

# STI: Spending Patterns™

*Discover Consumer Spending Habits and Price Potential in Your Trade Areas*



## FIND YOUR BEST CUSTOMERS

Your data application is limitless with the accuracy you can trust from the creators of STI: PopStats. Use the data to pinpoint consumers by their spending patterns, review your product offerings, target promotions, and much more!



## BLOCK-GROUP LEVEL SPENDING HABITS

Shows what consumers are purchasing and how much they are likely to spend. STI: Spending Patterns is modeled at the block-group level, which allows companies to identify consumer spending patterns and spending price potential with precision.



## BROADEN YOUR SEARCH

Learn how much consumers are currently spending in each trade area in over 600 product and service categories.



## RESPONSIVE CUSTOMER SERVICE

Unlike other demographic providers, STI: PopStats™ sets customer service as a priority. All clients have direct access to STI: PopStats™'s creator and the Synergos Technologies team. Every request for information receives a speedy response.



## ACCOMMODATING LICENSE

STI licenses data into perpetuity. You can use the data long after you've switched software environments and or projects. Additionally, STI licenses by user. There is no additional costs for how or in what environment the data is used.