



CUSTOMER PROPENSITY REPORT

for Aberdeen, South Dakota

(15 Minute Drive Time)

May 9, 2013

LAWN & GARDEN



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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

LAWN & GARDEN CPR REPORT (15 MINUTE DRIVE TIME) DATA COMPILED MAY 6, 2013

ORDER	CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
4275	LAWN & GARDEN	BOUGHT OTHER LAWN AND GARDEN POWER EQUIPMENT DURING LAST 12 MONTHS	95.47	77.89
4276	LAWN & GARDEN	BOUGHT OTHER LAWN AND GARDEN HAND EQUIPMENT DURING LAST 12 MONTHS	56.47	51.23
4277	LAWN & GARDEN	BOUGHT OTHER POWER MOWER (WALK BEHIND) (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	110.52	111.08
4278	LAWN & GARDEN	BOUGHT YARD TRIMMER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 MONTHS	100.88	100.01
4279	LAWN & GARDEN	BOUGHT FLOWER SEEDS/BULBS DURING LAST 12 MONTHS	106.80	118.53
4280	LAWN & GARDEN	BOUGHT VEGETABLE SEEDS/PLANTS DURING LAST 12 MONTHS	102.18	121.08
4281	LAWN & GARDEN	BOUGHT VEGETABLE/FLOWER GARDEN FERTILIZER DURING LAST 12 MONTHS	98.59	114.10
4282	LAWN & GARDEN	BOUGHT FLOWER PLANTS DURING LAST 12 MONTHS	100.85	108.16
4283	LAWN & GARDEN	BOUGHT LAWN SEEDS DURING LAST 12 MONTHS	94.18	103.30
4284	LAWN & GARDEN	BOUGHT TREES/SHRUBS DURING LAST 12 MONTHS	87.60	97.76
4285	LAWN & GARDEN	BOUGHT LAWN/GARDEN INSECTICIDES DURING LAST 12 MONTHS	93.71	101.33
4286	LAWN & GARDEN	BOUGHT LAWN FERTILIZER DURING LAST 12 MONTHS	90.68	97.67
4287	LAWN & GARDEN	BOUGHT LAWN WEED KILLER DURING LAST 12 MONTHS	93.71	99.54
4288	LAWN & GARDEN	BOUGHT NONE OF THESE SEEDS, BULBS AND FERTILIZERS DURING LAST 12 MONTHS	108.39	99.34
4289	LAWN & GARDEN	BOUGHT HOUSE PLANT FOOD/FERTILIZER DURING LAST 12 MONTHS	101.61	108.53
4290	LAWN & GARDEN	BOUGHT ORGANIC INSECTICIDES DURING LAST 12 MONTHS	80.78	87.11
4291	LAWN & GARDEN	BOUGHT COMPOSTING MATERIAL DURING LAST 12 MONTHS	90.65	98.07
4292	LAWN & GARDEN	OWN LAWN AND GARDEN EQUIPMENT	99.40	106.65
4293	LAWN & GARDEN	BOUGHT GARDEN TILLER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 MONTHS	82.64	90.35
4294	LAWN & GARDEN	BOUGHT GARDEN TRACTOR (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 MONTHS	172.19	164.22
4295	LAWN & GARDEN	BOUGHT RIDING/TRACTOR-TYPE LAWN MOWER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 MONTHS	94.62	133.46
4296	LAWN & GARDEN	BOUGHT FERTILIZER SPREADER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 MONTHS	105.55	106.73
4297	LAWN & GARDEN	BOUGHT EDGE TRIMMER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 MONTHS	71.59	72.85
4298	LAWN & GARDEN	BOUGHT HEDGE TRIMMER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 MONTHS	68.96	63.63
4299	LAWN & GARDEN	BOUGHT LEAF BLOWER OR VACUUM (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 MONTHS	71.32	72.78
4300	LAWN & GARDEN	BOUGHT SNOW BLOWER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 MONTHS	89.34	84.85
4301	LAWN & GARDEN	BOUGHT SPREADER (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	65.64	62.11
4302	LAWN & GARDEN	BOUGHT CULTIVATOR (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	54.32	81.23
4303	LAWN & GARDEN	BOUGHT EDGER (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	103.28	85.68
4304	LAWN & GARDEN	BOUGHT HOE (LAWN AND GARDEN POWER HAND EQUIPMENT) DURING LAST 12 MONTHS	60.67	76.01
4305	LAWN & GARDEN	BOUGHT PITCH FORK (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	79.14	84.27
4306	LAWN & GARDEN	BOUGHT PRUNER (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	81.11	77.21
4307	LAWN & GARDEN	BOUGHT RAKE (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	76.40	76.93
4308	LAWN & GARDEN	BOUGHT SHEARS (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	105.80	93.44
4309	LAWN & GARDEN	BOUGHT SHOVEL (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	79.10	79.91
4310	LAWN & GARDEN	BOUGHT TROWEL (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	66.60	61.63
4311	LAWN & GARDEN	BOUGHT WHEEL BARROW (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	75.25	75.60
4312	LAWN & GARDEN	HOUSEHOLD USES INSECTICIDES	99.75	103.69
4313	LAWN & GARDEN	BOUGHT SEEDS, BULBS AND FERTILIZER DURING LAST 12 MONTHS	98.22	105.40
4314	LAWN & GARDEN	BOUGHT TOTAL POWER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 MONTHS	85.04	93.17