

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, 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 current year and 4 prior years -
by 31 leading retail segments

Consumer Demand for current year and 4 prior years -
 - **Market Supply**
Market Supply current year estimate -
by 31 leading retail segments
Market Supply current year estimate -
by 40 major product lines
 - **Supporting Demographics**
January of current year variables including:
 - Population estimate
 - Household estimate
 - Population in household estimate
 - Group quarters estimate
 - Workplace estimate



What Would You Like To Build Today?