



CUSTOMER PROPENSITY REPORT

for Aberdeen, South Dakota

(15 Minute Drive Time)

May 9, 2013

FOOD - DAIRY



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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 - DAIRY CPR REPORT (15 MINUTE DRIVE TIME) DATA COMPILED MAY 6, 2013				
ORDER	CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
2670	FOOD - DAIRY	NUMBER OF POUNDS OF STORE BRAND GRATED CHEESE (IN SHAKER, CAN OR JAR) USED IN LAST 30 DAYS	122.67	133.39
2671	FOOD - DAIRY	NUMBER OF POUNDS OF LAND OLAKES BUTTER USED IN LAST 7 DAYS	96.59	98.31
2672	FOOD - DAIRY	USE CHEEZ WHIZ SPREAD CHEESE	101.94	113.98
2673	FOOD - DAIRY	USE NESTLE COFFEE MATE NON-DAIRY CREAM SUBSTITUTES	87.34	85.39
2674	FOOD - DAIRY	NUMBER OF POUNDS OF KRAFT SINGLES AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	105.81	105.20
2675	FOOD - DAIRY	NUMBER OF POUNDS OF KRAFT VELVEETA AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	119.61	132.21
2676	FOOD - DAIRY	NUMBER OF POUNDS OF DIGIORNO GRATED CHEESE (IN SHAKER, CAN OR JAR) USED IN LAST 30 DAYS	61.77	60.51
2677	FOOD - DAIRY	NUMBER OF POUNDS OF BORDEN NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	88.60	87.76
2678	FOOD - DAIRY	HOUSEHOLD USES CREAM CHEESE	96.86	99.86
2679	FOOD - DAIRY	USE CRACKER BARREL SPREAD CHEESE	89.89	83.08
2680	FOOD - DAIRY	USE EASY CHEESE SPREAD CHEESE	100.40	100.69
2681	FOOD - DAIRY	HOUSEHOLD USES COTTAGE CHEESE	107.19	112.99
2682	FOOD - DAIRY	HOUSEHOLD USES SPREAD CHEESE	99.42	105.00
2683	FOOD - DAIRY	HOUSEHOLD EATS AMERICAN PASTURIZED PROCESSED CHEESE	104.11	106.03
2684	FOOD - DAIRY	NUMBER OF POUNDS OF BOARS HEAD AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	62.03	54.41
2685	FOOD - DAIRY	HOUSEHOLD EATS GRATED CHEESE (IN SHAKER, CAN OR JAR)	104.09	106.72
2686	FOOD - DAIRY	HOUSEHOLD USES NON-DAIRY CREAM SUBSTITUTES	99.99	97.75
2687	FOOD - DAIRY	USE COFFEE RICH NON-DAIRY CREAM SUBSTITUTES	90.02	92.80
2688	FOOD - DAIRY	USE SILK SOY NON-DAIRY CREAM SUBSTITUTES	98.79	98.73
2689	FOOD - DAIRY	NUMBER OF POUNDS OF BREAKSTONE BUTTER USED IN LAST 7 DAYS	73.35	58.50
2690	FOOD - DAIRY	NUMBER OF POUNDS OF STORE BRAND BUTTER USED IN LAST 7 DAYS	107.49	109.25
2691	FOOD - DAIRY	NUMBER OF POUNDS OF PHILADELPHIA CREAM CHEESE USED IN LAST 30 DAYS	96.06	98.93
2692	FOOD - DAIRY	NUMBER OF POUNDS OF STORE BRAND CREAM CHEESE USED IN LAST 30 DAYS	107.54	117.36
2693	FOOD - DAIRY	NUMBER OF POUNDS OF DEANS COTTAGE CHEESE USED IN LAST 7 DAYS	123.19	129.07
2694	FOOD - DAIRY	NUMBER OF POUNDS OF BREAKSTONE COTTAGE CHEESE USED IN LAST 7 DAYS	83.72	80.95
2695	FOOD - DAIRY	NUMBER OF POUNDS OF KNUDSEN COTTAGE CHEESE USED IN LAST 7 DAYS	59.56	50.89
2696	FOOD - DAIRY	NUMBER OF POUNDS OF STORE BRAND COTTAGE CHEESE USED IN LAST 7 DAYS	125.80	136.09
2697	FOOD - DAIRY	NUMBER OF POUNDS OF OTHER KRAFT AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	100.00	102.11
2698	FOOD - DAIRY	NUMBER OF POUNDS OF BORDEN AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	92.12	94.15
2699	FOOD - DAIRY	NUMBER OF POUNDS OF KRAFT DELI DELUXE AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	94.87	96.63
2700	FOOD - DAIRY	NUMBER OF POUNDS OF LAND OLAKES AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	81.68	80.45
2701	FOOD - DAIRY	NUMBER OF POUNDS OF STORE BRAND AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	117.15	121.32
2702	FOOD - DAIRY	NUMBER OF POUNDS OF KRAFT GRATED GRATED CHEESE (IN SHAKER, CAN OR JAR) USED IN LAST 30 DAYS	108.01	109.43
2703	FOOD - DAIRY	NUMBER OF POUNDS OF KRAFT SHREDDED CHEESE (IN SHAKER, CAN OR JAR) USED IN LAST 30 DAYS	98.38	105.99
2704	FOOD - DAIRY	NUMBER OF POUNDS OF SARGENTO GRATED CHEESE (IN SHAKER, CAN OR JAR) USED IN LAST 30 DAYS	99.19	95.24
2705	FOOD - DAIRY	NUMBER OF POUNDS OF STORE BRAND NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	102.40	104.08
2706	FOOD - DAIRY	NUMBER OF POUNDS OF CRACKER BARREL NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	84.52	80.94
2707	FOOD - DAIRY	NUMBER OF POUNDS OF KRAFT NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	97.30	102.71
2708	FOOD - DAIRY	NUMBER OF POUNDS OF BOARS HEAD NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	73.08	69.86
2709	FOOD - DAIRY	NUMBER OF POUNDS OF FRIGO NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	77.97	83.89
2710	FOOD - DAIRY	NUMBER OF POUNDS OF EL MEXICANO NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	30.37	33.95

FOOD - DAIRY CPR REPORT (15 MINUTE DRIVE TIME) DATA COMPILED MAY 6, 2013				
ORDER	CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
2711	FOOD - DAIRY	HOUSEHOLD USES BUTTER	97.46	98.37
2712	FOOD - DAIRY	HOUSEHOLD USES SOUR CREAM	96.62	101.22
2713	FOOD - DAIRY	USE DEANS SOUR CREAM	111.82	116.15
2714	FOOD - DAIRY	USE BREAKSTONE SOUR CREAM	84.66	79.33
2715	FOOD - DAIRY	USE KNUDSEN SOUR CREAM	47.34	45.37
2716	FOOD - DAIRY	USE STORE BRAND SOUR CREAM	111.82	124.89
2717	FOOD - DAIRY	HOUSEHOLD EATS NATURAL OR IMPORTED (NON-PROCESSED) CHEESE	91.80	93.32
2718	FOOD - DAIRY	HOUSEHOLD EATS YOGURT (NOT BOUGHT FROZEN)	94.99	93.35
2719	FOOD - DAIRY	USE DANNON YOGURT (NOT BOUGHT FROZEN)	88.87	84.72
2720	FOOD - DAIRY	USE LUCERNE YOGURT (NOT BOUGHT FROZEN)	77.98	83.09
2721	FOOD - DAIRY	USE YOPLAIT YOGURT	92.46	93.52