



The**Retail**Coach®

Hy-Vee Grocery Store Mobile Data Survey

FAIRMONT, MINNESOTA

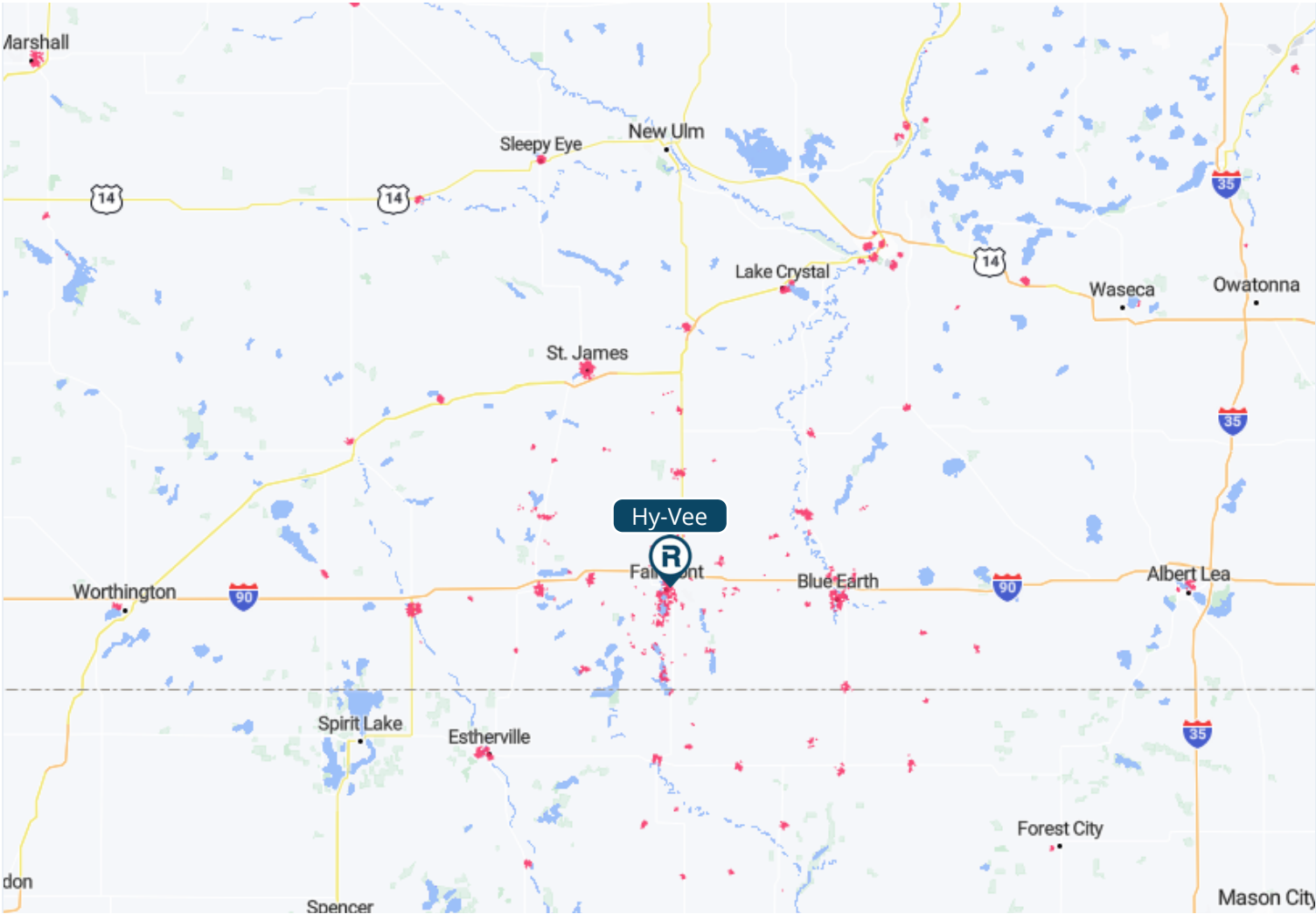


Hy-Vee Grocery Store • Mobile Data Analysis

Fairmont, Minnesota • September 1, 2022 - August 31, 2023



True Trade Area



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Visit Trend - 732,689 Total Visits



Visitor Trend - 39,320 Average Monthly Visitors



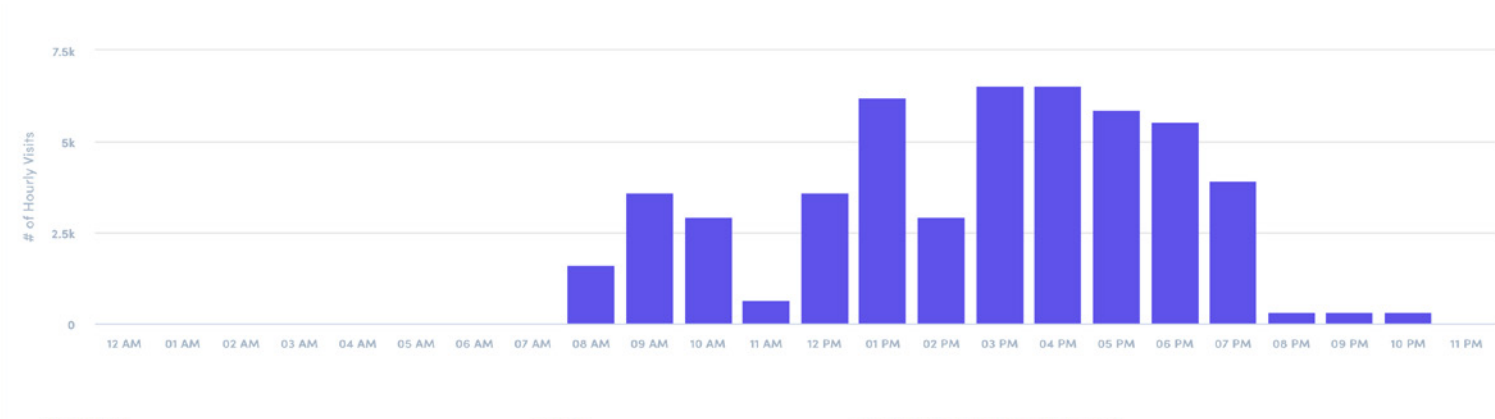
Variance of Visits - Year over Year



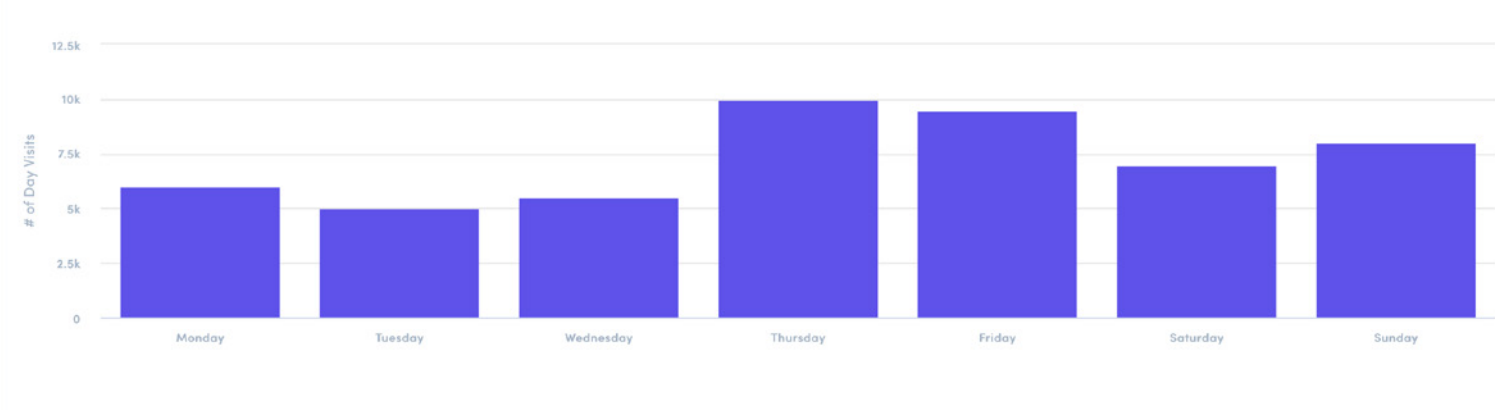
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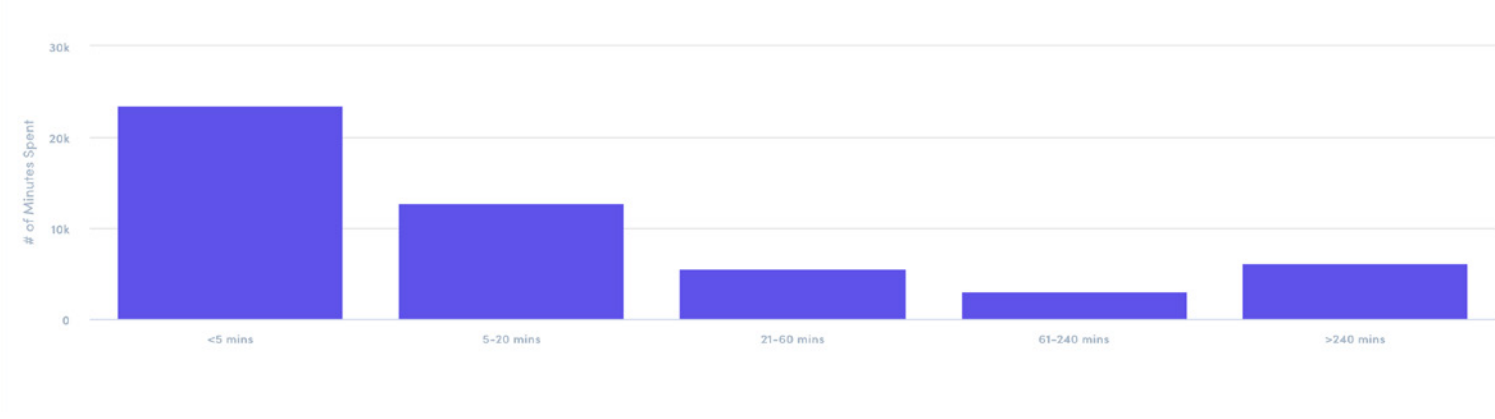
Hourly Foot Traffic



Daily Foot Traffic



Length of Stay - Average 17 Minutes



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Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Fairmont	MN	56031	52.69%
Blue Earth	MN	56013	4.47%
Sherburn	MN	56171	4.39%
Welcome	MN	56181	3.60%
Armstrong	IA	50514	3.27%
Granada	MN	56039	3.25%
Truman	MN	56088	2.72%
Ceylon	MN	56121	2.27%
Trimont	MN	56176	2.05%
Winnebago	MN	56098	1.84%
Elmore	MN	56027	1.55%
Jackson	MN	56143	1.12%
Swea City	IA	50590	0.94%
Mankato	MN	56001	0.80%
Fenton	IA	50539	0.66%
Ledyard	IA	50556	0.57%
Saint James	MN	56081	0.57%
Northrop	MN	56075	0.52%
Dunnell	MN	56127	0.47%
Lewisville	MN	56060	0.41%
Frost	MN	56033	0.38%
Delavan	MN	56023	0.35%
Lakota	IA	50451	0.31%
Ringsted	IA	50578	0.29%
Estherville	IA	51334	0.28%
Beardsley	MN	56211	0.28%
Huntley	MN	56047	0.27%
Mankato	MN	56003	0.27%
Madelia	MN	56062	0.25%
Dolliver	IA	50531	0.24%
Marshall	MN	56258	0.22%
Minneapolis	MN	55408	0.21%
Wells	MN	56097	0.19%
Alpha	MN	56111	0.18%
Bancroft	IA	50517	0.17%
Ormsby	MN	56162	0.16%
Amboy	MN	56010	0.15%
Minneapolis	MN	55410	0.15%
Littleton	CO	80127	0.15%
Saint Paul	MN	55116	0.13%
Saint Paul	MN	55123	0.13%
New Ulm	MN	56073	0.13%
Mountain Lake	MN	56159	0.13%
Algona	IA	50511	0.12%
Chaska	MN	55318	0.12%
White Hall	AR	71602	0.11%
Lakefield	MN	56150	0.11%
Spirit Lake	IA	51360	0.10%
Emmetsburg	IA	50536	0.10%
Windom	MN	56101	0.09%
Buffalo Center	IA	50424	0.09%
Bricelyn	MN	56014	0.09%
Kelso	WA	98626	0.09%
Brookings	SD	57006	0.08%
Saint Paul	MN	55122	0.08%
Lone Rock	IA	50559	0.08%
Vernon Center	MN	56090	0.08%
Rolfe	IA	50581	0.07%
Providence	RI	02906	0.07%
Lake Crystal	MN	56055	0.07%
Cylinder	IA	50528	0.07%

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Largo	FL	33770	0.06%
Los Angeles	CA	90049	0.06%
Titonka	IA	50480	0.06%
Mason City	IA	50401	0.06%
Butterfield	MN	56120	0.06%
Nicollet	MN	56074	0.06%
Pipestone	MN	56164	0.06%
Bemidji	MN	56601	0.05%
Mapleton	MN	56065	0.05%
Gold Canyon	AZ	85118	0.05%
Wanamingo	MN	55983	0.05%
Cherokee	IA	51012	0.05%
Burt	IA	50522	0.05%
Buckeye	AZ	85326	0.05%
Owatonna	MN	55060	0.05%
Fort Mill	SC	29715	0.05%
Washta	IA	51061	0.04%
Rake	IA	50465	0.04%
LaGrange	IN	46761	0.04%
Odin	MN	56160	0.04%
Lakeville	MN	55044	0.04%
Cedar Falls	IA	50613	0.04%
Bingham Lake	MN	56118	0.04%
Vail	IA	51465	0.04%
Fort Dodge	IA	50501	0.04%
Rochester	MN	55906	0.04%
Wayzata	MN	55391	0.04%
Des Moines	IA	50313	0.04%
Ellendale	MN	56026	0.03%
Ames	IA	50010	0.03%
Elko New Market	MN	55054	0.03%
Spencer	IA	51301	0.03%
Fargo	ND	58105	0.03%
Albert Lea	MN	56007	0.03%
Orange City	IA	51041	0.03%
Saint Paul	MN	55117	0.03%
River Falls	WI	54022	0.03%
Buffalo	MN	55313	0.03%
Salem	OR	97304	0.03%
Wabasha	MN	55981	0.03%
Rochester	MN	55901	0.03%
Saint Paul	MN	55124	0.03%
Sioux Falls	SD	57110	0.03%
Faribault	MN	55021	0.03%
Comfrey	MN	56019	0.03%
Luverne	MN	56156	0.03%
Easton	MN	56025	0.03%
Medford	MN	55049	0.03%
Arnolds Park	IA	51331	0.03%
Stillwater	MN	55082	0.03%
Ames	IA	50012	0.03%
Bowie	MD	20720	0.03%
Dodge City	KS	67801	0.02%
Saint Peter	MN	56082	0.02%
Hanska	MN	56041	0.02%
Sioux Falls	SD	57105	0.02%
Des Moines	IA	50312	0.02%
Duluth	MN	55804	0.02%
Ames	IA	50014	0.02%
Kiester	MN	56051	0.02%
Cambridge	MN	55008	0.02%

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.



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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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