



The **Retail**Coach®

Walmart Mobile Data Survey

HASTINGS, NEBRASKA



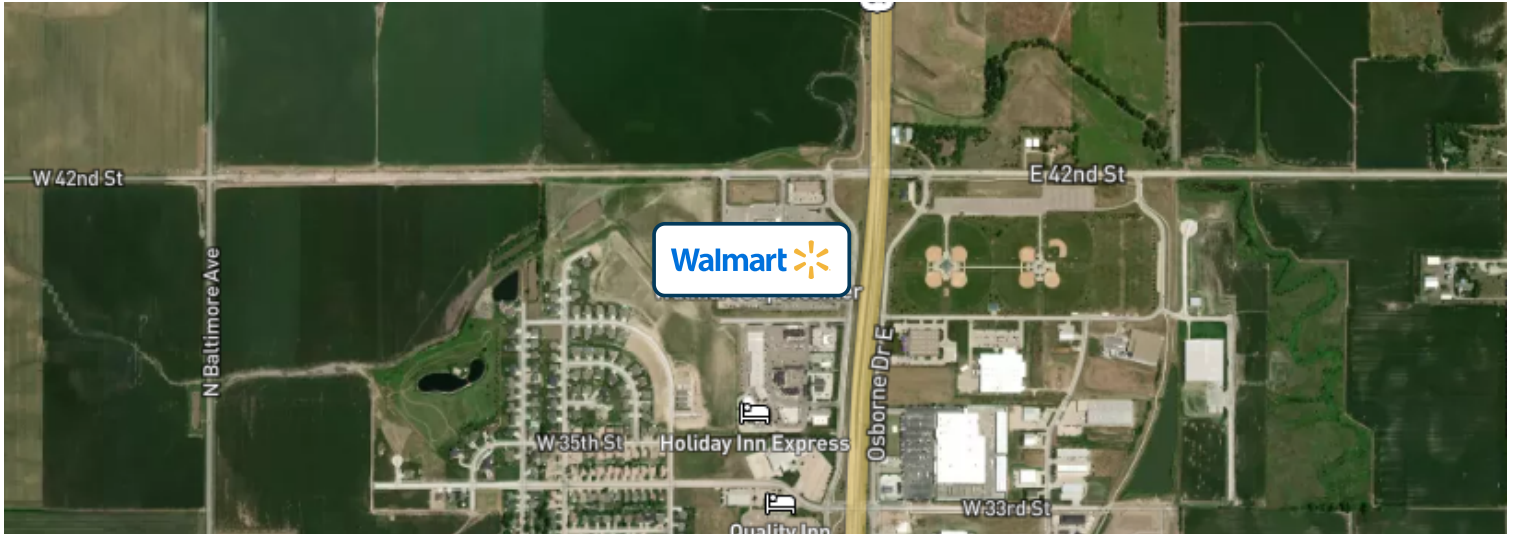
HASTINGS

Area Chamber of Commerce

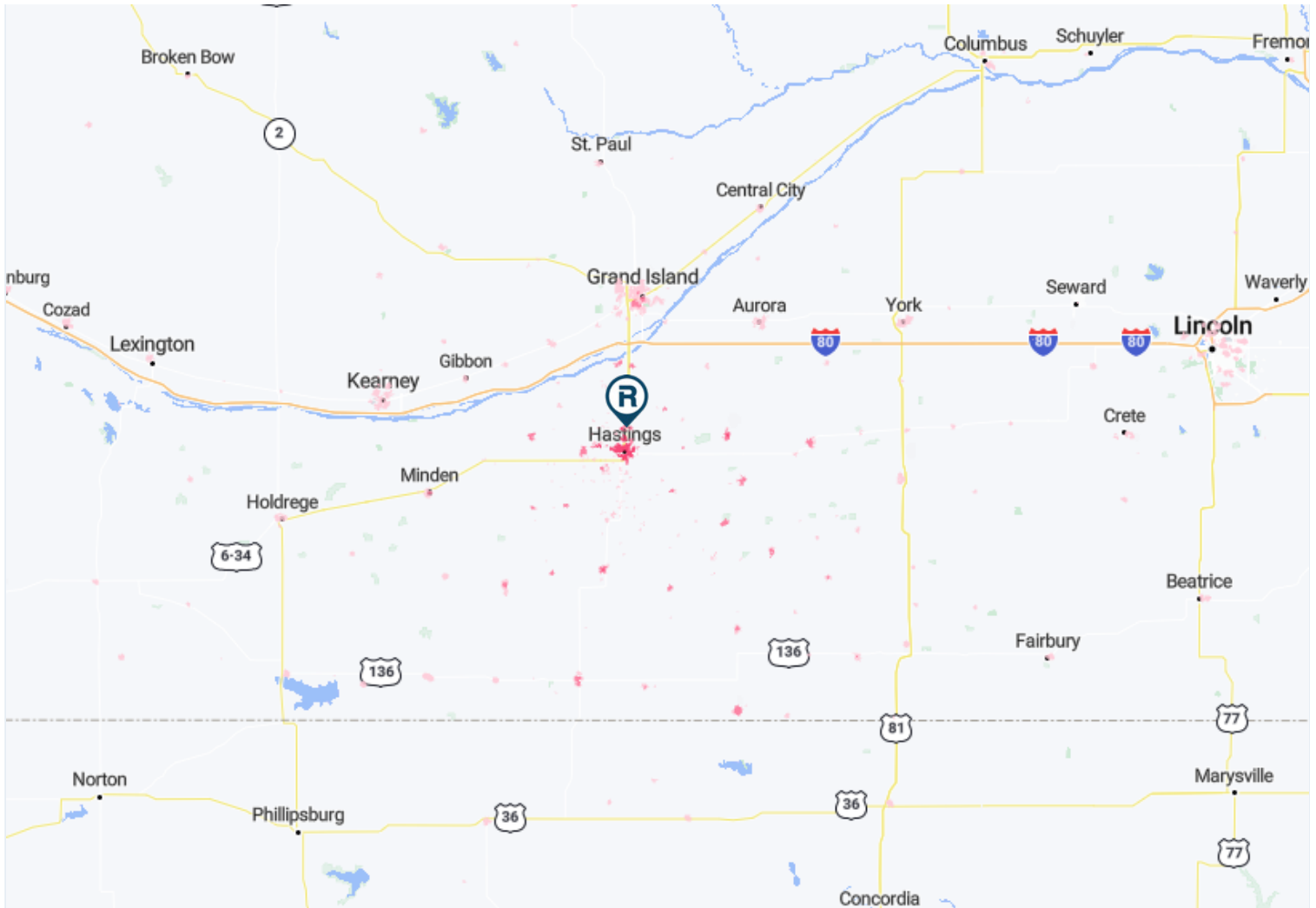
Prepared for Hastings Chamber of Commerce &
Hastings Economic Development Corporation
October 2023

Walmart • Mobile Data Analysis

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



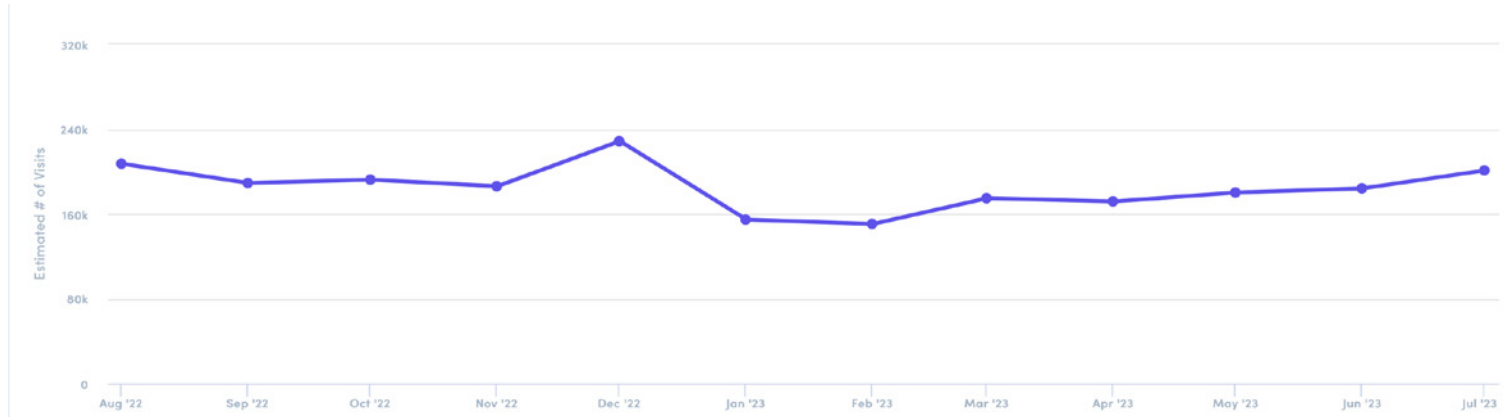
True Trade Area



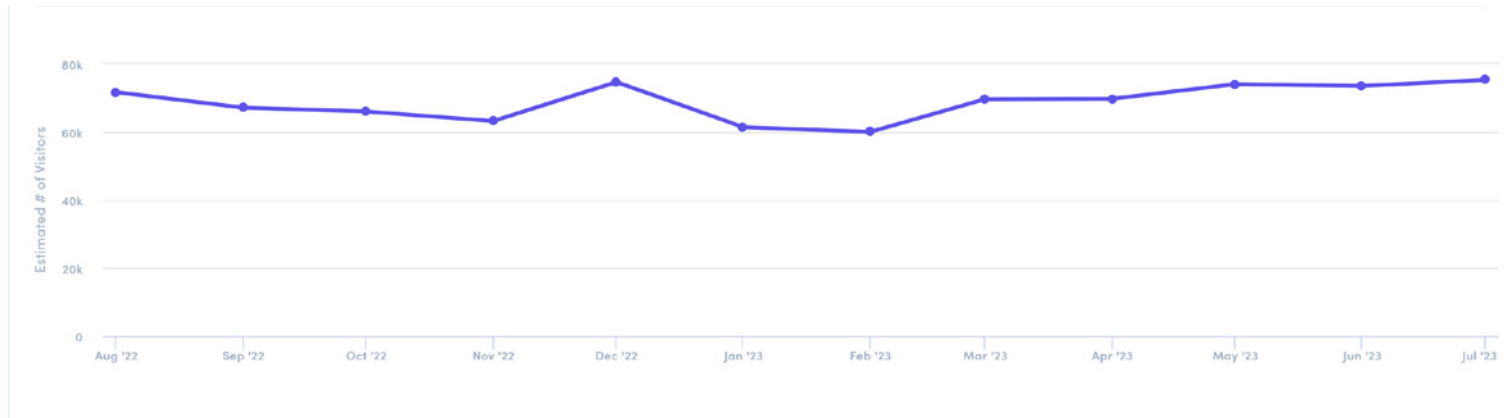
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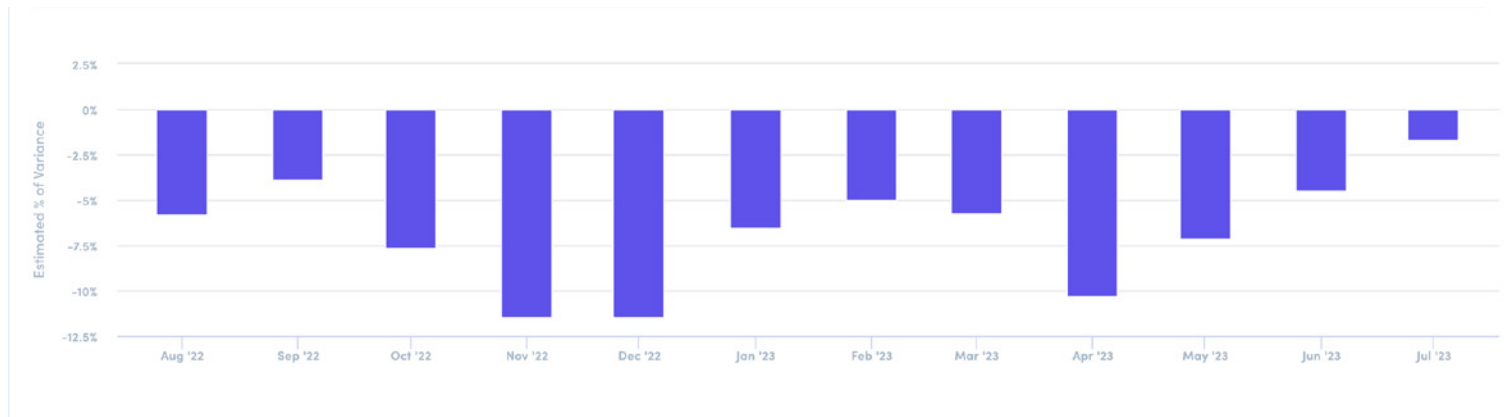
Visit Trend - 2,220,310 Total Visits



Visitor Trend



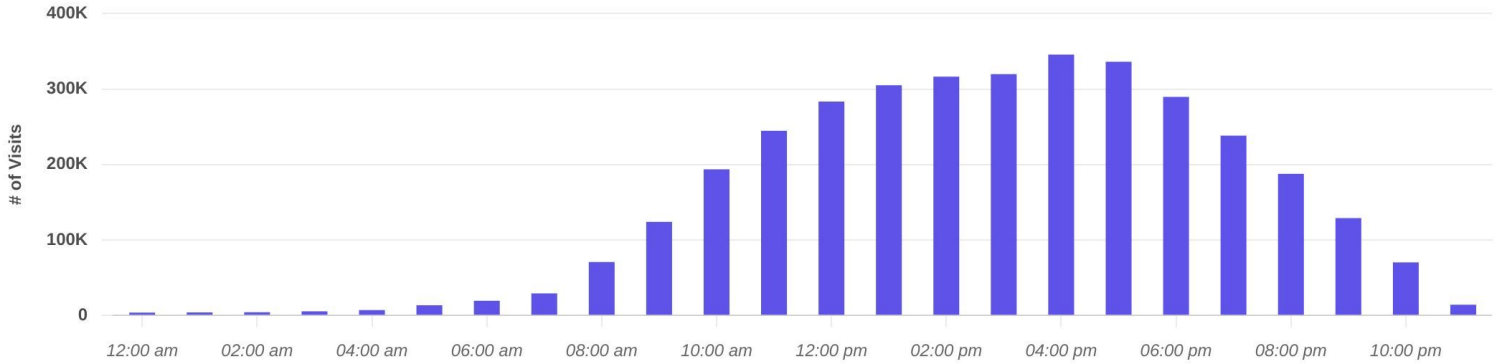
Variance of Visits - Year over Year



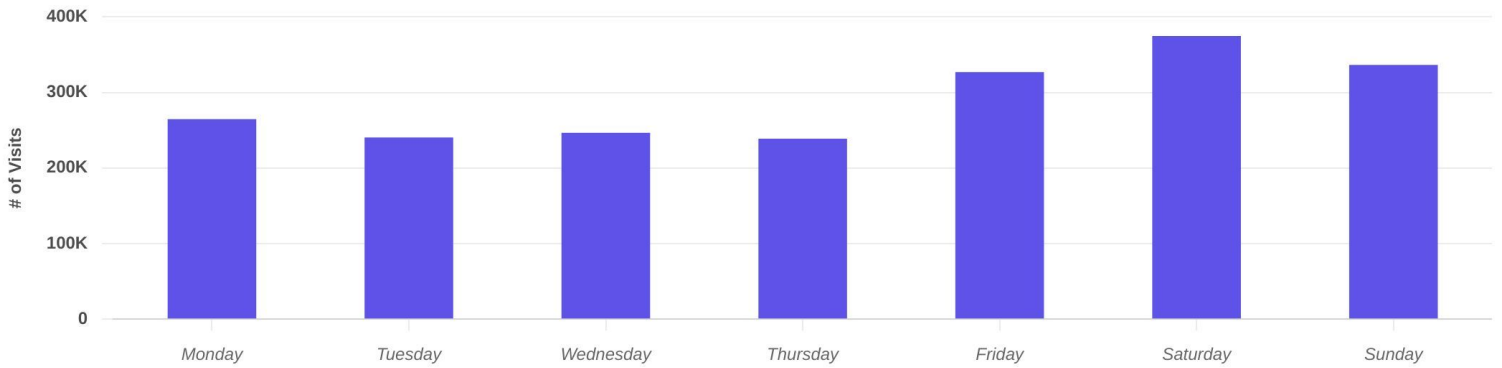
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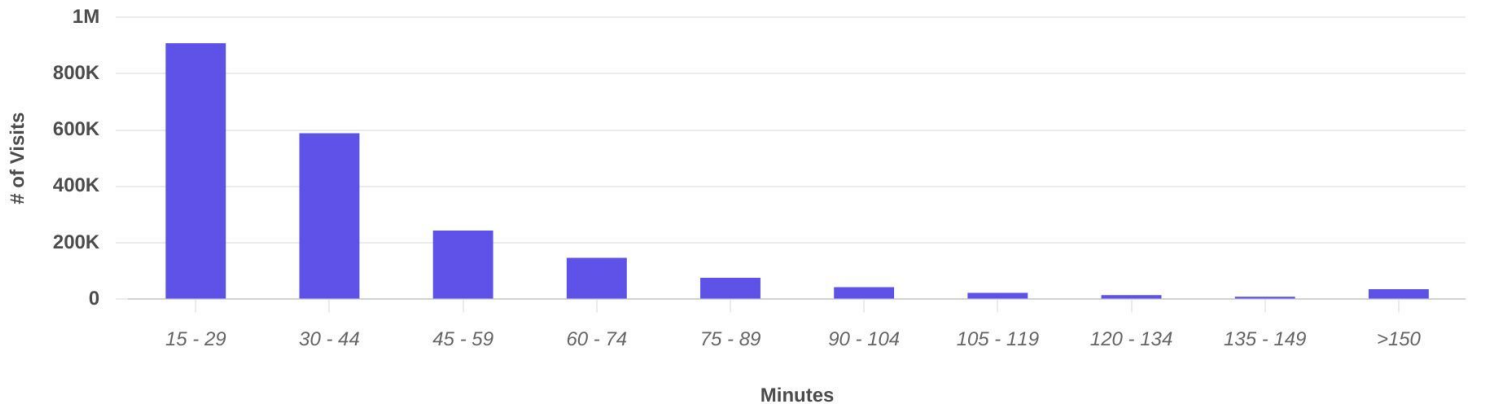
Hourly Foot Traffic



Daily Foot Traffic



Length of Stay



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Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Hastings	NE	68901	53.9%
Juniata	NE	68955	3.31%
Harvard	NE	68944	2.54%
Blue Hill	NE	68930	1.86%
Red Cloud	NE	68970	1.71%
Glensvil	NE	68941	1.55%
Kenesaw	NE	68956	1.49%
Doniphan	NE	68832	1.48%
Clay Center	NE	68933	1.45%
Sutton	NE	68979	1.34%
Superior	NE	68978	1.31%
Edgar	NE	68935	0.97%
Ayr	NE	68925	0.88%
Grand Island	NE	68801	0.87%
Bladen	NE	68928	0.83%
Nelson	NE	68961	0.82%
Lawrence	NE	68957	0.81%
Grand Island	NE	68803	0.79%
Holstein	NE	68950	0.71%
Trumbull	NE	68980	0.71%
Fairfield	NE	68938	0.63%
Minden	NE	68959	0.49%
Kearney	NE	68845	0.45%
Guide Rock	NE	68942	0.44%
Roseland	NE	68973	0.39%
Heartwell	NE	68945	0.36%
Davenport	NE	68335	0.31%
Wood River	NE	68883	0.31%
Franklin	NE	68939	0.3%
Campbell	NE	68932	0.3%
Inland	NE	68954	0.27%
Smith Center	KS	66967	0.26%
Holdrege	NE	68949	0.25%
Giltner	NE	68841	0.25%
Aurora	NE	68818	0.25%
Mankato	KS	66956	0.24%
Kearney	NE	68847	0.24%
Deshler	NE	68340	0.23%
North Platte	NE	69101	0.22%
Geneva	NE	68361	0.21%
Lincoln	NE	68504	0.19%
Norfolk	NE	68701	0.18%
Lexington	NE	68850	0.17%
Burr Oak	KS	66936	0.17%
Salem	NE	68433	0.17%
Shickley	NE	68436	0.16%
Hebron	NE	68370	0.16%
Lincoln	NE	68502	0.15%
Lincoln	NE	68516	0.15%
Lincoln	NE	68508	0.14%
Hardy	NE	68943	0.14%
Republican City	NE	68971	0.13%
Gibbon	NE	68840	0.13%
Lincoln	NE	68510	0.13%
Central City	NE	68826	0.12%
Riverton	NE	68972	0.12%
Lincoln	NE	68521	0.12%
Beatrice	NE	68310	0.11%
Shelton	NE	68876	0.11%
Lebanon	KS	66952	0.1%
Cozad	NE	69130	0.1%

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Saint Paul	NE	68873	0.09%
York	NE	68467	0.09%
Lincoln	NE	68503	0.09%
La Vista	NE	68128	0.09%
Lincoln	NE	68506	0.09%
Ravenna	NE	68869	0.08%
Oak	NE	68964	0.08%
Loup City	NE	68853	0.08%
Omaha	NE	68124	0.08%
Canon City	CO	81212	0.07%
Columbus	NE	68601	0.07%
Omaha	NE	68127	0.07%
Seward	NE	68434	0.07%
Saronville	NE	68975	0.07%
Cedar Hill	TX	75104	0.07%
Bruning	NE	68322	0.07%
Plattsmouth	NE	68048	0.07%
Omaha	NE	68106	0.07%
Lincoln	NE	68505	0.07%
Inavale	NE	68952	0.07%
Lincoln	NE	68522	0.07%
Hickman	NE	68372	0.06%
Lincoln	NE	68507	0.06%
Phoenix	AZ	85023	0.06%
Omaha	NE	68116	0.06%
Ord	NE	68862	0.06%
Ogallala	NE	69153	0.06%
Alda	NE	68810	0.06%
Carleton	NE	68326	0.06%
Alma	NE	68920	0.06%
Aurora	CO	80015	0.06%
Gordon	NE	69343	0.06%
Omaha	NE	68135	0.06%
Gothenburg	NE	69138	0.06%
Deweese	NE	68934	0.06%
Grafton	NE	68365	0.06%
Hays	KS	67601	0.06%
Wilder	ID	83676	0.05%
San Antonio	TX	78240	0.05%
Mc Cook	NE	69001	0.05%
Spokane	WA	99218	0.05%
Hattiesburg	MS	39402	0.05%
Chadron	NE	69337	0.05%
Westminster	CA	92683	0.05%
Ruskin	NE	68974	0.05%
Omaha	NE	68104	0.05%
Fairbury	NE	68352	0.05%
Lincoln	NE	68512	0.05%
Fremont	NE	68025	0.05%
Lake City	FL	32055	0.05%
Elwood	NE	68937	0.05%
Arlington	NE	68002	0.05%
Altoona	IA	50009	0.05%
Henderson	NE	68371	0.05%
Papillion	NE	68046	0.05%
Paonia	CO	81428	0.05%
Oxford	NE	68967	0.04%
Dannebrog	NE	68831	0.04%
Danville	KY	40422	0.04%
Norton	KS	67654	0.04%
Manhattan	KS	66502	0.04%



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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