TheRetailCoach®

Menards
Mobile Data Survey

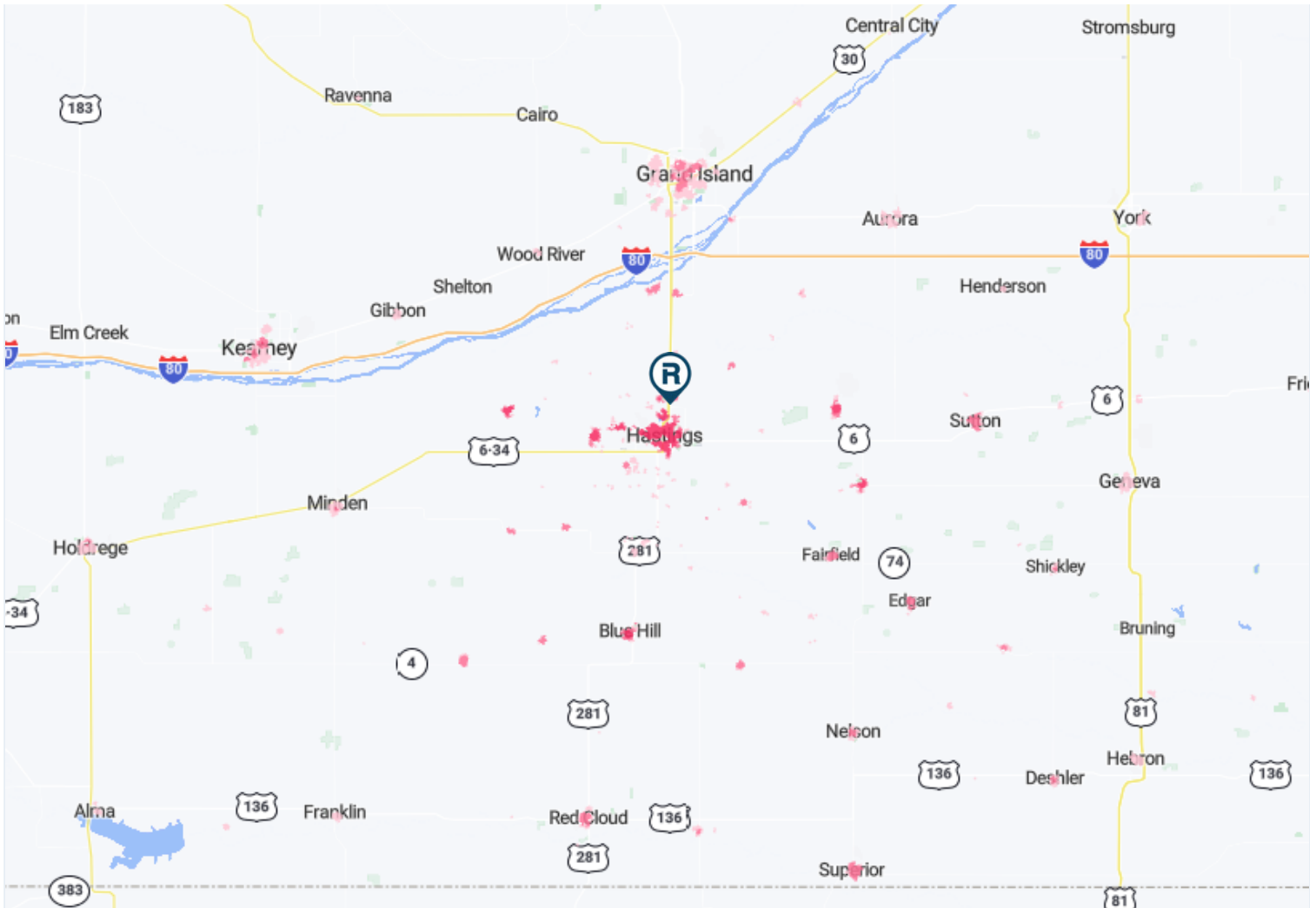## HASTINGS, NEBRASKA

HASTINGS
Area Chamber of Commerce

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

Menards • Mobile Data Analysis
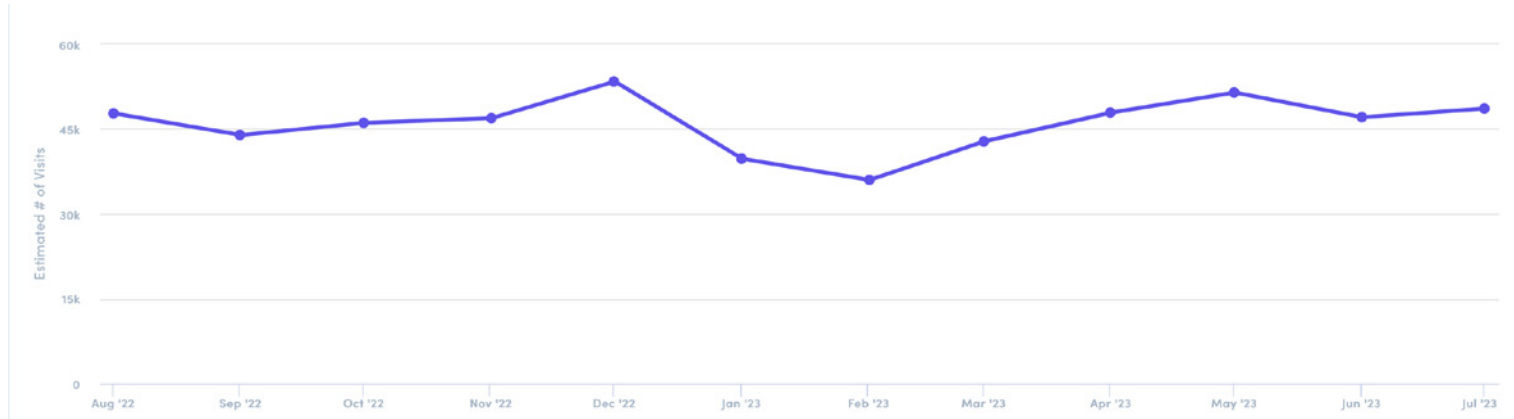
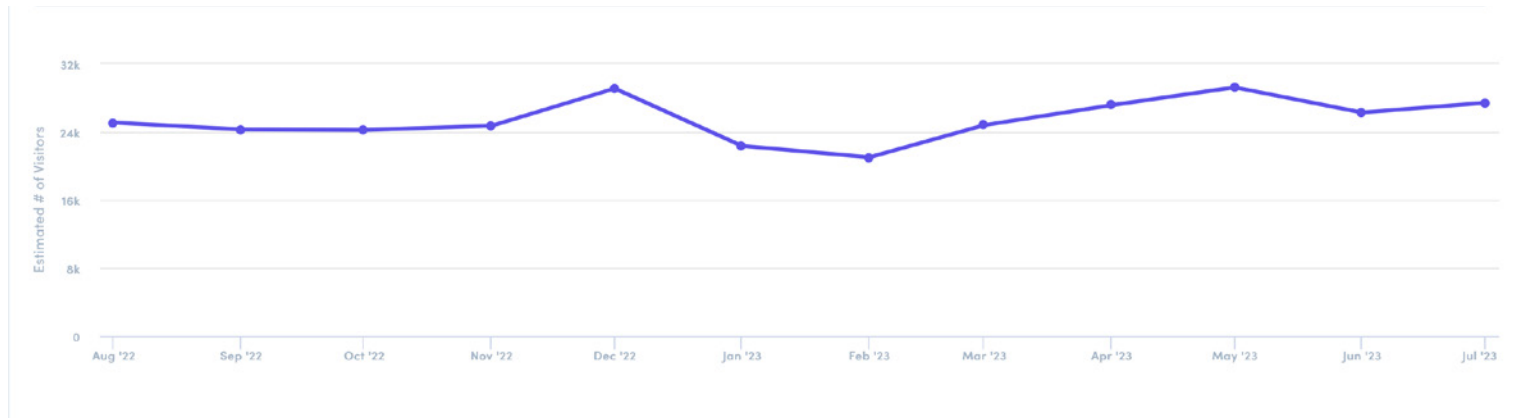Hastings, Nebraska • August 1, 2022 — July 31, 2023

True Trade Area

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Hastings, Nebraska • August 1, 2022 — July 31, 2023
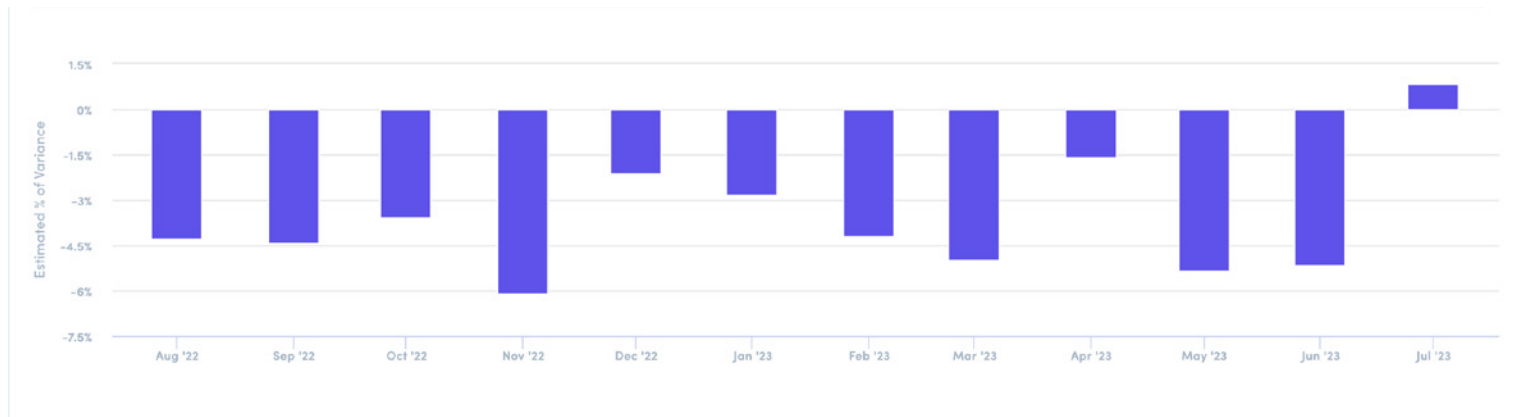
Visit Trend - 551,920 Total Visits

Visitor Trend

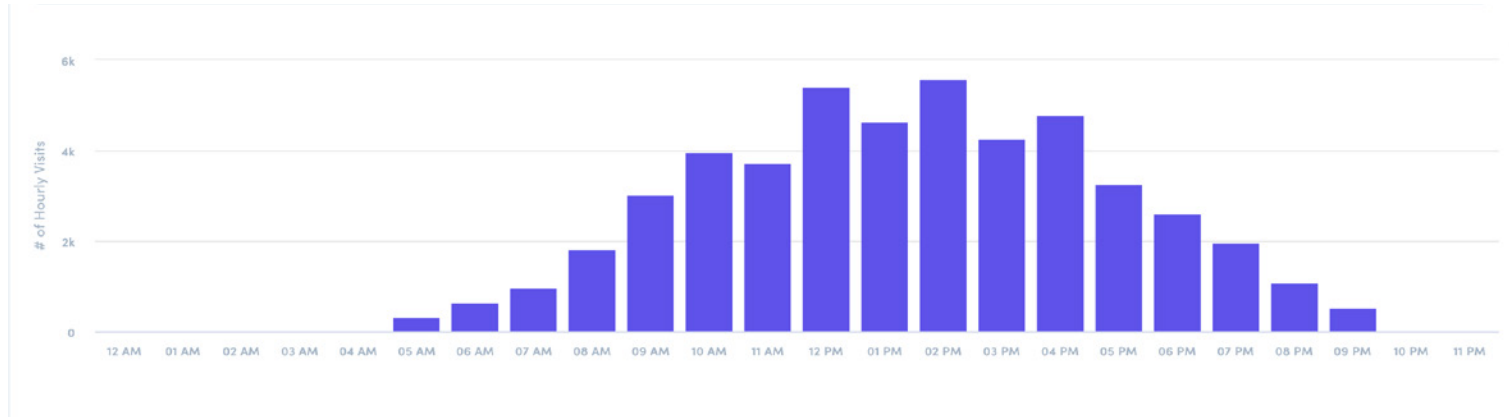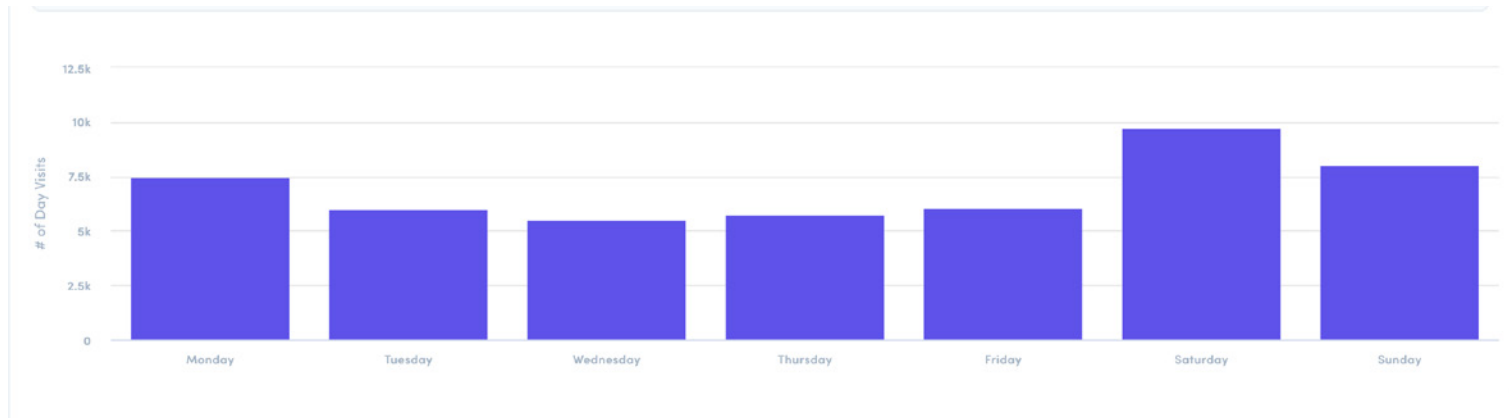## Variance of Visits - Year over Year

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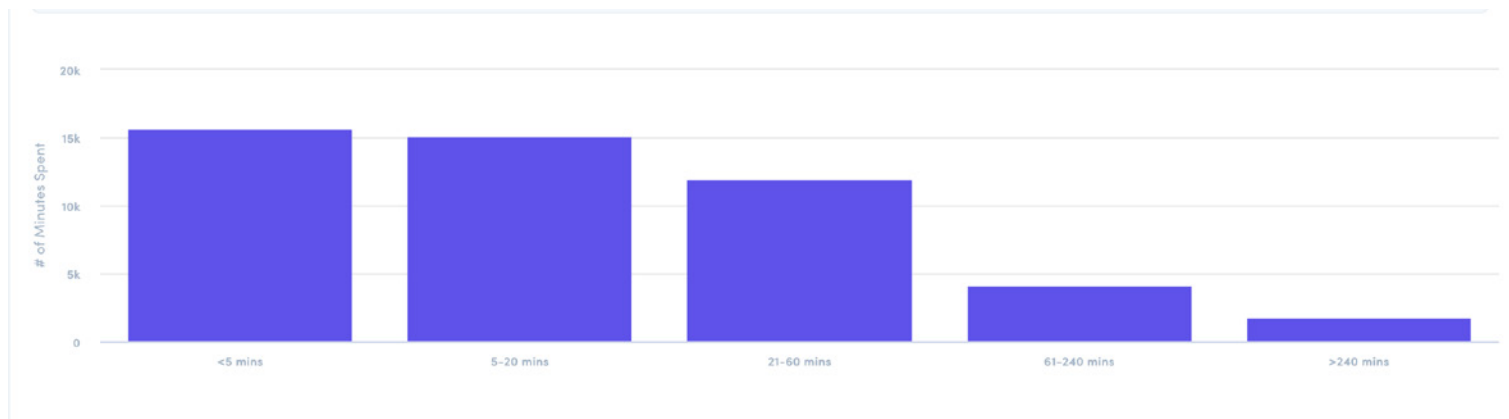
Hastings, Nebraska • August 1, 2022 — July 31, 2023

Hourly Foot Traffic

Daily Foot Traffic

Length of Stay

Menards • Mobile Data Analysis

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

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Hastings	NE	68901	40.37%
Juniata	NE	68955	4.48%
Grand Island	NE	68803	3.58%
Grand Island	NE	68801	2.86%
Sutton	NE	68979	2.57%
Clay Center	NE	68933	2.19%
Glenvil	NE	68941	2.14%
Superior	NE	68978	1.90%
Blue Hill	NE	68930	1.77%
Harvard	NE	68944	1.75%
Red Cloud	NE	68970	1.75%
Doniphan	NE	68832	1.42%
Kearney	NE	68845	1.29%
Trumbull	NE	68980	1.08%
Ayr	NE	68925	0.93%
Fairfield	NE	68938	0.88%
Holdrege	NE	68949	0.88%
Kearney	NE	68847	0.85%
Minden	NE	68959	0.75%
Aurora	NE	68818	0.72%
Guide Rock	NE	68942	0.70%
Kenesaw	NE	68956	0.70%
Central City	NE	68826	0.64%
Bladen	NE	68928	0.64%
Holstein	NE	68950	0.64%
Campbell	NE	68932	0.62%
Edgar	NE	68935	0.57%
Fairbury	NE	68352	0.54%
Nelson	NE	68961	0.54%
Lawrence	NE	68957	0.52%
Lexington	NE	68850	0.49%
Smith Center	KS	66967	0.46%
Geneva	NE	68361	0.44%
Roseland	NE	68973	0.44%
Upland	NE	68981	0.44%
Inland	NE	68954	0.41%
Sargent	NE	68874	0.39%
Franklin	NE	68939	0.39%
Lincoln	NE	68508	0.36%
McCook	NE	69001	0.36%
Inavale	NE	68952	0.33%
Wood River	NE	68883	0.31%
Omaha	NE	68102	0.28%
Henderson	NE	68371	0.28%
Deweese	NE	68934	0.28%
Mankato	KS	66956	0.26%
Davenport	NE	68335	0.26%
Alda	NE	68810	0.26%
Riverton	NE	68972	0.26%
Deshler	NE	68340	0.23%
Firth	NE	68358	0.23%
Phillips	NE	68865	0.23%
Byron	NE	68325	0.21%
Cairo	NE	68824	0.21%
Gibbon	NE	68840	0.21%
Arapahoe	NE	68922	0.21%
Asheville	NC	28806	0.18%
Duluth	GA	30096	0.18%
Ball Ground	GA	30107	0.18%
Destin	FL	32541	0.18%
Hillsdale	MI	49242	0.18%

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Burnsville	MN	55337	0.18%
Rapid City	SD	57701	0.18%
Branson	MO	65616	0.18%
Belleville	KS	66935	0.18%
Washington	KS	66968	0.18%
Downs	KS	67437	0.18%
Phillipsburg	KS	67661	0.18%
Omaha	NE	68154	0.18%
Fairmont	NE	68354	0.18%
Lincoln	NE	68506	0.18%
Sidney	NE	69162	0.18%
Littleton	CO	80123	0.18%
Littleton	CO	80126	0.18%
Windsor	CO	80550	0.18%
Platteville	CO	80651	0.18%
Moscow	ID	83843	0.18%
Gilbert	AZ	85234	0.18%
Red Wing	MN	55066	0.16%
Shickley	NE	68436	0.16%
Palmer	NE	68864	0.16%
Saronville	NE	68975	0.16%
Fort Smith	AR	72916	0.16%
Oklahoma City	OK	73162	0.16%
Beattie	KS	66406	0.13%
Lebanon	KS	66952	0.13%
Exeter	NE	68351	0.13%
Waco	NE	68460	0.13%
York	NE	68467	0.13%
Marquette	NE	68854	0.13%
Saint Libory	NE	68872	0.13%
Shelton	NE	68876	0.13%
Hardy	NE	68943	0.13%
Oak	NE	68964	0.13%
Hinton	OK	73047	0.13%
Granby	CO	80446	0.13%
Dundee	IL	60118	0.11%
Burr Oak	KS	66936	0.11%
Adams	NE	68301	0.11%
Grafton	NE	68365	0.11%
Hebron	NE	68370	0.11%
Lincoln	NE	68528	0.11%
Broken Bow	NE	68822	0.11%
Giltner	NE	68841	0.11%
Alma	NE	68920	0.11%
Bloomington	NE	68929	0.11%
Naponee	NE	68960	0.11%
Orleans	NE	68966	0.11%
Oxford	NE	68967	0.11%
Oklahoma City	OK	73128	0.11%
Castana	IA	51010	0.08%
Percival	IA	51648	0.08%
Thurman	IA	51654	0.08%
Elgin	IL	60123	0.08%
Bonnots Mill	MO	65016	0.08%
Loose Creek	MO	65054	0.08%
Marysville	KS	66508	0.08%
Mayetta	KS	66509	0.08%
Oketo	KS	66518	0.08%
Esbon	KS	66941	0.08%
Kensington	KS	66951	0.08%
Omaha	NE	68108	0.08%

The**Retail**Coach.

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.

TheRetailCoach®

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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