

# Elko Trade Area - Citizen Survey

## Survey Results

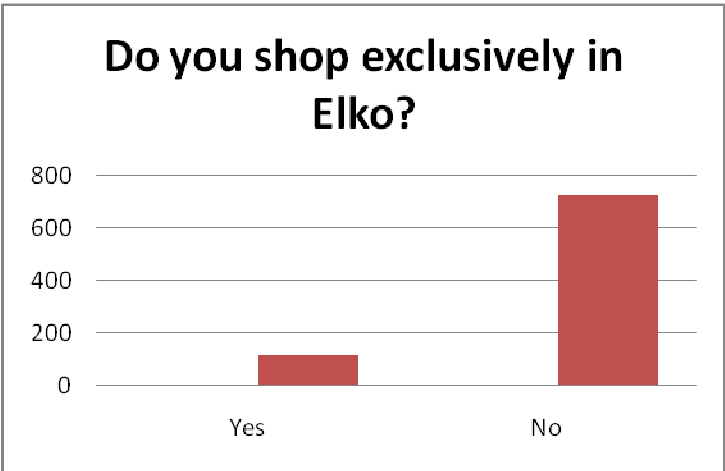
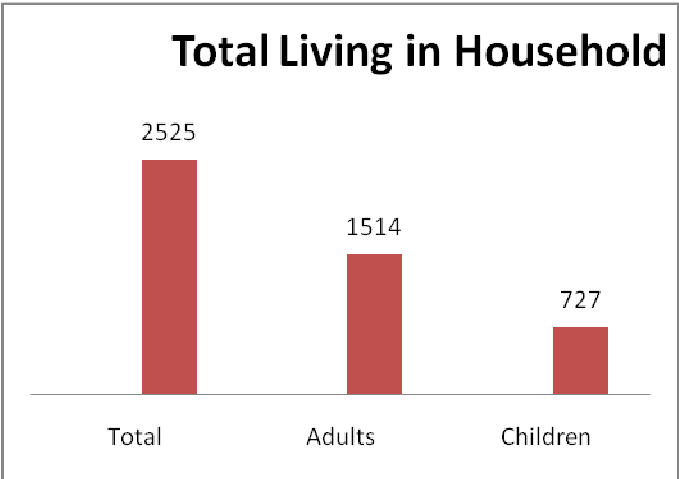
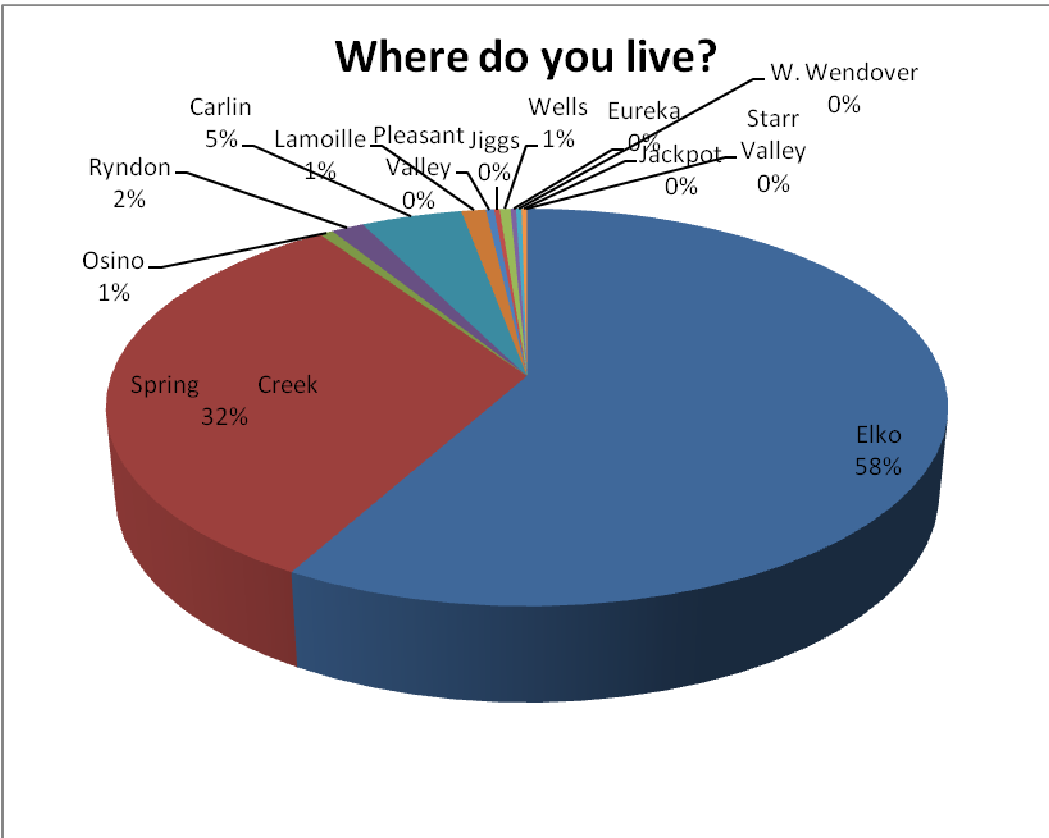
April 2010

The survey results included 845 responses

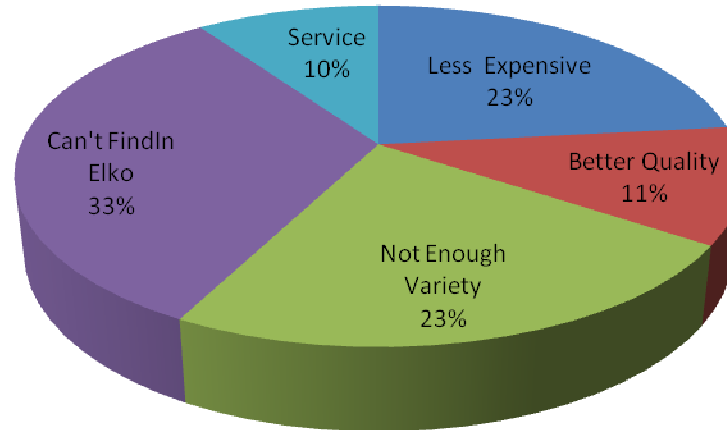
The responses were summarized in categories and the charts that follow provide the percentages of those responding in each of the categories.

No surprises, the majority of those shopping outside of Elko do so associated with other activities and to purchase items not found in Elko.

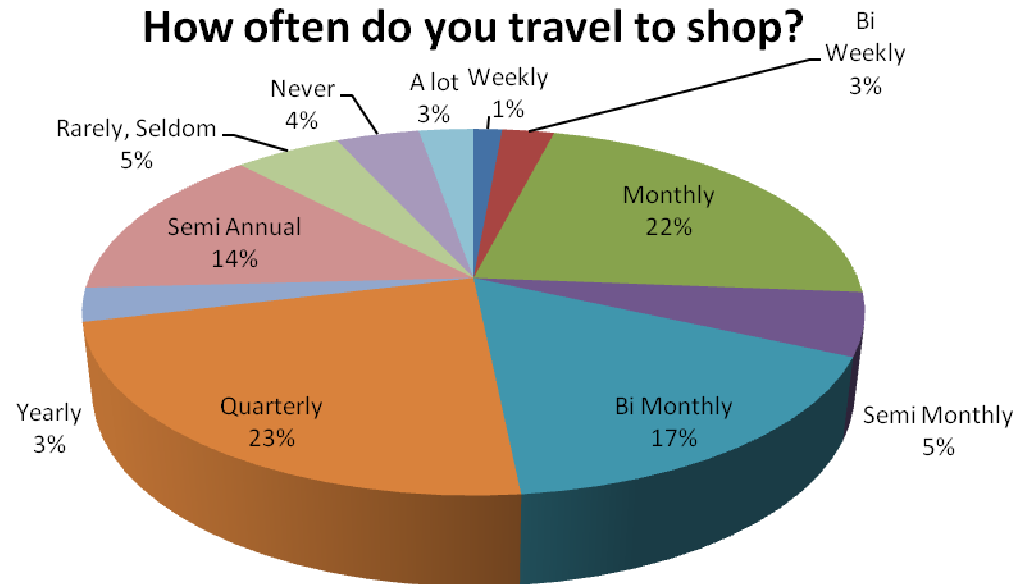
The survey results offer an opportunity for local business to understand what citizens want and adjust their business inventory accordingly. We will be happy to discuss the results and assist local businesses with identifying additional goods and services that might be provided locally.



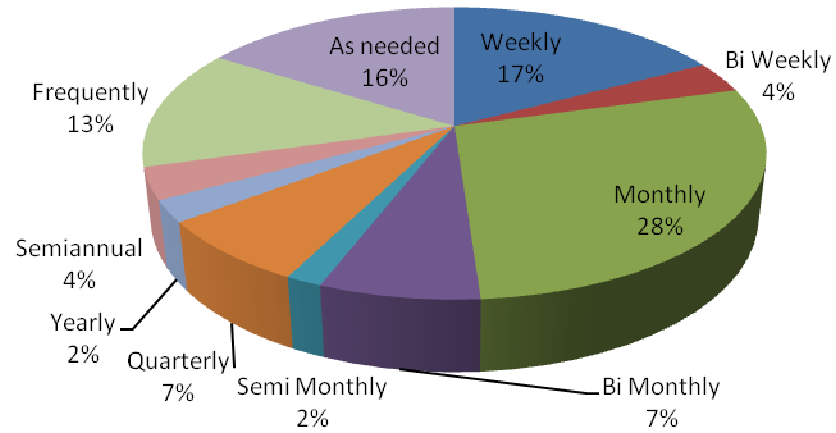
## Why do you travel to another location to shop?



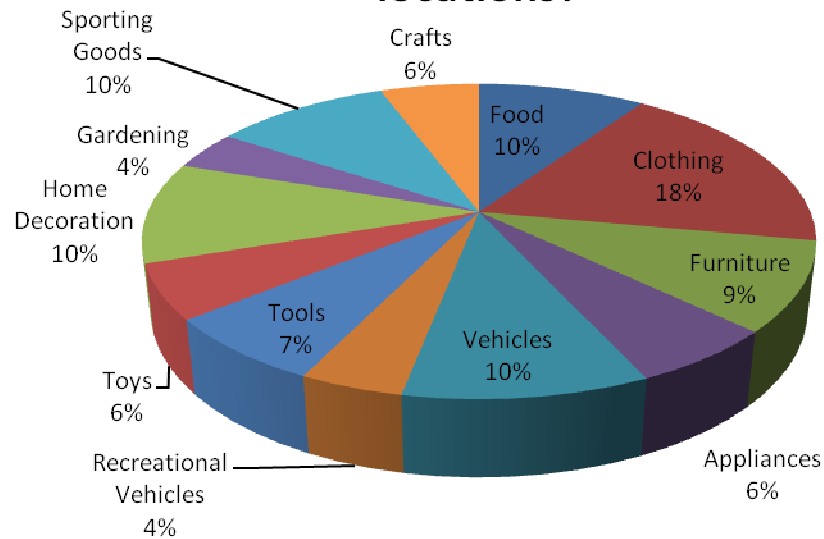
## How often do you travel to shop?



## Catalog/Online Shopping



## What do you shop for at other locations?



On average, how much do you spend annually shopping outside of Elko?

Out of 845 responses, 632 answered the question.

The total for those 632 is \$3,903,931.00

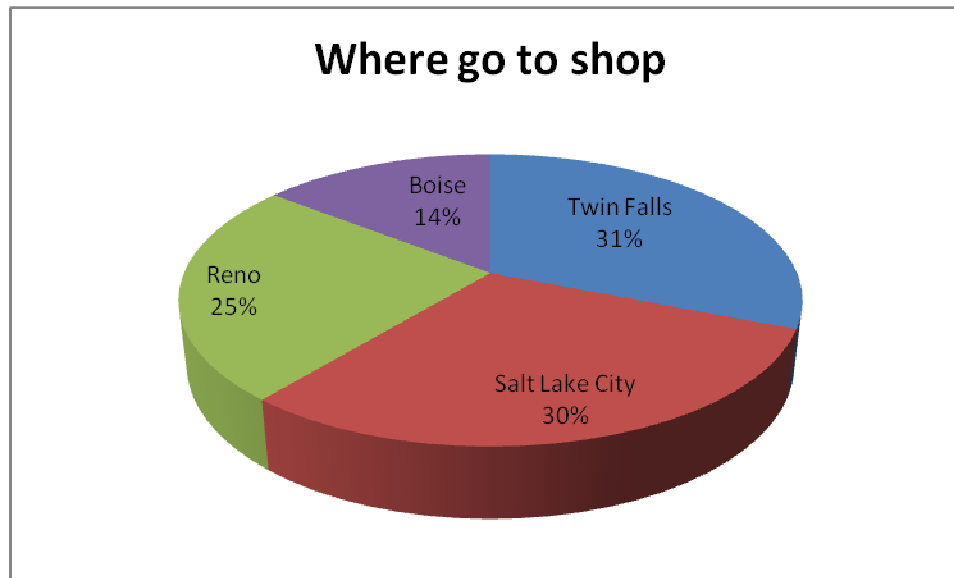
Or

An average of \$6,147.92 per family per year.

Of the 845 responses, 724 shop out of town or roughly 86%.

Using the average, the total is \$4,451,094.00

If we extrapolate 86% of households in the Elko area (conservatively using 15,000 households), the leakage is \$7,930,817.00 spent outside of Elko County and 75% of that out of state.

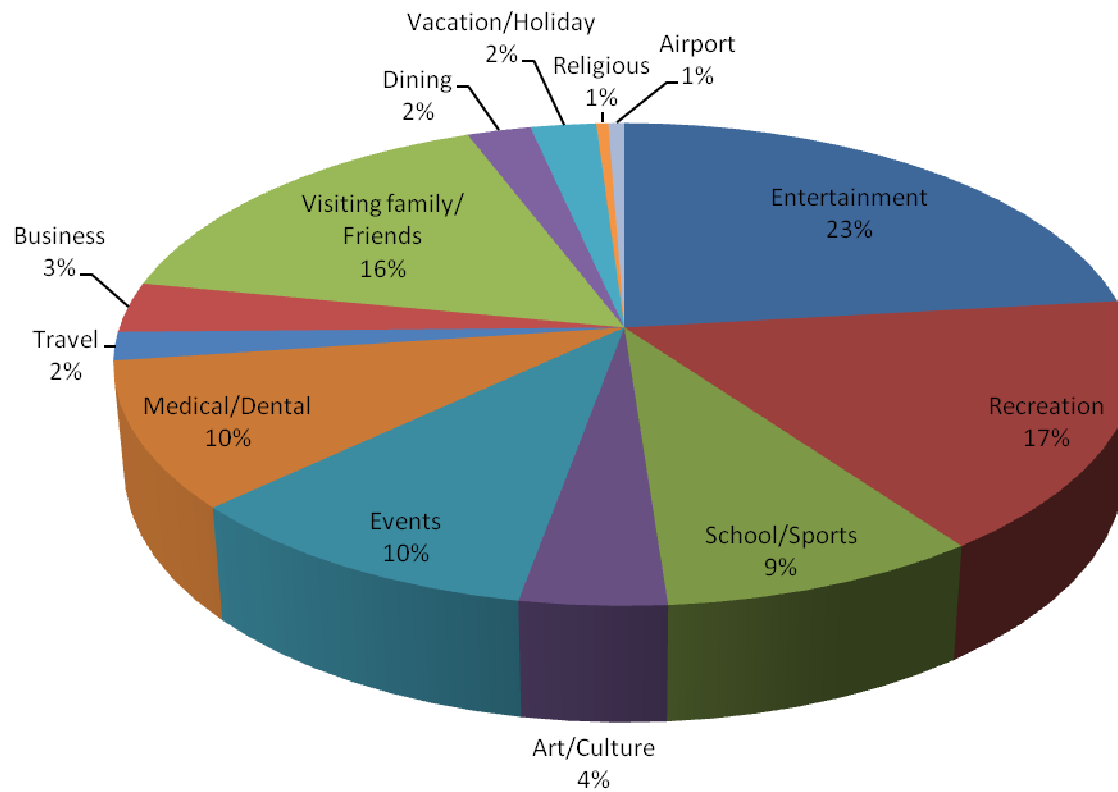


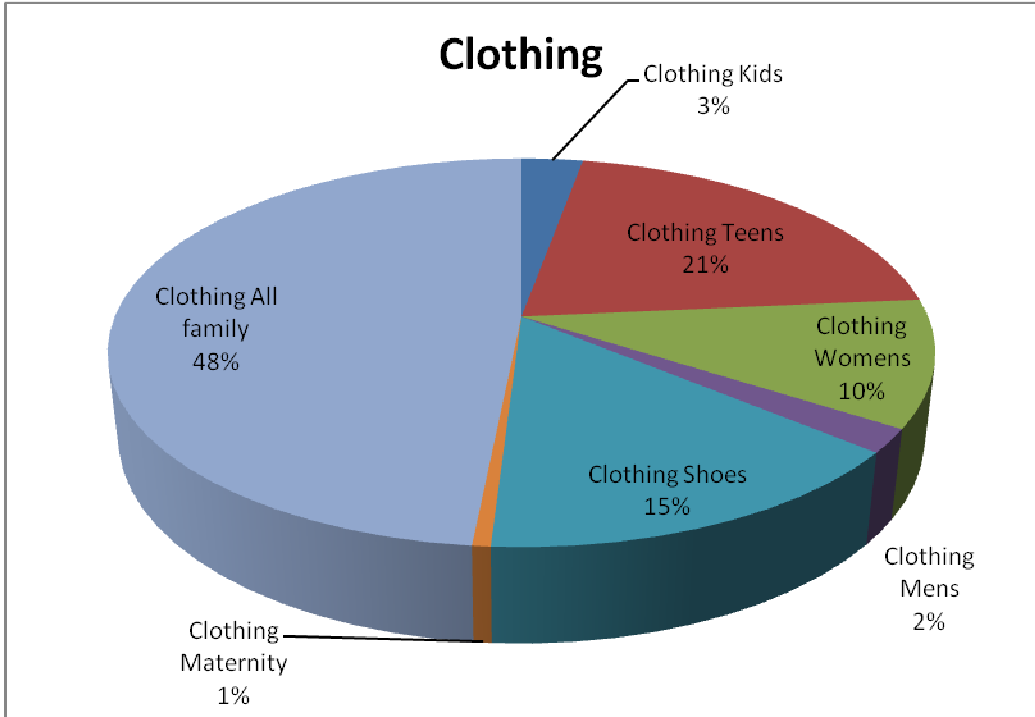
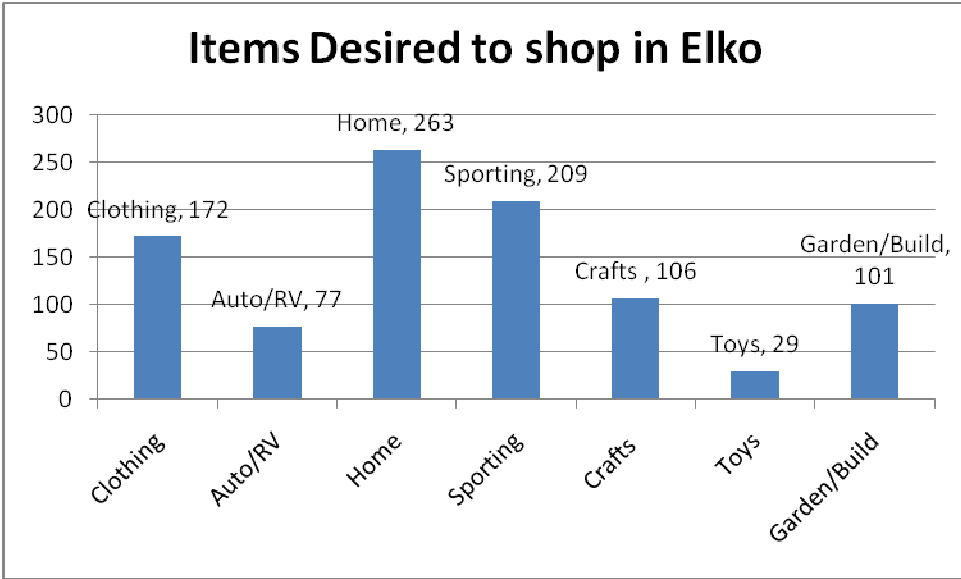
Only 25% of the leakage remains in the state.

## Are shopping trips combined with other activities?

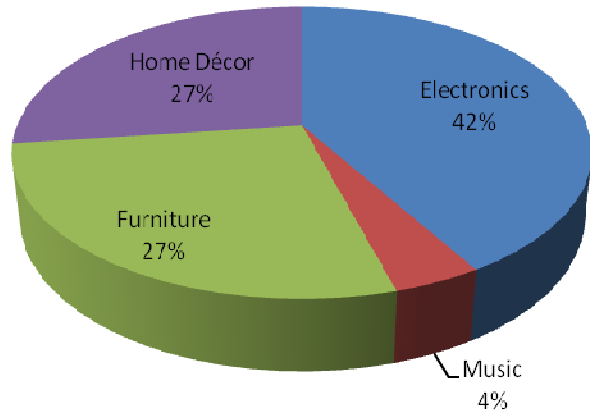


## Other activities combined with shopping trips

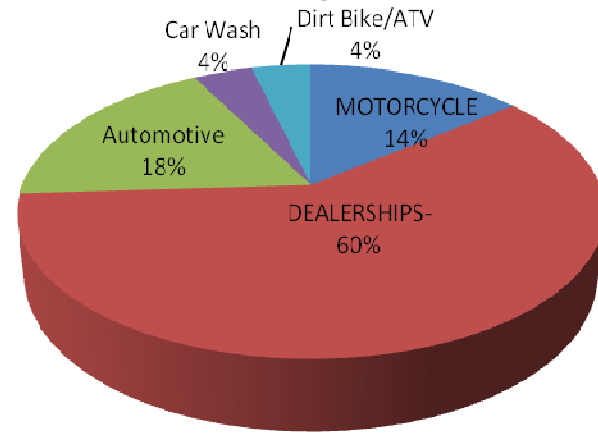




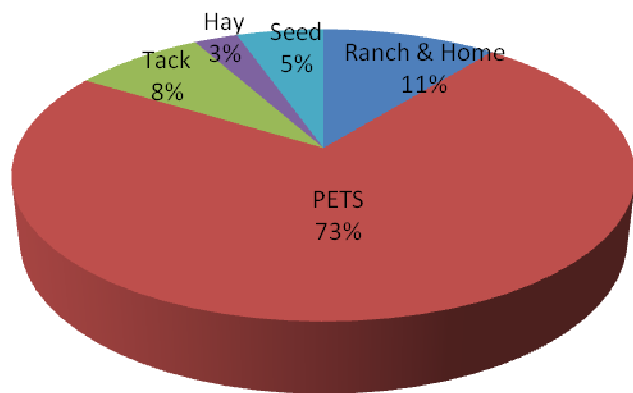
### Home Furnishings Desired



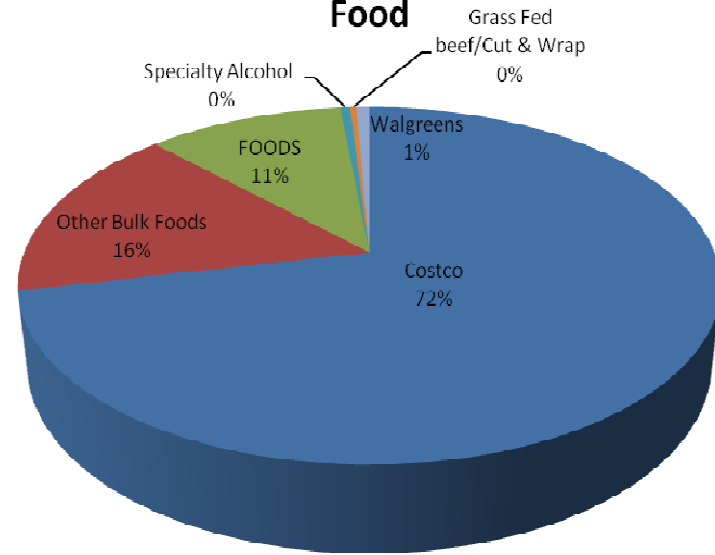
### Auto/RV



### Ranch & Home

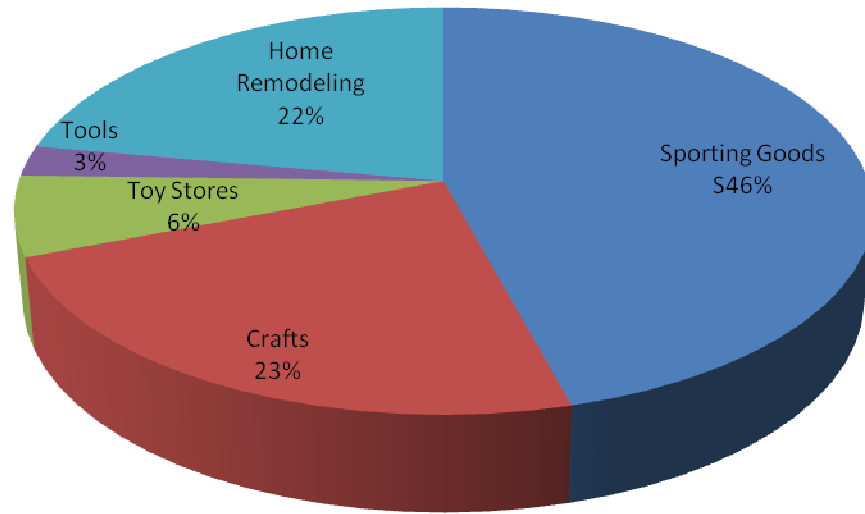


### Food





## Sporting Goods/Toys/Crafts



# Types of Restaurants

