



The**Retail**Coach®

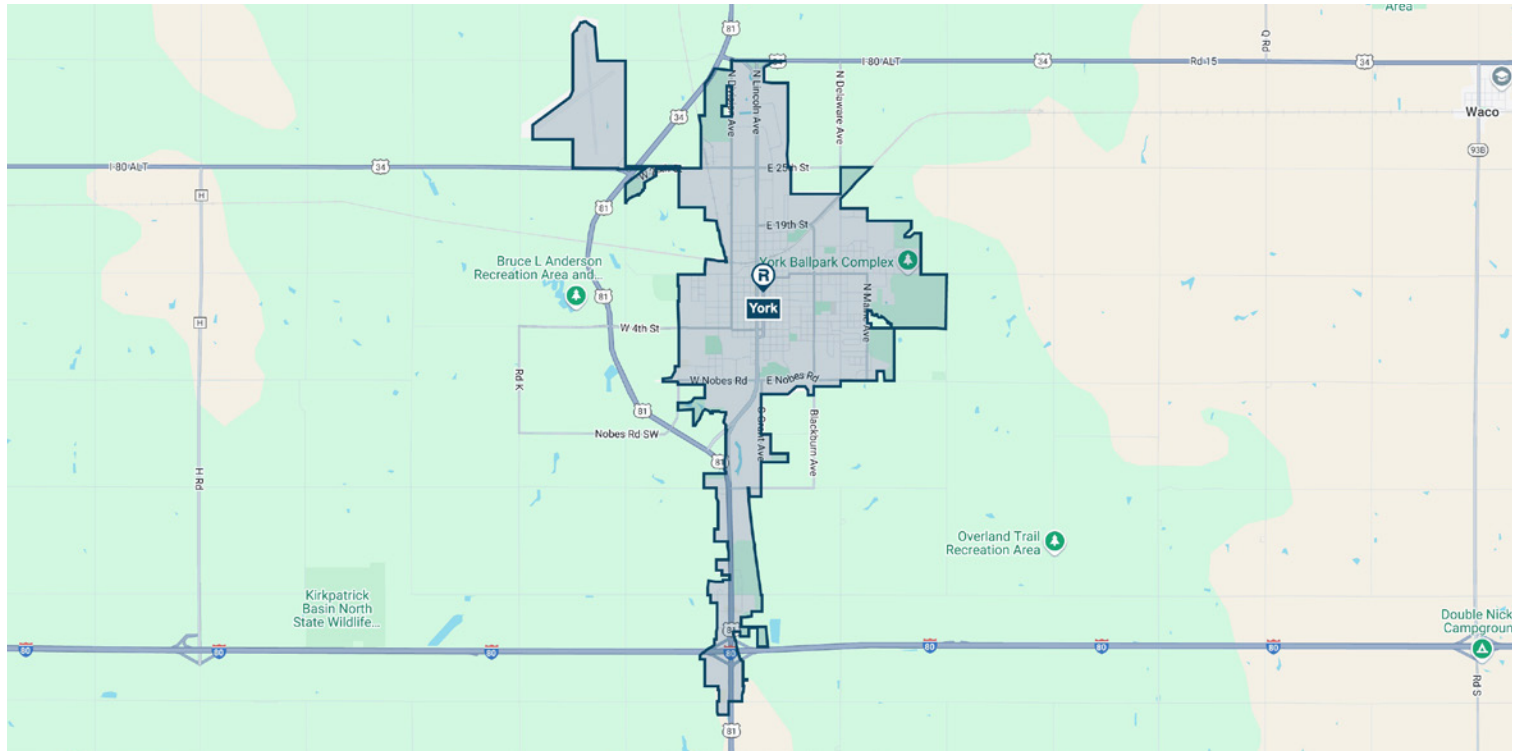
# Consumer Retail Survey

YORK, NEBRASKA

Prepared for York County Development Corporation  
June 2025

# Community • Demographic Snapshot

York, Nebraska



## Population

2020	8,066
2025	8,408
2030	8,711

## Educational Attainment (%)

Graduate or Professional Degree	9.14%
Bachelors Degree	16.92%
Associate Degree	15.53%
Some College	23.93%
High School Graduate (or GED)	28.49%
Some High School, No Degree	4.01%
Less than 9th Grade	1.99%

## Income

Average HH	\$99,859
Median HH	\$73,811
Per Capita	\$43,380

## Age

0 - 9 Years	11.22%
10 - 17 Years	10.40%
18 - 24 Years	12.52%
25 - 34 Years	12.67%
35 - 44 Years	12.01%
45 - 54 Years	10.21%
55 - 64 Years	10.24%
65 and Older	20.74%
Median Age	37.58
Average Age	40.30

## Race Distribution (%)

White	84.88%
Black/African American	2.34%
American Indian/Alaskan	1.28%
Asian	0.84%
Native Hawaiian/Islander	0.07%
Other Race	4.65%
Two or More Races	5.92%
Hispanic	9.82%



**York County  
Development  
Corporation**  
*Why York County*

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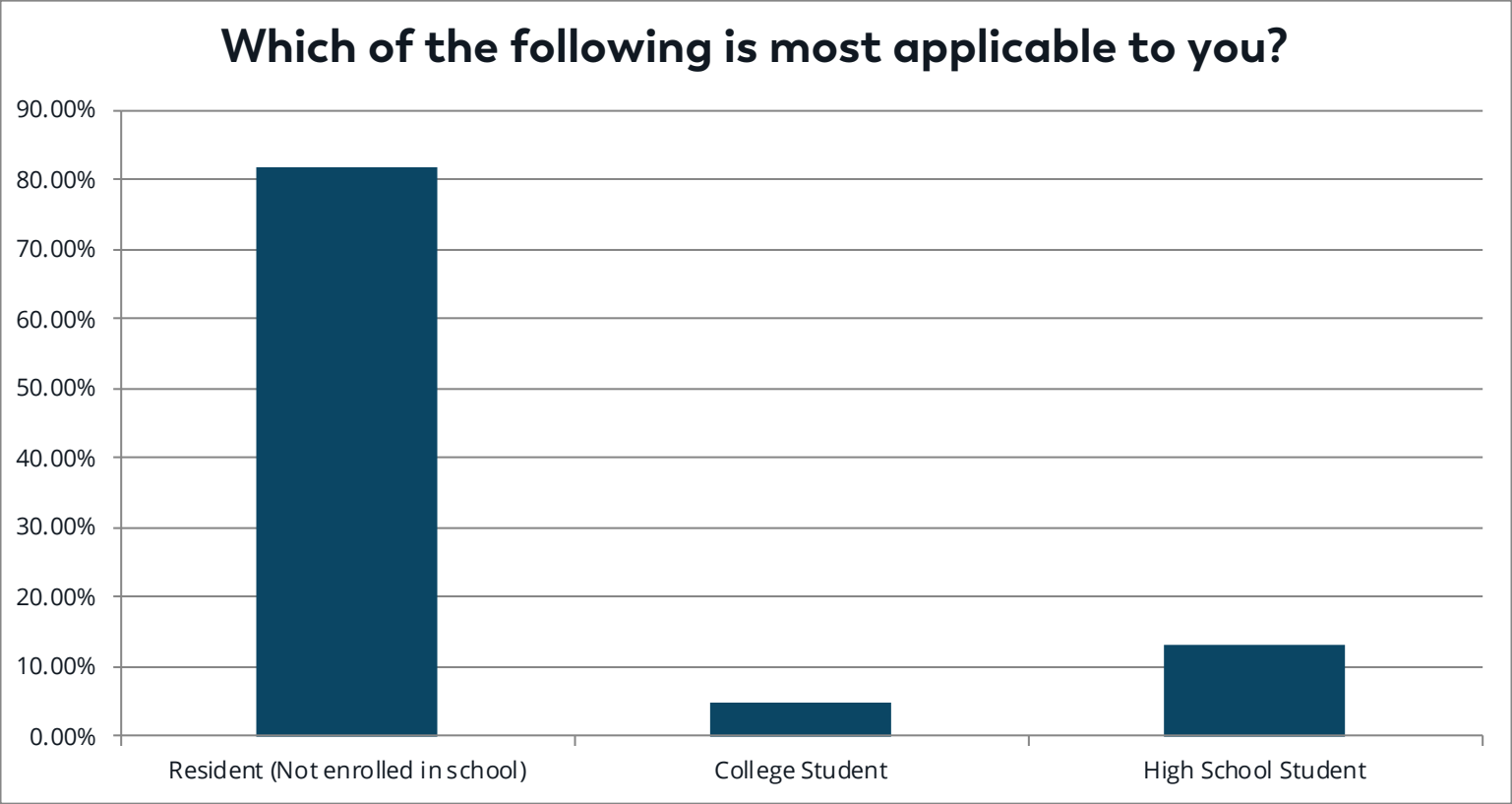
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York, Nebraska

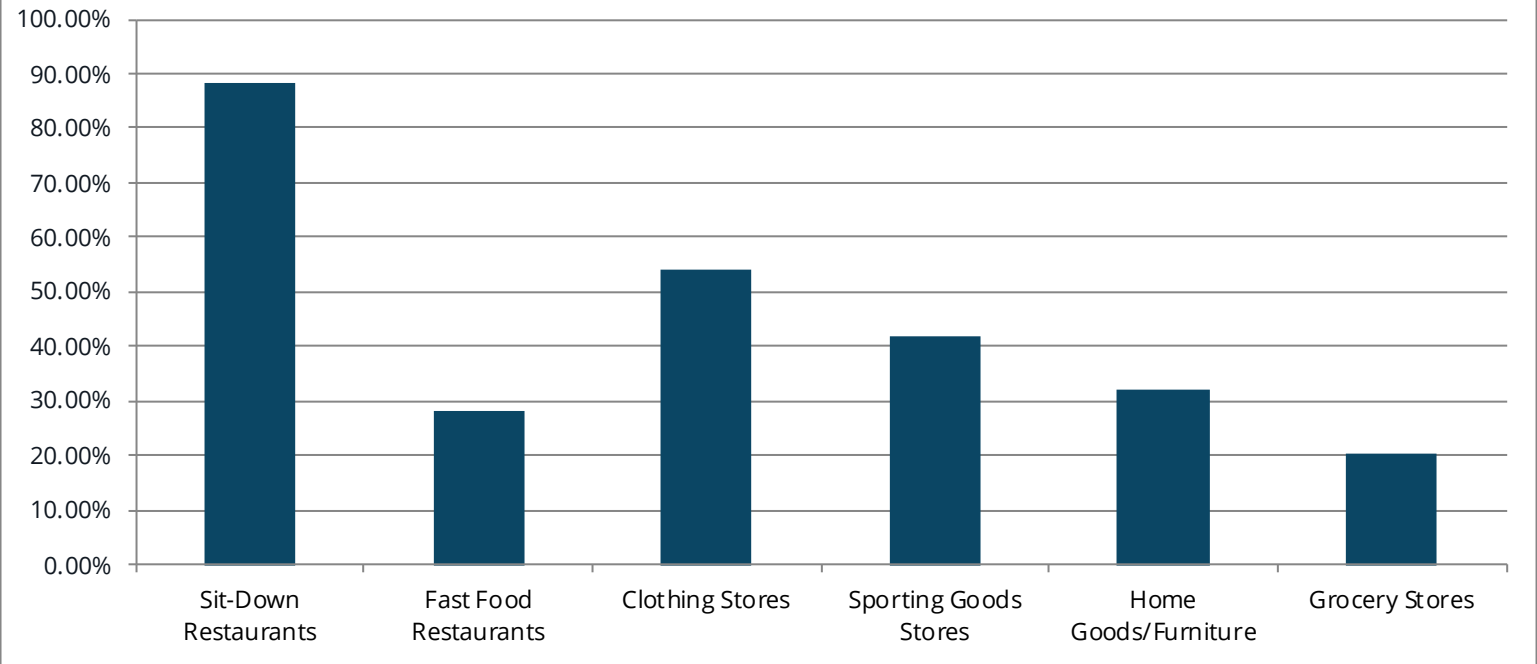


WHICH OF THE FOLLOWING IS MOST APPLICABLE TO YOU?		
ANSWER CHOICES	RESPONSES	
Resident (Not enrolled in school)	81.78%	1,302
College Student	4.90%	78
High School Student	13.32%	212
	Answered	1,592
	Skipped	15

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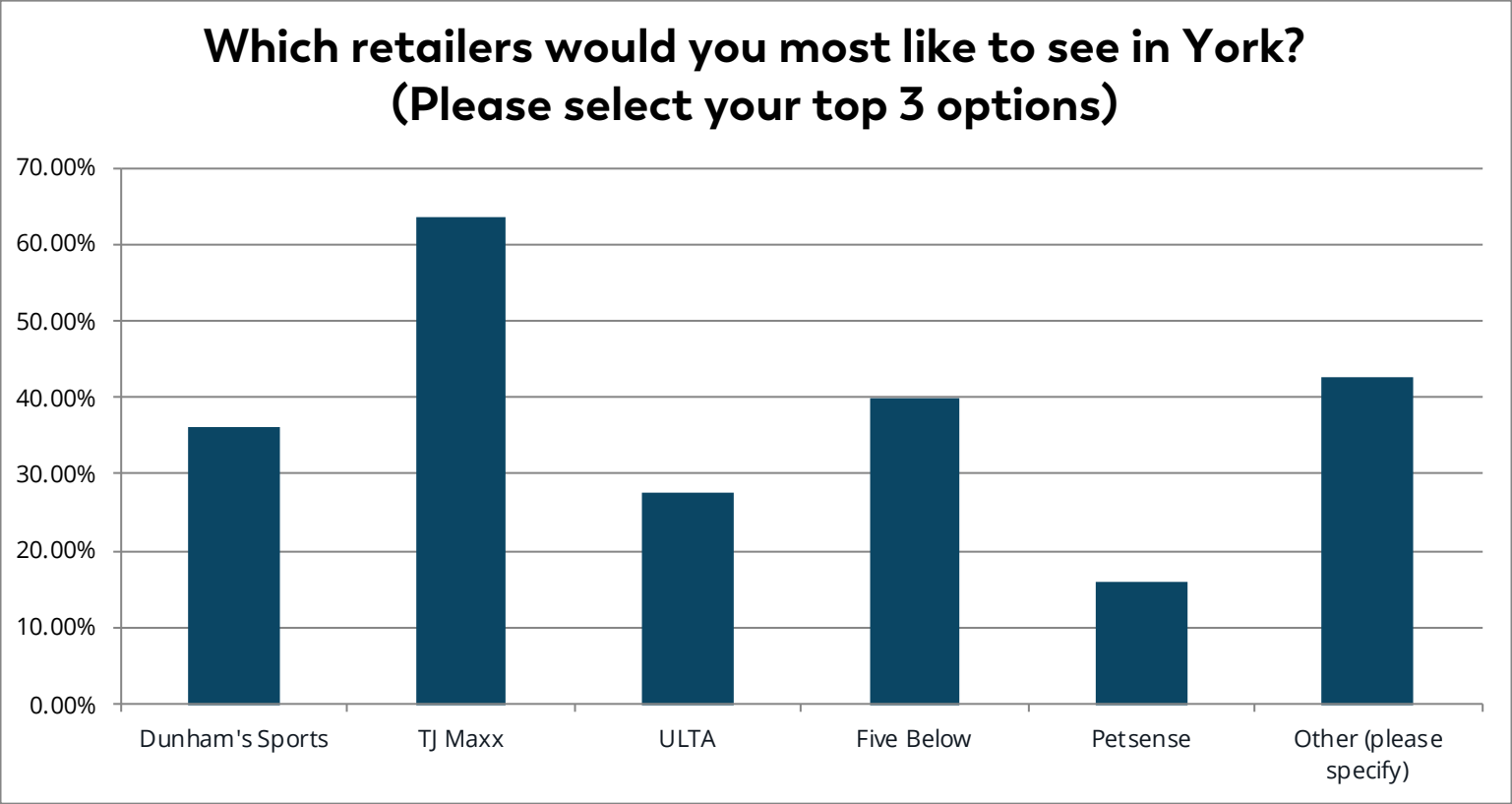
## What types of retailers would you like to see more of in York? (Please select your top 3 options)



WHAT TYPES OF RETAILERS WOULD YOU LIKE TO SEE MORE OF IN YORK?		
ANSWER CHOICES	RESPONSES	
Sit-Down Restaurants	88.18%	1,417
Fast Food Restaurants	28.00%	450
Clothing Stores	54.20%	871
Sporting Goods Stores	41.63%	669
Home Goods/Furniture	31.99%	514
Grocery Stores	20.41%	328
	Answered	1,607
	Skipped	-

# Consumer Retail Survey

York, Nebraska



WHICH RETAILERS WOULD YOU MOST LIKE TO SEE IN YORK? (PLEASE SELECT YOUR TOP 3 OPTIONS)		
ANSWER CHOICES	RESPONSES	
Dunham's Sports	36.28%	583
TJ Maxx	63.66%	1,023
ULTA	27.69%	445
Five Below	39.89%	641
Petsense	15.87%	255
Other (please specify)	42.50%	683
	Answered	1,607
	Skipped	-

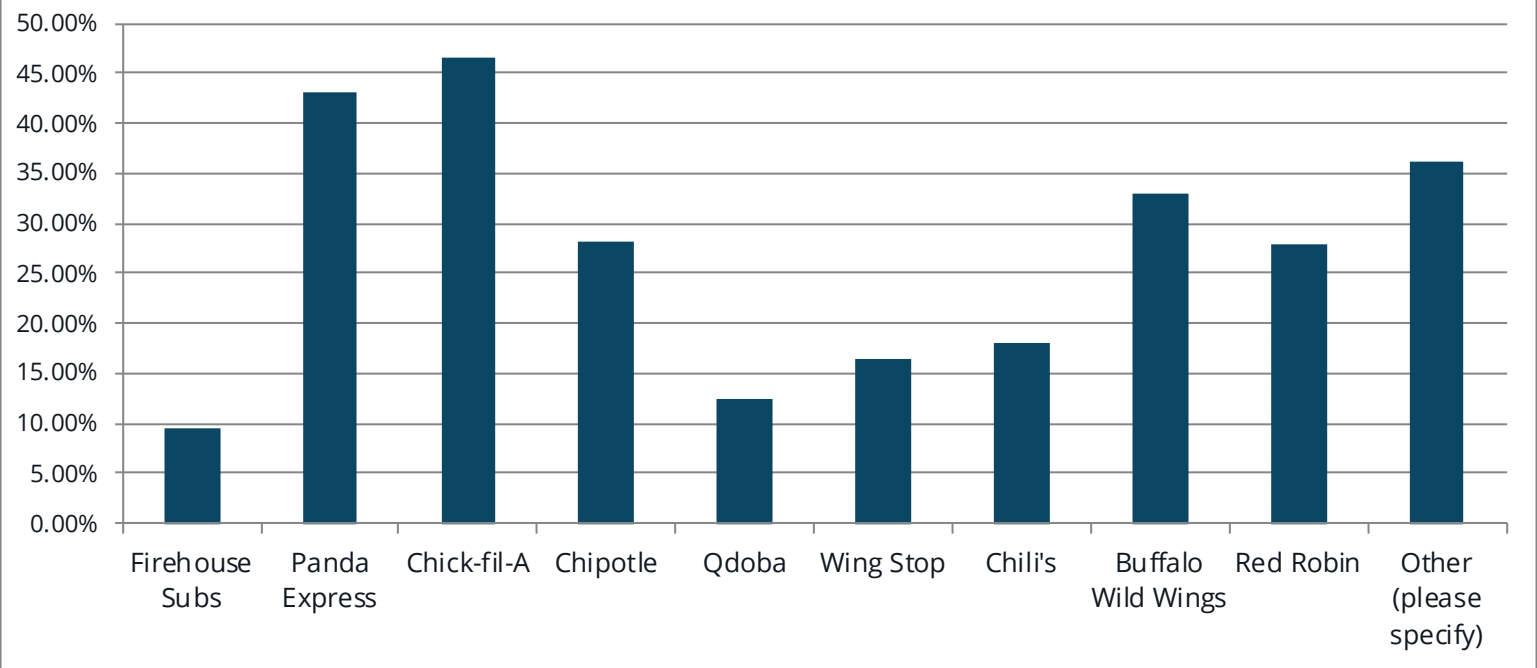
OTHER BY OPEN RESPONSE*		
ANSWER CHOICES	RESPONSES	
Target	21.74%	170
Menards	9.21%	72
Dick's Sporting Goods	5.24%	41
Aldi	4.73%	37
HomeGoods	4.35%	34
Hobby Lobby	4.09%	32
Kohl's	3.71%	29
Home Depot	3.58%	28
Scheels	2.56%	20
Ross	2.30%	18
Trader Joe's	2.17%	17
Hy-Vee	2.05%	16
Old Navy	1.79%	14
Sports bar	1.66%	13
Marshalls	1.28%	10
(Other < 10 responses)	29.54%	231

\*Each retailer counted from other responses with multiple selections.

# Consumer Retail Survey

York, Nebraska

## Which restaurants would you most like to see in York? (Please select your top 3 options)



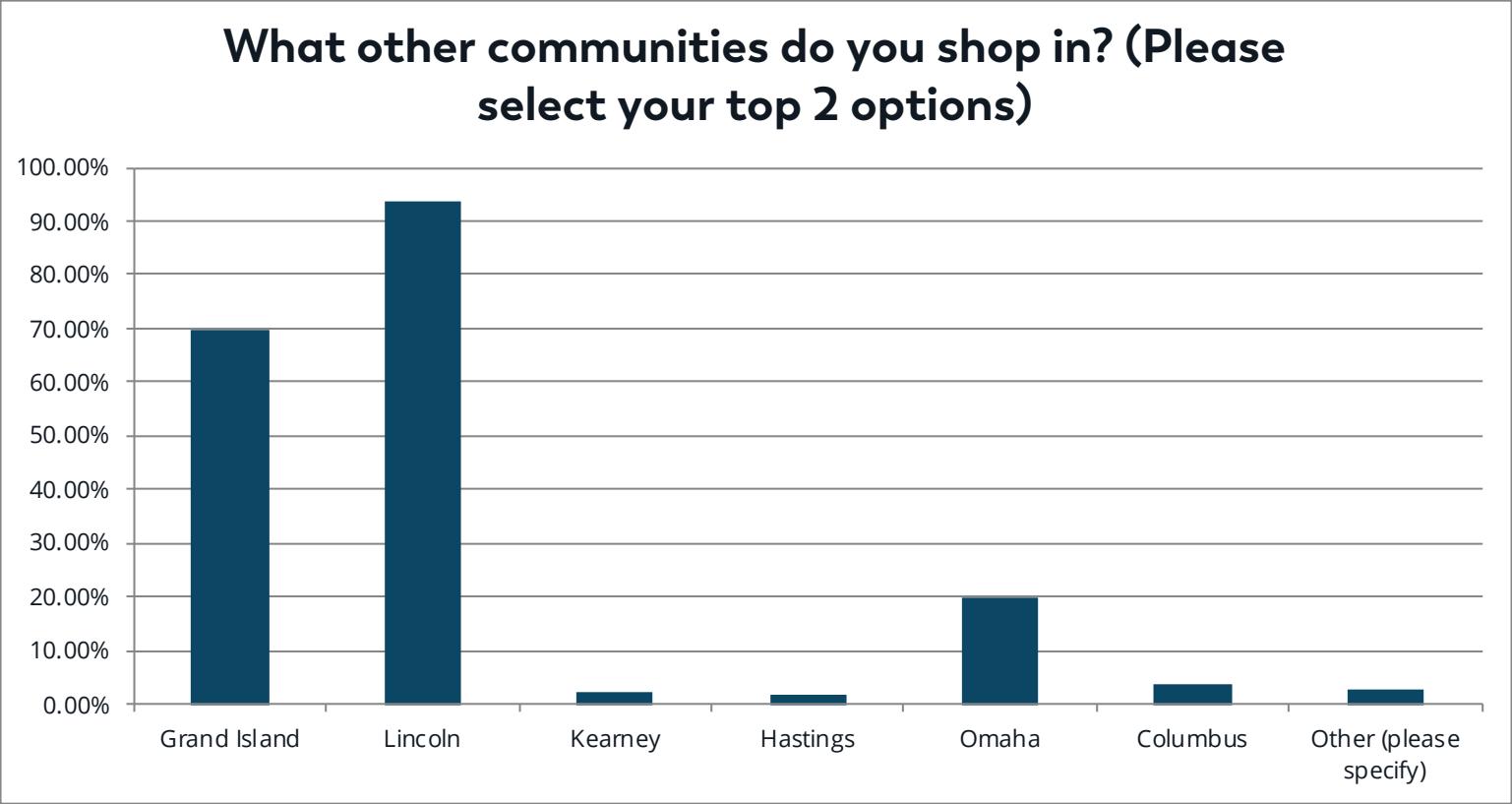
WHICH RESTAURANTS WOULD YOU MOST LIKE TO SEE IN YORK? (PLEASE SELECT YOUR TOP 3 OPTIONS)		
ANSWER CHOICES	RESPONSES	
Firehouse Subs	9.52%	153
Panda Express	43.06%	692
Chick-fil-A	46.61%	749
Chipotle	28.25%	454
Qdoba	12.45%	200
Wing Stop	16.37%	263
Chili's	17.98%	289
Buffalo Wild Wings	33.04%	531
Red Robin	27.88%	448
Other (please specify)	36.09%	580
	Answered	1,607
	Skipped	0

OTHER BY OPEN RESPONSE*		
ANSWER CHOICES	RESPONSES	
Raising Caine's	16.42%	110
Texas Road House	7.46%	50
Panera Bread	6.72%	45
Sports Bar & Grill	6.42%	43
Olive Garden	5.97%	40
Culver's	5.07%	34
Long John Silvers	3.88%	26
Big Red Keno	2.84%	19
Hu Hot	2.24%	15
Sonic	1.94%	13
Pizza Ranch	1.49%	10
(Other < 10 responses)	39.55%	265

\*Each restaurant counted from other responses with multiple selections.

# Consumer Retail Survey

York, Nebraska



WHAT OTHER COMMUNITIES DO YOU SHOP IN? (PLEASE SELECT YOUR TOP 2 OPTIONS)		
ANSWER CHOICES	RESPONSES	
Grand Island	69.63%	1,119
Lincoln	93.96%	1,510
Kearney	2.05%	33
Hastings	1.74%	28
Omaha	19.79%	318
Columbus	3.67%	59
Other (please specify)	2.55%	41
	Answered	1607
	Skipped	-

# 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**Retail**Coach®

## 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, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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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