



Elko Trade Area – Citizen Survey

January 2010

The following survey is a joint effort of the Elko Area Chamber of Commerce and the Elko County Economic Diversification Authority. Please take a few minutes to fill out the survey. Your answers will allow us to understand the needs of our community so that we may direct our efforts accordingly.

Please return surveys to: **Elko Area Chamber of Commerce** or **ECEDA**
1405 Idaho St. 723 Railroad St.
Elko, NV 89801 Elko, NV 89801

Where do you live? (Please circle) ELKO SPRING CREEK OSINO RYNDON CARLIN LAMOILLE
PLEASANT VALLEY JIGGS WELLS EUREKA WEST WENDOVER JACKPOT STARR VALLEY
WILDHORSE AREA MOUNTAIN CITY OTHER _____

Total number living in your household _____ Adults _____ Children _____

Do you shop exclusively in Elko? YES NO If NO, where else do you shop? (Circle all that apply)
TWIN FALLS SALT LAKE CITY RENO BOISE OTHER _____

Are shopping trips combined with other activities? YES NO If yes, what activities do you travel out of town for
(entertainment, recreation, school/sports, art/culture, events, etc.)? _____

How often do you travel to another destination to shop? _____

Do you shop on-line or by catalog? YES NO If yes, how often _____

Why do you travel to another location, order on-line or by catalog to shop? LESS EXPENSIVE BETTER QUALITY
NOT ENOUGH VARIETY CAN'T FIND IN ELKO CUSTOMER SERVICE OTHER _____

What do you shop for at other locations, on-line or by catalog? FOOD CLOTHING FURNITURE APPLIANCES
VEHICLES RECREATIONAL VEHICLES TOOLS TOYS HOME DECORATING GARDENING SPORTING GOODS
CRAFTS OTHER _____

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

What stores will Elko need for you to shop locally (type of, or names of stores, please list all that apply)

What additional restaurants or types of food would you like to see in Elko? _____

What can Elko businesses do to serve your needs better? _____

Do you travel out of town for medical services? YES NO If yes, what type of medical services? _____

Where do you go to obtain medical services? SALT LAKE CITY RENO TWIN FALLS BOISE OTHER _____

Why do you travel out of town for medical services? (Circle all that apply) PRIMARY DR. REFERRAL COST
NOT AVAILABLE HERE BETTER CARE LACK OF CONFIDENCE OTHER (please specify) _____

What other services do you obtain out of town? _____

If you travel out of town for activities (entertainment, recreation, arts/culture, etc.), what types of activities or facilities would you like to see available in Elko that do not currently exist? _____

Additional comments or information that you would like to share?

