



CUSTOMER PROPENSITY REPORT

for Aberdeen, South Dakota

(15 Minute Drive Time)

May 9, 2013

FOOD - MEAT



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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 - MEAT CPR REPORT (15 MINUTE DRIVE TIME) DATA COMPILED MAY 6, 2013				
ORDER	CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
3010	FOOD - MEAT	EAT HORMEL FRANKFURTERS AND HOT DOGS	112.85	117.57
3011	FOOD - MEAT	EAT OSCAR MEYER FRANKFURTERS AND HOT DOGS	97.17	106.00
3012	FOOD - MEAT	HOUSEHOLD EATS FRESH BRATWURST	107.77	116.84
3013	FOOD - MEAT	USE BOB EVANS FRESH BRATWURST	96.16	96.19
3014	FOOD - MEAT	USE JOHNSONVILLE FRESH BRATWURST	115.60	126.44
3015	FOOD - MEAT	USE BEEF-STEAK MEAT/FISH/POULTRY (FRESH-FROZEN)	99.15	101.86
3016	FOOD - MEAT	USE HORMEL COLD CUTS (PACKAGED OR FRESH CUT/DELI)	90.66	95.29
3017	FOOD - MEAT	HOUSEHOLD USES GARDENBURGER MEAT ALTERNATIVES	85.85	82.19
3018	FOOD - MEAT	USE GARDENBURGER MEAT ALTERNATIVES	94.68	87.13
3019	FOOD - MEAT	USE MORNINGSTAR MEAT ALTERNATIVES	93.62	87.90
3020	FOOD - MEAT	USE WHITE WAVE MEAT ALTERNATIVES	86.95	86.87
3021	FOOD - MEAT	HOUSEHOLD EATS MEAT SNACKS AND BEEF JERKY	107.32	113.78
3022	FOOD - MEAT	USE OBERTO MEAT SNACKS AND BEEF JERKY	92.44	100.95
3023	FOOD - MEAT	USE JACK LINKS MEAT SNACKS AND BEEF JERKY	113.80	129.68
3024	FOOD - MEAT	USE FRESH BREAST OF TURKEY MEAT/FISH/POULTRY (FRESH-FROZEN)	100.49	99.20
3025	FOOD - MEAT	HOUSEHOLD EATS COLD CUTS (PACKAGED OR FRESH CUT/DELI)	100.88	102.18
3026	FOOD - MEAT	USE BUTTERBALL COLD CUTS (PACKAGED OR FRESH CUT/DELI)	99.63	94.25
3027	FOOD - MEAT	USE HEALTHY CHOICE COLD CUTS (PACKAGED OR FRESH CUT/DELI)	95.73	93.58
3028	FOOD - MEAT	USE LOUIS RICH COLD CUTS (PACKAGED OR FRESH CUT/DELI)	100.22	105.06
3029	FOOD - MEAT	USE OSCAR MEYER COLD CUTS (PACKAGED OR FRESH CUT/DELI)	97.30	100.95
3030	FOOD - MEAT	USE TYSON COLD CUTS (PACKAGED OR FRESH CUT/DELI)	86.83	86.61
3031	FOOD - MEAT	USE BOARS HEAD COLD CUTS (PACKAGED OR FRESH CUT/DELI)	73.75	62.73
3032	FOOD - MEAT	USE SARA LEE PREMIUM DELI COLD CUTS (PACKAGED OR FRESH CUT/DELI)	101.30	99.51
3033	FOOD - MEAT	HOUSEHOLD EATS BACON	102.38	104.69
3034	FOOD - MEAT	USE HORMEL BACON	98.95	104.63
3035	FOOD - MEAT	USE LOUIS RICH BACON	71.83	68.19
3036	FOOD - MEAT	USE OSCAR MAYER BACON	85.74	87.59
3037	FOOD - MEAT	USE JIMMY DEAN BACON	97.32	87.95
3038	FOOD - MEAT	USE TYSON BACON	58.82	53.00
3039	FOOD - MEAT	HOUSEHOLD USES SAUSAGES	99.44	101.42
3040	FOOD - MEAT	USE BOB EVANS SAUSAGES	107.37	101.25
3041	FOOD - MEAT	USE JIMMY DEAN SAUSAGES	104.79	106.82

FOOD - MEAT CPR REPORT (15 MINUTE DRIVE TIME) DATA COMPILED MAY 6, 2013				
ORDER	CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
3042	FOOD - MEAT	USE JOHNSONVILLE SAUSAGES	107.64	116.07
3043	FOOD - MEAT	HOUSEHOLD EATS FRANKFURTERS AND HOT DOGS	100.53	102.09
3044	FOOD - MEAT	EAT BALL PARK FRANKFURTERS AND HOT DOGS	98.66	99.03
3045	FOOD - MEAT	EAT BEST KOSHER FRANKFURTERS AND HOT DOGS	64.16	51.44
3046	FOOD - MEAT	EAT BUTTERBALL FRANKFURTERS AND HOT DOGS	65.69	69.21
3047	FOOD - MEAT	EAT HEBREW NATIONAL FRANKFURTERS AND HOT DOGS	76.89	65.33
3048	FOOD - MEAT	EAT HEALTY CHOICE FRANKFURTERS AND HOT DOGS	75.80	76.71
3049	FOOD - MEAT	HOUSEHOLD USES MEAT AND FISH EXTENDERS	107.64	114.74
3050	FOOD - MEAT	USE HAMBURGER HELPER MEAT AND FISH EXTENDERS	110.81	121.13
3051	FOOD - MEAT	USE TUNA HELPER MEAT AND FISH EXTENDERS	106.99	120.90
3052	FOOD - MEAT	USE STOVE TOP OVEN CLASSICS MEAT AND FISH EXTENDERS	110.01	110.27
3053	FOOD - MEAT	USE CAMPBELLS SUPPER BAKES MEAT AND FISH EXTENDERS	105.84	101.96
3054	FOOD - MEAT	HOUSEHOLD EATS TUNA (CAN OR POUCH)	99.57	99.62
3055	FOOD - MEAT	EAT BUMBLE BEE TUNA (CAN OR POUCH)	83.83	74.57
3056	FOOD - MEAT	EAT CHICKEN OF THE SEATUNA (CAN OR POUCH)	102.66	106.35
3057	FOOD - MEAT	EAT STARKISTTUNA (CAN OR POUCH)	102.06	103.53