

# Econometrics

## STI: Colossus - Coming Soon

### Gain a Macroeconomic Market View

Did you know that economic reports on new and existing home sales help predict if consumers are in a shopping mood? Did you know that economic reports on advanced orders for durable goods indicate positive changes in business activity? Did you know that the Consumer Price Index gauges inflation at the retail level?

All of these insights are just a part of the expansive macro-level view of the marketplace that will be available in the upcoming release of STI's newest data product under development - STI: Colossus. This aptly named product will deliver over 100,000 macroeconomic data sets - each averaging 10 or more years of history. With this product, market researchers will be able to easily and conveniently access econometric data for literally thousands of market insights - at multiple levels of geography. These economic insights will go beyond the traditional boundaries of market research.

STI: Colossus will be the perfect addition to companies already using the STI: PopStats data suite. While current STI data products provide companies with precise micro-level views of their consumers, trade areas, and locations, STI: Colossus will allow them to step back and understand their trade areas from a macroeconomic perspective. With an understanding of the broader economic factors that are impacting today's trade areas, companies can make even more informed and profitable business decisions.

Colossus is scheduled for release in the spring of 2010. Check back in early March for more information on this newest data product currently under development at Synergos Technologies Inc.

For more information, please visit us at:  
<http://www.popstats.com>

