



The **Retail**Coach®

# Orscheln Farm & Home Mobile Data Survey

HASTINGS, NEBRASKA



**HASTINGS**

*Area Chamber of Commerce*

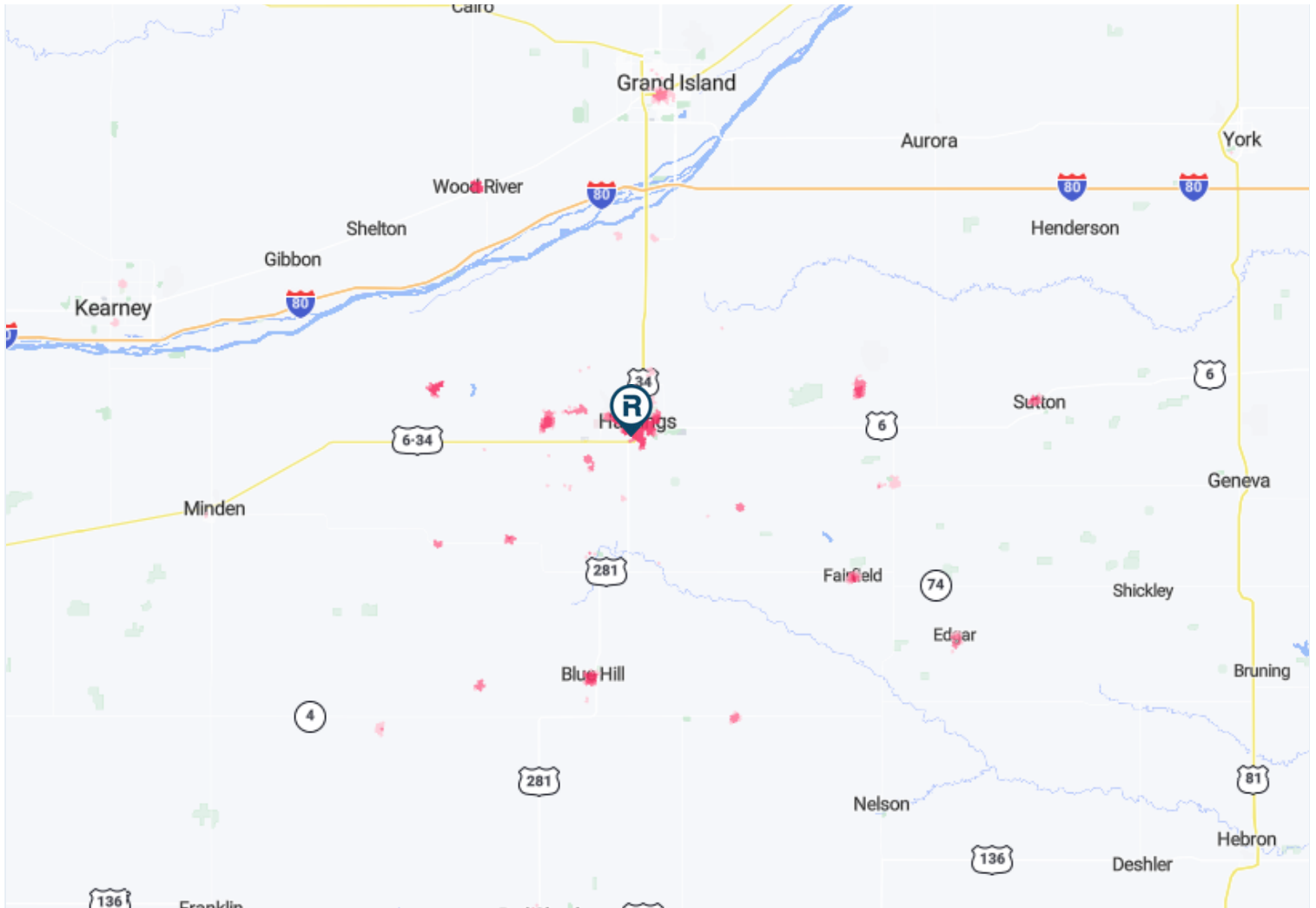
Prepared for Hastings Chamber of Commerce &  
Hastings Economic Development Corporation  
October 2023

# Orscheln Farm & Home • Mobile Data Analysis

Hastings, Nebraska • August 1, 2022 — July 31, 2023



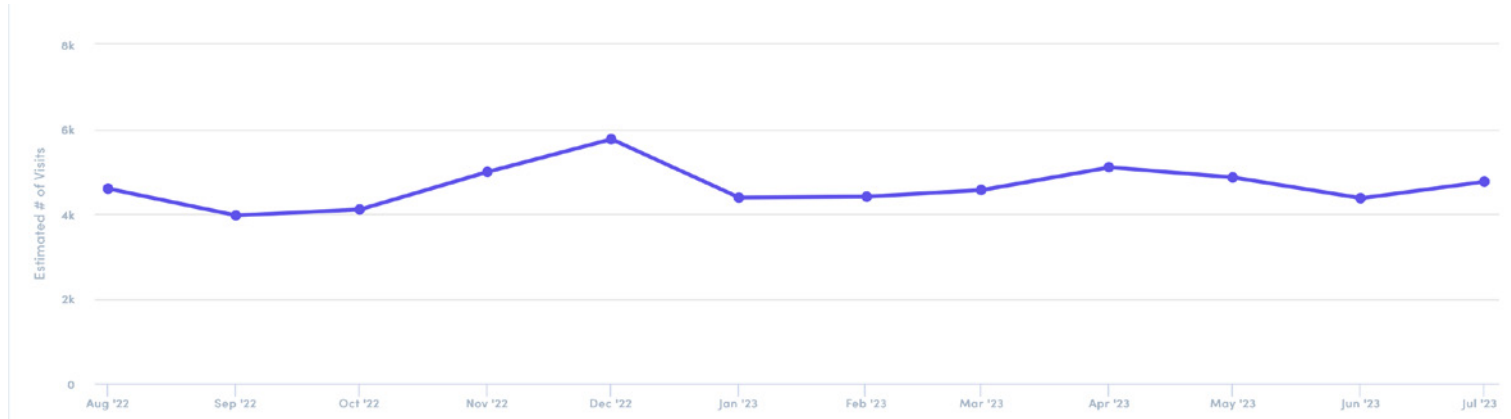
## True Trade Area



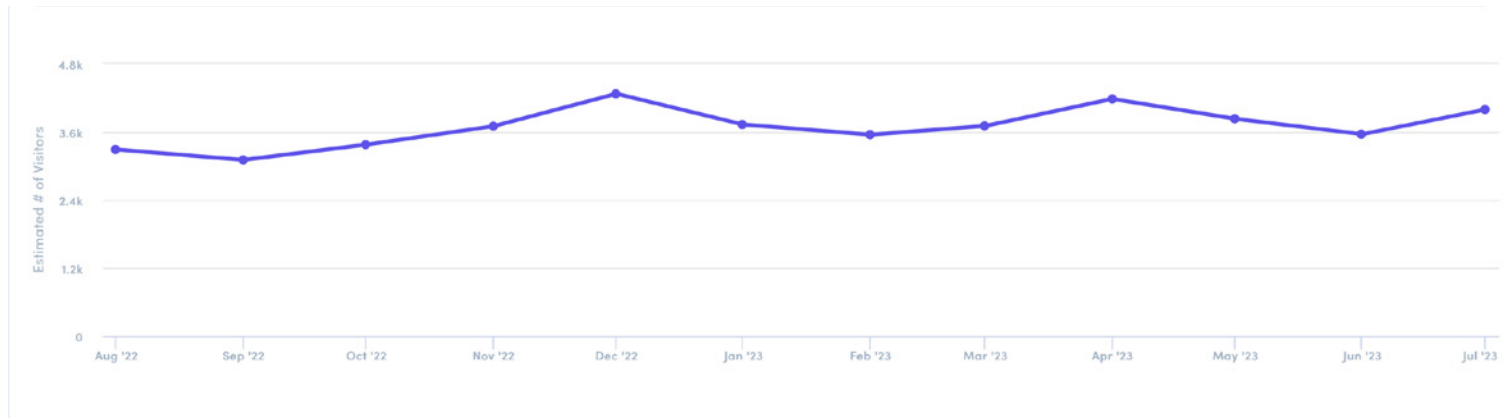
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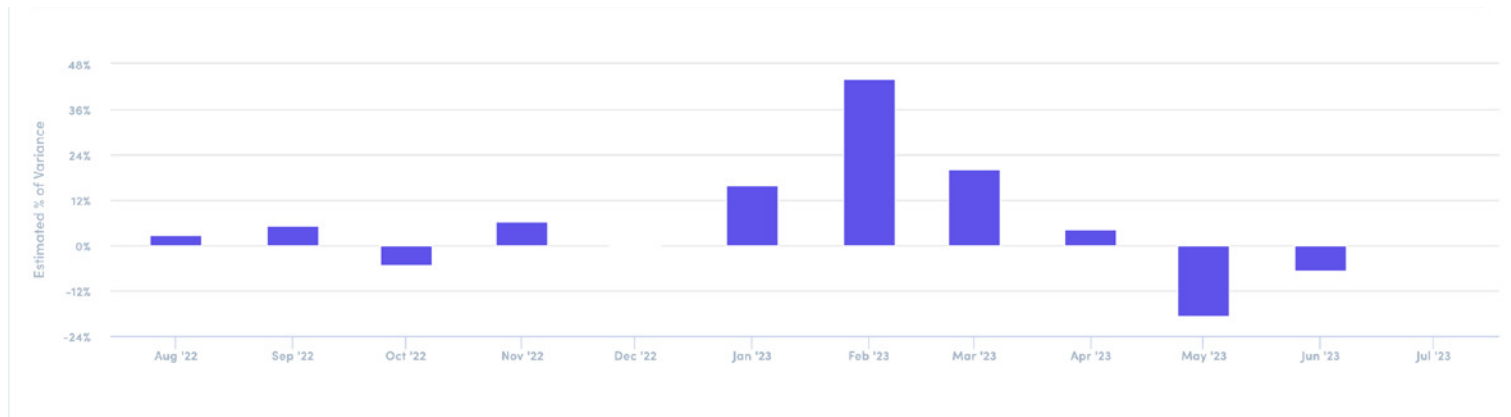
## Visit Trend - 55,856 Total Visits



## Visitor Trend



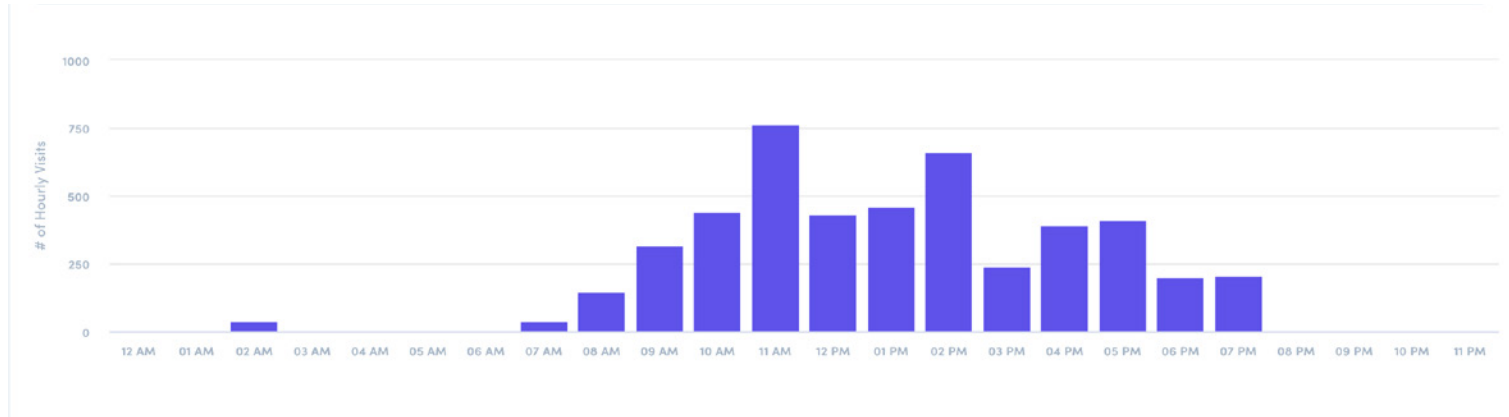
## Variance of Visits - Year over Year



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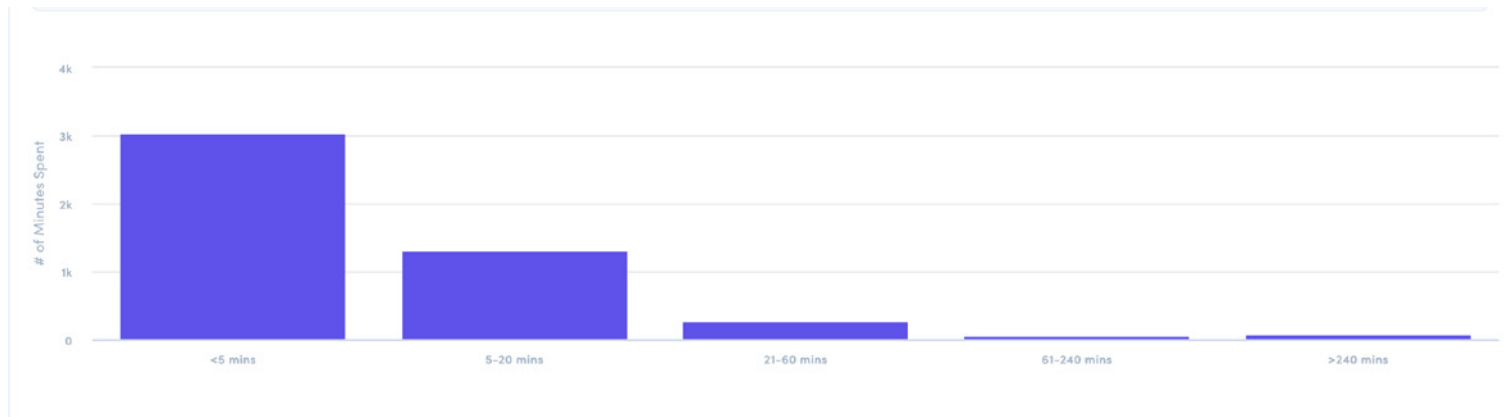
## Hourly Foot Traffic



## Daily Foot Traffic



## Length of Stay



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## Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Hastings	NE	68901	30.06%
Juniata	NE	68955	8.12%
Blue Hill	NE	68930	5.05%
Glensvil	NE	68941	4.28%
Red Cloud	NE	68970	3.85%
Kenesaw	NE	68956	3.30%
Lake Ozark	MO	65049	3.07%
Ayr	NE	68925	2.31%
Harvard	NE	68944	2.20%
Sutton	NE	68979	2.20%
Holstein	NE	68950	1.44%
Lawrence	NE	68957	1.44%
Campbell	NE	68932	1.32%
Nelson	NE	68961	1.32%
Bladen	NE	68928	1.21%
Kansas City	MO	64119	1.10%
Wichita	KS	67206	1.10%
Omaha	NE	68127	1.10%
Grand Island	NE	68801	1.10%
Kearney	NE	68847	1.10%
Minden	NE	68959	1.10%
Trumbull	NE	68980	1.10%
Upland	NE	68981	1.10%
Colorado Springs	CO	80923	1.10%
Osborne	KS	67473	0.99%
Guide Rock	NE	68942	0.99%
Franklin	NE	68939	0.89%
Roseland	NE	68973	0.89%
Portis	KS	67474	0.77%
Edgar	NE	68935	0.77%
Superior	NE	68978	0.77%
Cozad	NE	69130	0.77%
Burr Oak	KS	66936	0.66%

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Doniphan	NE	68832	0.66%
Inland	NE	68954	0.66%
Orleans	NE	68966	0.66%
Riverton	NE	68972	0.66%
Davenport	NE	68335	0.55%
Wood River	NE	68883	0.55%
Alma	NE	68920	0.55%
Bloomington	NE	68929	0.55%
Gothenburg	NE	69138	0.55%
Esbon	KS	66941	0.45%
Deweese	NE	68934	0.45%
Fairfield	NE	68938	0.45%
Republican City	NE	68971	0.45%
Eustis	NE	69028	0.45%
Downs	KS	67437	0.34%
Litchfield	NE	68852	0.34%
Loup City	NE	68853	0.34%
Inavale	NE	68952	0.34%
Oak	NE	68964	0.34%
Farnam	NE	69029	0.34%
Grand Island	NE	68803	0.22%
Ravenna	NE	68869	0.22%
Oxford	NE	68967	0.22%
Mankato	KS	66956	0.11%
Alda	NE	68810	0.11%
Arcadia	NE	68815	0.11%
Hazard	NE	68844	0.11%
Clay Center	NE	68933	0.11%
Hildreth	NE	68947	0.11%
Holdrege	NE	68949	0.11%
Naponee	NE	68960	0.11%
Stamford	NE	68977	0.11%
Wilcox	NE	68982	0.11%

# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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