



## CUSTOMER PROPENSITY REPORT

for Aberdeen, South Dakota

(15 Minute Drive Time)

May 9, 2013

# DINING



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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

DINING CPR REPORT (15 MINUTE DRIVE TIME) DATA COMPILED MAY 6, 2013				
ORDER	CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
1679	DINING	USE FAST FOOD AND DRIVE-IN RESTAURANT	102.32	103.63
1680	DINING	USE FAMILY RESTAURANTS AND STEAK HOUSES	102.96	103.78
1879	DINING	EAT ANY MEAL ALONE AT FAST FOOD RESTAURANTS	106.27	105.05
1880	DINING	EAT AT ANY FAST FOOD RESTAURANT WITH CHILDREN UNDER 12	87.63	93.15
1881	DINING	EAT AT ANY FAST FOOD RESTAURANT WITH TEENS 12-17	92.16	96.06
1882	DINING	ATE 14 OR MORE TIMES IN LAST 30 DAYS AT A FAST FOOD RESTARURANT	103.49	101.33
1883	DINING	ATE 6-13 TIMES IN LAST 30 DAYS AT A FAST FOOD RESTARURANT	98.37	104.68
1884	DINING	ATE 1-5 TIMES IN LAST 30 DAYS AT A FAST FOOD RESTARURANT	106.91	108.37
1885	DINING	ATE ANY MEAL ALONE AT A FAMILY RESTAURANT	126.26	118.42
1886	DINING	EAT ANY MEAL WITH CHILDREN UNDER 12 AT A FAMILY RESTAURANT	91.26	95.92
1887	DINING	EAT ANY MEAL WITH TEENS 12 -17 AT A FAMILY RESTAURANT	87.30	89.17
1888	DINING	ATE 10 OR MORE TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	92.57	84.10
1889	DINING	ATE 6-9 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	99.78	94.79
1890	DINING	ATE 4-5 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	100.00	102.51
1891	DINING	ATE 3 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	102.99	103.35
1892	DINING	ATE 2 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	108.62	114.47
1893	DINING	ATE 1 TIME AT FAMILY RESTAURANT IN LAST 30 DAYS	101.42	107.21