

# Deliverables

## STI: Market Outlook – Deliverables (2009)

In our many years of experience we have found that most researchers request the same group of variables for use in their analysis. So we made a decision early on to sell our data in predefined bundles. This allows us to keep our production costs low and pass the savings on to the customer. Bottom-line our customers get more data (more value) for their research dollar.

Due to the volume of data being sold in a bundle, we designed a unique program that archives and retrieves the data based on a series of prompts to the user. The program is MS Windows based and requires only a CD-ROM drive. There is no installation procedure for the program, because it is entirely self-contained.

### Geographies

The data in STI: Market Outlook is keyed to US Census 2000 geographies. If you use geographies based on US Census data prior to 2000, you will need to update those geographies as well. Synergos Technologies offers those geographies in MapInfo® format at a very reasonable rate. Geographies for ESRI® products can be obtained for free from ESRI® directly.

### Variable List (Database Fields)

The following variable list outlines the current deliverable for the purchase of the annual estimate. The data is provided in a proprietary format, which includes a data extraction tool that can access the data at four unique levels of geography (Block Group, Tract, County, and State). **Important:** This list is subject to change without prior notification.

We are very sensitive to the needs of our clients; therefore in addition to the list of variables shown below we constantly add new items to the list based on discussions with our clients.



**Category/ Description**

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**Consumer Demand****by Establishment Type**

Automobile dealers  
 Other motor vehicle dealers  
 Automotive parts, accessories, & tire stores  
 Furniture stores  
 Home furnishings stores  
 Electronics & appliance stores  
 Building material & supplies dealers  
 Lawn & garden equipment & supplies stores  
 Grocery stores  
 Specialty food stores  
 Beer, wine, & liquor stores  
 Health & personal care stores  
 Gasoline stations  
 Clothing stores  
 Shoe stores  
 Jewelry, luggage, & leather goods stores  
 Sporting goods, hobby, & musical instrument stores  
 Book, periodical, & music stores  
 Department stores  
 Other general merchandise stores  
 Florists and miscellaneous store retailers  
 Office supplies, stationery, & gift stores  
 Used merchandise stores  
 Other miscellaneous store retailers  
 Electronic shopping & mail-order houses  
 Vending machine operators (Nonstore retailers)  
 Direct selling establishments  
 Full-service restaurants  
 Limited-service eating places  
 Special food services  
 Bars/Drinking places (alcoholic beverages)

**Establishment Type - Prior Years****2007**

Automobile dealers  
 Other motor vehicle dealers  
 Automotive parts, accessories, & tire stores  
 Furniture stores  
 Home furnishings stores  
 Electronics & appliance stores  
 Building material & supplies dealers  
 Lawn & garden equipment & supplies stores  
 Grocery stores  
 Specialty food stores  
 Beer, wine, & liquor stores  
 Health & personal care stores  
 Gasoline stations  
 Clothing stores  
 Shoe stores  
 Jewelry, luggage, & leather goods stores  
 Sporting goods, hobby, & musical instrument stores  
 Book, periodical, & music stores  
 Department stores  
 Other general merchandise stores  
 Florists and miscellaneous store retailers  
 Office supplies, stationery, & gift stores  
 Used merchandise stores  
 Other miscellaneous store retailers

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Electronic shopping & mail-order houses  
 Vending machine operators (Nonstore retailers)  
 Direct selling establishments  
 Full-service restaurants  
 Limited-service eating places  
 Special food services  
 Bars/Drinking places (alcoholic beverages)

**2008**

Automobile dealers  
 Other motor vehicle dealers  
 Automotive parts, accessories, & tire stores  
 Furniture stores  
 Home furnishings stores  
 Electronics & appliance stores  
 Building material & supplies dealers  
 Lawn & garden equipment & supplies stores  
 Grocery stores  
 Specialty food stores  
 Beer, wine, & liquor stores  
 Health & personal care stores  
 Gasoline stations  
 Clothing stores  
 Shoe stores  
 Jewelry, luggage, & leather goods stores  
 Sporting goods, hobby, & musical instrument stores  
 Book, periodical, & music stores  
 Department stores  
 Other general merchandise stores  
 Florists and miscellaneous store retailers  
 Office supplies, stationery, & gift stores  
 Used merchandise stores  
 Other miscellaneous store retailers  
 Electronic shopping & mail-order houses  
 Vending machine operators (Nonstore retailers)  
 Direct selling establishments  
 Full-service restaurants  
 Limited-service eating places  
 Special food services  
 Bars/Drinking places (alcoholic beverages)

**by Major Product Line**

Groceries & other food items for human consumption off the premises  
 Meals & nonalcoholic beverages for immediate consumption  
 Alcoholic drinks served at the establishment  
 Packaged liquor, wine, & beer  
 Cigars, cigarettes, tobacco, & smokers' accessories  
 Drugs, health aids, beauty aids, including cosmetics  
 Soaps, detergents, & household cleaners  
 Paper & related products  
 Men's wear  
 Women's, juniors', & misses' wear  
 Children's wear & infants' & toddlers' clothing & accessories  
 Footwear, including accessories  
 Sewing, knitting materials & supplies  
 Curtains, draperies, blinds, slipcovers, bed & table coverings  
 Major household appliances  
 Small electric appliances  
 Televisions, video recorders, video cameras, video tapes, DVDs, etc.  
 Audio equipment & musical instruments & related materials  
 Furniture, sleep equipment & outdoor/patio furniture  
 Flooring & floor coverings  
 Computer hardware, software, & supplies, including gaming  
 Kitchenware & home furnishings  
 Jewelry, including watches  
 Books/Periodicals

Photographic equipment & supplies  
 Toys, hobby goods, & games  
 Optical goods, including eyeglasses, contact lenses, sunglasses, etc.  
 Sporting goods, including saddlery, bicycles & motorized sport vehicles  
 Hardware, tools, & plumbing & electrical supplies  
 Lawn, garden, & farm equipment & supplies  
 Dimensional lumber & other building/structural materials & supplies  
 Paint & sundries / Wallpaper & other flexible wallcoverings  
 Autos, cars, vans, trucks & motorcycles  
 Automotive fuels  
 Automotive lubricants, including oil, greases, etc.  
 Automotive tires, tubes, batteries, parts, accessories  
 Household fuels, including oil, LP gas, wood, coal  
 Pets, pet foods, & pet supplies  
 All other merchandise  
 Retailer Services

#### Major Product Line - Prior Years

##### 2007

Groceries & other food items for human consumption off the premises  
 Meals & nonalcoholic beverages for immediate consumption  
 Alcoholic drinks served at the establishment  
 Packaged liquor, wine, & beer  
 Cigars, cigarettes, tobacco, & smokers' accessories  
 Drugs, health aids, beauty aids, including cosmetics  
 Soaps, detergents, & household cleaners  
 Paper & related products  
 Men's wear  
 Women's, juniors', & misses' wear  
 Children's wear & infants' & toddlers' clothing & accessories  
 Footwear, including accessories  
 Sewing, knitting materials & supplies  
 Curtains, draperies, blinds, slipcovers, bed & table coverings  
 Major household appliances  
 Small electric appliances  
 Televisions, video recorders, video cameras, video tapes, DVDs, etc.  
 Audio equipment & musical instruments & related materials  
 Furniture, sleep equipment & outdoor/patio furniture  
 Flooring & floor coverings  
 Computer hardware, software, & supplies, including gaming  
 Kitchenware & home furnishings  
 Jewelry, including watches  
 Books/Periodicals  
 Photographic equipment & supplies  
 Toys, hobby goods, & games  
 Optical goods, including eyeglasses, contact lenses, sunglasses, etc.  
 Sporting goods, including saddlery, bicycles & motorized sport vehicles  
 Hardware, tools, & plumbing & electrical supplies  
 Lawn, garden, & farm equipment & supplies  
 Dimensional lumber & other building/structural materials & supplies  
 Paint & sundries / Wallpaper & other flexible wallcoverings  
 Autos, cars, vans, trucks & motorcycles  
 Automotive fuels  
 Automotive lubricants, including oil, greases, etc.  
 Automotive tires, tubes, batteries, parts, accessories  
 Household fuels, including oil, LP gas, wood, coal  
 Pets, pet foods, & pet supplies  
 All other merchandise  
 Retailer Services

##### 2008

Groceries & other food items for human consumption off the premises  
 Meals & nonalcoholic beverages for immediate consumption  
 Alcoholic drinks served at the establishment  
 Packaged liquor, wine, & beer  
 Cigars, cigarettes, tobacco, & smokers' accessories

Drugs, health aids, beauty aids, including cosmetics  
 Soaps, detergents, & household cleaners  
 Paper & related products  
 Men's wear  
 Women's, juniors', & misses' wear  
 Children's wear & infants' & toddlers' clothing & accessories  
 Footwear, including accessories  
 Sewing, knitting materials & supplies  
 Curtains, draperies, blinds, slipcovers, bed & table coverings  
 Major household appliances  
 Small electric appliances  
 Televisions, video recorders, video cameras, video tapes, DVDs, etc.  
 Audio equipment & musical instruments & related materials  
 Furniture, sleep equipment & outdoor/patio furniture  
 Flooring & floor coverings  
 Computer hardware, software, & supplies, including gaming  
 Kitchenware & home furnishings  
 Jewelry, including watches  
 Books/Periodicals  
 Photographic equipment & supplies  
 Toys, hobby goods, & games  
 Optical goods, including eyeglasses, contact lenses, sunglasses, etc.  
 Sporting goods, including saddlery, bicycles & motorized sport vehicles  
 Hardware, tools, & plumbing & electrical supplies  
 Lawn, garden, & farm equipment & supplies  
 Dimensional lumber & other building/structural materials & supplies  
 Paint & sundries / Wallpaper & other flexible wallcoverings  
 Autos, cars, vans, trucks & motorcycles  
 Automotive fuels  
 Automotive lubricants, including oil, greases, etc.  
 Automotive tires, tubes, batteries, parts, accessories  
 Household fuels, including oil, LP gas, wood, coal  
 Pets, pet foods, & pet supplies  
 All other merchandise  
 Retailer Services

## Market Supply

### by Establishment Type

Automobile dealers  
 Other motor vehicle dealers  
 Automotive parts, accessories, & tire stores  
 Furniture stores  
 Home furnishings stores  
 Electronics & appliance stores  
 Building material & supplies dealers  
 Lawn & garden equipment & supplies stores  
 Grocery stores  
 Specialty food stores  
 Beer, wine, & liquor stores  
 Health & personal care stores  
 Gasoline stations  
 Clothing stores  
 Shoe stores  
 Jewelry, luggage, & leather goods stores  
 Sporting goods, hobby, & musical instrument stores  
 Book, periodical, & music stores  
 Department stores  
 Other general merchandise stores  
 Florists and miscellaneous store retailers  
 Office supplies, stationery, & gift stores  
 Used merchandise stores  
 Other miscellaneous store retailers  
 Electronic shopping & mail-order houses

Vending machine operators (Nonstore retailers)  
 Direct selling establishments  
 Full-service restaurants  
 Limited-service eating places  
 Special food services  
 Bars/Drinking places (alcoholic beverages)

**by Major Product Line**

Groceries & other food items for human consumption off the premises  
 Meals & nonalcoholic beverages for immediate consumption  
 Alcoholic drinks served at the establishment  
 Packaged liquor, wine, & beer  
 Cigars, cigarettes, tobacco, & smokers' accessories  
 Drugs, health aids, beauty aids, including cosmetics  
 Soaps, detergents, & household cleaners  
 Paper & related products  
 Men's wear  
 Women's, juniors', & misses' wear  
 Children's wear & infants' & toddlers' clothing & accessories  
 Footwear, including accessories  
 Sewing, knitting materials & supplies  
 Curtains, draperies, blinds, slipcovers, bed & table coverings  
 Major household appliances  
 Small electric appliances  
 Televisions, video recorders, video cameras, video tapes, DVDs, etc.  
 Audio equipment & musical instruments & related materials  
 Furniture, sleep equipment & outdoor/patio furniture  
 Flooring & floor coverings  
 Computer hardware, software, & supplies, including gaming  
 Kitchenware & home furnishings  
 Jewelry, including watches  
 Books/Periodicals  
 Photographic equipment & supplies  
 Toys, hobby goods, & games  
 Optical goods, including eyeglasses, contact lenses, sunglasses, etc.  
 Sporting goods, including saddlery, bicycles & motorized sport vehicles  
 Hardware, tools, & plumbing & electrical supplies  
 Lawn, garden, & farm equipment & supplies  
 Dimensional lumber & other building/structural materials & supplies  
 Paint & sundries / Wallpaper & other flexible wallcoverings  
 Autos, cars, vans, trucks & motorcycles  
 Automotive fuels  
 Automotive lubricants, including oil, greases, etc.  
 Automotive tires, tubes, batteries, parts, accessories  
 Household fuels, including oil, LP gas, wood, coal  
 Pets, pet foods, & pet supplies  
 All other merchandise  
 Retailer Services

**Supporting Demographics**

Jan 2009

Population Estimate  
 Household Estimate  
 Population in Households  
 Group Quarters  
 Workplace Establishments  
 Workplace Employees