



## CUSTOMER PROPENSITY REPORT

for Aberdeen, South Dakota

(15 Minute Drive Time)

May 9, 2013

# FOOD - BAKING



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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

FOOD - BAKING CPR REPORT (15 MINUTE DRIVE TIME) DATA COMPILED MAY 6, 2013				
ORDER	CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
2532	FOOD - BAKING	USE BETTY CROCKER STIRN BAKE DRY CAKE MIX	81.02	73.34
2533	FOOD - BAKING	USE DUNCAN HINES MOIST DELUXE DRY CAKE MIX	99.78	100.06
2534	FOOD - BAKING	ALSO USE BETTY CROCKER STIRN BAKE DRY CAKE MIX	114.73	153.59
2535	FOOD - BAKING	ALSO USE DUNCAN HINES MOIST DELUXE DRY CAKE MIX	109.41	125.40
2536	FOOD - BAKING	USE BETTY CROCKER RICH AND CREAMY FROSTING	107.75	110.11
2537	FOOD - BAKING	USE BETTY CROCKER WHIPPED FROSTING	117.27	121.06
2538	FOOD - BAKING	USE GHIRARDELLI BAKING CHIPS/PIECES	85.49	92.95
2539	FOOD - BAKING	USE STORE BRAND BAKING CHIPS/PIECES	114.09	132.32
2540	FOOD - BAKING	USE DUNCAN HINES CHOCOLATE LOVERS DRY BROWNIE MIX	108.68	111.95
2541	FOOD - BAKING	USE BAKERS BAKING CHIPS/PIECES	105.58	110.97
2542	FOOD - BAKING	HOUSEHOLD USES PACKAGED PIE CRUSTS	104.90	108.19
2543	FOOD - BAKING	HOUSEHOLD USES DRY CAKE MIXES (NOT CAKE FLOUR)	106.55	110.73
2544	FOOD - BAKING	USE BETTY CROCKER SUPERMOIST CAKE DRY CAKE MIX	108.97	117.51
2545	FOOD - BAKING	USE DUNCAN HINES SIGNATURE DESSERTS DRY CAKE MIX	90.18	87.37
2546	FOOD - BAKING	ALSO USE OTHER DUNCAN HINES CAKES DRY CAKE MIX	101.81	116.45
2547	FOOD - BAKING	ALSO USE DUNCAN HINES SIGNATURE DESSERTS DRY CAKE MIX	111.21	126.82
2548	FOOD - BAKING	HOUSEHOLD USES DRY BROWNIE MIXES	106.37	109.37
2549	FOOD - BAKING	USE DUNCAN HINES PREMIUM DRY BROWNIE MIX	87.71	98.72
2550	FOOD - BAKING	USE JIFFY DRY BROWNIE MIX	94.16	92.33
2551	FOOD - BAKING	USE MARTHA WHITE DRY BROWNIE MIX	71.47	66.39
2552	FOOD - BAKING	USE OTHER PILLSBURY DRY BROWNIE MIX	105.71	114.01
2553	FOOD - BAKING	USE BETTY CROCKER SWEET REWARDS DRY BROWNIE MIX	76.01	84.46
2554	FOOD - BAKING	USE BETTY CROCKER STIRN BAKE DRY BROWNIE MIX	96.02	90.33
2555	FOOD - BAKING	USE BETTY CROCKER SUPREME DRY BROWNIE MIX	108.27	111.81
2556	FOOD - BAKING	ALSO USE JIFFY DRY BROWNIE MIX	118.93	138.36
2557	FOOD - BAKING	ALSO USE MARTHA WHITE DRY BROWNIE MIX	140.54	144.04
2558	FOOD - BAKING	HOUSEHOLD USES OTHER BAKING MIXES	102.20	106.47
2559	FOOD - BAKING	HOUSEHOLD USES FLOUR	100.47	102.17
2560	FOOD - BAKING	USE LA PINA FLOUR	36.10	31.45
2561	FOOD - BAKING	USE GOLD MEDAL FLOUR	99.42	101.41
2562	FOOD - BAKING	USE MASECA FLOUR	37.72	29.97
2563	FOOD - BAKING	USE GOYA FLOUR	55.88	38.44

FOOD - BAKING CPR REPORT (15 MINUTE DRIVE TIME) DATA COMPILED MAY 6, 2013				
ORDER	CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
2564	FOOD - BAKING	USE STORE BRAND FLOUR	119.55	122.64
2565	FOOD - BAKING	HOUSEHOLD USES BAKING CHIPS AND PIECES	106.38	112.32
2566	FOOD - BAKING	USE SEMI-SWEET CHOCOLATE BAKING CHIPS/PIECES	112.22	119.51
2567	FOOD - BAKING	USE MILK CHOCOLATE BAKING CHIPS/PIECES	112.26	120.86
2568	FOOD - BAKING	USE PEANUT BUTTER BAKING CHIPS/PIECES	121.81	118.56
2569	FOOD - BAKING	USE VANILLA BAKING CHIPS/PIECES	74.75	69.26
2570	FOOD - BAKING	ALSO USE BUTTERSCOTCH FLAVOR BAKING CHIPS/PIECES	128.18	150.77
2571	FOOD - BAKING	USE HERSHEY CHIPS BAKING CHIPS/PIECES	121.15	126.78
2572	FOOD - BAKING	USE HERSHEY CHUNKS BAKING CHIPS/PIECES	90.05	94.55
2573	FOOD - BAKING	USE HERSHEY MINI CHIPS BAKING CHIPS/PIECES	99.14	99.93
2574	FOOD - BAKING	USE NESTLE TOLL HOUSE MORSELS BAKING CHIPS/PIECES	108.57	117.46
2575	FOOD - BAKING	USE NESTLE MINI MORSELS BAKING CHIPS/PIECES	96.97	97.84
2576	FOOD - BAKING	USE REESES BAKING CHIPS/PIECES	98.39	112.93
2577	FOOD - BAKING	USE MANDMS BAKING BITS BAKING CHIPS/PIECES	120.30	130.10
2578	FOOD - BAKING	HOUSEHOLD USES FROSTING (STORE BOUGHT)	106.30	109.49
2579	FOOD - BAKING	USE CANNED (READY-TO-SPREAD) FROSTING	106.34	110.34
2580	FOOD - BAKING	USE PACKAGED MIX (NOT READY-TO-SPREAD) FROSTING	95.05	94.34
2581	FOOD - BAKING	USE DUNCAN HINES CREAMY HOMESTYLE FROSTING	100.58	99.57
2582	FOOD - BAKING	USE DUNCAN HINES FUN FROSTERS FROSTING	70.72	66.59
2583	FOOD - BAKING	USE SOLE BRAND USER FLOUR	104.11	103.51
2584	FOOD - BAKING	BRAND SUMMARY - DUNCAN HINES DRY BROWNIE MIX	105.42	108.16
2585	FOOD - BAKING	BRAND SUMMARY - DUNCAN HINES DRY CAKE MIX	102.54	108.08
2586	FOOD - BAKING	BRAND SUMMARY - BETTY CROCKER DRY BROWNIE MIX	104.77	110.39
2587	FOOD - BAKING	BRAND SUMMARY - PILLSBURY DRY BROWNIE MIX	112.18	119.16