



CUSTOMER PROPENSITY REPORT

for Aberdeen, South Dakota

(15 Minute Drive Time)

May 9, 2013

TOBACCO



For more information contact:

Julie M. Johnson
Absolutely!Aberdeen
Ph. 605-725-5070
juliem.johnson@absolutelyaberdien.com

Gail Ochs
Aberdeen Area Chamber of Commerce
Ph. 605-225-2860
gail@aberdien-chamber.com

Heidi Haskell-Appel
Aberdeen Downtown Association
Ph. 605-226-3441
econmanager@aberdieendowntown.org



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 |

| Tobacco CPR Report (15 Minute Drive Time) Data compiled May 6, 2013 | | | | |
|---|----------|---|-------------|-----------|
| ORDER | CATEGORY | DESCRIPTION | RESIDENTIAL | WORKPLACE |
| 5533 | TOBACCO | SMOKE SOLE BRAND CIGARETTES | 110.94 | 103.02 |
| 5534 | TOBACCO | SMOKE PRIMARY BRAND CIGARETTES | 130.14 | 123.97 |
| 5535 | TOBACCO | USE CHEWING TOBACCO (ANY) | 99.71 | 135.38 |
| 5536 | TOBACCO | USED SOLE METHOD USER TO QUIT SMOKING DURING LAST 12 MONTHS | 105.42 | 100.01 |
| 5537 | TOBACCO | SMOKE OTHER GENERIC/STORE/NO NAME BRAND CIGARETTES | 209.49 | 192.19 |
| 5538 | TOBACCO | SMOKE OTHER BRAND NAME CIGARETTES | 129.78 | 112.79 |
| 5539 | TOBACCO | SMOKE ANY GENERIC/STORE BRAND CIGARETTES | 158.71 | 148.50 |
| 5540 | TOBACCO | SMOKE ANY BRAND OF CIGARETTES | 107.27 | 100.38 |
| 5541 | TOBACCO | SMOKE CIGARETTES | 116.09 | 109.28 |
| 5542 | TOBACCO | USE TOBACCO PRODUCTS | 107.91 | 115.83 |
| 5543 | TOBACCO | USE PIPE TOBACCO | 101.96 | 96.07 |
| 5544 | TOBACCO | USE ROLL-YOUR-OWN TOBACCO | 114.00 | 97.48 |
| 5545 | TOBACCO | TRIED TO QUIT SMOKING DURING LAST 12 MONTHS | 110.89 | 103.57 |
| 5546 | TOBACCO | USED ACUPUNCTURE TO QUIT SMOKING DURING LAST 12 MONTHS | 231.51 | 187.23 |
| 5547 | TOBACCO | USED COLD TURKEY METHOD TO QUIT SMOKING DURING LAST 12 MONTHS | 106.66 | 98.48 |
| 5548 | TOBACCO | USED GRADUAL REDUCTION METHOD TO QUIT SMOKING DURING LAST 12 MONTHS | 132.70 | 125.49 |
| 5549 | TOBACCO | USED A HYPNOSIS PROGRAM TO QUIT SMOKING DURING LAST 12 MONTHS | 75.67 | 69.36 |
| 5550 | TOBACCO | USED NICOTINE PATCH TO QUIT SMOKING DURING LAST 12 MONTHS | 125.56 | 121.78 |
| 5551 | TOBACCO | USED A QUIT SMOKING PROGRAM TO QUIT SMOKING DURING LAST 12 MONTHS | 150.72 | 141.17 |
| 5552 | TOBACCO | USED OTHER METHOD TO QUIT SMOKING DURING LAST 12 MONTHS | 115.00 | 103.32 |
| 5553 | TOBACCO | USED GUM TO QUIT SMOKING DURING LAST 12 MONTHS | 109.20 | 104.85 |