

**CHAFFEE COUNTY  
CONSUMER SATISFACTION SURVEY  
2006**

**A joint project of  
Chaffee County Economic Development Office  
Chaffee County Vision 2020**

**Funded by:  
Upper Arkansas Enterprise Zone  
Chaffee County Board of Commissioners**

Information also available at [www.chaffeecounty.org](http://www.chaffeecounty.org)

## 2006 Consumer Satisfaction Survey

County Households= 6900

	Projected # of HH buyers	%	AVG HH VALUE OF PURCHASE	PROJECTED TOTAL VALUE OF PURCHASE
<b>APPAREL</b>	2,593	38%	\$361	\$936,564
Men's Dress	1,704	25%	\$246	\$419,774
Men's Casual & work	3,067	44%	\$198	\$606,235
Men's Outerwear	1,817	26%	\$207	\$375,288
Men's Sports	1,921	28%	\$212	\$408,179
Women's Dress	2,641	38%	\$246	\$649,537
Women's Casual & work	3,909	57%	\$239	\$932,778
Women's Outerwear	2,537	37%	\$207	\$524,362
Women's Sports	2,016	29%	\$210	\$423,560
Kid's Clothes	1,524	22%	\$227	\$346,420
Baby Clothes	823	12%	\$229	\$188,354
Teen Clothes	1,041	15%	\$254	\$264,311
Shoes	2,272	33%	\$209	\$475,854
Women's	3,199	46%	\$172	\$548,735
Men's	2,414	35%	\$172	\$416,224
Athletic	2,054	30%	\$173	\$354,938
Kids	710	10%	\$159	\$113,107
Maternity	170	2%	\$197	\$33,601
Big & Tall	473	7%	\$224	\$106,008
Petite	757	11%	\$219	\$166,111
Plus Sizes	416	6%	\$238	\$99,146
Luggage	719	10%	\$210	\$150,730

**Total Apparel**

\$6,075,360

**Total Shoes**

\$1,908,858

## 2006 Consumer Satisfaction Survey

	Projected # of HH buyers	%	AVG HH VALUE OF PURCHASE	PROJECTED TOTAL VALUE OF PURCHASE
<b>Home Furnishings</b>	<b>1,467</b>	<b>21%</b>	<b>\$368</b>	<b>\$540,453</b>
Furniture	1,817	26%	\$391	\$710,113
Bedding	3,000	43%	\$228	\$684,321
Home Décor Items	2,451	36%	\$245	\$600,082
Large Appliances	663	10%	\$381	\$252,479
Small Kitchen Appliances	1,647	24%	\$185	\$304,300
Kitchen Accessories	1,779	26%	\$171	\$304,774
Storage Containers	644	9%	\$163	\$104,825

**Total Home Furnishing**  
\$3,501,348

<b>Sports &amp; Fitness Equip</b>	<b>256</b>	<b>4%</b>	<b>\$258</b>	<b>\$66,019</b>
Snowmobiles	95	1%	\$490	\$46,379
ATVs	189	3%	\$444	\$84,002
Trail Bikes & Motorcycles	208	3%	\$388	\$80,689
Exercise Equip	502	7%	\$250	\$125,175
Bicycles	341	5%	\$325	\$110,741
Skis	530	8%	\$392	\$207,994
Team Sports	265	4%	\$215	\$57,027
Hunting & Fishing	1,003	15%	\$245	\$245,854
Camping	956	14%	\$231	\$221,008
Hiking & Climbing	558	8%	\$207	\$115,710

**Total Sports & Fitness**  
\$1,360,597

## 2006 Consumer Satisfaction Survey

	Projected # of HH buyers	%	AVG HH VALUE OF PURCHASE	PROJECTED TOTAL VALUE OF PURCHASE	
<b>Electronics</b>	691	10%	\$365	\$252,243	
Digital Cameras	1,600	23%	\$351	\$561,512	
Film Cameras	303	4%	\$172	\$52,058	
Camcorders	208	3%	\$406	\$84,475	
Accessories	587	9%	\$228	\$133,930	
TVs	738	11%	\$364	\$269,043	
DVD Players	899	13%	\$208	\$186,698	
Receivers & Amplifiers	360	5%	\$316	\$113,817	
MP3 & Digital Audio	681	10%	\$268	\$182,912	
Speakers	293	4%	\$294	\$86,368	
Satellite Radio	388	6%	\$269	\$104,352	
Car Audio	237	3%	\$217	\$51,348	
Cell Phones	947	14%	\$198	\$187,171	
Telephones & Telephone Systems	700	10%	\$198	\$138,663	
<b>Computers, Printers, Accessories</b>	<b>2,291</b>	<b>33%</b>	<b>\$406</b>	<b>\$930,412</b>	
Fax Machines & Copiers	672	10%	\$244	\$163,745	
Computer Software	1,732	25%	\$229	\$395,874	
Handhelds & PDAs	237	3%	\$306	\$72,407	
GPS & Navigation	246	4%	\$272	\$66,965	
2-Way Radios	331	5%	\$191	\$63,416	
Video Games	767	11%	\$171	\$131,327	
Musical Instruments	379	5%	\$289	\$109,558	<b>Total Electronics</b>
Musical Recording & Sound Equip	312	5%	\$282	\$88,025	\$4,426,317

## 2006 Consumer Satisfaction Survey

	Projected # of HH buyers	%	AVG HH VALUE OF PURCHASE	PROJECTED TOTAL VALUE OF PURCHASE	
Health & Personal Care	1,429	21%	\$245	\$350,442	
Beauty Supplies	2,243	33%	\$202	\$452,428	
Medical Supplies & Equip	1,079	16%	\$294	\$317,551	<b>Total Health &amp; Personal</b>
Nutrition & Wellness	1,221	18%	\$269	\$328,436	\$1,448,858
Automotive	587	9%	\$348	\$204,208	
Automobiles & Trucks	928	13%	\$486	\$451,245	
Automotive Tools	473	7%	\$306	\$144,578	
Garage & Shop Cabinets, Lifts	416	6%	\$290	\$120,916	
Lighting	634	9%	\$260	\$165,165	
Accessories	303	4%	\$259	\$78,560	<b>Total Automotive</b>
Automotive Parts	833	12%	\$280	\$233,076	\$1,397,747
Tools & Hardware	237	3%	\$342	\$80,926	
Power Tools	1,353	20%	\$274	\$370,319	
Hand Tools	947	14%	\$191	\$180,545	
Lawn & Garden	748	11%	\$210	\$157,356	<b>Total Tools &amp; Hardware</b>
Job Site Equip	274	4%	\$534	\$146,708	\$935,854
Building Supplies	738	11%	\$386	\$285,134	
Lumber	937	14%	\$356	\$333,169	
Siding	322	5%	\$445	\$143,158	<b>Total Building Supplies</b>
Roofing	331	5%	\$393	\$130,144	\$891,605

## 2006 Consumer Satisfaction Survey

	Projected # of HH buyers	%	AVG HH VALUE OF PURCHASE	PROJECTED TOTAL VALUE OF PURCHASE
Art/Craft/Sewing Supplies	1,770	26%	\$232	\$410,545
Books	3,199	46%	\$185	\$592,984
CDs	1,950	28%	\$154	\$300,041
Eye Glasses	1,486	22%	\$299	\$444,146
Gourmet Food Wine & Cheese	2,574	37%	\$257	\$661,368
Jewelry & Watches	1,259	18%	\$281	\$354,228
Office Supplies	1,884	27%	\$229	\$430,422
Pet Food & Supplies	1,353	20%	\$216	\$292,469
Toys & Games	1,230	18%	\$189	\$232,130
Videos & DVDs	1,562	23%	\$167	\$260,525

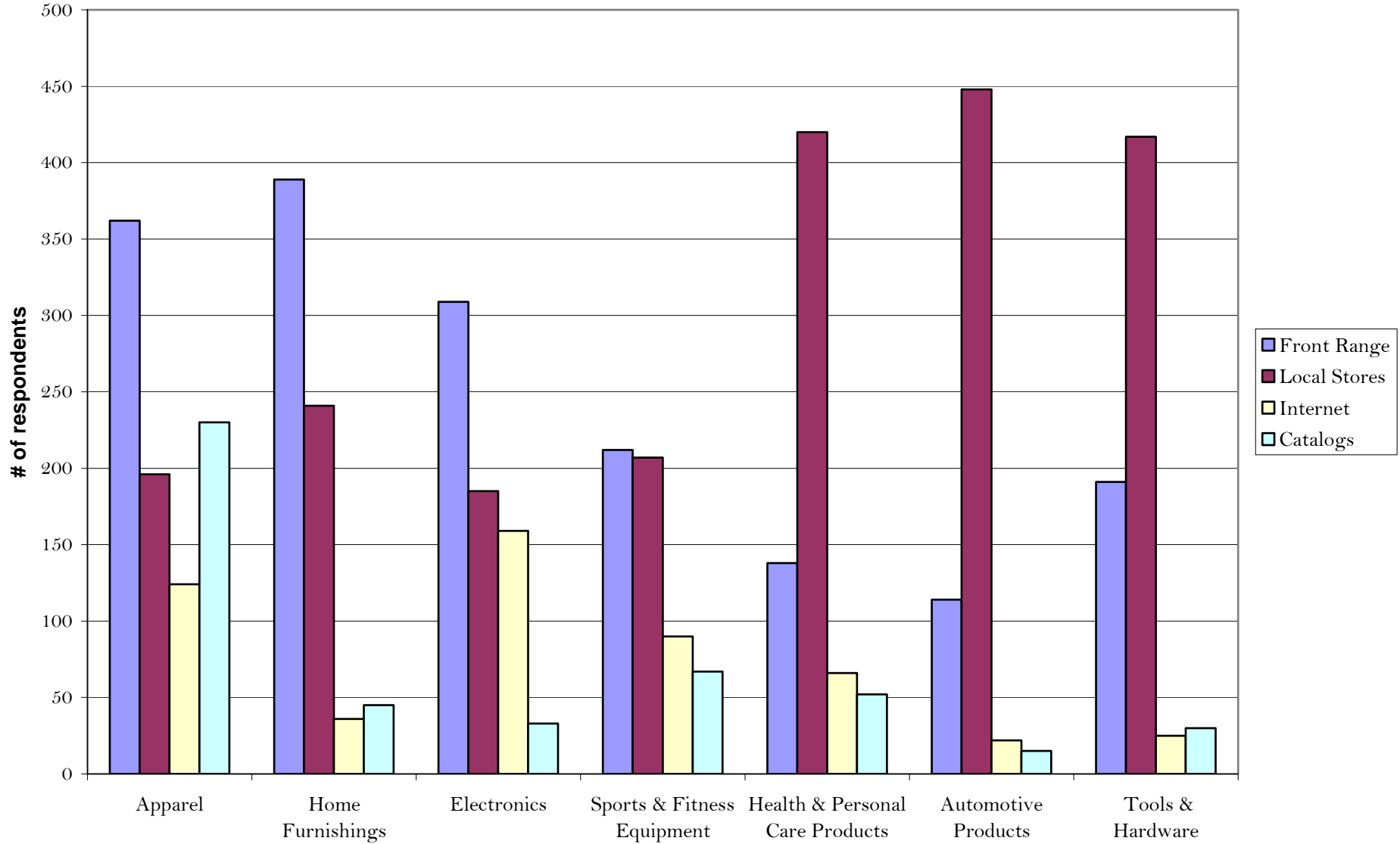
**\$26,480,998**  
**\$1,059,240**

**Grand Total**  
**Lost Tax Revenue**

**Note:** When calculating dollar values for categories, the maximum value used was \$500. Categories marked in yellow indicate areas where out-of-county spending estimates are VERY conservative. For example, 14% of respondents reported spending over \$500 on LUMBER outside the county. The survey did not allow for a determination of exactly how much they did spend on lumber—the respondent merely checked a box. They may have built a small deck (relatively low cost, and possibly more than \$500) or they may have built a garage (relatively larger cost and most likely over \$500). Since there was no way of knowing exact purchase prices, dollar estimates erred on the conservative.

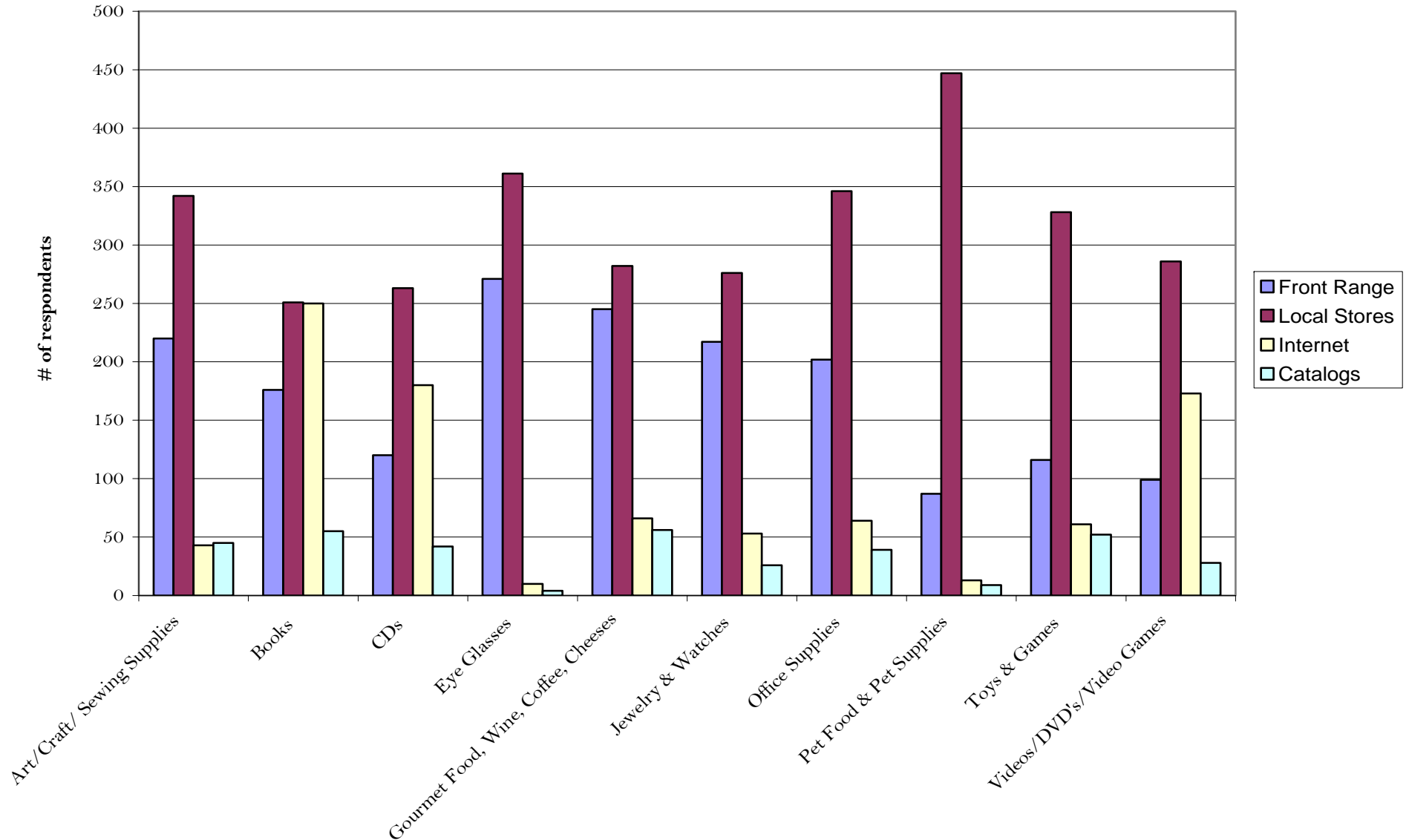
# 2006 Consumer Satisfaction Survey

## Where items were purchased



# 2006 Consumer Satisfaction Survey

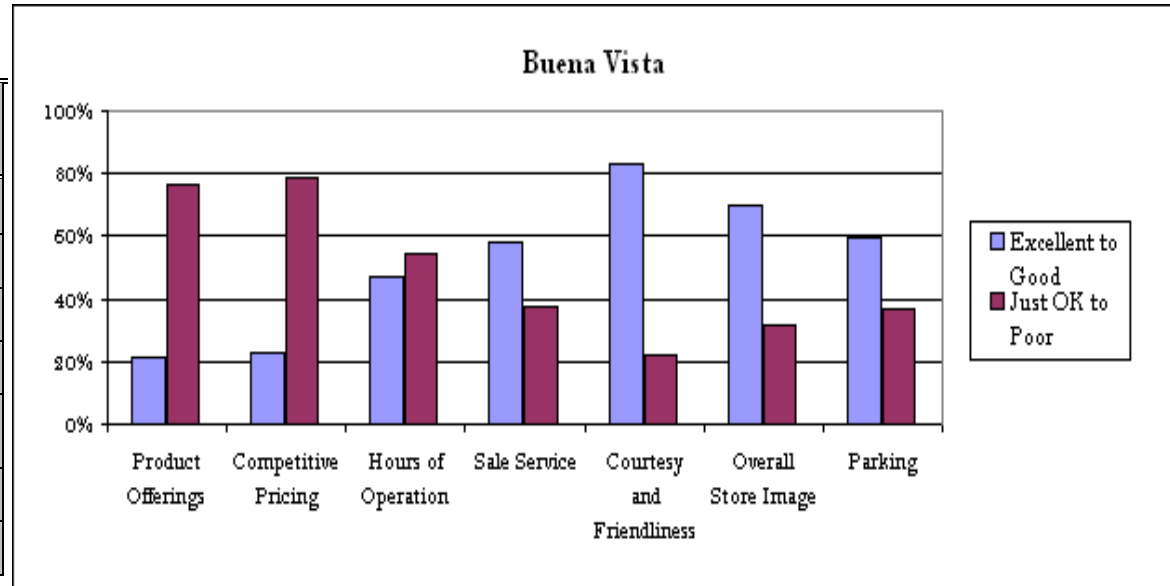
## Where items were purchased



## 2006 Consumer Satisfaction Survey

### Buena Vista

How do you rate the local stores?	Excellent to Good	Just OK to Poor
Product Offerings	22%	76%
Competitive Pricing	23%	79%
Hours of Operation	47%	54%
Sale Service	58%	38%
Courtesy and Friendliness	83%	22%
Overall Store Image	70%	32%
Parking	59%	37%



### Salida

How do you rate the local stores?	Excellent to Good	Just OK to Poor
Product Offerings	28%	68%
Competitive Pricing	27%	71%
Hours of Operation	37%	60%
Sale Service	61%	31%
Courtesy and Friendliness	79%	19%
Overall Store Image	74%	20%
Parking	52%	40%

