STI MARKET outlook

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 2020 — by 31 leading retail segments
  Consumer Demand for 2019 — by 31 leading retail segments
  Consumer Demand for 2018 — by 31 leading retail segments
  Consumer Demand for 2017 — by 31 leading retail segments

  Consumer Demand for 2020 — by 40 major product lines
  Consumer Demand for 2019 — by 40 major product lines
  Consumer Demand for 2018 — by 40 major product lines
  Consumer Demand for 2017 — by 40 major product lines

- **Market Supply**
  Market Supply for 2020 — by 31 leading retail segments

  Market Supply for 2020 — by 40 major product lines

- **Supporting Demographics**
  January 2020 variables including:
  Population estimate
  Household estimate
  Population in household estimate
  Group quarters estimate
  Workplace estimate
  Workplace employees estimate

Providing the building blocks for more informed decision-making ...

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