

Expenditures

Discover Consumer Spending Habits and Price Potential in Your Trade Areas

How valuable would it be to know how much consumers in your trade areas spend on relevant products and services — and how much they are willing to pay for them?

Knowing consumers' spending habits in over 600 products and service categories by geographic area and the prices they have the potential to pay for these items helps companies make informed decisions on everything from site location, to merchandising, to marketing. Getting answers to these questions is as easy as adding STI: Spending Patterns to your research engine.

The source of STI: Spending Patterns data is the Bureau of Labor Statistics (BLS). It is based on the annual Consumer Expenditure Survey, which measures the spending habits of U.S. consumers. Every quarter, Synergos Technologies models this raw data and delivers a weekly per capita, an average spending per capita per week, and a consumer price potential by spending category.

With STI: Spending Patterns you gain in-depth consumer spending insight, current trends at the block level, and an ideal companion to other STI data products.

- **Geographically identifies your most profitable customers and potential customers.** Use the data to pinpoint consumers by their spending patterns, segment consumers by spending habits, review your product offerings, and target promotions.
- **Shows what consumers are purchasing and how much they are likely to spend.** STI: Spending Patterns is modeled at the block-level, which allows companies to identify consumer spending patterns and spending price potential with precision.
- **Provides the companion data to STI: Market Outlook.** STI: Market Outlook compares the current supply of goods and services in trade areas to the current consumer demand. While STI: Spending Patterns tells you what consumers are currently purchasing and how much they are willing to pay in the future in specific product and service categories. Together, these two products deliver extremely rich knowledge about consumers within specific trade areas.

Unlike other consumer spending products, STI: Spending Patterns includes specialty data on the spending habits of people living in group quarters. This insight is valuable for retailers with college dormitory residents living in their trade areas.

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

What Would You Like To Build Today?



STI: Spending Patterns Benefits

With STI: Spending Patterns, your company will gain the following benefits.

FEATURES	BENEFITS
Expand Your Consumer Knowledge Base	Gain a vital new layer of quarterly-updated data to enhance your consumer insight and help make more informed decisions
Dig Deeper into Your Trade Areas	Explore how geography influences consumer spending
Review Consumers' Spending Habits	Learn how much consumers are currently spending in each trade area in over 600 product and service categories
Determine Pricing Strategies by Geography	Identify how much consumers are willing to spend on over 100 products and services
Discover Spending Patterns in Group Quarters	Find out how much people living in dormitory situations are spending on goods and services
Gain Block-Level Insight	Access consumer spending insight at a higher level of precision
Enjoy Responsive Customer Service	Receive STI's industry-leading customer service — the highest in the data industry

Test STI: Spending Patterns in Your Trade Area

Learn what consumers are purchasing today and what they have the potential to pay for essential products and services.

To test-drive STI: Spending Patterns in your market of choice, contact us today.

Visit Our Web Site:

www.popstats.com

Contact STI:

West Coast Office
Lesley Woodring
Executive Vice President
(602) 770-9136

East Coast Office
Brian Poole
Manager of Business
Development
(919) 720-4239