



CUSTOMER PROPENSITY REPORT

for Aberdeen, South Dakota

(15 Minute Drive Time)

May 9, 2013

TELECOM



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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

Telecom CPR Report (15 Minute Drive Time) Data compiled May 6, 2013

ORDER	CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
5505	TELECOM	CELL/WIRELESS PHONE BILL LAST MONTH WAS LESS THAN \$50	108.48	106.03
5506	TELECOM	MADE A 900 PHONE CALL DURING THE LAST 6 MONTHS	99.44	94.26
5507	TELECOM	MADE COLLECT CALLS WITHIN THE US DURING LAST 3 MONTHS	111.63	98.23
5508	TELECOM	MADE COLLECT CALLS OUTSIDE THE US DURING LAST 3 MONTHS	67.40	56.37
5509	TELECOM	CURRENT CELL/WIRELESS PHONE PLAN IS AN ANNUAL OR MULTI-YEAR CONTRACT	91.09	93.63
5510	TELECOM	76%-100% OF CELL/WIRELESS PHONE USAGE FOR BUSINESS	92.09	96.61
5511	TELECOM	CURRENT CELL/WIRELESS PHONE PLAN IS A PREPAID PLAN	116.37	111.15
5512	TELECOM	CURRENT CELL/WIRELESS PHONE PLAN IS A NO CONTRACT PLAN (NOT A PREPAID PLAN)	101.92	102.58
5513	TELECOM	USE AN INDIVIDUAL PLAN FOR CELL/WIRELESS PHONE	98.35	95.05
5514	TELECOM	USE A FAMILY PLAN FOR CELL/WIRELESS PHONE	93.09	97.76
5515	TELECOM	USE VIDEO TELEPHONE	61.39	48.25
5516	TELECOM	OWN A CELL/WIRELESS PHONE	95.04	96.54
5517	TELECOM	CELL/WIRELESS PHONE USED FOR BUSINESS	90.08	95.25
5518	TELECOM	CELL/WIRELESS PHONE USED FOR PERSONAL USE	96.07	97.19
5519	TELECOM	CELL/WIRELESS PHONE BILL LAST MONTH WAS \$250 OR MORE	83.54	84.70
5520	TELECOM	USED LOCAL TELEPHONE (FOR BUSINESS/PERSONAL) DURING LAST 30 DAYS	101.12	100.97
5521	TELECOM	USE PAGERS-BEEPERS	89.08	87.42
5522	TELECOM	USE NATIONWIDE COVERAGE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	84.30	85.91
5523	TELECOM	USE CAMERA/PICTURE PHONE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	82.70	87.75
5524	TELECOM	USE CAMCORDER PHONE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	90.95	90.30
5525	TELECOM	USE SMS TEXT MESSAGING AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	85.64	87.19
5526	TELECOM	USE THREE WAY CALLING AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	71.98	76.18
5527	TELECOM	USE BLUETOOTH AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	67.28	65.02
5528	TELECOM	USE CAMCORDER PHONE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	67.85	72.98
5529	TELECOM	USE MP3/DIGITAL MUSIC PLAYER AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	78.55	76.12
5530	TELECOM	USE WALKIE-TALKIE/PUSH-TO-TALK AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	69.61	73.49
5531	TELECOM	DO NOT USE CELL/WIRELESS PHONE FOR BUSINESS	98.04	99.08
5532	TELECOM	USE CREDIT/PRE-PAID CALL CARDS	95.15	96.25