



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 |