

Niche News:

Retail & Other Spending Averages



Nonresident visitors to Montana who spent money within each of the categories in the 2001 Nonresident Visitor Survey are used for this summary. All dollar values have been inflated to 2002 dollars.

Key Findings

Thirty-one percent of nonresidents indicated spending money in the retail category. The top 10 retail categorical items are listed in the table below. Of the 31 percent who spent money on retail, 41 percent of those spent money on clothing items, indicating that this is the retail item purchased most frequently by nonresidents.

RETAIL CATEGORY	# Who Spent (N=1,392)*	% of Sample (31% of Nonresidents)	Average of Those Who Spent (mean)
Clothing	566	41%	\$68
Souvenirs/Gifts	281	20%	\$44
Books/Magazines	96	7%	\$24
Postcards/Cards	72	5%	\$3
Jewelry	66	5%	\$82
Household Goods	62	4%	\$106
Drug Store/toiletries	55	4%	\$15
Fishing Flies/Bait	42	3%	\$36
Film	40	3%	\$14
Toys/Games	40	3%	\$25
Antiques/Collectibles	30	2%	\$108

*The reader should take caution when using the categories with small sample sizes.

More nonresidents spend money on gasoline, restaurants, lodging, and groceries than on retail items. However, retail is the second highest *dollar* purchase, following only the cost of outfitters and guides.

Percent of Nonresidents Spending in all Categories

Gasoline, Oil	78%
Restaurant, Bar	62%
Hotel, Lodge, B&B	42%
Groceries	42%
Retail	31%
Licenses, Entrance Fees	12%
Campground, R.V. Park	11%
Misc. Expenses, Services	5%
Auto Rental, Repairs	5%
Outfitter, Guide	2%
Transportation Fares	1%

Average Dollar Expenditure by Nonresidents in all Categories (Mean)

Outfitter, Guide	\$175
Retail	\$89
Auto Rental, Repair	\$85
Hotel, Lodge, B&B	\$81
Restaurant, Bar	\$38
Misc. Expenses, Services	\$38
Gasoline, Oil	\$35
Transportation Fares	\$26
Licenses, Entrance Fees	\$25
Groceries	\$22
Campground, R.V. Park	\$21