



CUSTOMER PROPENSITY REPORT

for Aberdeen, South Dakota

(15 Minute Drive Time)

May 9, 2013

PETS & PET FOOD



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CONSUMER PROPENSITY REPORT

The Consumer Propensity Report (CPR) is a report that shows a consumer's likelihood to purchase certain products or services. The CPR shows details on products in 32 categories, with more than 4,800 total line items. National and regional retailers, restaurants, grocery stores and consumer packaged goods companies use this exact information when making merchandising and marketing decisions.

To interpret this report, understand that 100 is the base average number. Any number above 100 designates a higher likelihood or propensity to purchase that particular item or use a service.

For example, a product that scores 133 means the customers in the studied trade area are 33% more likely to purchase that item. Conversely, an item with the score of 90, means the consumers in the trade area are 10% less likely than the average U.S. household to purchase the product.

The report was designed to:

- Help cities focus on business retention efforts by sharing information with members of the business community
- Provide independent retailers with data to make brand-specific merchandising decisions
- Allows restaurants to align their operations and menu offerings with their consumer base
- Assist city leaders in capitalizing on the right entertainment opportunities

An excerpt from a Consumer Propensity Report showing the likelihood of a consumer to purchase certain products

Variable	Index
DRINK DIET OR SUGAR-FREE COLAS	183
USE BLACKBERRY PDA (PERSONAL DIGITAL ASSISTANT)	143
CURRENTLY ENROLLED IN A FREQUENT FLYER PROGRAM	128
BOUGHT EXERCISE WALKING SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	92
1 OTHER PET IN HOUSEHOLD	77
VERY INTERESTED IN NASCAR BUSCH SERIES DURING LAST 12 MONTHS	61

Pets & Pet Food CPR Report (15 Minute Drive Time) Data compiled May 6, 2013

ORDER	CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
4828	PETS & PET FOOD	PURCHASE PET SUPPLIES AT SOLE PLACE BOUGHT	112.74	122.06
4829	PETS & PET FOOD	PURCHASE PET SUPPLIES AT DISCOUNT STORES	116.33	138.81
4830	PETS & PET FOOD	PURCHASE PET SUPPLIES AT SUPERMARKETS	104.79	116.47
4831	PETS & PET FOOD	PURCHASE PET SUPPLIES ONLINE	77.75	83.52
4832	PETS & PET FOOD	PURCHASE PET SUPPLIES AT OTHER	102.48	114.39
4833	PETS & PET FOOD	PURCHASE PET SUPPLIES AT PETCO	78.75	76.01
4834	PETS & PET FOOD	PURCHASE PET SUPPLIES AT PETSMAST	87.51	80.81
4835	PETS & PET FOOD	PURCHASE PET SUPPLIES AT OTHER PET STORES	96.18	92.57
4836	PETS & PET FOOD	CURRENTLY HAVE PETS	104.43	111.58
4837	PETS & PET FOOD	1 PET BIRD IN HOUSEHOLD	80.68	80.79
4838	PETS & PET FOOD	1 PET CAT IN HOUSEHOLD	120.11	122.14
4839	PETS & PET FOOD	1 PET DOG IN HOUSEHOLD	106.26	115.13
4840	PETS & PET FOOD	USED 15 OR MORE CANNED DOG FOOD ITEMS DURING LAST 15 DAYS	83.08	79.15
4841	PETS & PET FOOD	BUYS PACKAGED MOIST DOG FOOD	98.67	99.45
4842	PETS & PET FOOD	USED 15 OR MORE LBS OF PACKAGED MOIST DOG FOOD DURING LAST 30 DAYS	38.16	37.70
4843	PETS & PET FOOD	BUYS PACKAGED DRY DOG FOOD	100.28	112.96
4844	PETS & PET FOOD	USED 50 OR MORE LBS OF PACKAGED DRY DOG FOOD DURING LAST 30 DAYS	89.21	102.38
4845	PETS & PET FOOD	BUYS DOG BISCUITS/TREATS	102.33	110.46
4846	PETS & PET FOOD	USED 21 OR MORE DOG BISCUITS/TREATS DURING LAST 7 DAYS	84.92	94.68
4847	PETS & PET FOOD	CHANGED CAT BOX 10 OR MORE TIMES DURING LAST 15 DAYS	132.53	119.56
4848	PETS & PET FOOD	HOUSEHOLD BUYS CANNED CAT FOOD	110.08	106.35
4849	PETS & PET FOOD	BUYS PACKAGED DRY CAT FOOD	114.46	124.76
4850	PETS & PET FOOD	USED 10 OR MORE LBS OF PACKAGED DRY CAT FOOD DURING LAST 30 DAYS	120.86	152.73
4851	PETS & PET FOOD	BUYS PACKAGED MOIST CAT FOOD	139.34	141.05
4852	PETS & PET FOOD	USED 15 OR MORE LBS OF PACKAGED MOIST CAT FOOD DURING LAST 30 DAYS	97.70	70.78
4853	PETS & PET FOOD	USES CAT TREATS OR SNACKS	107.39	104.72
4854	PETS & PET FOOD	BUYS FLEA AND TICK CARE PRODUCTS	107.16	115.12
4855	PETS & PET FOOD	USE HEARTWORM CONTROL FOR DOGS	99.75	111.26
4856	PETS & PET FOOD	USE HEARTWORM CONTROL FOR CATS	105.97	120.58
4857	PETS & PET FOOD	1 PET FISH IN HOUSEHOLD	82.18	94.95
4858	PETS & PET FOOD	1 PET HAMSTER IN HOUSEHOLD	95.71	92.72
4859	PETS & PET FOOD	1 PET RABBIT IN HOUSEHOLD	124.68	134.90
4860	PETS & PET FOOD	1 PET REPTILE IN HOUSEHOLD	81.30	92.57
4861	PETS & PET FOOD	1 OTHER PET IN HOUSEHOLD	114.67	137.64