



## CUSTOMER PROPENSITY REPORT

for Aberdeen, South Dakota

(15 Minute Drive Time)

May 9, 2013

# HOME IMPROVEMENT



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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

HOME IMPROVEMENT CPR REPORT (15 MINUTE DRIVE TIME) DATA COMPILED MAY 6, 2013				
ORDER	CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
4147	HOME IMPROVEMENT	OWNS CHAIN SAW (WORKSHOP EQUIPMENT)	101.85	125.17
4148	HOME IMPROVEMENT	OWNS ELECTRIC DRILL/SCREWDRIVER (WORKSHOP EQUIPMENT)	97.58	108.07
4149	HOME IMPROVEMENT	OWNS ELECTRIC GLUE GUN (WORKSHOP EQUIPMENT)	99.21	110.73
4150	HOME IMPROVEMENT	OWNS JIG/SABER SAW (WORKSHOP EQUIPMENT)	105.46	119.69
4151	HOME IMPROVEMENT	INTERIOR OF HOUSE PAINTED DURING LAST 12 MONTHS	91.15	93.59
4152	HOME IMPROVEMENT	EXTERIOR OF HOUSE PAINTED DURING LAST 12 MONTHS	87.47	88.81
4153	HOME IMPROVEMENT	OWN WORKSHOP EQUIPMENT	97.51	105.26
4154	HOME IMPROVEMENT	OWNS RADIAL/ARM SAW (WORKSHOP EQUIPMENT)	111.26	126.59
4155	HOME IMPROVEMENT	OWNS AIR COMPRESSOR (WORKSHOP EQUIPMENT)	99.56	123.70
4156	HOME IMPROVEMENT	OWNS WALLPAPER STREAMER/STRIPPER (WORKSHOP EQUIPMENT)	98.66	94.99
4157	HOME IMPROVEMENT	OWNS ELECTRIC ROUTER (WORKSHOP EQUIPMENT)	103.40	116.60
4158	HOME IMPROVEMENT	OWNS PORTABLE GENERATOR (WORKSHOP EQUIPMENT)	102.62	135.02
4159	HOME IMPROVEMENT	OWNS SHOP DRY/WET VACUUM (WORKSHOP EQUIPMENT)	105.83	119.53
4160	HOME IMPROVEMENT	OWNS BAND SAW (WORKSHOP EQUIPMENT)	105.93	121.63
4161	HOME IMPROVEMENT	OWNS BENCH/TABLE CIRCULAR SAW (WORKSHOP EQUIPMENT)	114.06	130.16
4162	HOME IMPROVEMENT	OWNS OTHER STATIONARY POWER TOOLS	110.10	129.76
4163	HOME IMPROVEMENT	OWNS PORTABLE WORKBENCH (WORKSHOP EQUIPMENT)	107.54	114.52
4164	HOME IMPROVEMENT	OWNS NON-ELECTRIC HAND TOOLS (WORKSHOP EQUIPMENT)	101.36	112.20
4165	HOME IMPROVEMENT	OWNS ELECTRIC CIRCULAR SAW (WORKSHOP EQUIPMENT)	103.40	117.51
4166	HOME IMPROVEMENT	OWNS ELECTRIC SANDER (WORKSHOP EQUIPMENT)	98.66	111.27
4167	HOME IMPROVEMENT	OWNS ELECTRIC PLANER (WORKSHOP EQUIPMENT)	120.95	144.05
4168	HOME IMPROVEMENT	OWNS ELECTRIC RATCHET WRENCH (WORKSHOP EQUIPMENT)	103.69	128.12
4169	HOME IMPROVEMENT	OWNS OTHER ELECTRIC POWER TOOLS	101.92	111.37
4170	HOME IMPROVEMENT	OWNED WORKSHOP EQUIPMENT WITHIN THE LAST 12 MONTHS	97.63	105.38
4171	HOME IMPROVEMENT	RENTED WORKSHOP EQUIPMENT WITHIN THE LAST 12 MONTHS	67.84	68.95
4172	HOME IMPROVEMENT	USED PROFESSIONAL EXTERMINATOR/ PEST CONTROL USE	86.17	81.18