

Methodology

Your Data Building Blocks for Identifying Consumer Demand and Supply Gaps

The consumer demand and supply data for STI: Market Outlook is derived for annual retail sales and expenditures from the following three major sources of information:

1. **U.S. Bureau of Labor Statistics' Consumer Expenditure Survey (CE).** Demand data is derived from this source.
2. **U.S. Census Bureau's Census of Retail Trade (CRT) reports.** The annual and monthly reports contribute to Market Outlook's supply data.
3. **U.S. Census Bureau's Economic Census.** Supply data is also derived from this source, which provides an even more detailed view than the CRT reports.

STI: Market Outlook delivers nearly 300 market supply and demand variables at four levels of geography: block group, tract, county, and state. The variables include the following: current year data, recent historical demand data, and supporting demographic data.

- **Consumer Demand**

- Consumer Demand for 2009 — by 31 leading retail segments
- Consumer Demand for 2008 — by 31 leading retail segments
- Consumer Demand for 2007 — by 31 leading retail segments

- Consumer Demand for 2009 — by 40 major product lines
- Consumer Demand for 2008 — by 40 major product lines
- Consumer Demand for 2007 — by 40 major product lines

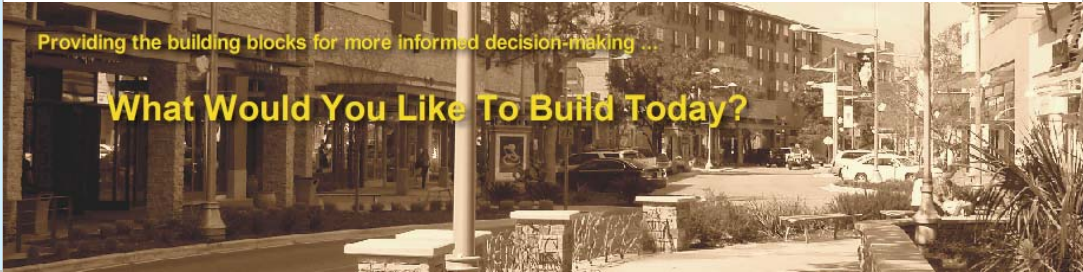
- **Market Supply**

- Market Supply for 2009 — by 31 leading retail segments

- Market Supply for 2009 — by 40 major product lines

- **Supporting Demographics**

- January 2009 variables including:
 - Population estimate
 - Household estimate
 - Population in household estimate
 - Group quarters estimate
 - Workplace estimate
 - Workplace employees estimate



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