



CUSTOMER PROPENSITY REPORT

for Aberdeen, South Dakota

(15 Minute Drive Time)

May 9, 2013

TOBACCO



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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

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