

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

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