



The**Retail**Coach®

Kroger Fuel Center Mobile Data Survey

NORTH RICHLAND HILLS, TEXAS



Prepared for City of Keller
January 1, 2022 - December 31, 2022

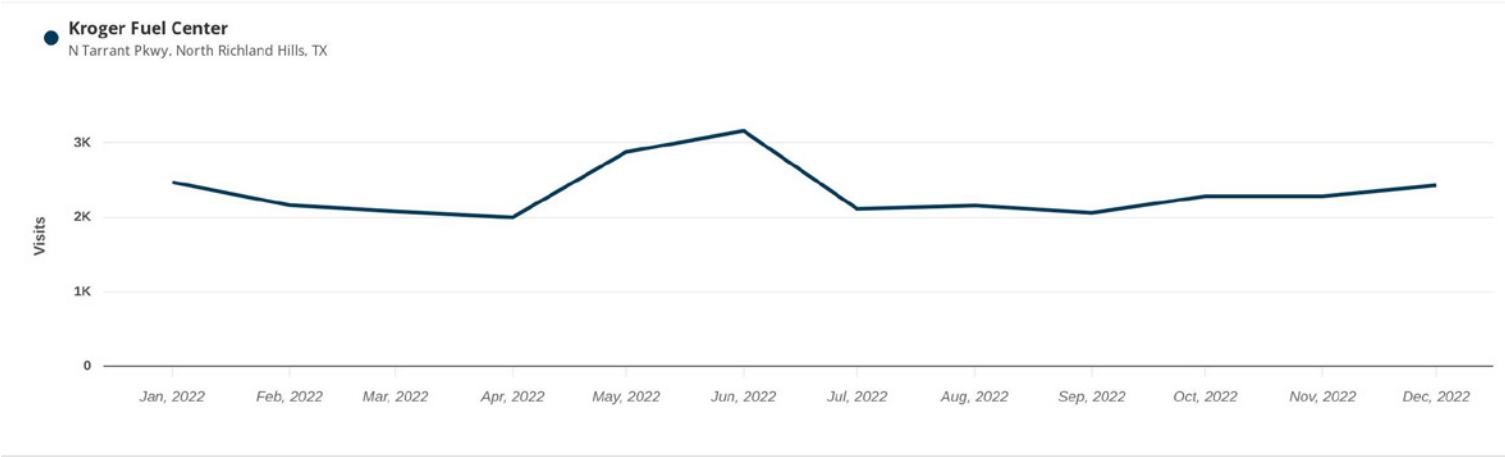
Kroger Fuel Center • Mobile Data Analysis

North Richland Hills, Texas • January 1, 2022 - December 31, 2022



Est. # of Visits	28.1K
Est. # of Customers	18.4K
Visit Frequency	1.52
Average Dwell Time	28 Minutes

Visit Trend



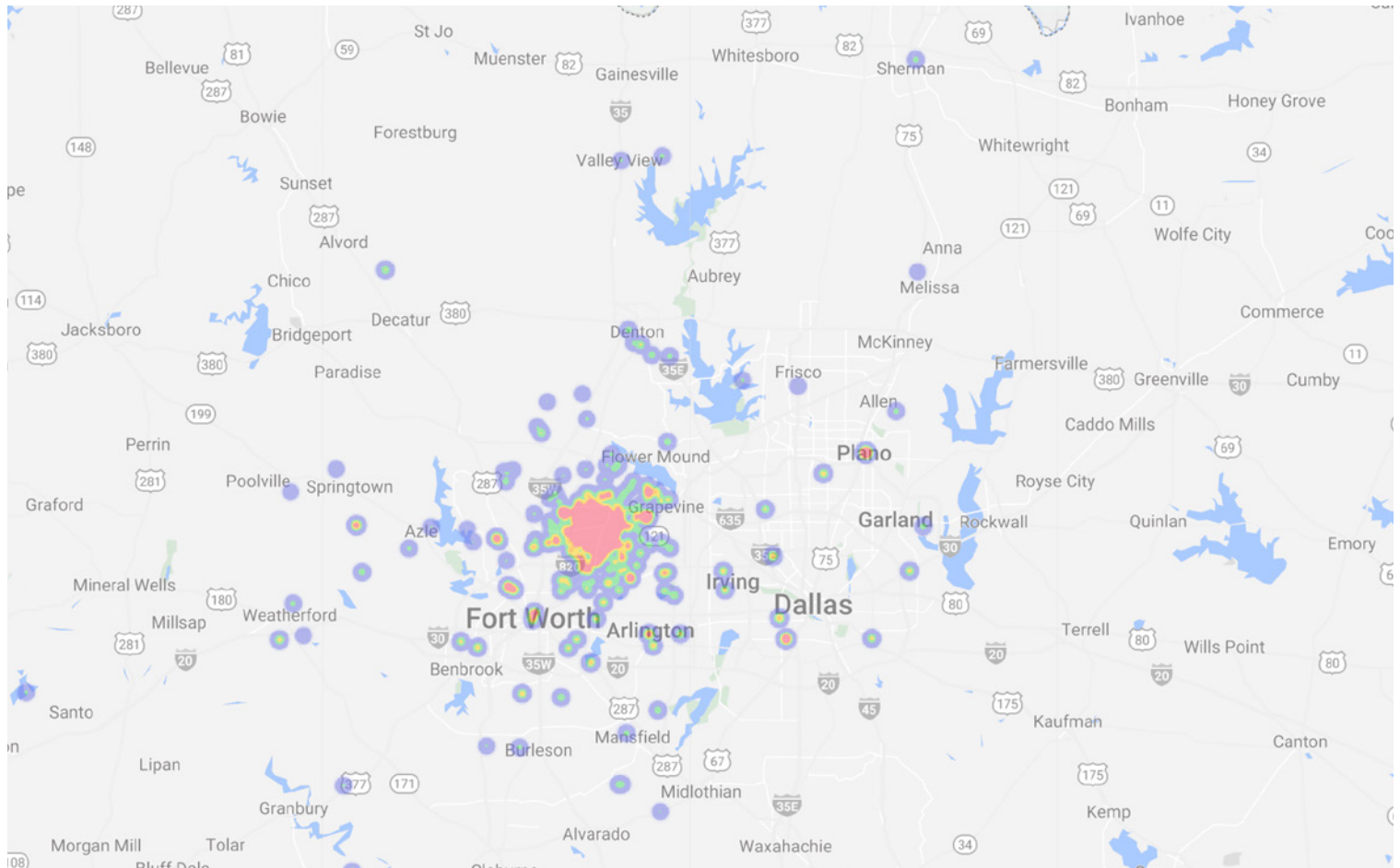
Monthly | Visits | Jan 1st, 2022 - Dec 31st, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



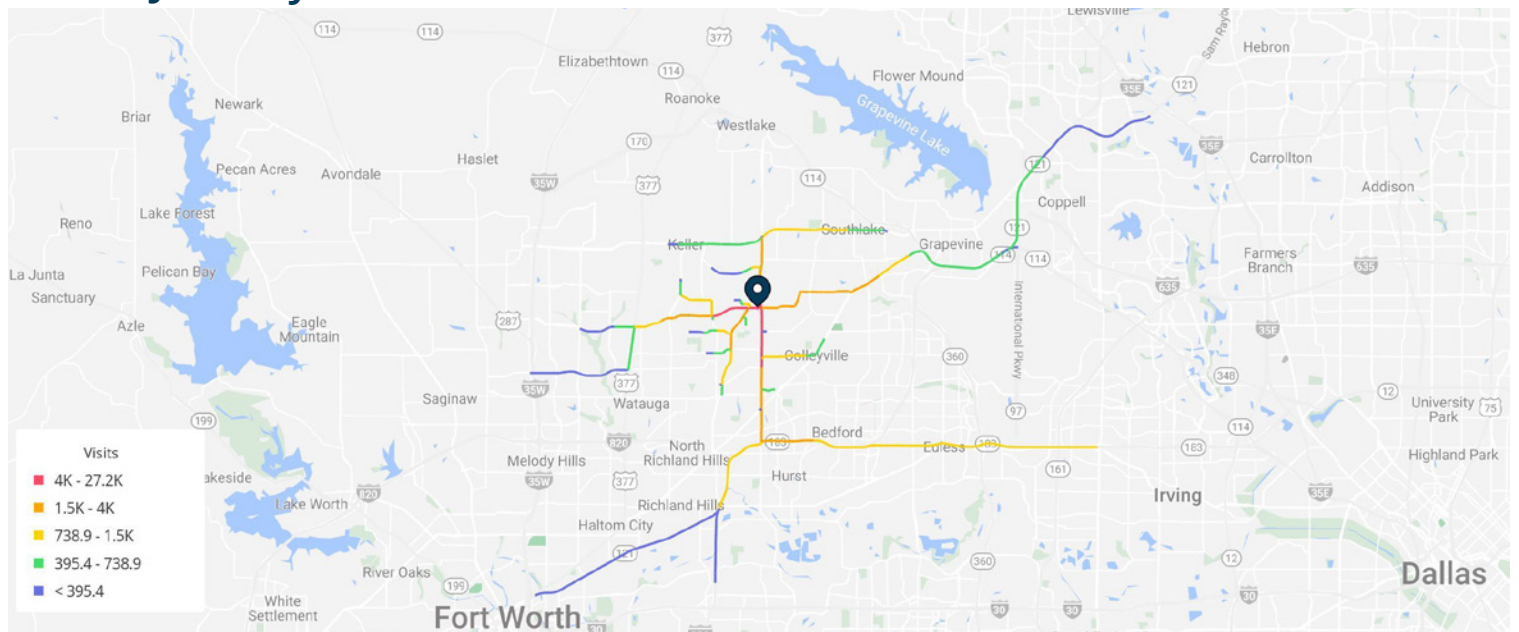
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Trade Area - Home Locations



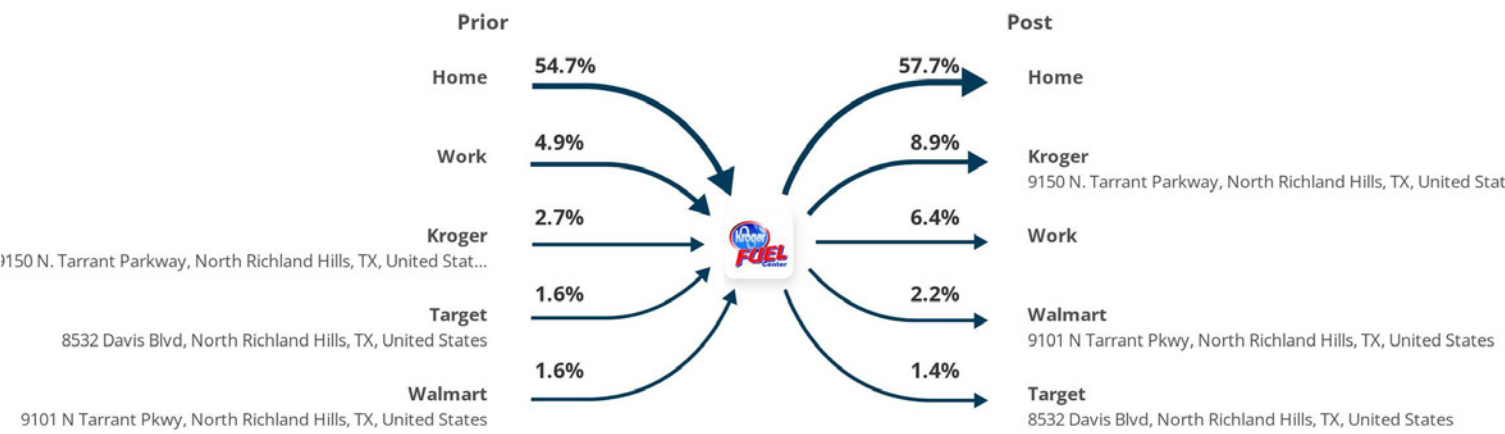
Visitor Journey - Routes



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Customer Journey



Location: Jan 1st 2022 - Dec 31st 2022

Favorite Places

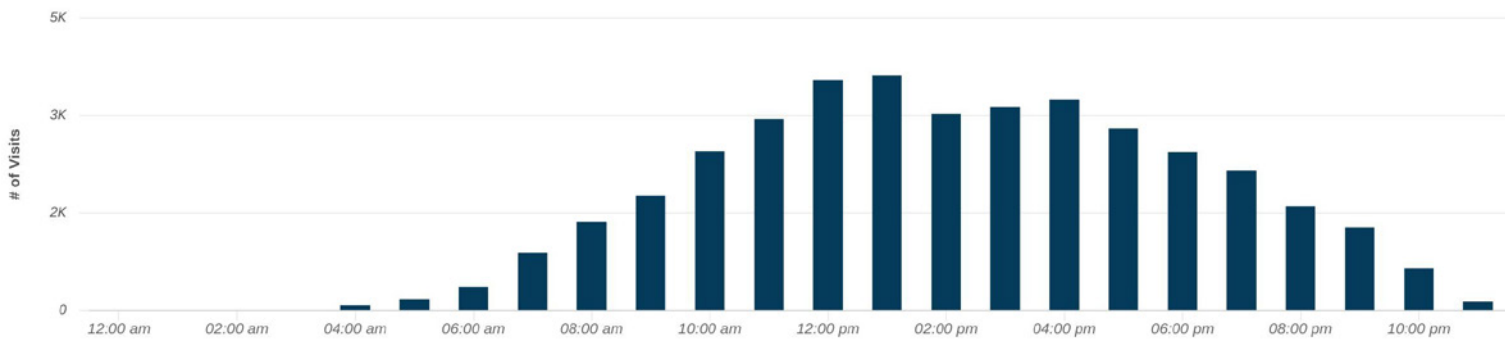
Rank	Name	Distance	Visitors
1	Kroger / 9150 N. Tarrant Parkway, North Richland Hills, TX 76182	0.1 mi	13.2K (71.8%)
2	Davis Towne Crossing / 8528 Davis Boulevard, North Richland Hills, TX 76180	0.4 mi	12.8K (69.3%)
3	Walmart / 9101 N Tarrant Pkwy, North Richland Hills, TX 76182	0.2 mi	12.4K (67.2%)
4	Target / 8532 Davis Blvd, North Richland Hills, TX 76182-8300	0.3 mi	11.4K (61.9%)
5	North East Mall / 1101 Melbourne Rd, Hurst, TX 76053	5.2 mi	11K (59.8%)
6	Dallas-Fort Worth International Airport / 2400 Aviation Drive, Dallas, TX 75261	8.8 mi	10.6K (57.6%)
7	Town Center Colleyville / 5665 Colleyville Blvd, Colleyville, TX 76034	2.5 mi	9.7K (52.8%)
8	Shops of Southlake / 1201-1465 E Southlake Blvd, Southlake, TX 76092	4.1 mi	9.1K (49.6%)
9	Tarrant Parkway Plaza / 8800 N Tarrant Pkwy, North Richland Hills, TX 76180	0.5 mi	8.6K (46.7%)
10	Tarrant Parkway Commons / 2005 S Main St, Keller, TX 76248	4 mi	8.6K (46.4%)

Category: All Categories | Mile Visited: 1 | Jan 1st 2022 - Dec 31st 2022

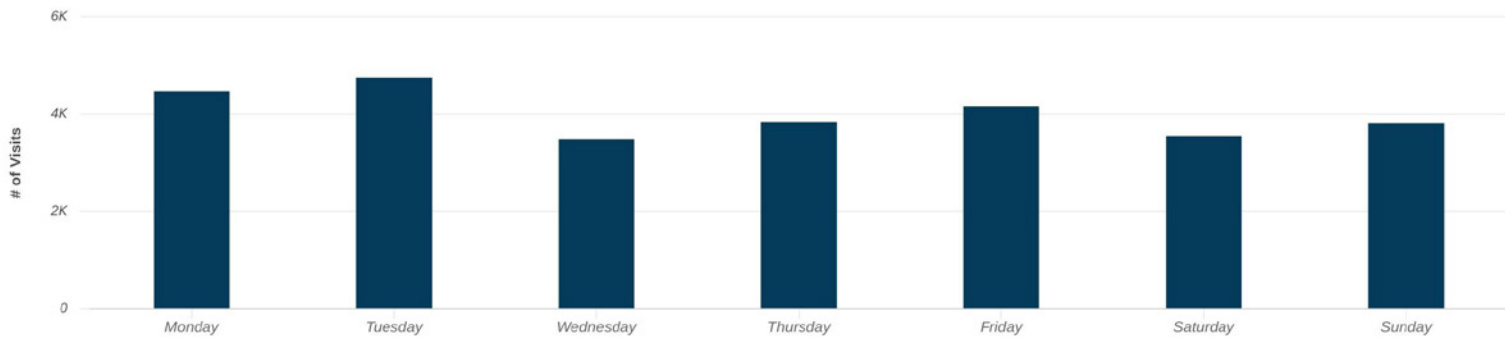
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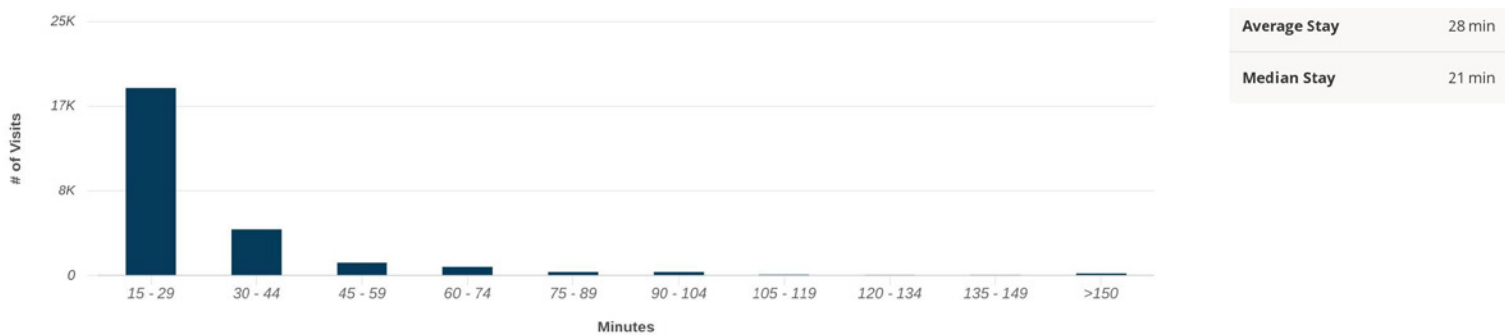
Hourly Visits



Daily Visits



Length of Stay



Report | Jan 1st 2022 - Dec 31st 2022

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Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
North Richland Hills	TX	76182	25.88
Keller	TX	76248	23.43
Colleyville	TX	76034	10.71
Hurst	TX	76054	3.14
Grapevine	TX	76051	3.04
North Richland Hills	TX	76180	2.76
Keller	TX	76244	2.63
Fort Worth	TX	76148	1.98
Southlake	TX	76092	1.90
Plano	TX	75074	1.30
Roanoke	TX	76262	1.30
Fort Worth	TX	76137	1.12
Fort Worth	TX	76106	1.01
Euless	TX	76040	1.01
Dallas	TX	75224	0.81
Fort Worth	TX	76179	0.77
Fort Worth	TX	76102	0.74
Hurst	TX	76053	0.65
Arlington	TX	76010	0.63
Bedford	TX	76021	0.58
Haltom City	TX	76117	0.57
Weatherford	TX	76085	0.43
Bedford	TX	76022	0.41
San Antonio	TX	78247	0.41
Fort Worth	TX	76116	0.39
Fort Worth	TX	76131	0.34
Fort Worth	TX	76118	0.34
Wichita Falls	TX	76309	0.31
Fort Worth	TX	76164	0.30
Granbury	TX	76049	0.29
Dallas	TX	75211	0.27
Lubbock	TX	79401	0.28
Euless	TX	76039	0.27
Norman	OK	73069	0.26
Azle	TX	76020	0.25

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Justin	TX	76247	0.25
Haslet	TX	76052	0.25
Dallas	TX	75220	0.24
Abilene	TX	79601	0.24
Arlington	TX	76016	0.24
Weatherford	TX	76087	0.24
Milwaukee	WI	53226	0.24
San Dimas	CA	91773	0.22
Woodland Park	CO	80863	0.22
Houston	TX	77005	0.22
Fort Worth	TX	76134	0.21
Dallas	TX	75252	0.20
Fort Worth	TX	76120	0.20
Irving	TX	75061	0.20
Scottsdale	AZ	85254	0.19
Mesquite	TX	75150	0.19
Irving	TX	75060	0.19
Dallas	TX	75217	0.18
College Station	TX	77840	0.18
Grand Prairie	TX	75051	0.18
Denton	TX	76201	0.18
Fort Worth	TX	76112	0.17
Fort Worth	TX	76105	0.17
Saint Joseph	MO	64501	0.17
Fort Worth	TX	76119	0.17
Ponca City	OK	74601	0.17
Dallas	TX	75234	0.16
Alvarado	TX	76009	0.15
Denton	TX	76205	0.15
Grand Prairie	TX	75050	0.15
Valley View	TX	76272	0.14
Walnut Springs	TX	76690	0.13
Marietta	GA	30062	0.13
Fort Worth	TX	76140	0.13
Fernandina Beach	FL	32034	0.13

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, Placer.AI, 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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