseeing, exhibitions, etc.)	\$_____.00

Shopping –Tourist (gifts, souvenirs, arts and crafts, antiques, etc.)	\$_____.00
Shopping – General (clothing, personal or household items)	\$_____.00
Shopping – Dog sports specific (last minute gear, supplies, dog food, etc.)	\$_____.00
Local transportation (gasoline/diesel, parking, car rentals, etc.)	\$_____.00
Gambling (pull-tabs, scratch-off tickets, lotteries, raffles, etc.)	\$_____.00
All other, please explain:_____	\$_____.00

- D. How much is the price of gasoline a factor in race travel plans?
(Rate on the following scale 1 = not important, 5 = Very important)
- 1 2 3 4 5

- 1) On average, how much do you spend on gas/diesel fuel per trip, check one.
- i. Under \$50 ()
 - ii. \$50 to \$99 ()
 - iii. \$100 to \$199 ()
 - iv. \$200 to \$299 ()
 - v. Over \$300 ()

4. Sled Dog Sport specific characteristics

- A. How many years have you been in sled dog sports? If less than one, enter 1.
Enter number _____
- B. What is your current kennel size? Skip if you don't own any dogs at this time.
Enter number _____
- C. What has been your average kennel size during your career in sled dog sports?
Enter number _____
- D. How many people in your household participate in dog-powered sports?
- 1) As competitors? _____
 - 2) As support crew? _____
- E. How did you get interested in dog powered sports? Check all that apply?
- 1) Friend ()
 - 2) Family ()
 - 3) Movie ()
 - 4) Book ()
 - 5) Magazine Article ()
 - 6) TV broadcast ()
 - 7) Radio ()
 - 8) Webcast ()
 - 9) Attended race or demonstration ()
 - 10) Other (please describe)_____
- F. What is your dog's diet? Check all that apply. Skip if you don't own any dogs at this time.
- 1) Commercial feed alone ()
 - 2) Commercial feed with meat added ()
 - 3) Custom feed ()
 - 4) "Raw" diet ()
 - 5) Organic preferred ()

- G. How do you house your dogs? Check all that apply. Skip if you don't own any dogs at this time.
- 1) In Kennels ()
 - 2) Tethered ()
 - 3) In house ()
 - 4) Indoors/Outdoors runs ()
 - 5) Dog barn ()
- H. What Veterinary Services do you use? Skip if you don't own any dogs at this time.
- 1) Have a regular Veterinarian? yes () no ()
 - 2) One way distance to Veterinarian, check one.
Less than 5 miles () 5 to 25 miles () Over 25 miles ()
 - 3) Telephone consults with Veterinarian.
Less than 2 per year () 2 to 12 per year () Over 12 per year ()
 - 4) On site visits by Veterinarian
Less than 2 per year () 2 to 6 per year () Over 6 per year ()
 - 5) Office visits
Less than 2 per year () 2 to 6 per year () Over 6 per year ()
 - 6) Mail order supplies, check all that apply
Regular customer () Infrequent customer ()
Purchases: Vaccines () Wormers () Dietary supplements ()
Sanitizing supplies ()
Factors in choosing a supplier: Reputation () Price () Distance () Inventory ()
Quality () Customer service ()
- I. What Alternative Practitioners are involved in the health of your dogs? Check all that apply. Skip if you don't own any dogs at this time.
- 1) Canine chiropractor ()
 - 2) Canine nutritionist ()
 - 3) Massage therapist ()
 - 4) Acupuncturist ()
 - 5) Kinesthiologist (Gait and movement analyst) ()
 - 6) None ()
- J. What is your total investment in Sled Dog Sports, including vehicles, dogs, kennels, gear, veterinary supplies and clothing? Check one.
- 1) Under \$1,000 ()
 - 2) \$1,000 to \$4,999 ()
 - 3) \$5,000 to \$9,999 ()
 - 4) \$10,000 to \$14,999 ()
 - 5) \$15,000 to \$19,999 ()
 - 6) \$20,000 to \$24,999 ()
 - 7) Over \$25,000
- K. What are your annual expenditures on sled dog activities, including kennel, equipment, travel, transport, veterinary fees, licensing, miscellaneous, etc.? Check one.
- 1) Under \$2,500.00 ()
 - 2) \$2,500 to \$4,999 ()
 - 3) \$5,000 to \$9,999 ()
 - 4) \$10,000 to \$14,999 ()
 - 5) \$15,000 to \$19,999 ()
 - 6) \$20,000 to \$29,999 ()
 - 7) \$30,000 to \$49,999 ()
 - 8) \$50,000 to \$74,999 ()
 - 9) \$75,000 to \$99,999 ()
 - 10) Over \$100,000
- L. What publications have you subscribed to within the past year? Check all that apply, skip if none apply.
- 1) Dog & Driver ()
 - 2) Mushing Magazine ()
 - 3) Sled Dog Sports ()
 - 4) Team & Trail ()
 - 5) Club newsletters ()

List _____ (optional)

M. Which articles interest you? Check all that apply.

- 1) Race Coverage ()
- 2) Gear Review ()
- 3) News ()
- 4) Interviews ()
- 5) Veterinary Articles ()
- 6) Adventure/Expedition Articles ()
- 7) Photos ()
- 8) Junior Musers ()
- 9) Dryland ()
- 10) Skijoring ()

N. How many in your household look at sled dog publications?

- 1 () 2 to 3 () 4 to 5 () over 5 ()

O. How long do you keep back issues?

- Less than a week () 1 to 2 weeks () Until next issue () Forever ()

P. If you contact advertisers, how do you contact them? Check all that apply.

- Visit website () Email () Telephone () Letter ()
Visit in person ()

5. General Characteristics

A. Male () Female ()

B. Year of Birth (yyyy) _19_____

C. Marital status Single () Married () Cohabit () Divorced ()

D. Household size (adults and children) Enter number _____

E. How many people in your household participate in dog-powered sports? _____

F. What sled dog clubs and racing related organizations are you affiliated with? Check all that apply.

1) Club(s)

- i. Name(s) _____ (optional)
- ii. Average distance to meetings _____
- iii. Number of meetings attended yearly _____
- iv. Belong to multiple clubs () yes () no
- v. If iv. is yes, how many? _____

2) Organizational affiliation(s). Check all that apply.

- i. ISDRA ()
- ii. Mushing USA ()
- iii. Mushing Canada ()

G. Do you own your home? yes () no ()

H. Acreage? 1-5 acres () 6-10 acres () 10-25 acres () Over 25 acres ()

I. How many other mushers live within 25 miles of you? _____

J. Education, check highest level.

High School () Some College () College Graduate ()

Graduate School () Graduate degree ()

Highest degree _____

K. Employment

- 1) Self-employed ()
- 2) Employed by other Part-time () Full-time ()

L. Annual Income, check one.

- 1) Under \$20,000 ()
- 2) \$20,000 to \$39,999 ()
- 3) \$40,000 to \$59,999 ()
- 4) \$60,000 to \$79,999 ()
- 5) \$80,000 to \$99,999 ()
- 6) Over \$100,000.00

Appendix B – Postcard reminder

Dear Sled Dog Sports Enthusiast,

12/15/2006

Recently you received a survey regarding your interests and participation in sled dog sports. Unless you have mailed your survey very recently, we have not yet received your completed survey.

To be scientifically valid, we need a large number of surveys returned and we would greatly appreciate your participation in this research.

Please take the time today to complete the survey and return it in the self-addressed and stamped envelope that was provided.

Thank you very much for your participation.

Sincerely,

Dave Steele, ISDRA

Appendix C – Review Committee

Margaret Black, Ph.D. Associate Professor of Pharmaceutical Science
Washington State University, Pullman, Washington.

Robert Downey, B.S. President, Annamaet Pet Foods
Sellersville, Pennsylvania.

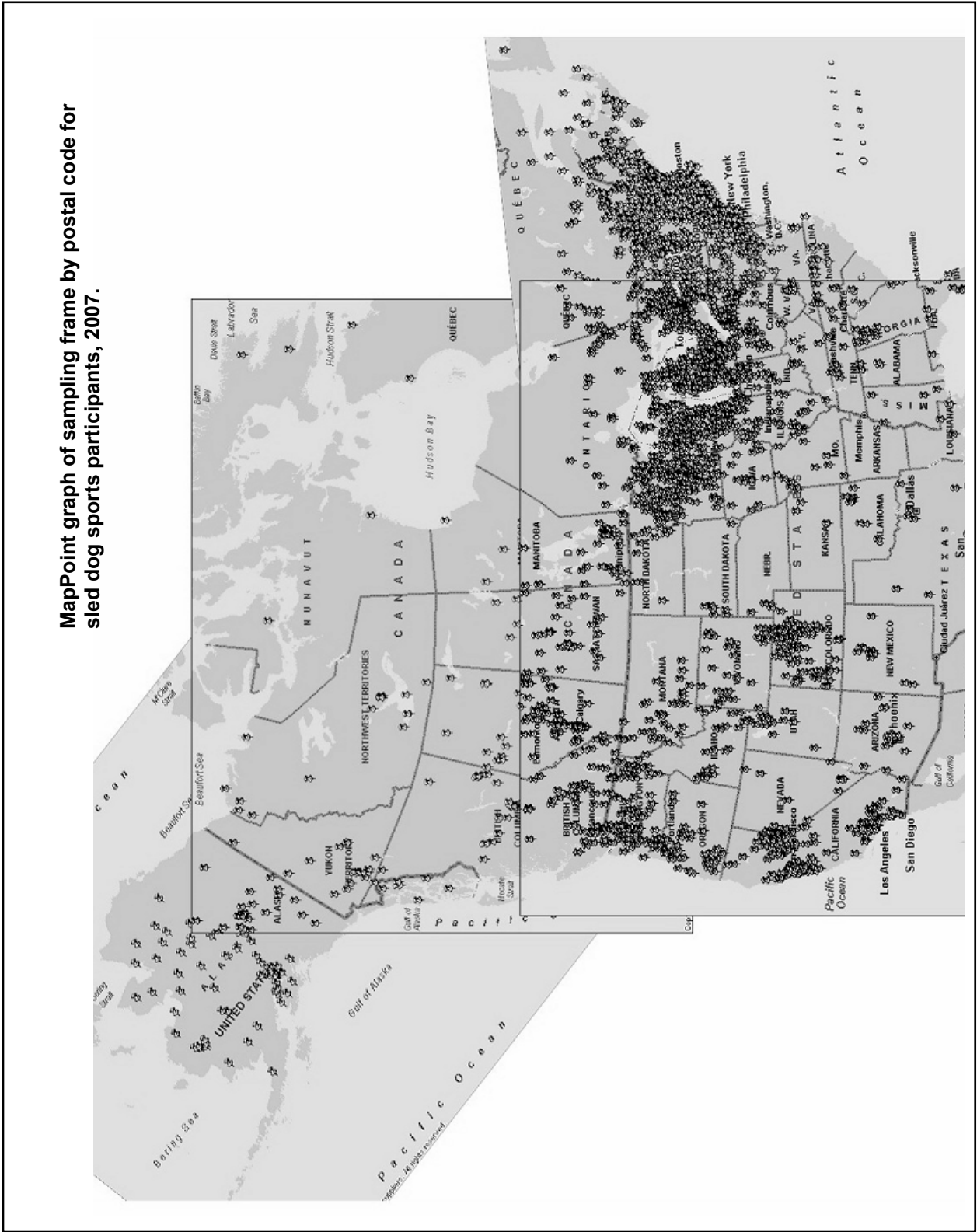
Theodore Roeder, Ph.D. Professor of Water Science (Emeritus)
University of Wisconsin – Stevens Point, Stevens Point,
Wisconsin

Greg Sellentin, B.S. Publisher and owner, Smelly Dog Media.
Mushing Magazine and Sled Dog Sports Magazine
Newton, New Jersey

Ross Wagner, B.S. Economic Development Coordinator
Aitkin County Courthouse
Aitkin, Minnesota

Appendix D – Graph of postal codes

MapPoint graph of sampling frame by postal code for sled dog sports participants, 2007.



Appendix E – Tables of ‘other’ and list responses

Table 2. Highest Degree

Degree	n
HS	5
AA	9
BA/BS	43
MA/MS/MBA	50
JD	3
PhD	6
DVM	2
MD/DDS	7

Table 4. Other non-snow activities – most frequently mentioned

Description	n
Free running	23
Obedience	14
Weight Pull	6
School programs	4

Table 5. Other Breeds – most frequently mentioned

Breed	n
Mixed breeds	17
German Shorthair Pointer	13
Lab/Lab mixes	8

Table 6. How did you get into sport? – most frequently mentioned

Reason	n
Acquired a dog	26
Volunteered at race	6
Always interested	8
Took a tour/trip	7

Table 14. Club Publications – most frequently mentioned

Name	n
Alaska Dog Musers Assoc	3
Alaskan Sled Dog Racing Association	2
Can-Am Sledders	2
Colorado Mountain Musers	1
Depart-Arrivee	2
Down East Sled Dog Club	2
Gangline	3
Great Lakes Sled Dog Association	4
Iditarod Runner	3
Int. Siberian Husky Club	6
Ma-Mow-We-Tak	3
Mid Union Sled Haulers	5
Montana Mountain Musers	2
New England Sled Dog Club	4
North Star Sled Dog Club	3
Pennsylvania Sled Dog Club	7
Sierra Nevada Dog Drivers	2
Wisconsin Trailblazers	4
Yankee Siberian Husky Club	2

Appendix F – List of club affiliations

Table 3. List of Club affiliations, 2007

Club Name	<i>n</i>	Club Name	<i>n</i>
Alaska Dog Musers Association	14	North Star Sled Dog Club	11
Alaska Skijoring Pulka Association	2	North West Sled Dog Association	2
Alaskan Sled Dog Racing Association	10	North West Territories Sled Dog Association	2
Alaskan Malamute League		Northern Ontario Sled Dog Club	2
Arizona Mountain Musers	2	Ontario Federation of Sleddog Sports	5
Aurora	3	Pennsylvania Sled Dog Club	22
C.A.C.Q.	4	Rocky Mountain Sled Dog Club	7
Connecticut Valley Siberian Husky Club	3	Seneca Siberian Husky Club	2
Can-Am Sledders	4	Siberian Husky Club of Greater Cleveland	1
Cascade Sled Dog Club	2	Siberian Husky Club of America	2
Chugiak Dog Musers Association	7	Siberian Husky Club of Canada	1
Colorado Mountain Musers	8	Siberian Husky Club of the Niagara Frontier	1
Connecticut Sled Dog Club	1	Siberian Husky Club of the Twin Cities	1
Down East Sled Dog Club	11	Sierra Nevada Sled Dog Club	4
Fairbanks Junior Musers	1	Southern Oregon Sled Dog Club	2
Great Lakes Sled Dog Club	11	Tok Dog Musers	4
Green Mountain Dog Musers	2	Trailbreakers Sled Dog Club	3
Iditarod Trail Committee	3	Tri-state Alaskan Malamute Club	2
Inland Empire Sled Dog Club	1	Upper Peninsula Sled Dog Association	2
International Siberian Husky Club	4	Vermont Musers Association	2
Langlade County Sled Dog Club	3	Willow Dog Musers	3
Maine Highlands	2	Wisconsin Trailblazers Sled Dog Club	16
Ma-Moh-We-Tak	2	Yankee Siberian Husky Club	3
Mid Union Sled Haulers	11	Yellowknife Dog Trotters	1
Midwest Skijoring	2	Yukon Quest International	1
Minnesota Malamute Club	2		
Mohawk Valley Sled Dog Club	4	Other affiliations listed	
Montana Creek Dog Musers	4	Mush with Pride	1
Montana Mountain Musers	4	Second Chance League	1
New Brunswick Sled Dog Club	3	Open Pro Tour	2
New England Sled Dog Club	16	International Sled Dog Veterinary Medicine Assoc.	2
New Hampshire Musers Association	3	International Sled Dog Racing Association	13
New Jersey Sled Dog Club	1		
Nome Kennel Club	1	Unknown Acronyms	
North Carolina Siberian Husky Club	1	16	