



CUSTOMER PROPENSITY REPORT

for Aberdeen, South Dakota

(15 Minute Drive Time)

May 9, 2013

HOUSEHOLD PRODUCTS



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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

HOUSEHOLD PRODUCTS CPR REPORT (15 MINUTE DRIVE TIME) DATA COMPILED MAY 6, 2013				
ORDER	CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
4173	HOUSEHOLD PRODUCTS	USE PASTEL/TINTED LIGHT BULBS	68.10	70.76
4174	HOUSEHOLD PRODUCTS	USE REYNOLD POT LUX DISPOSABLE FOOD CONTAINERS	73.32	64.05
4175	HOUSEHOLD PRODUCTS	USE BOUNTY PAPER TOWELS	93.19	95.18
4176	HOUSEHOLD PRODUCTS	USE SCOTT TOWELS PAPER TOWELS	93.37	87.88
4177	HOUSEHOLD PRODUCTS	USE REGULAR LIGHT BULBS	98.44	97.64
4178	HOUSEHOLD PRODUCTS	USE HALOGEN LIGHT BULBS	73.34	77.28
4179	HOUSEHOLD PRODUCTS	USE SOFT WHITE LIGHT BULBS	104.11	109.56
4180	HOUSEHOLD PRODUCTS	USE COMPACT FLUORESCENT LIGHT BULBS	92.25	103.83
4181	HOUSEHOLD PRODUCTS	USE LONGER LASTING LIGHT BULBS	93.27	92.35
4182	HOUSEHOLD PRODUCTS	USE ENERGY EFFICIENT LIGHT BULBS	95.47	94.00
4183	HOUSEHOLD PRODUCTS	USE PLEDGE FURNITURE POLISH	106.79	109.20
4184	HOUSEHOLD PRODUCTS	USE STORE BRAND TOILET PAPER	110.67	109.74
4185	HOUSEHOLD PRODUCTS	USE KLEENEX FACIAL TISSUES	97.92	102.09
4186	HOUSEHOLD PRODUCTS	USE PUFFS FACIAL TISSUES	108.33	119.28
4187	HOUSEHOLD PRODUCTS	USE GLAD PLASTIC GARBAGE BAGS	94.15	95.29
4188	HOUSEHOLD PRODUCTS	USE HEFTY PLASTIC GARBAGE BAGS	101.38	101.95
4189	HOUSEHOLD PRODUCTS	USE SOFT N GENTLE TOILET PAPER	115.63	124.26
4190	HOUSEHOLD PRODUCTS	BOUGHT LIGHT BULBS IN THE LAST 3 MONTS	99.43	101.19
4191	HOUSEHOLD PRODUCTS	USE ROYAL OAK CHARCOAL	91.65	87.83
4192	HOUSEHOLD PRODUCTS	USE KINGSFORD REGULAR CHARCOAL	85.15	96.51
4193	HOUSEHOLD PRODUCTS	USE KINGSFORD MATCH LIGHT CHARCOAL	103.81	99.61
4194	HOUSEHOLD PRODUCTS	USE STORE BRAND CHARCOAL	105.77	106.07
4195	HOUSEHOLD PRODUCTS	USE GLADWEAR DISPOSABLE FOOD CONTAINERS	99.17	99.82
4196	HOUSEHOLD PRODUCTS	USE ZIPLOCK DISPOSABLE FOOD CONTAINERS	93.66	92.69
4197	HOUSEHOLD PRODUCTS	USE STORE BRAND DISPOSABLE FOOD CONTAINERS	122.92	134.53
4198	HOUSEHOLD PRODUCTS	USE DIXIE DISPOSABLE FOOD CONTAINERS	80.70	76.36
4199	HOUSEHOLD PRODUCTS	USE BEHOLD FURNITURE POLISH	110.40	119.16
4200	HOUSEHOLD PRODUCTS	USE ENDUST FURNITURE POLISH	105.49	108.52
4201	HOUSEHOLD PRODUCTS	USE FAVOR FURNITURE POLISH	81.96	98.28
4202	HOUSEHOLD PRODUCTS	USE FORMBYS FURNITURE POLISH	73.13	80.56
4203	HOUSEHOLD PRODUCTS	USE GUARDSMAN FURNITURE POLISH	82.77	79.61
4204	HOUSEHOLD PRODUCTS	USE KLEAN N SHINE FURNITURE POLISH	68.43	70.09

HOUSEHOLD PRODUCTS CPR REPORT (15 MINUTE DRIVE TIME) DATA COMPILED MAY 6, 2013				
ORDER	CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
4205	HOUSEHOLD PRODUCTS	USE SCOTTS LIQUID GOLD FURNITURE POLISH	119.47	117.38
4206	HOUSEHOLD PRODUCTS	USE OLD ENGLISH FURNITURE POLISH	96.33	96.63
4207	HOUSEHOLD PRODUCTS	USE CAPRI TOILET PAPER	90.88	138.30
4208	HOUSEHOLD PRODUCTS	USE MD TOILET PAPER	90.43	122.84
4209	HOUSEHOLD PRODUCTS	USE MARCAL TOILET PAPER	80.90	89.53
4210	HOUSEHOLD PRODUCTS	USE ANGEL SOFT TOILET PAPER	106.32	105.24
4211	HOUSEHOLD PRODUCTS	USE CHARMIN TOILET PAPER	100.79	112.02
4212	HOUSEHOLD PRODUCTS	USE KLEENEX COTTONELLE TOILET PAPER	103.10	112.63
4213	HOUSEHOLD PRODUCTS	USE GREEN FOREST TOILET PAPER	87.70	132.51
4214	HOUSEHOLD PRODUCTS	USE NICE N SOFT TOILET PAPER	96.96	102.35
4215	HOUSEHOLD PRODUCTS	USE QUILTED NORTHERN TOILET PAPER	106.29	114.59
4216	HOUSEHOLD PRODUCTS	USE SCOTT TISSUE TOILET PAPER	94.20	98.97
4217	HOUSEHOLD PRODUCTS	USE NICE N SOFT FACIAL TISSUES	92.26	82.86
4218	HOUSEHOLD PRODUCTS	USE GREEN FOREST FACIAL TISSUES	79.39	64.40
4219	HOUSEHOLD PRODUCTS	USE LADY SCOTT FACIAL TISSUES	53.12	44.17
4220	HOUSEHOLD PRODUCTS	USE MARCAL FACIAL TISSUES	62.57	53.08
4221	HOUSEHOLD PRODUCTS	USE FACIAL TISSUES SCOTTIES	81.22	73.19
4222	HOUSEHOLD PRODUCTS	USE SOFTIQUE FACIAL TISSUES	83.66	90.21
4223	HOUSEHOLD PRODUCTS	USE STORE BRAND FACIAL TISSUES	110.86	107.58
4224	HOUSEHOLD PRODUCTS	USE HI-DRI PAPER TOWELS	97.13	113.16
4225	HOUSEHOLD PRODUCTS	USE BRAWNY PAPER TOWELS	93.83	89.19
4226	HOUSEHOLD PRODUCTS	USE CORONET PAPER TOWELS	70.57	65.94
4227	HOUSEHOLD PRODUCTS	USE GREEN FOREST PAPER TOWELS	79.33	62.94
4228	HOUSEHOLD PRODUCTS	USE MARCAL PAPER TOWELS	92.07	77.14
4229	HOUSEHOLD PRODUCTS	USE SPARKLE PAPER TOWELS	100.99	107.26
4230	HOUSEHOLD PRODUCTS	USE STORE BRAND PAPER TOWELS	106.50	104.83
4231	HOUSEHOLD PRODUCTS	USE KLEENEX VIVA PAPER TOWELS	108.44	105.54
4232	HOUSEHOLD PRODUCTS	USE MARDI GRAS PAPER TOWELS	97.69	114.05
4233	HOUSEHOLD PRODUCTS	USE CHINET DISPOSABLE CUPS AND PLATES	106.86	114.94
4234	HOUSEHOLD PRODUCTS	USE DIXIE DISPOSABLE CUPS AND PLATES	91.63	89.72
4235	HOUSEHOLD PRODUCTS	USE KORDITE DISPOSABLE CUPS AND PLATES	106.66	91.67
4236	HOUSEHOLD PRODUCTS	USE HEFTY DISPOSABLE CUPS AND PLATES	79.67	85.17

HOUSEHOLD PRODUCTS CPR REPORT (15 MINUTE DRIVE TIME) DATA COMPILED MAY 6, 2013				
ORDER	CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
4237	HOUSEHOLD PRODUCTS	USE SWEETHEART CUPS AND PLATES	80.28	72.53
4238	HOUSEHOLD PRODUCTS	USE STORE BRAND DISPOSABLE CUPS AND PLATES	103.30	109.87
4239	HOUSEHOLD PRODUCTS	USE GOOD SENSE PLASTIC GARBAGE BAGS	83.55	79.88
4240	HOUSEHOLD PRODUCTS	USE KORDITE PLASTIC GARBAGE BAGS	118.19	124.28
4241	HOUSEHOLD PRODUCTS	USE RUFFIES PLASTIC GARBAGE BAGS	90.55	104.65
4242	HOUSEHOLD PRODUCTS	USE STORE BRAND PLASTIC GARBAGE BAGS	105.09	106.25
4243	HOUSEHOLD PRODUCTS	USE DIAMOND FOIL ALUMINIUM FOIL	105.88	108.29
4244	HOUSEHOLD PRODUCTS	USE REYNOLD ALUMINIUM FOIL	96.35	97.38
4245	HOUSEHOLD PRODUCTS	USE STORE BRAND ALUMINIUM FOIL	107.68	109.52
4246	HOUSEHOLD PRODUCTS	USE AIR FRESHNER SPRAYS/ ROOM DEODORIZERS	101.54	102.12
4247	HOUSEHOLD PRODUCTS	USE ORANGE GLO FURNITURE POLISH	86.24	80.49