

A faint, light-colored map of the Hastings, Pennsylvania area serves as the background. It shows major roads like Route 281, Route 34, and Route 6, as well as landmarks like the Airport and various streets including W-12th St, W-11th St, W-10th St, W-9th St, W-8th St, W-7th St, W-6th St, W-5th St, W-4th St, W-3rd St, W-2nd St, W-1st St, E-6th St, E-5th St, E-4th St, E-3rd St, E-2nd St, and E-1st St. The word 'Hastings' is also visible on the map.

# Strategic Pioneer

Public Relations | Market Research | Strategy Development

## Hastings Retail Development Committee Retail and Restaurant Study April 2013

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# Overview of Findings

## Background:

# Hastings Retail and Restaurant Study

- Study was commissioned by the Hastings Area Chamber of Commerce Retail Development Committee in order to better understand the behavior and attitudes of Hastings area residents in relation to retail and restaurant options in Hastings
- Two studies were conducted:
  - 1) A random digit dial (RDD) automated phone survey focusing on attitudinal questions
  - 2) An online survey conducted through TheHword.com and email focusing on behavioral and attitudinal questions
- Last such study was conducted in 2007

# Findings:

## Consumer Behavior

- Area residents prefer to shop/dine in Hastings FIRST and their frequency in doing so proves it
- Consumer behavior when shopping/dining in Hastings has changed very little over the past 6 months
- When shopping/dining outside of Hastings, residents tend to look to Grand Island, Lincoln and Omaha, before looking to Kearney
- While online shopping frequency has largely stayed the same or increased, area residents still prefer to shop in Hastings FIRST

# Findings:

## Consumer Attitudes

- There is a perception that the retail/restaurant environment is at best stagnant, if not receding
- The majority of people (more than 50%) are very dissatisfied or dissatisfied with shopping and dining opportunities in Hastings
- Women tend to be more dissatisfied than men when it comes to shopping and dining opportunities in Hastings
- In comparison with other shopping/dining destinations, Hastings area businesses rate high in:
  - Friendliness
  - Stand Behind Their Products
  - Customer Service
- In comparison with other shopping/dining destinations, Hastings area businesses rate low in:
  - Convenient Hours
  - Convenient Locations
  - Top Brands
  - Knowledgeable Employees
  - Competitive Prices
  - Variety of Products

# Findings:

## Consumer Attitudes (Continued)

- People are most satisfied with Downtown, followed by the North 281 area with regard to shopping and dining
- With 91% of respondents indicating they are very dissatisfied or dissatisfied with the Imperial Mall and only 4% satisfied or very satisfied, this location continues to be a sticking point in the minds of consumers
- When asked which types of businesses are inadequate to meet their needs, clothing stores, department stores, shoe stores, hobby stores and various restaurants rose to the top
- Hastings has a very low Net Promoter Score (-71.27 on a scale of -100 to 100), meaning that recommendations to shop in Hastings are outweighed by recommendations not to shop in Hastings
  - This is due to lack of options, lack of variety, lack of dining options, small selections, uncompetitive pricing, positive views of Grand Island and lack of a mall/shopping center, to name a few reasons

# Major Takeaways

- Consumers prefer to choose Hastings FIRST for their shopping/dining needs
- Consumers prefer to shop/dine in Hastings and do so, but often cannot find what they are looking for, forcing them to other destinations
- Consumers find very little satisfaction with retail and restaurant opportunities in Hastings
- There is a perception that Hastings loses more establishments than it gains and is not competing with the retail and restaurant environments found in Grand Island and Kearney
- Women are the most dissatisfied, with a desire to see more clothing stores, department stores, shoe stores and craft/hobby stores
- A number of new restaurant genres are desired
- Area businesses have room for improvement in several customer satisfaction areas, including: hours, brands, variety, employee training and pricing



# Recommendations

- **Develop a strategic plan for the Hastings retail and restaurant environment, in conjunction with local planning and economic development officials**
  - **Develop plan to address Strengths, Weaknesses, Opportunities and Threats**
    - Utilize this primary market research study as foundation of plan
    - Utilize secondary market research to highlight socio-demographic/economic strengths of Hastings (especially to the south of Hastings)
  - **Develop guidance for desired retail/restaurant mix, activity center locations (including land use) and performance measures**
- **Utilize the strategic plan to develop holistic investor/business recruitment and strategic communications plan**
  - **Utilize strategic plan guidance to develop strategic communications plan and marketing material to assist in recruitment of new investors/business**
- **Work with current businesses to improve hours, brands, variety, employee training and pricing**
- **Measure performance of the Hastings retail and restaurant environment strategic plan on an annual basis**

# Questions?

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# Phone Survey Analysis

# Phone Survey: Parameters

- Conducted phone survey on February 27 and 28, 2013 between 6:00 and 8:30 pm
- Utilized automated phone survey and random digit dialing of 11 Hastings area prefixes
- 14,532 phone calls were made with 388 completed responses
- 95% confidence level with +/- 4.9 MOE

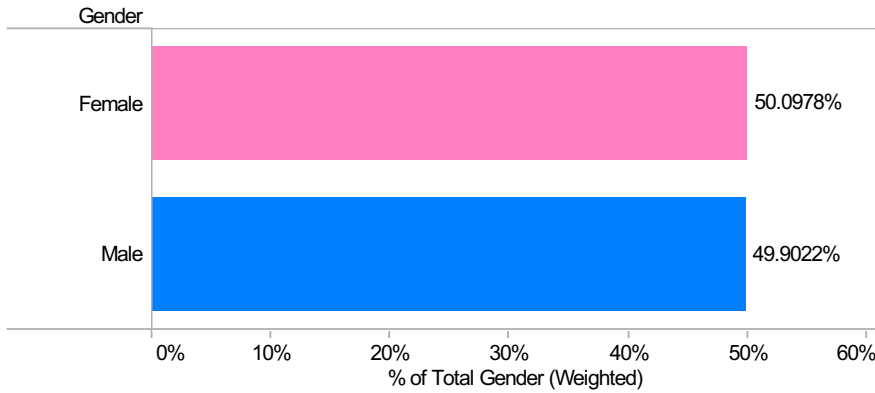
# Phone Survey: Demographics

- Phone survey was weighted to create a more representative sample of the demographics of Adams County, Nebraska
- Age by gender was utilized for weighting, along with household income
- Number of women narrowly outpaces men
- The 40-54 year age range for both genders outpaces other age ranges
- Household incomes show those making under \$75,000 annually sharing approximately 78% of the sample

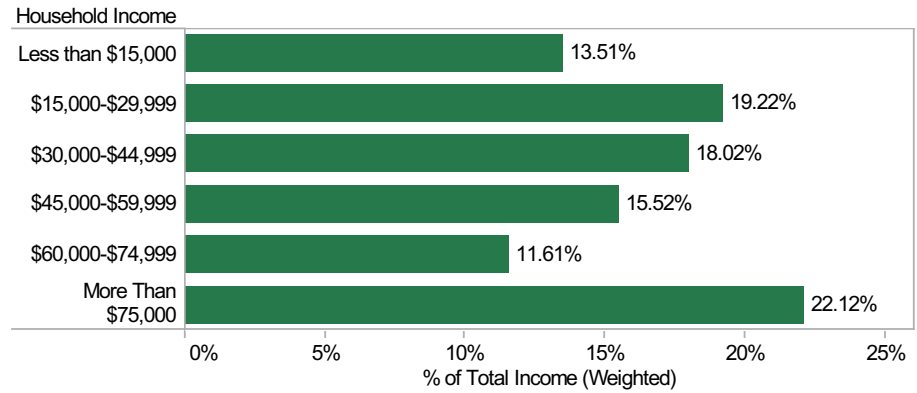


# Weighted Survey Demographics

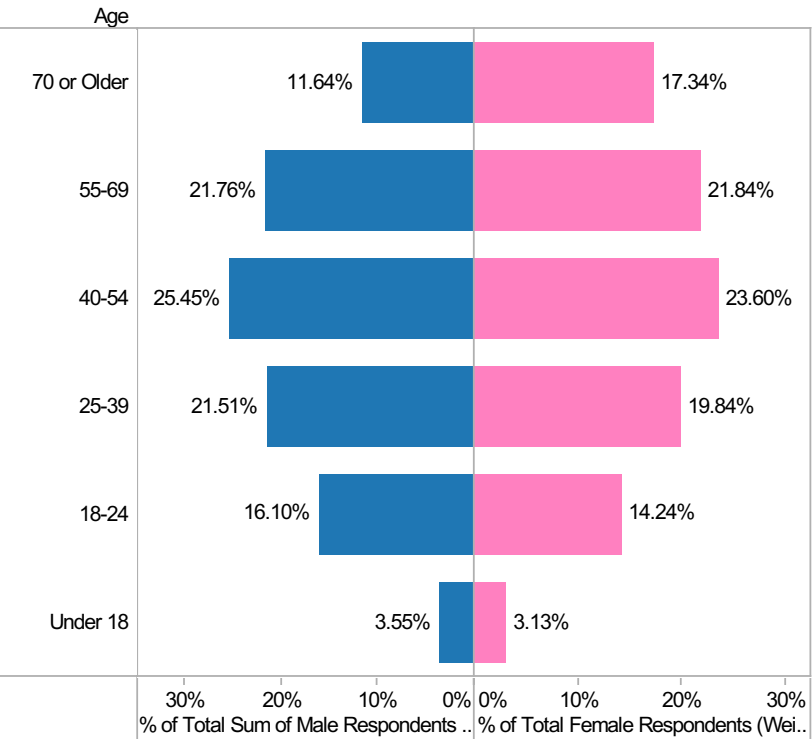
## Gender



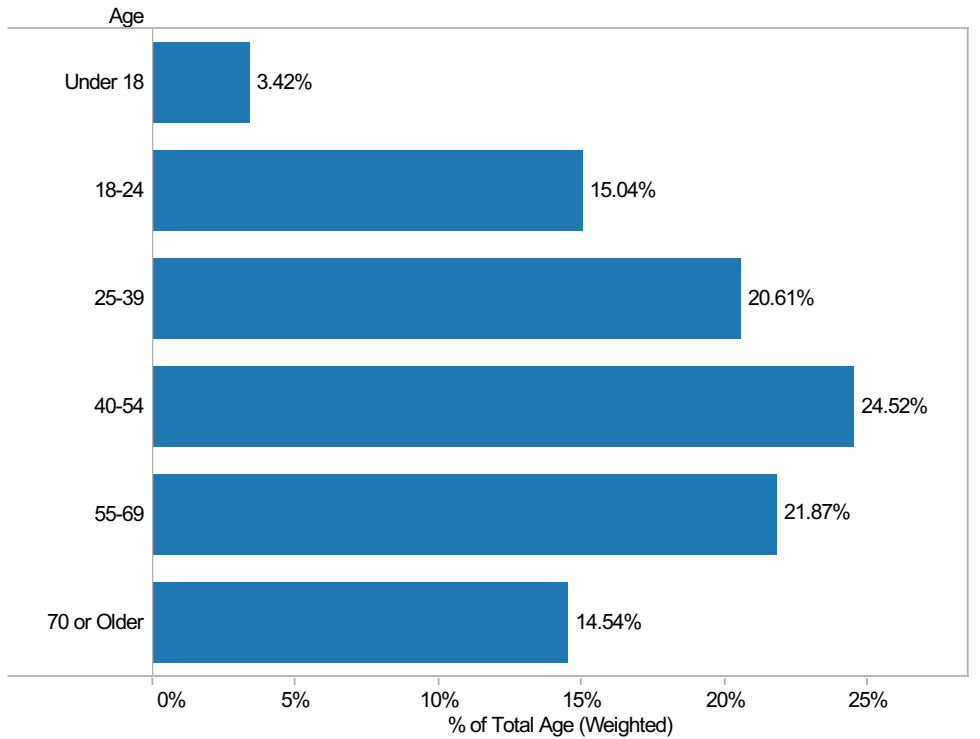
## Household Income



## Population Pyramid



## Age



# Phone Survey: Agreement Questions

- 2014 The response with the highest level of agreement indicates that respondents believe that Hastings loses more stores and restaurants than it gains (Question 10-mean of 3.835 out of 5)
- 2014 The next highest level of agreement are those indicating that they prefer buying from locally owned shops over large national retailers, however, only 42% of respondents agree or strongly agree (Question 9-mean of 3.316 out of 5)
- 2014 The highest level of disagreement comes from the statement that Hastings is catching up with the environment found in Grand Island and Kearney, with 78% of the respondents selecting strongly disagree or disagree, with women at a slightly higher proportion (Question 8-mean of 1.826 out of 5)
- 2014 The remaining statements found average responses between 2.491 and 2.709 out of 5, with the responses indicating strongly disagree or disagree making up between 45% and 54% of the responses

# Phone Survey: Satisfaction Questions

- 58%** of respondents indicated that they were very dissatisfied or dissatisfied with overall shopping opportunities in Hastings, with only 13% being satisfied or very satisfied (Question 12-mean of 2.3504 out of 5)
- 63%** of respondents indicated that they were very dissatisfied or dissatisfied with overall restaurant choices in Hastings, with only 10% being satisfied or very satisfied (Question 13-mean of 2.1646 out of 5)

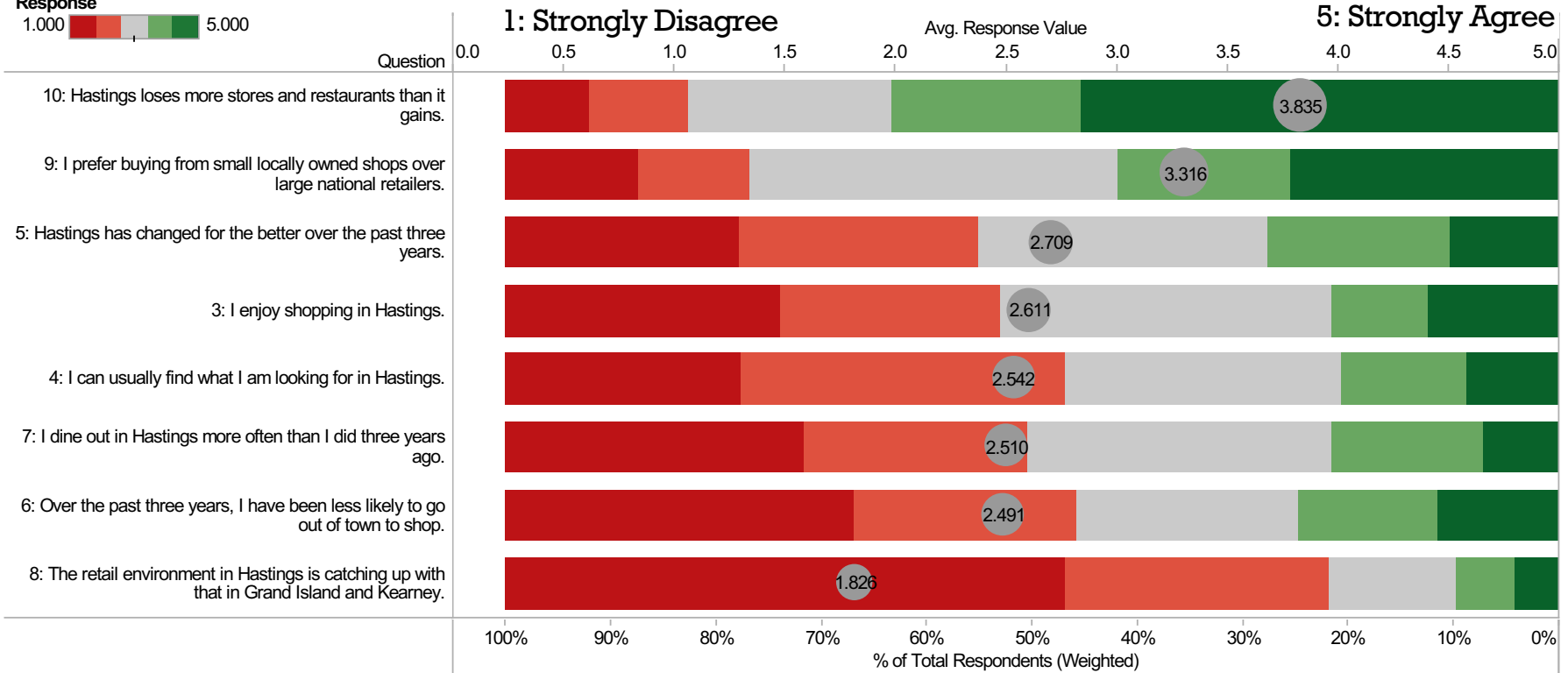




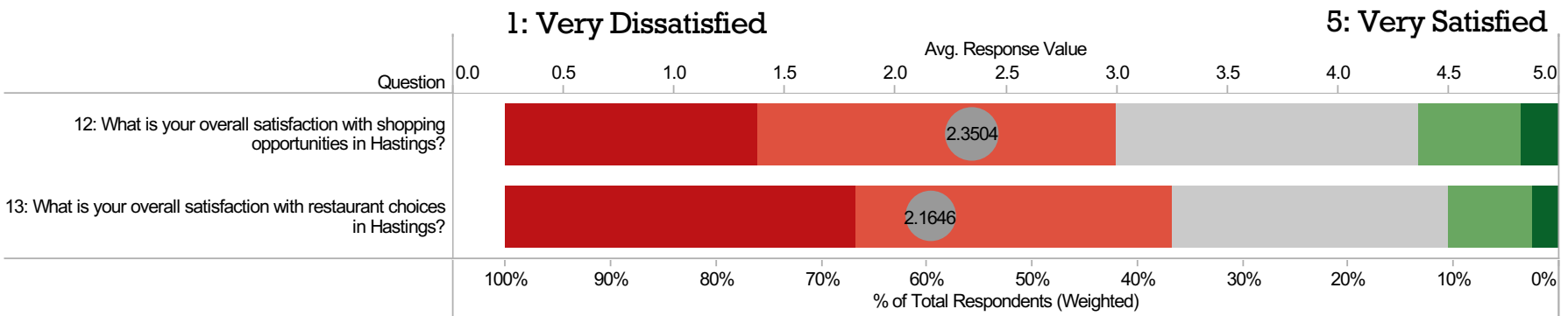
# Weighted Attitudinal Questions

## Agreement Questions

Response  
1.000 5.000



## Satisfaction Questions



# Phone Survey: Conclusions

- Consumers find very little satisfaction with retail and restaurant opportunities in Hastings
- There is a perception that Hastings loses more establishments than it gains and is not competing with the retail and restaurant environments found in Grand Island and Kearney
- Only 42% of the respondents agree or strongly agree with a preference to locally owned shops
- Remaining questions regarding Hastings retail and restaurant environment are largely negative with large proportions of responses being negative to neutral
- Demographically, women tend to have more negative attitudes toward the Hastings retail and restaurant environment, with those between 25 and 54 being most dissatisfied

# Questions?

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# Online Survey Analysis

# Online Survey Parameters

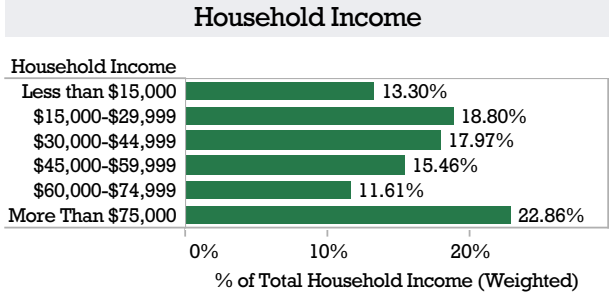
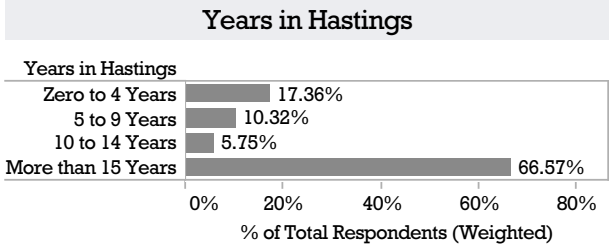
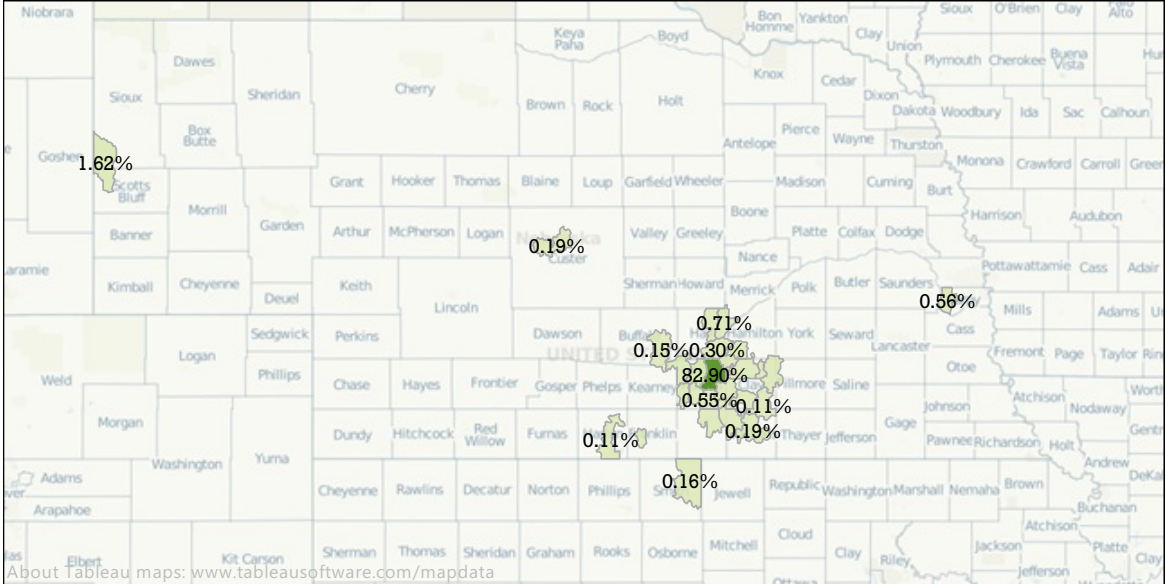
- Conducted from February 20-March 13, 2013
- Utilized online and email survey delivery
- 473 total surveys were completed, with over 90 percent of responses coming from Adams County residents
- 95% confidence level with +/- 4.5 MOE

# Online Survey: Demographics

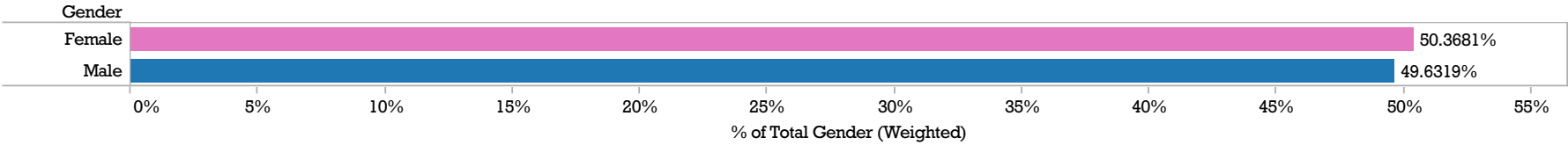
- Online survey was weighted to create a more representative sample of the demographics of South Central Nebraska
- Age by gender was utilized for weighting, along with household income
- Number of women narrowly outpaces men
- The 40-54 year age range for both genders outpaces other age ranges
- Household incomes show those making under \$75,000 annually sharing approximately 77% of the sample



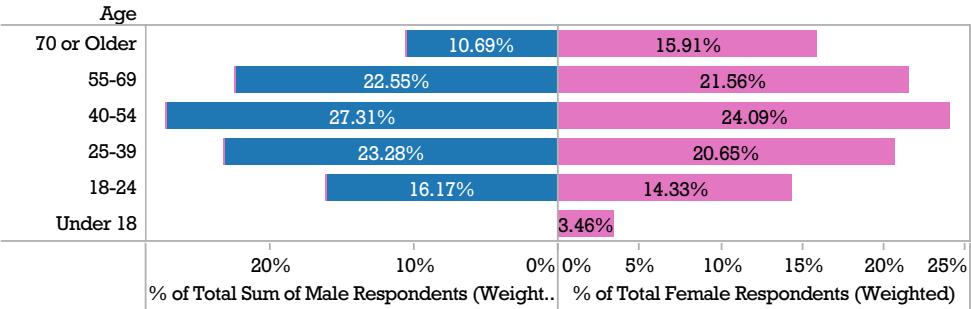
# Weighted Survey Demographics



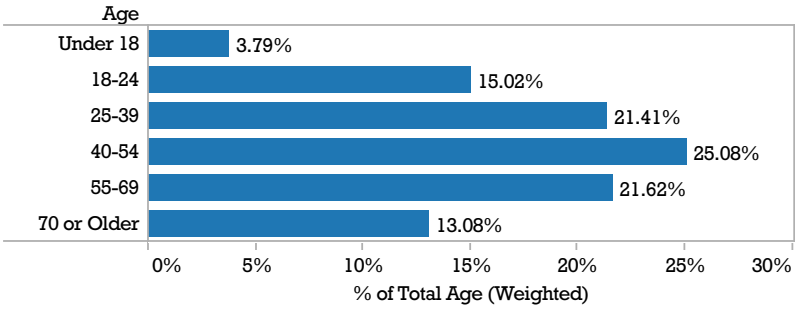
## Gender



## Population Pyramid



## Age



# Online Survey: Questions 1 and 2

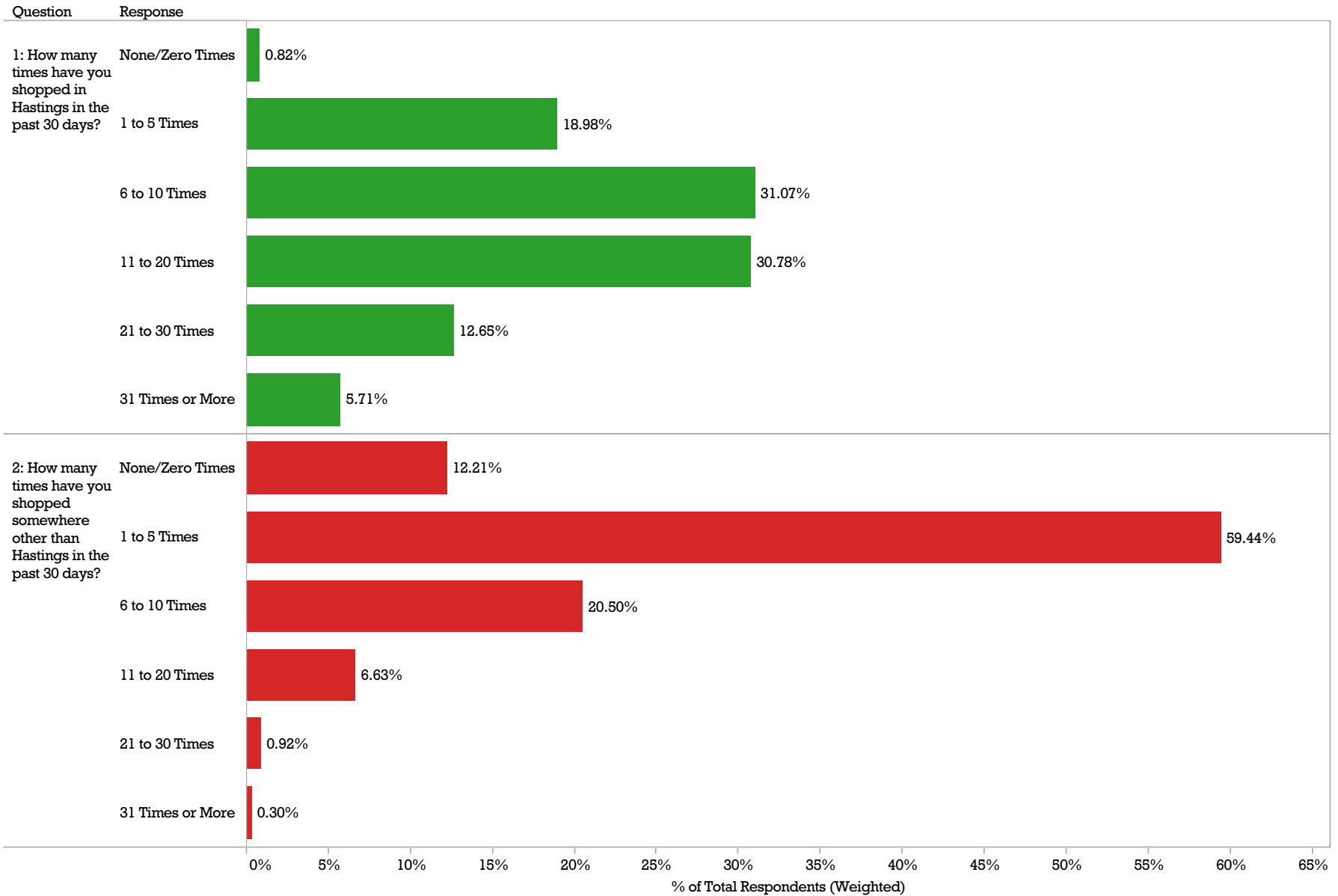
- 80% of respondents shopped in Hastings more than 6 times in the previous 30 days with men outpacing women 52% to 48%
- 28% of respondents shopped outside of Hastings more than 6 times in the previous 30 days, with men outpacing women 51% to 49%
- 59% of respondents shopped outside of Hastings 1-5 times in the previous 30 days with women outpacing men 53% to 47%
- Respondent behavior shows a propensity to shop in Hastings with a higher frequency, than outside of Hastings





# Weighted Behavioral Questions

## Questions 1 and 2



# Online Survey:

## Question 3

- When asked to rank cities shopped in most frequently, respondents overwhelmingly indicated their #1 to be Hastings at 67% and Grand Island at 20%, with women indicating a preference to Grand Island and men to Hastings
- Other #1 choices lagged far behind with less than 5% each, with Kearney being the lowest rated first choice at only .84%
- Likewise, when asked to rank their #2 most frequented areas, respondents overwhelmingly indicated their #2 to be Grand Island at 61%, Hastings at 14% and Kearney at 9%



# Weighted Behavioral Questions

Question 3: Please Rank the Following Cities By Those You Shop In Most Frequently.

Question	Response					
	1	2	3	4	5	6
3. Hastings	67.45%	14.05%	8.97%	2.18%	5.31%	2.05%
3. Grand Island	20.48%	61.29%	11.93%	3.30%	1.94%	1.06%
3. Omaha	4.62%	4.93%	17.72%	22.12%	37.54%	13.07%
3. Other	4.01%	3.69%	5.00%	8.72%	15.36%	63.22%
3. Lincoln	2.62%	6.92%	30.77%	42.94%	14.90%	1.86%
3. Kearney	0.84%	9.13%	25.61%	20.75%	24.97%	18.69%

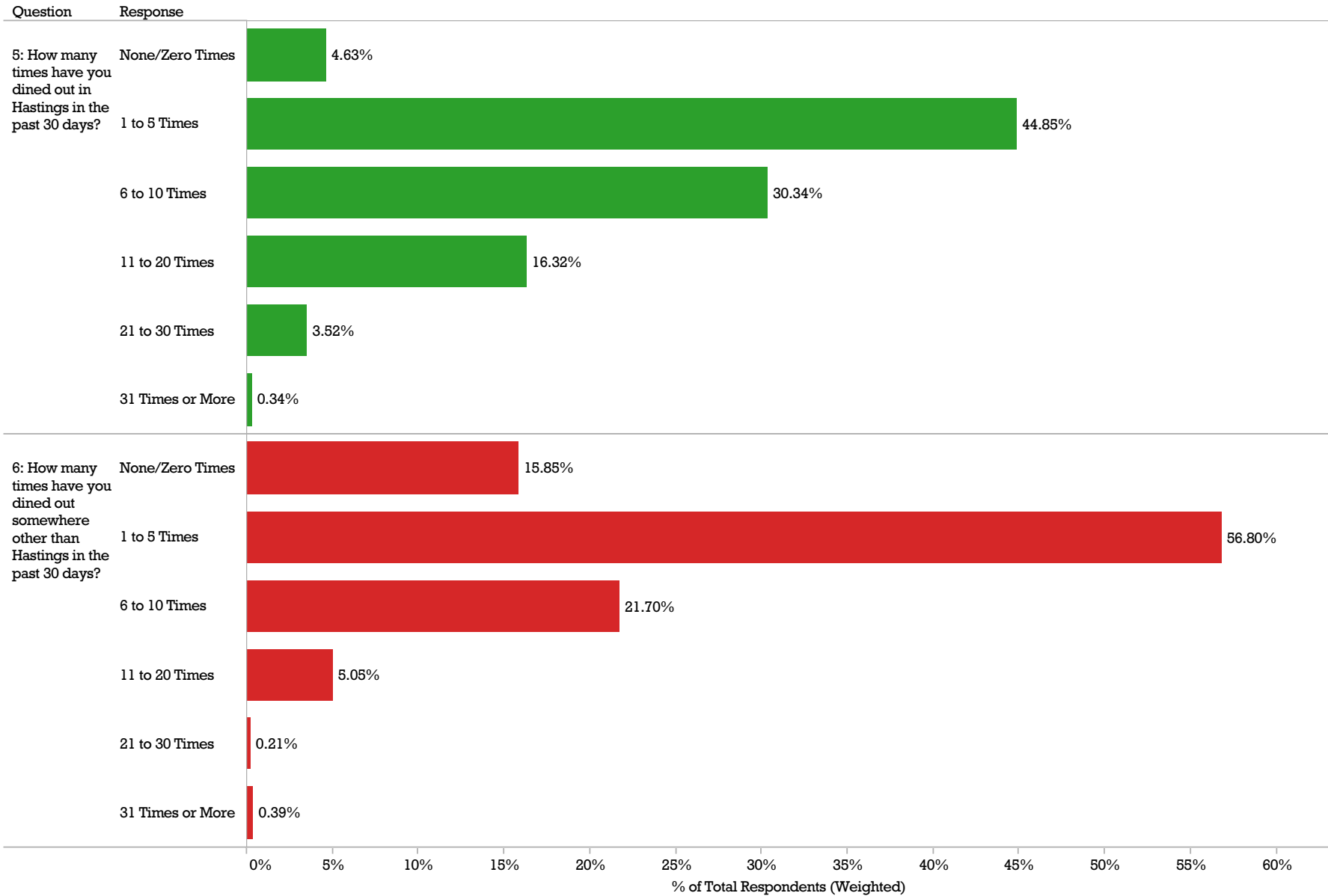
# Online Survey: Questions 5 and 6

- 51% of respondents indicated that they dined out more than 6 times in Hastings in the previous 30 days with men outpacing women 53% to 47%
- 27% of respondents indicated that they dined outside of Hastings more than 6 times in the previous 30 days with men outpacing women 52% to 48%
- 59% of respondents dined outside of Hastings 1-5 times in the previous 30 days with women outpacing men 53% to 47%
- Respondent behavior shows a propensity to dine in Hastings with a higher frequency, than outside of Hastings



# Weighted Behavioral Questions

## Questions 5 and 6



# Online Survey:

## Question 7

- When asked to rank cities dined out in most frequently, respondents overwhelmingly indicated their #1 to be Hastings at 66% and Grand Island at 24%, with women indicating a preference to Grand Island and men to Hastings
- Other #1 choices lagged far behind with less than 5% each, with Kearney being the lowest rated first choice at only 1.14%
- Likewise, when asked to rank their #2 most frequented areas, respondents overwhelmingly indicated their #2 to be Grand Island at 52%, Hastings at 16%, followed by Lincoln at 11%



# Weighted Behavioral Questions

Question 7: Please Rank the Following Cities By Those You Dine Out in Most Frequently.

Question	Response					
	1	2	3	4	5	6
7. Hastings	65.56%	16.30%	7.78%	4.27%	3.09%	3.01%
7. Grand Island	23.65%	52.22%	15.08%	4.79%	2.73%	1.54%
7. Other	3.82%	4.72%	10.03%	10.33%	17.58%	53.52%
7. Omaha	3.61%	8.09%	14.30%	24.49%	31.87%	17.65%
7. Lincoln	2.23%	11.10%	29.32%	37.46%	17.97%	1.93%
7. Kearney	1.14%	7.58%	23.49%	18.66%	26.77%	22.36%

# Online Survey: Questions 4 and 8

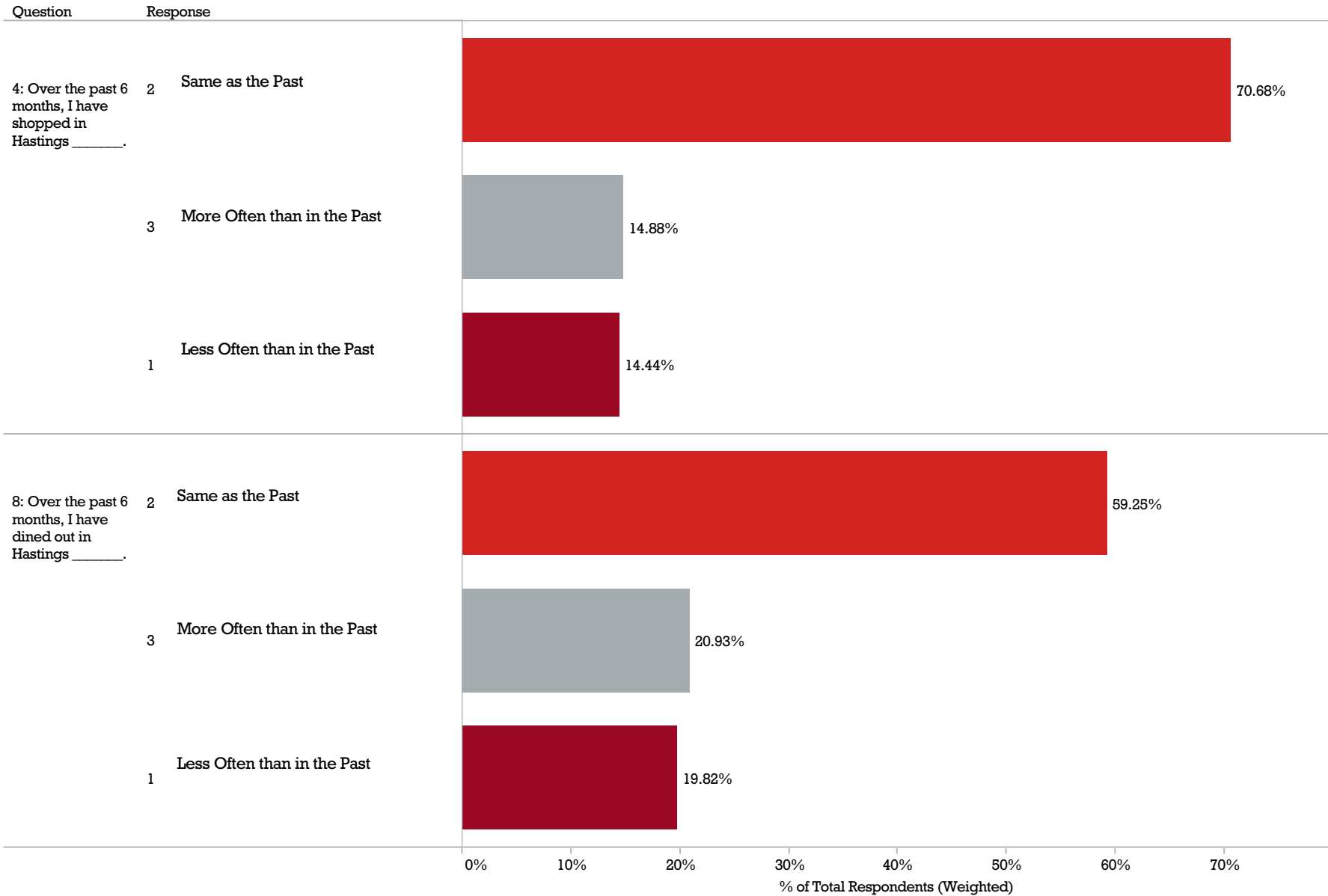
- 71% of respondents indicated that they shopped in Hastings the same as the past over the past 6 months
- 59% of respondents indicated that they dined out in Hastings the same as the past over the past 6 months
- In both cases, respondents indicated that they shopped/dined more in Hastings over the past 6 months by approximately 1 point or less
- Of those shopping less in Hastings, women outpace men 62% to 38%
- Of those dining out less in Hastings, women outpace men 54% to 46%
- Of those shopping and dining out more, men outpace women in both cases





# Weighted Behavioral Questions

## Question 4 and 8



# Online Survey: Questions 9 and 10

- SPS** Respondents were asked where they have purchased specific goods in the past 6 months (Question 9) and also, where they would shop FIRST for those specific goods (Question 10) (Not Applicable responses were removed for analysis)
- SPS** For Question 9, Hastings led in every category, except for
  - Women’s Clothing, where Grand Island narrowly beat Hastings out 28.74% to 27.45%
  - Books and DVD’s, where Online narrowly beat Hastings out 36.61 to 36.22
  - Computers and Software, where Online narrowly beat Hastings out 35.07% to 34.72%
- SPS** For Question 10, Hastings led in every category, meaning that overall, Hastings is the preferred FIRST place to shop in every category, with Grand Island or Online coming in behind Hastings in every category



## Weighted Behavioral Questions: Groceries

Question 9: Groceries: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Groceries: Where are you most likely to shop first for the specified goods below



Question 9: Gifts: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



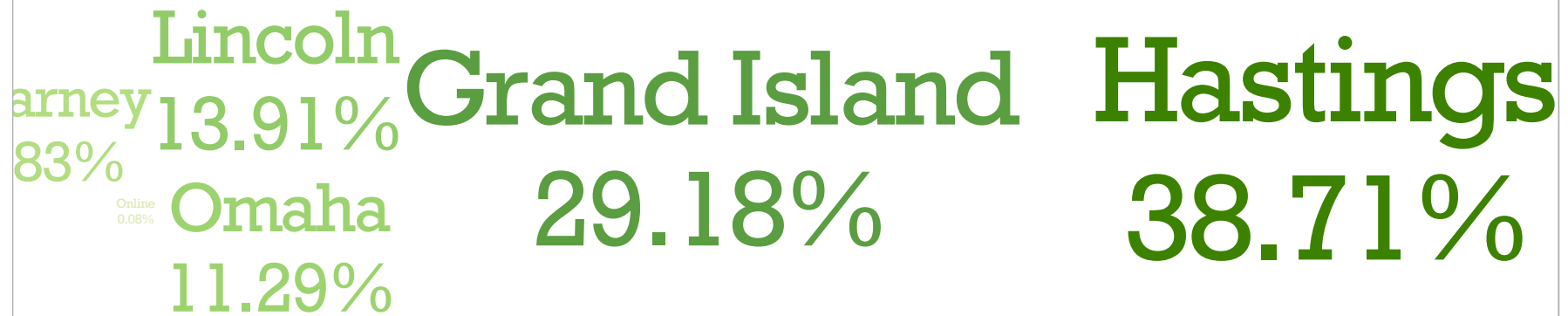
Question 10: Gifts: Where are you most likely to shop first for the specified goods below





## Weighted Behavioral Questions: Family Restaurant

Question 9: Family Restaurant: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Family Restaurant: Where are you most likely to shop first for the specified goods below





## Weighted Behavioral Questions: Lawn and Garden

Question 9: Lawn and Garden: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



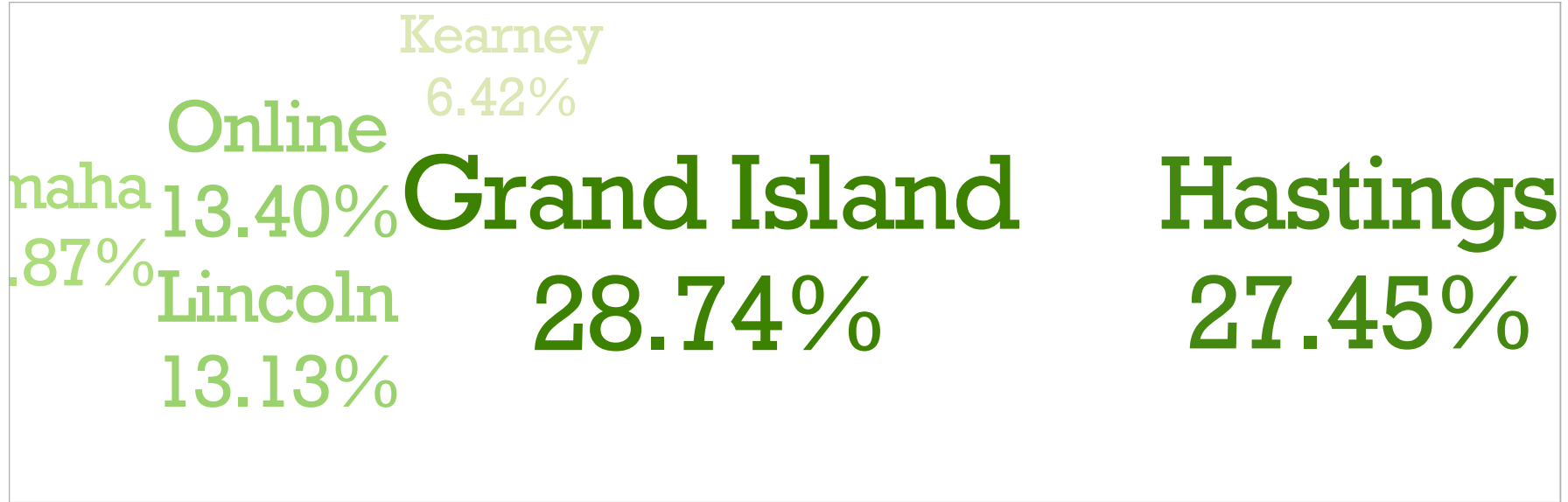
Question 10: Lawn and Garden: Where are you most likely to shop first for the specified goods below



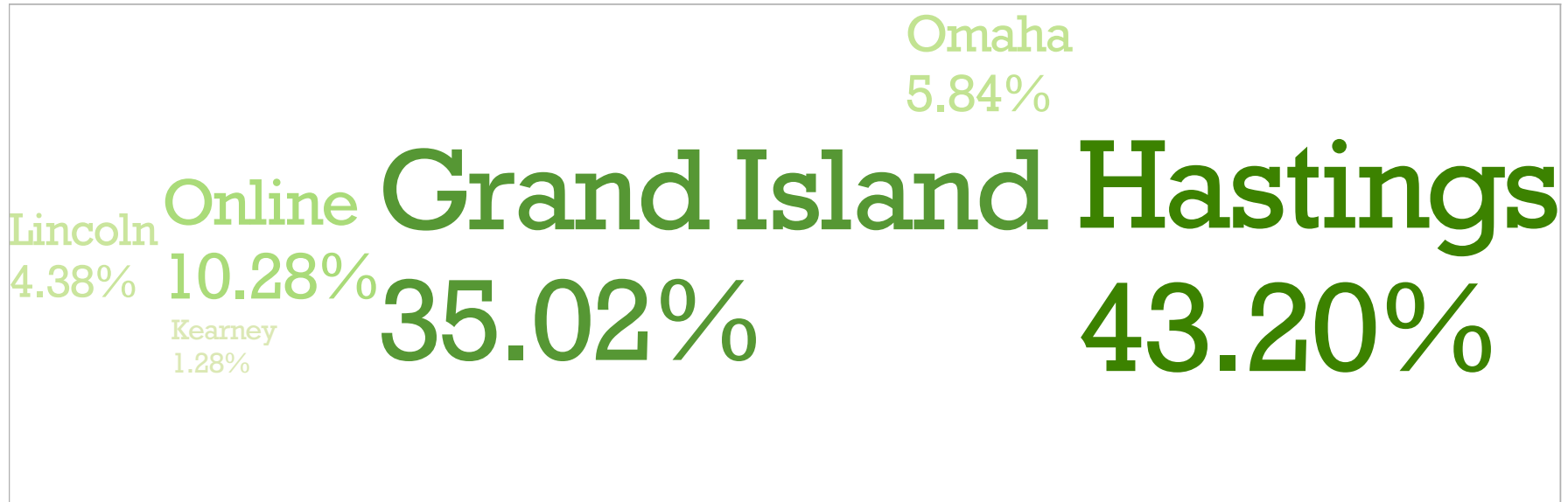


# Weighted Behavioral Questions: Women's Clothing

Question 9: Women's Clothing: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



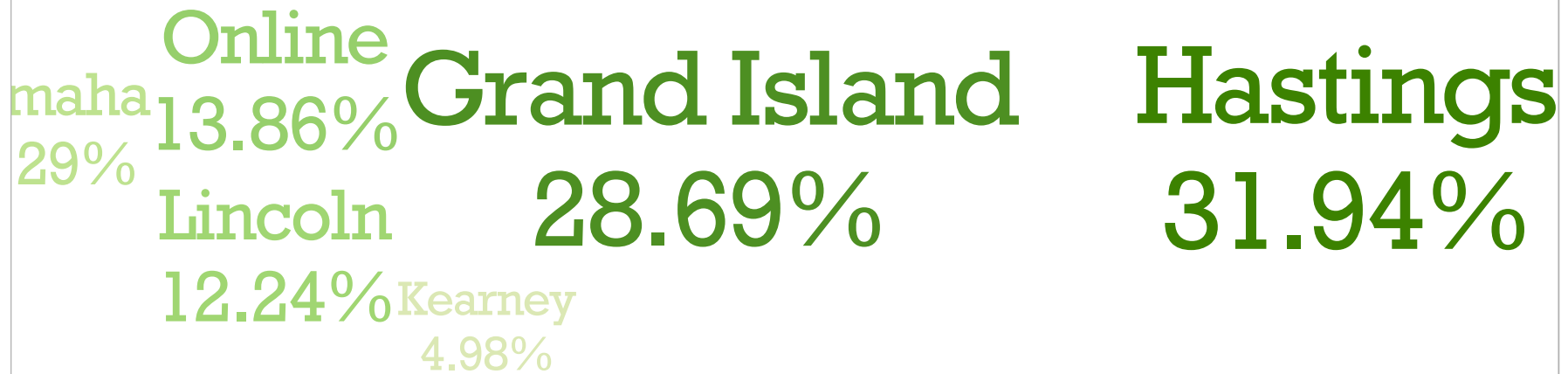
Question 10: Women's Clothing: Where are you most likely to shop first for the specified goods below





## Weighted Behavioral Questions: Men's Clothing

Question 9: Men's Clothing: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Men's Clothing: Where are you most likely to shop first for the specified goods below

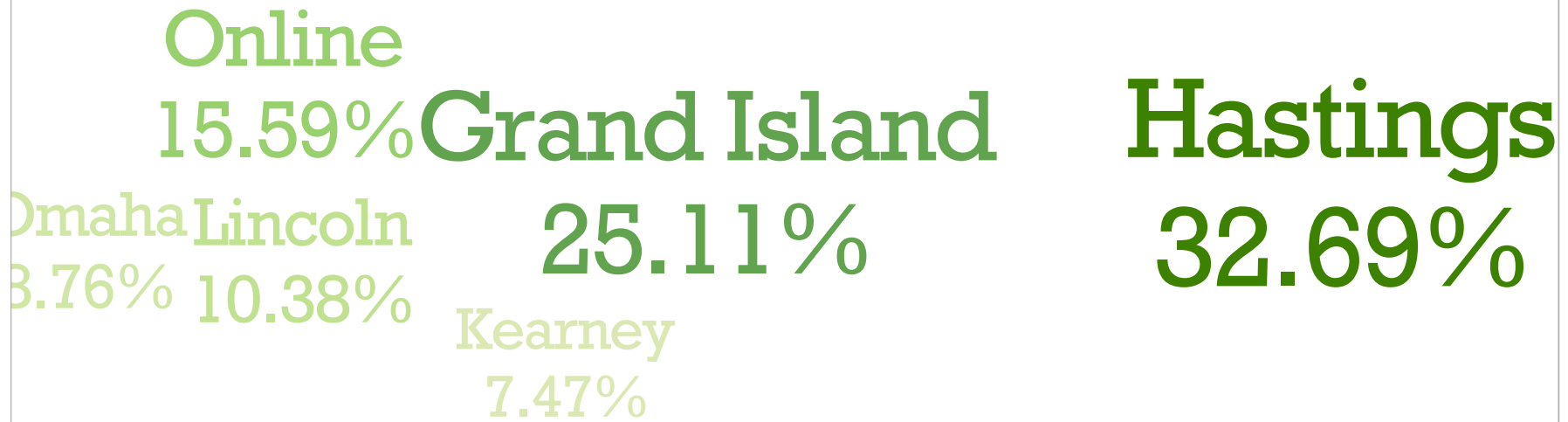






## Weighted Behavioral Questions: Children's Clothing

Question 9: Children's Clothing: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Children's Clothing: Where are you most likely to shop first for the specified goods below





## Weighted Behavioral Questions: Hardware and Tools

Question 9: Hardware and Tools: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Hardware and Tools: Where are you most likely to shop first for the specified goods below





## Weighted Behavioral Questions: Housewares

Question 9: Housewares: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



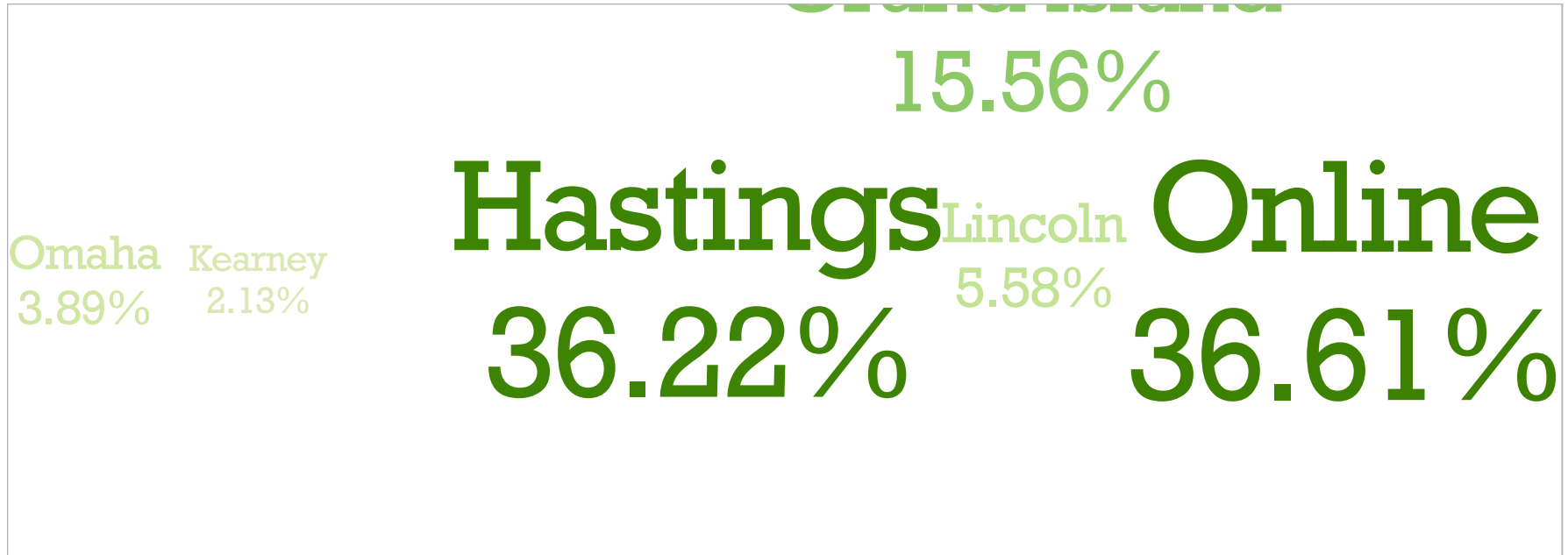
Question 10: Housewares: Where are you most likely to shop first for the specified goods below



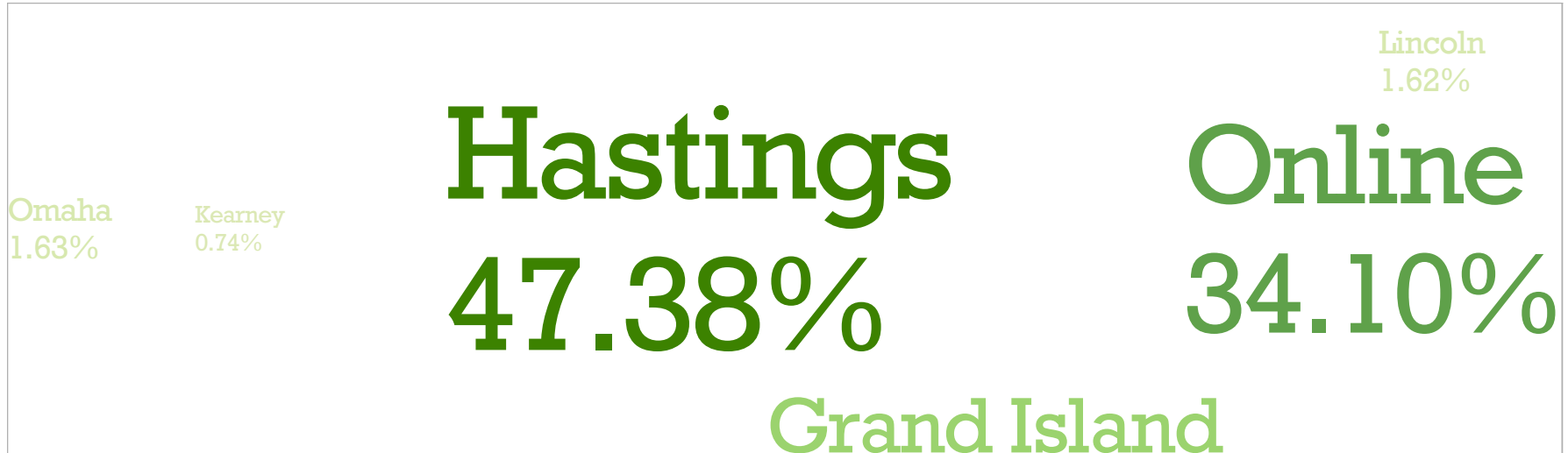


# Weighted Behavioral Questions: Books and DVD's

Question 9: Books and DVD's: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Books and DVD's: Where are you most likely to shop first for the specified goods below





## Weighted Behavioral Questions: Cosmetics

Question 9: Cosmetics: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Cosmetics: Where are you most likely to shop first for the specified goods below





## Weighted Behavioral Questions: Lumber and Building Materials

Question 9: Lumber and Building Materials: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



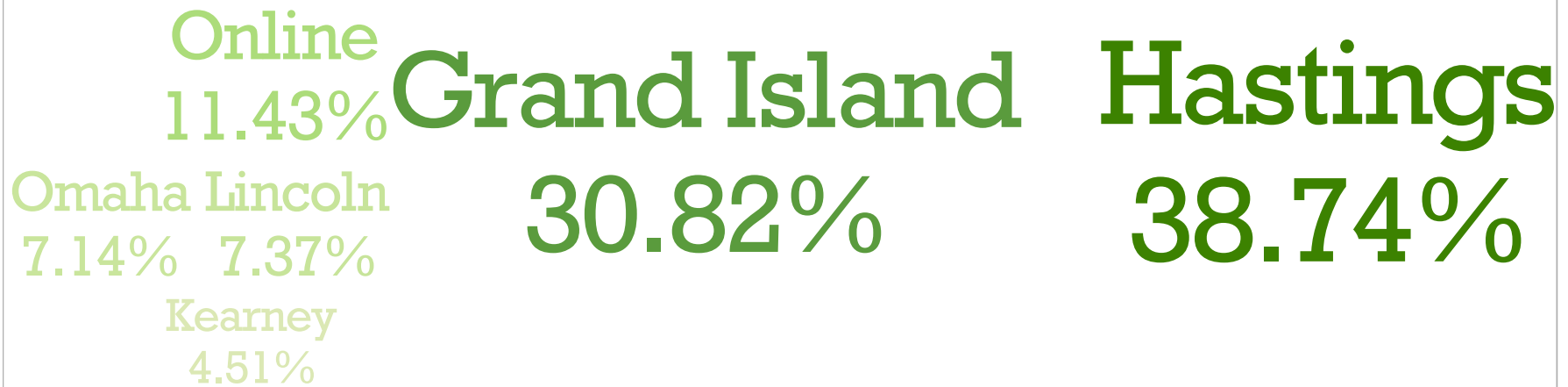
Question 10: Lumber and Building Materials: Where are you most likely to shop first for the specified goods below





# Weighted Behavioral Questions: Home Decor

Question 9: Home Decor: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Home Decor: Where are you most likely to shop first for the specified goods below





## Weighted Behavioral Questions: Paint and Wall Coverings

Question 9: Paint and Wall Coverings: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Paint and Wall Coverings: Where are you most likely to shop first for the specified goods below







## Weighted Behavioral Questions: TV/Home Electronics

Question 9: TV/Home Electronics: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: TV/Home Electronics: Where are you most likely to shop first for the specified goods below





## Weighted Behavioral Questions: Auto/Truck

Question 9: Auto/Truck: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Auto/Truck: Where are you most likely to shop first for the specified goods below



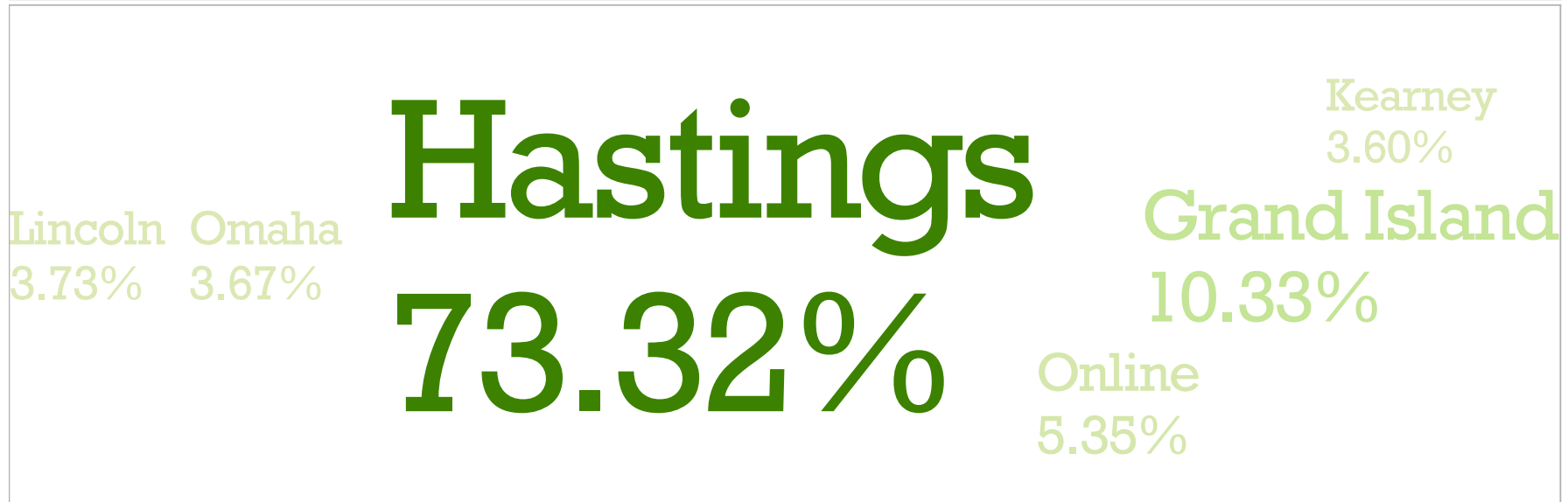


## Weighted Behavioral Questions: Sporting Goods

Question 9: Sporting Goods: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Sporting Goods: Where are you most likely to shop first for the specified goods below





## Weighted Behavioral Questions: Major Appliances

Question 9: Major Appliances: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Major Appliances: Where are you most likely to shop first for the specified goods below





## Weighted Behavioral Questions: Furniture

Question 9: Furniture: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Furniture: Where are you most likely to shop first for the specified goods below



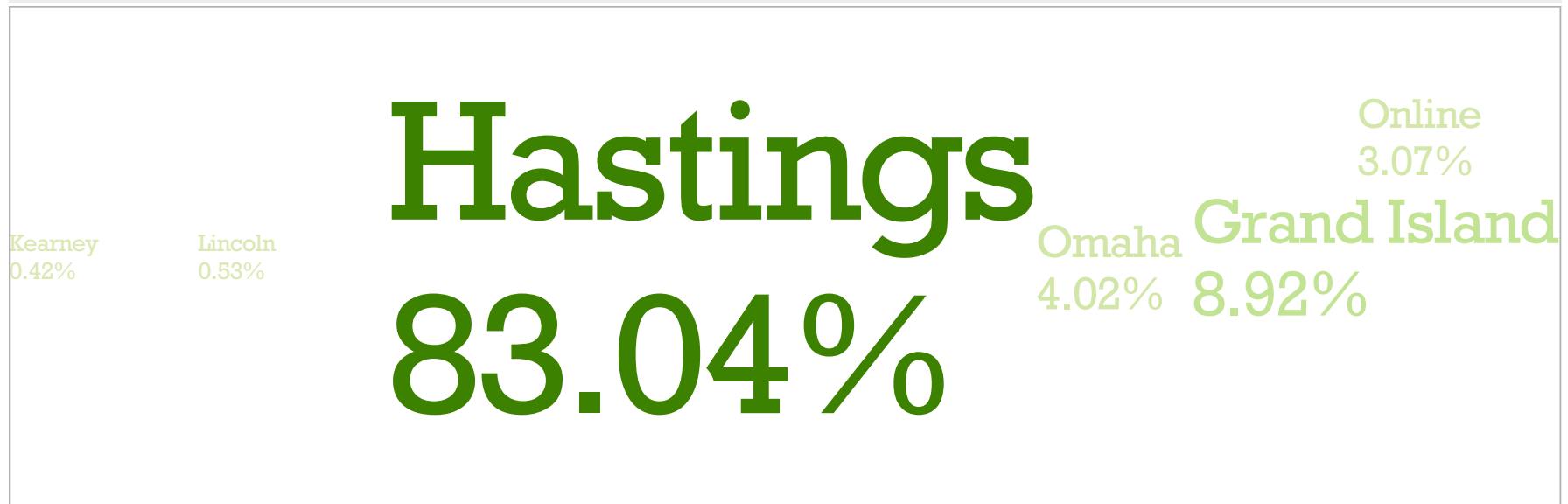


## Weighted Behavioral Questions: Lighting Fixtures

Question 9: Lighting Fixtures: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Lighting Fixtures: Where are you most likely to shop first for the specified goods below





# Weighted Behavioral Questions: Jewelry

Question 9: Jewelry: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)

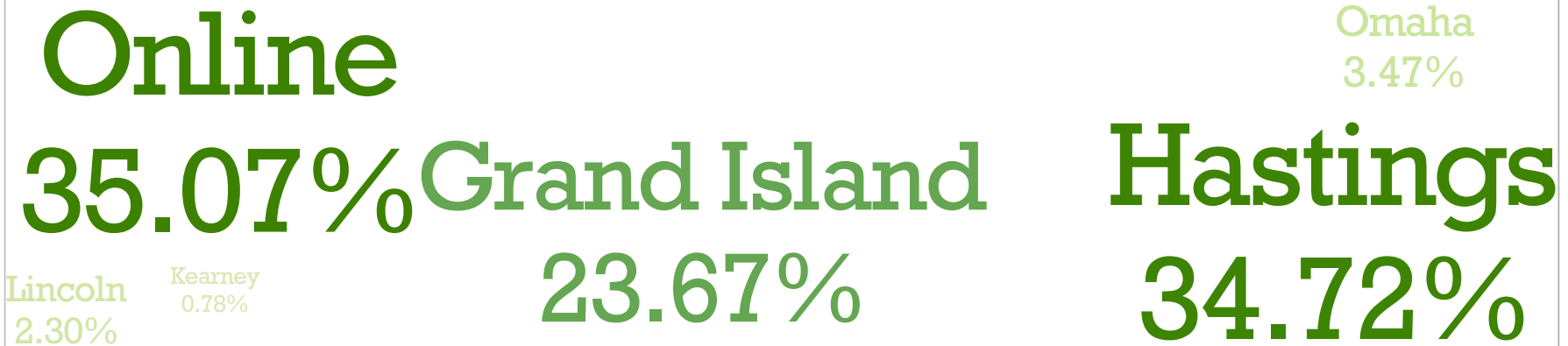


Question 10: Jewelry: Where are you most likely to shop first for the specified goods below



## Weighted Behavioral Questions: Computers and Software

Question 9: Computers and Software: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Computers and Software: Where are you most likely to shop first for the specified goods below





Question 9: Flooring: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Flooring: Where are you most likely to shop first for the specified goods below





## Weighted Behavioral Questions: Farm Supplies

Question 9: Farm Supplies: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Farm Supplies: Where are you most likely to shop first for the specified goods below



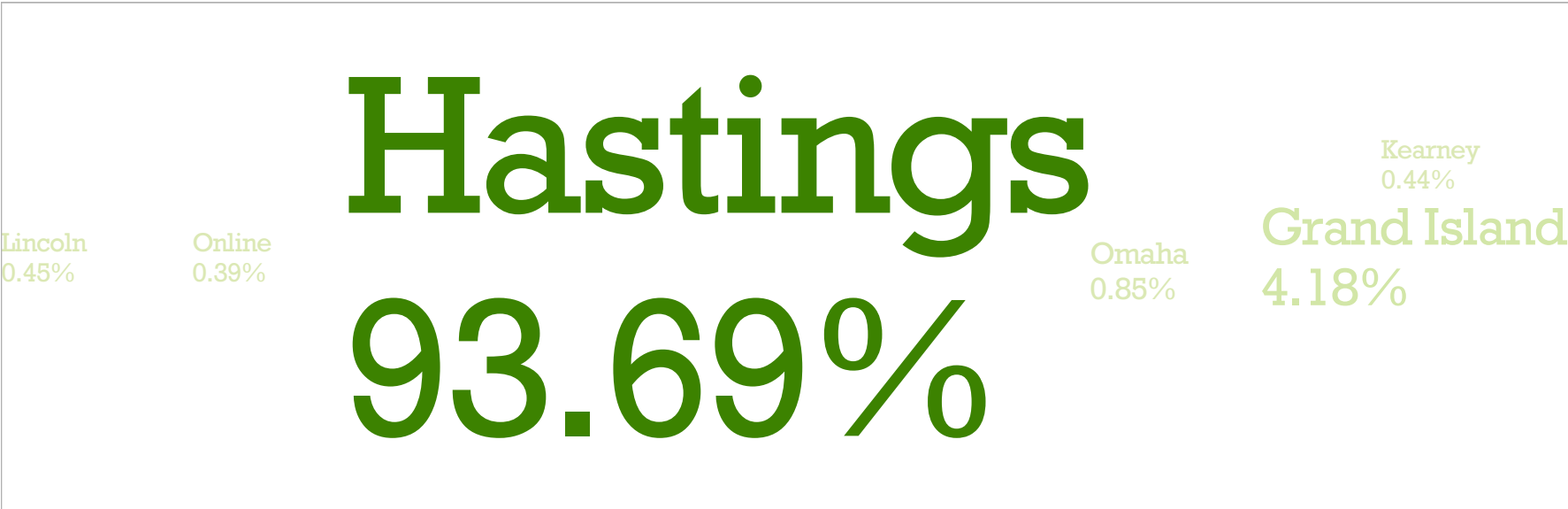


Weighted Behavioral Questions: Beer, Wine and/or Liquor

Question 9: Beer, Wine and/or Liquor: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Beer, Wine and/or Liquor: Where are you most likely to shop first for the specified goods below





## Weighted Behavioral Questions: Bars and Nightlife

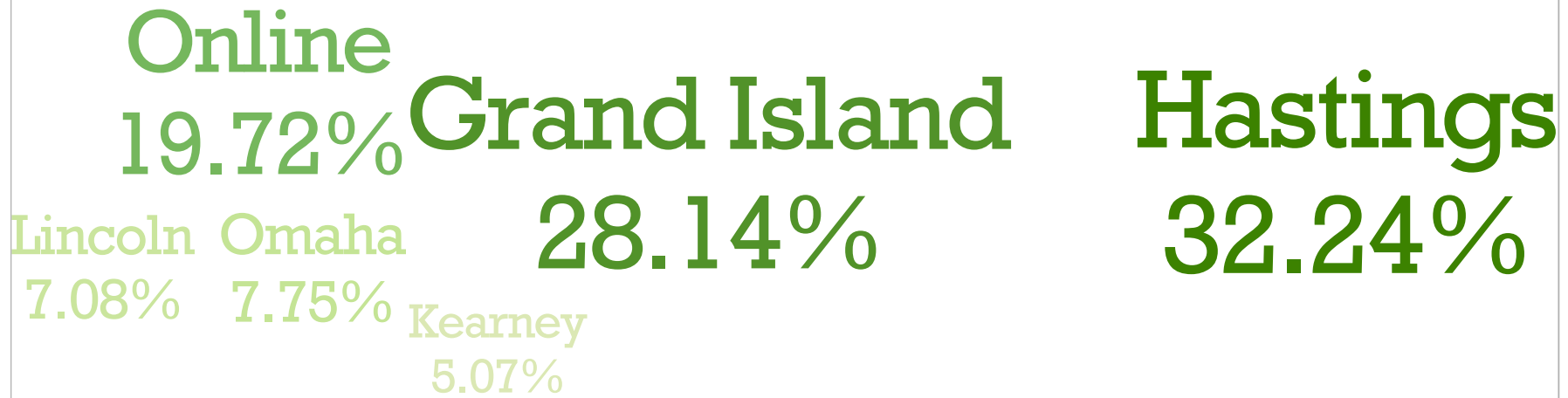
Question 9: Bars and Nightlife: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Bars and Nightlife: Where are you most likely to shop first for the specified goods below



Question 9: Shoes: I have purchased the goods below from these locations in the past 6 months (Choose All That Apply)



Question 10: Shoes: Where are you most likely to shop first for the specified goods below



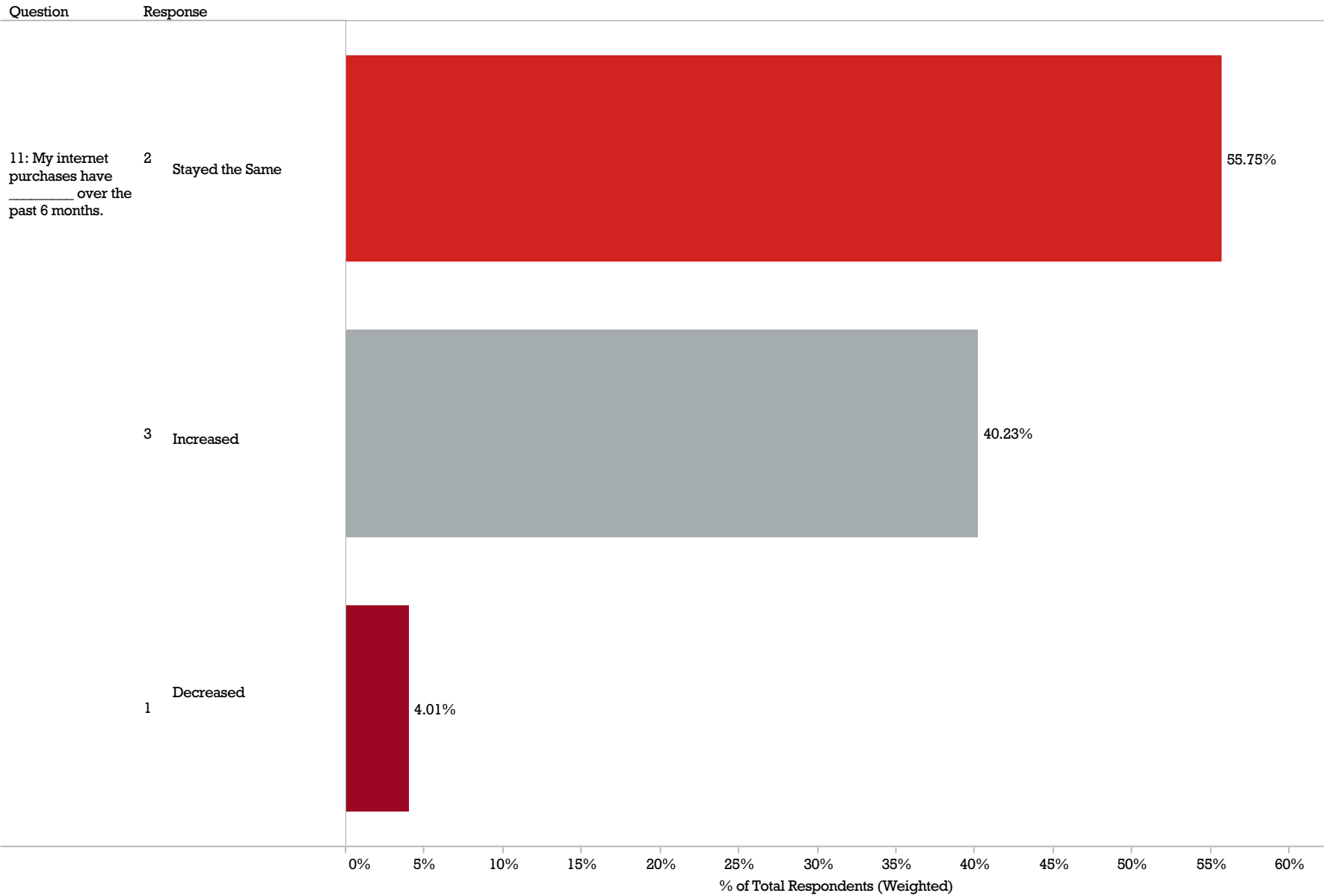
# Online Survey: Question 11

- 56% of respondents indicated that they shopped online, the same as the past over the past 6 months
- 40% of respondents indicated that they shopped online more over the past 6 months, with women outpacing men 53% to 47%, with 25% of these respondents having a household income of more than \$75,000 and 53% falling between the ages of 25 and 54



# Weighted Behavioral Questions

## Question 11



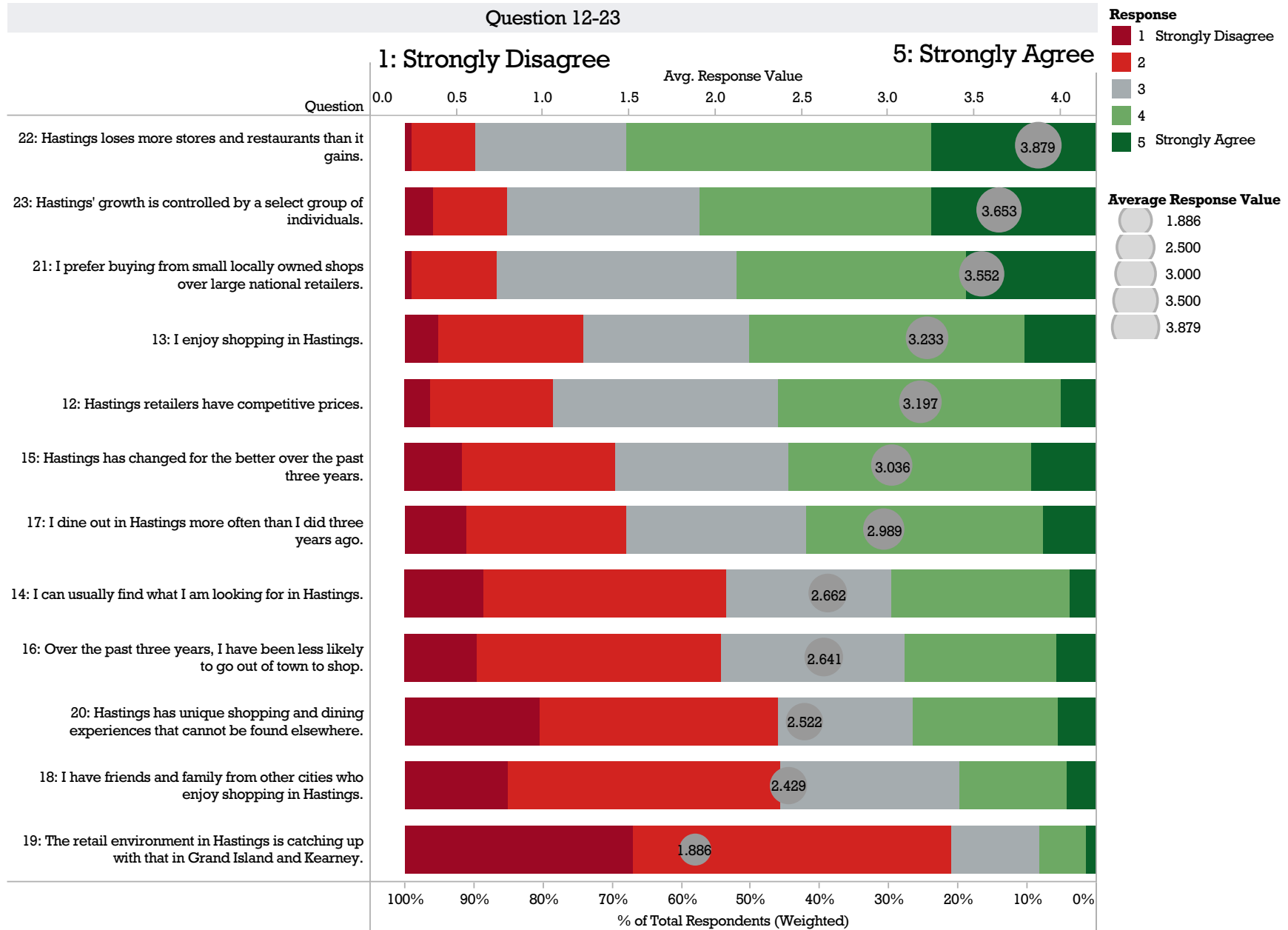
## Online Survey: Questions 12-23 (Agreement Questions)

- 22** The response with the highest level of agreement indicates that respondents believe that Hastings loses more stores and restaurants than it gains (Question 22-mean of 3.879 out of 5)
- 26** The next highest level of agreement are those indicating that they believe Hastings is controlled by a select group of individuals (Question 26-mean of 3.653 out of 5), followed by those that prefer buying from locally owned shops (Question 21-mean of 3.552 out of 5), those that enjoy shopping in Hastings (Question 13-mean of 3.233 out of 5) and those that believe Hastings has competitive prices (Question 12-mean of 3.197 out of 5)
- 19** The highest level of disagreement comes from the statement that Hastings is catching up with the environment found in Grand Island and Kearney, with 79% of the respondents selecting strongly disagree or disagree, with women at a slightly higher proportion (Question 19-mean of 1.8886 out of 5)
- 21** The remaining statements found average responses between 2.429 and 3.036 out of 5





# Weighted Attitudinal Questions



# Online Survey:

## Question 24

- When asked to rate retail businesses on various attributes in different locations on a scale of 1 to 5, with 5 being highest, respondents had a split decision on Hastings
- Hastings was first in: Friendliness; Stand Behind Their Products; Customer Service
- Hastings was in the middle in: Convenient Locations
- Hastings was last in: Convenient Hours; Top Brands; Knowledgeable Employees; Competitive Prices; Variety of Products
- When Hastings was not first, the top three were always: 1) Omaha; 2) Lincoln; 3) Grand Island



## Weighted Attitudinal Questions: Friendliness of Employees

Question 24: How would you rate retail businesses from the different locations below on the following attributes with 5 being the highest? (Friendliness of Employees)

Question	Response				
	5	4	3	2	1
24: Hastings (Friendliness)	26.97%	37.93%	25.50%	6.06%	3.54%
24: Omaha (Friendliness)	15.69%	27.45%	35.05%	13.73%	8.07%
24: Lincoln (Friendliness)	15.45%	33.04%	40.37%	7.01%	4.13%
24: Grand Island (Friendliness)	13.49%	39.73%	33.10%	9.55%	4.13%
24: Kearney (Friendliness)	12.42%	37.75%	38.87%	6.95%	4.02%



## Weighted Attitudinal Questions: Convenient Store Hours

Question 24: How would you rate retail businesses from the different locations below on the following attributes with 5 being the highest? (Convenient Store Hours)

Question	Response				
	5	4	3	2	1
24: Omaha (Convenient Hours)	40.74%	34.58%	20.74%	1.21%	2.74%
24: Lincoln (Convenient Hours)	31.06%	38.94%	26.84%	0.48%	2.68%
24: Grand Island (Convenient Hours)	22.26%	40.90%	28.83%	5.68%	2.33%
24: Kearney (Convenient Hours)	18.29%	34.06%	37.51%	6.76%	3.37%
24: Hastings (Convenient Hours)	16.70%	26.41%	34.29%	14.59%	8.01%



## Weighted Attitudinal Questions: Stand Behind Their Products

Question 24: How would you rate retail businesses from the different locations below on the following attributes with 5 being the highest? (Stand Behind Their Products)

Question	Response				
	5	4	3	2	1
24: Hastings (Stand Behind Their Products)	25.52%	31.65%	30.56%	9.78%	2.48%
24: Omaha (Stand Behind Their Products)	21.07%	30.91%	35.55%	8.06%	4.40%
24: Lincoln (Stand Behind Their Products)	19.00%	33.29%	33.95%	11.24%	2.52%
24: Grand Island (Stand Behind Their Products)	16.12%	38.33%	31.99%	10.29%	3.27%
24: Kearney (Stand Behind Their Products)	15.33%	30.62%	40.29%	11.19%	2.56%



# Weighted Attitudinal Questions: Customer Service

Question 24: How would you rate retail businesses from the different locations below on the following attributes with 5 being the highest? (Customer Service)

Question	Response				
	5	4	3	2	1
24: Hastings (Customer Service)	20.54%	35.07%	32.20%	7.43%	4.76%
24: Lincoln (Customer Service)	17.63%	30.49%	43.11%	5.78%	2.99%
24: Kearney (Customer Service)	16.51%	29.28%	40.31%	9.21%	4.70%
24: Omaha (Customer Service)	14.67%	37.13%	38.09%	7.13%	2.97%
24: Grand Island (Customer Service)	10.21%	38.82%	39.61%	6.07%	5.30%



# Weighted Attitudinal Questions: Convenient Locations

Question 24: How would you rate retail businesses from the different locations below on the following attributes with 5 being the highest? (Convenient Locations)

Question	Response				
	5	4	3	2	1
24: Omaha (Convenient Locations)	32.49%	21.43%	27.33%	13.36%	5.39%
24: Lincoln (Convenient Locations)	27.98%	25.31%	29.62%	11.43%	5.65%
24: Grand Island (Convenient Locations)	24.53%	33.52%	31.86%	8.53%	1.55%
24: Hastings (Convenient Locations)	23.05%	23.06%	25.11%	16.70%	12.08%
24: Kearney (Convenient Locations)	15.65%	28.65%	41.29%	11.16%	3.26%



# Weighted Attitudinal Questions: Top Brand Names

Question 24: How would you rate retail businesses from the different locations below on the following attributes with 5 being the highest? (Top Brands)

Question	Response				
	5	4	3	2	1
24: Omaha (Top Brand Names)	67.55%	16.91%	12.77%	1.37%	1.40%
24: Lincoln (Top Brand Names)	55.69%	26.05%	15.42%	1.10%	1.74%
24: Grand Island (Top Brand Names)	23.24%	41.42%	26.72%	7.70%	0.92%
24: Kearney (Top Brand Names)	22.64%	36.37%	32.46%	5.91%	2.61%
24: Hastings (Top Brand Names)	5.87%	14.99%	37.65%	27.65%	13.84%





# Weighted Attitudinal Questions: Knowledgeable Employees

Question 24: How would you rate retail businesses from the different locations below on the following attributes with 5 being the highest? (Knowledgeable Employees)

Question	Response				
	5	4	3	2	1
24: Omaha (Knowledgeable Employees)	27.78%	30.30%	32.27%	7.28%	2.37%
24: Lincoln (Knowledgeable Employees)	21.68%	35.02%	34.59%	6.70%	2.01%
24: Grand Island (Knowledgeable Employees)	13.44%	32.74%	41.72%	9.42%	2.68%
24: Kearney (Knowledgeable Employees)	12.95%	30.58%	42.36%	10.42%	3.69%
24: Hastings (Knowledgeable Employees)	12.65%	32.74%	32.00%	17.21%	5.41%



# Weighted Attitudinal Questions: Competitive Prices

Question 24: How would you rate retail businesses from the different locations below on the following attributes with 5 being the highest? (Competitive Prices)

Question	Response				
	5	4	3	2	1
24: Omaha (Competitive Prices)	36.81%	37.30%	22.18%	1.47%	2.23%
24: Lincoln (Competitive Prices)	29.14%	43.57%	24.65%	1.24%	1.40%
24: Grand Island (Competitive Prices)	15.65%	42.15%	32.18%	8.31%	1.71%
24: Kearney (Competitive Prices)	13.97%	35.21%	37.44%	10.11%	3.27%
24: Hastings (Competitive Prices)	8.57%	25.88%	33.09%	21.24%	11.23%



## Weighted Attitudinal Questions: Variety of Products

Question 24: How would you rate retail businesses from the different locations below on the following attributes with 5 being the highest? (Variety of Products)

Question	Response				
	5	4	3	2	1
24: Omaha (Variety of Products)	69.48%	23.29%	4.95%	0.91%	1.37%
24: Lincoln (Variety of Products)	54.25%	33.63%	10.12%	0.29%	1.72%
24: Grand Island (Variety of Products)	21.35%	46.80%	23.22%	7.15%	1.47%
24: Kearney (Variety of Products)	16.98%	33.28%	37.34%	8.58%	3.81%
24: Hastings (Variety of Products)	5.38%	10.64%	29.67%	30.52%	23.79%

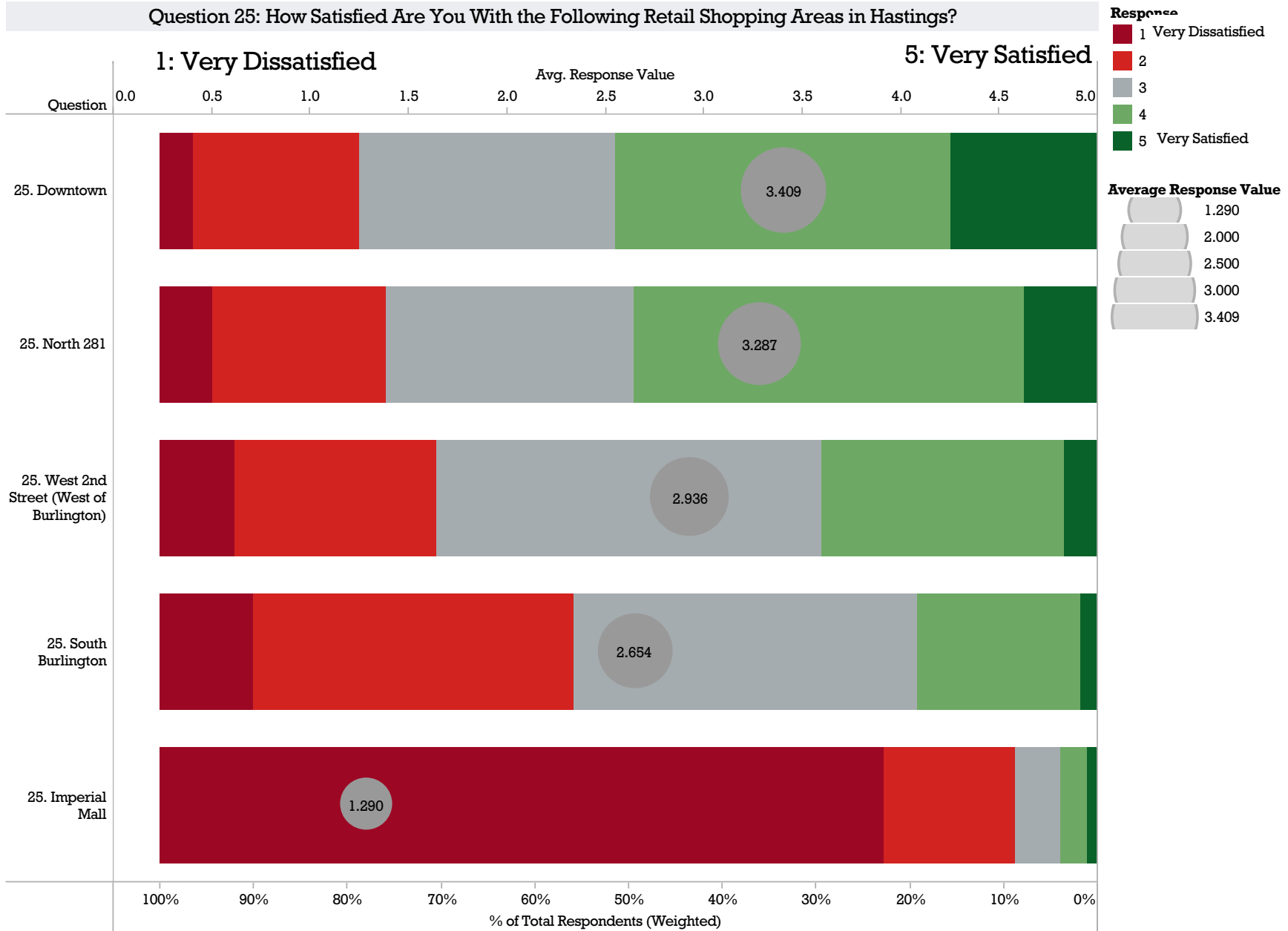
# Online Survey:

## Question 25

- 52% of respondents are satisfied or very satisfied with Downtown Hastings, with a mean response of 3.409 out of 5
- 50% of respondents are satisfied or very satisfied with North 281, with a mean response of 3.287 out of 5
- 30% of respondents are satisfied or very satisfied with West 2<sup>nd</sup> Street, with a mean response of 2.936 out of 5
- 20% of respondents are satisfied or very satisfied with South Burlington, with a mean response of 2.654
- 4% of respondents are satisfied or very satisfied with the Imperial mall, with a mean response of 1.290 out of 5
- In each geographic area, men indicated a higher satisfaction than women



# Weighted Attitudinal Questions



# Online Survey:

## Question 25: Imperial Mall

- Respondents overwhelmingly indicated, with a 91% proportion, that they are very dissatisfied or dissatisfied with the Imperial Mall
- Only 4% of respondents indicated being satisfied or very satisfied with the Imperial Mall
- Dissatisfaction crossed all demographics



# Weighted Attitudinal Questions

## Imperial Mall

25. Imperial Mall  
1  
77.21%

Very Dissatisfied

25. Imperial Mall  
2  
13.97%

Dissatisfied

25. Imperial Mall  
3  
4.83%

Neutral

25. Imperial Mall  
4  
2.80%

Satisfied

25. Imperial Mall  
5

Very Satisfied

% of Total Respondents (..



# Online Survey: Questions 26 and 27

- 54% of respondents indicated that they were very dissatisfied or dissatisfied with overall shopping opportunities in Hastings, with women overwhelmingly outpacing men 60% to 40% (Question 26-mean of 2.51797 out of 5)
- 56% of respondents indicated that they were very dissatisfied or dissatisfied with overall restaurant choices in Hastings, with women outpacing men 54% to 46% (Question 26-mean of 2.46089 out of 5)





# Weighted Attitudinal Questions

## Question 26 and 27

1: Very Dissatisfied

5: Very Satisfied

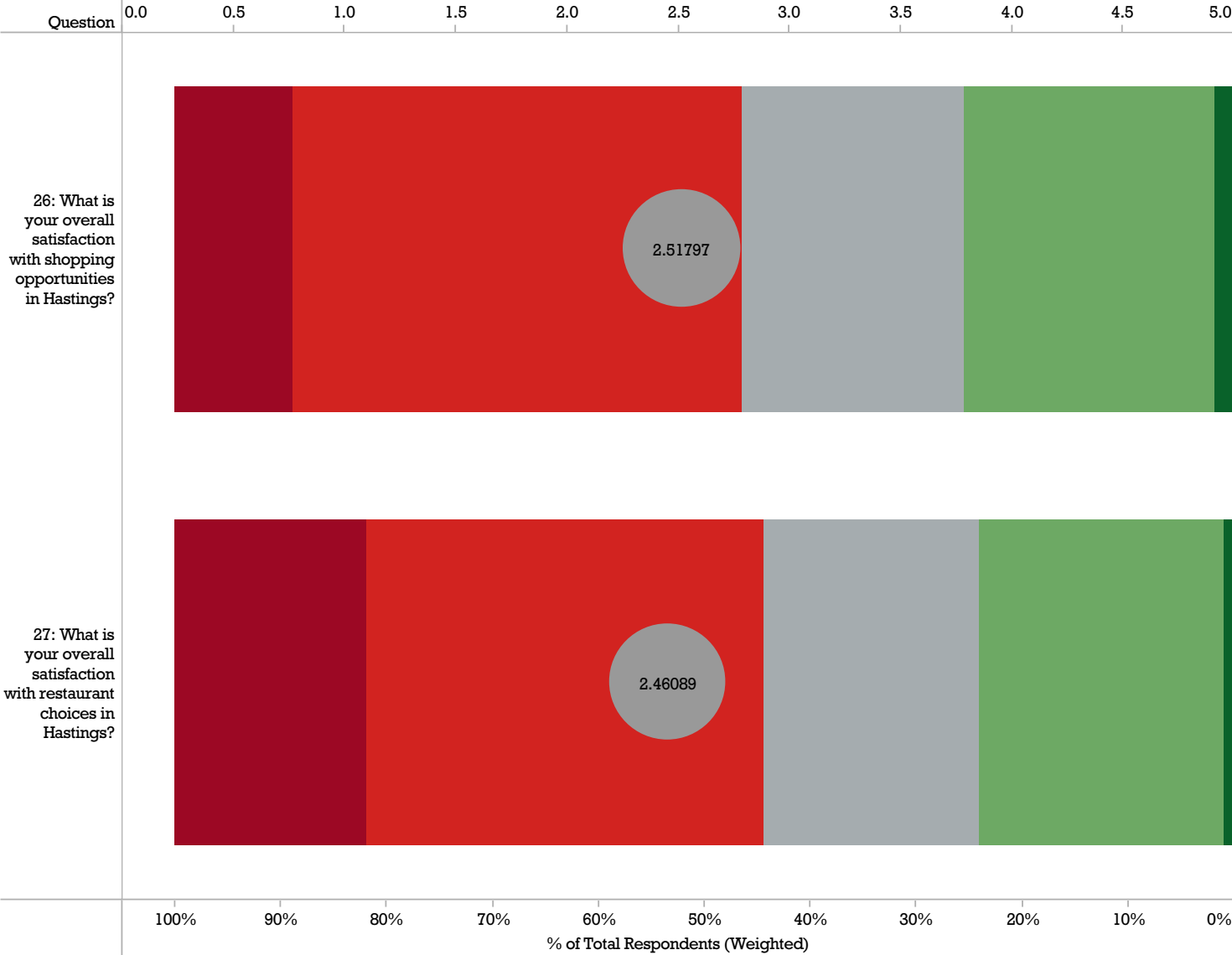
Avg. Response Value

### Response

- 1 Very Dissatisfied
- 2
- 3
- 4
- 5 Very Satisfied

### Average Response Value

- 2.46089
- 2.48000
- 2.50000
- 2.51797



# Online Survey:

## Question 28

- When asked which types of businesses are inadequate to meet their needs, respondents responded with 4 top options that are within 1 point of each other: Women's Clothing Stores, Family Restaurants, Department Stores and Breakfast Focused Restaurants
- A variety of clothing stores, restaurants, shoe stores and craft/hobby stores were all above 5% of the total selections by respondents



# Weighted Attitudinal Questions

## Question 28: Which of the Following Types of Businesses, in Your Opinion, Are Inadequate to Meet Your Needs?

Question	
28. Women's Clothing Stores	10.247%
28. Family Restaurants	9.849%
28. Department Stores	9.654%
28. Breakfast Focused Restaurants	9.509%
28. Craft/Hobby Stores	8.710%
28. Shoe Stores	8.557%
28. Men's Clothing Stores	7.822%
28. 24-Hour Restaurants	6.777%
28. White Tablecloth Restaurants	6.288%
28. Children/Youth Clothing Stores	5.853%
28. Live Music Venues	4.276%
28. Discount Stores	4.265%
28. Night Club/Bars	2.460%
28. Sporting Goods Stores	2.157%
28. Other	1.902%
28. Home Improvement Stores	1.673%

# Online Survey:

## Question 29: NPS

- A Net Promoter Score shows the likelihood of a respondent recommending something to a friend or colleague
- It breaks responses into Promoter, Passive and Detractor
- Score is determined by:  
$$\% \text{ of Promoters} - \% \text{ of Detractors} = \text{NPS}$$
- Scores range from -100 to 100, with 0-100 being considered good to excellent

# Online Survey:

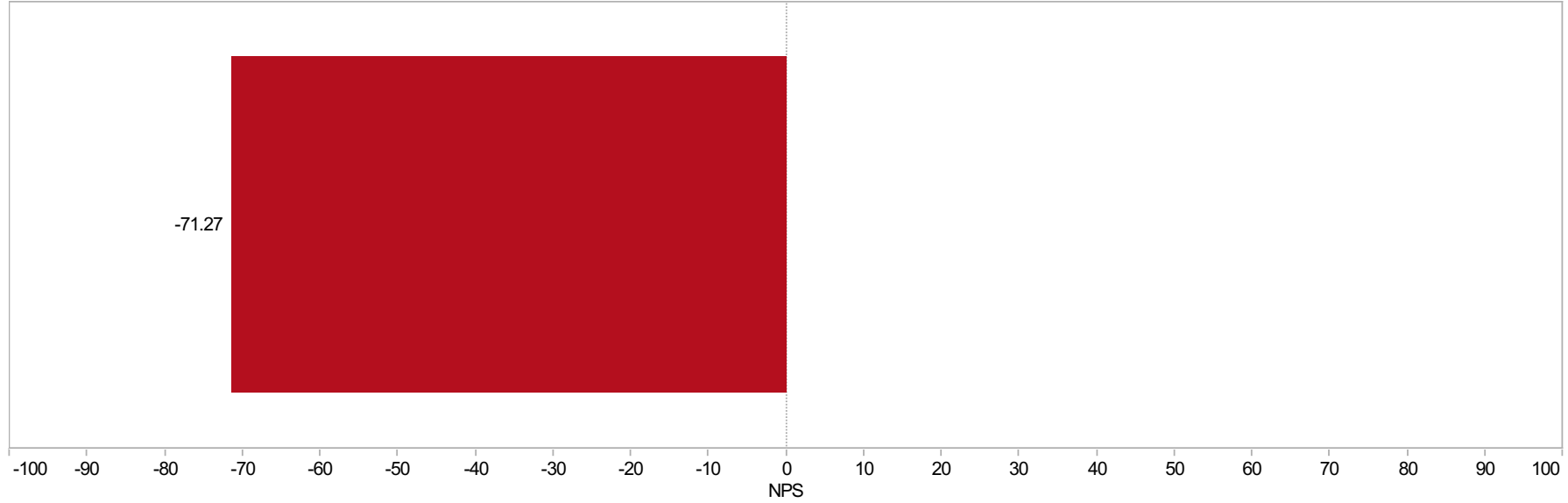
## Question 29 (Cont'd)

- When asked how likely it is that the respondent would recommend shopping in Hastings to a friend or colleague, the Net Promoter Score was -71.27
- 77.77% of respondents were considered Detractors, while only 6.5% were considered Promoters
- Bottom line, Detractor and Passive attitudes would not lead them to recommend Hastings to others and would wipe out any positive gains by Promoter recommendations



# Weighted Net Promoter Score

Question 29 (Net Promoter Score (NPS)): How likely is it that you would recommend shopping in Hastings to a friend or colleague? (10 being most likely)



## NPS Segmentation

Detractor  
77.77%

Passive  
15.74%

Promoter  
6.50%

# Online Survey:

## Question 30

- When asked to explain why they would or wouldn't be likely to recommend Hastings to others, text analysis rendered pretty clear responses from the 320 respondents who chose to answer
- Lack of options, lack of variety, lack of dining options, small selections, uncompetitive pricing, positive views of Grand Island and lack of a mall (poor condition of Imperial Mall) were all above 3% of all responses

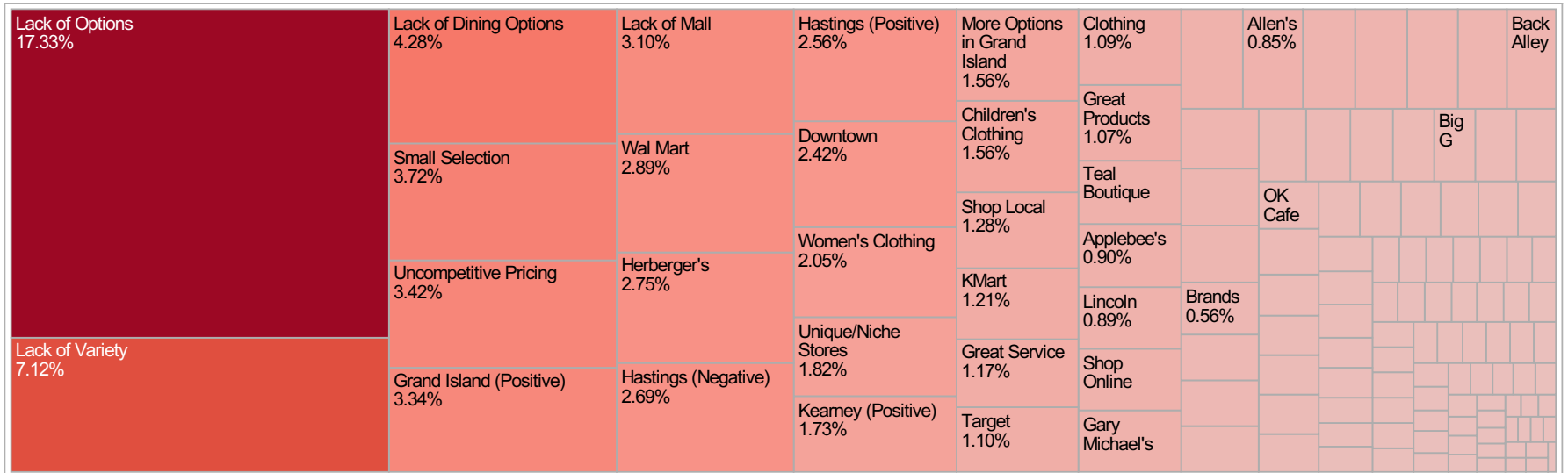


# Weighted Attitudinal Questions

Question 30(Word Cloud): Can you explain why you would or wouldn't be likely to recommend shopping in Hastings? (Optional With 320 Respondents)



Question 30(Tree Chart): Can you explain why you would or wouldn't be likely to recommend shopping in Hastings? (Optional With 320 Respondents)





# Online Survey: Conclusions

- Consumers prefer to choose Hastings FIRST for their shopping/dining needs
- Consumers prefer to shop/dine in Hastings and do so, but often cannot find what they are looking for, forcing them to other destinations
- Consumers find very little satisfaction with retail and restaurant opportunities in Hastings
- There is a perception that Hastings loses more establishments than it gains and is not competing with the retail and restaurant environments found in Grand Island and Kearney
- Women are the most dissatisfied, with a desire to see more clothing stores, department stores, shoe stores and craft/hobby stores
- A number of new restaurant genres are desired
- Area businesses have room for improvement in several customer satisfaction areas, including: hours, brands, variety, employee training and pricing

# Questions?

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