

**STI: MARKET OUTLOOK — DATA DICTIONARY**  
**Synergos Technologies, Inc.**

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## Introduction

STI: Market Outlook is an add-on product to STI: PopStats™ for companies who want to understand the supply and demand for products and services in U.S. market. The Dictionary is arranged by variable categories, and includes the following information:

- Definition
- Source
- Methodology
- Release Date
- Technical Data

Please note that the Technical Data includes variable name, field name, field type, field width, and field decimal. (Note: All fields generated in dBase format are set to a “Decimal” field type with a width of 15 and a decimal setting of 0 (zero), with the exception of the location data.)

The Market Outlook Data Dictionary includes the following Glossaries, which provide the foundation for understanding the descriptions of the variables:

- **Glossary of Terminology** – Describes essential data terminology and breaks out descriptions of terms into three categories: Research, Demographic, and Geographic.
  - **Research Terminology** – Definitions for processes used in the analysis of Market Outlook data.
  - **Demographic Terminology** – Definitions for these terms are generated primarily from the U.S. Census Bureau.
  - **Geographic Terminology** – Definitions for these terms are generated primarily from the U.S. Census Bureau.
- **Glossary of Sources** – Describes the data sources used to create Market Outlook.

Market Outlook is based on the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS); the U.S. Census Bureau’s monthly and annual Retail Trade (CRT) reports; and the Census Bureau’s Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace. Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

As with any product or information created by STI, this Data Dictionary was created for our clients’ benefit — and we welcome your feedback to ensure its usefulness in your pursuit of more in-depth and wide-ranging market research strategies.

## Glossary of Terminology

### Research Terminology

<b>Aggregate Calculation</b>	The non-addable value times its associated population value. For example, the median population multiplied times the population value in question, such as households under 25 years of age.
<b>Cohort Analysis</b>	A cohort is a group of people who share a common characteristic or experience within a defined period of time (e.g., are born, leave school, lose their jobs, etc.). The comparison group may be the general population from which the cohort is drawn, or it may be another cohort of persons thought to have had little or no exposure to the substance under investigation, but otherwise similar. Alternatively, subgroups within the cohort may be compared with each other.
<b>Data Sprinkling</b>	A procedure that eliminates the differences in the numerical rounding that is necessary in ratio adjustments within and across geographic units, and within and across demographic categories. The differences are “sprinkled” across subcategories within a data series in a manner that preserves the data distribution and provides demographic and geographic summations.
<b>Mean (Average)</b>	The average for a set of values, computed as the sum of all values divided by the number of values in the set.
<b>Median</b>	The middle value of a set of values when they are ordered by rank. Half the values in a set are higher than the median, and half are lower. When there are two middle values (if the set has an even number of elements) the median is the mean of these two values.
<b>Ratio Analysis</b>	Ratio analysis is frequently used in a variety of categories such as education, occupation, and enrollment. It is performed by calculating the previous year’s population numbers and applying them to the current year’s population. For example, if 25 percent of the population spoke Spanish in 2000, then it is estimated that 25 percent of the 2010 population speak the language today.
<b>Regression Modeling</b>	The degree of correlation between the dependent and independent variables is a measurement referred to as the correlation coefficient, also called $R^2$ or regression modeling. The correlation coefficient explains the degree to which the independent variables correlate with the independent variables. Regression modeling is based on inverse logic; it is hypothesis testing, in other words, you’re never sure what exactly is there, but you know what cannot be there.

## Demographic Terminology

<b>Age</b>	Age is generally derived from date of birth information, and is based on the age of a person in complete years. The age of the reference person is used in Spending Patterns.
<b>Ancestry</b>	Ancestry refers to a person's ethnic origin or descent, roots, or heritage, or the place of birth of the person or the person's parents or ancestors before their arrival in the U.S.
<b>Armed Forces</b>	The military forces of a nation or nations, including the U.S. Army, Navy, Air Force, Marines Coast Guard, etc.
<b>Children in the Home</b>	Refer to own children and includes sons, daughters, step-children, and adopted children, of the husband, wife, or person maintaining the family. Not included are nieces, nephews, grand- children, other related children, and all unrelated children living in the household.
<b>Civilian Workforce</b>	Total number of civilians over the age of 16 who work for pay, as well as unemployed persons actively seeking work.
<b>Consumer Unit</b>	A consumer unit comprises either: (1) all members of a particular household who are related by blood, marriage, adoption, or other legal arrangements; (2) a person living alone or sharing a household with others or living as a roomer in a private home or lodging house or in permanent living quarters in a hotel or motel, but who is financially independent; or (3) two or more persons living together who use their income to make joint expenditure decisions.
<b>Consumer Unit Size</b>	The number of persons whose usual place of residence at the time of the interview is in the sample unit.
<b>Earners</b>	A consumer unit member, 14 years of age or older, who reported having worked at least one week during the 12 months prior to the interview date.
<b>Education</b>	The number of years of formal education of the reference person, on the basis of the highest grade completed. If enrolled at time of the interview, the interviewer records the grade currently attended. Persons not reporting the extent of their education are classified under no school or not reported.
<b>Employers</b>	Businesses with payroll and paid employees.
<b>Establishments</b>	A single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more.
<b>Expenditures</b>	Consist of the transaction costs, including excise and sales taxes, of goods and services. The full cost of each purchase is recorded, even though full payment may not have been made at the date of purchase. The seven major expenditure categories are: Food, Housing, Apparel and Services, Transportation, Health Care, Entertainment, and Other Expenditures.
<b>Family</b>	A family is a group of two or more persons residing together who are related by birth, marriage, or adoption. The count of families is for "primary" families only, that is, the householder and all other persons related to and residing with the householder. Families are classified either as married-couple families or as families maintained by women or men without spouses.

<b>Firms</b>	A business operation or entity consisting of one domestic establishment (location) or more under common ownership. All establishments of subsidiary firms are included as part of the owning or controlling firm.
<b>Group Quarters</b>	A group quarters is a place where people live or stay in a group living arrangement that is owned or managed by an entity or organization providing housing and/or services for the residents. These services may include custodial or medical care as well as other types of assistance, and residency is commonly restricted to those receiving these services. People living in group quarters usually are not related to each other. Group quarters include college residence halls, residential treatment centers, skilled nursing facilities, group homes, military barracks, correctional facilities, and workers' dormitories.
<b>Hispanic or Latino</b>	People who identify with the terms Hispanic or Latino are those who classify themselves in one of the specific Hispanic or Latino categories listed on the 2000 Census or ACS as Mexican, Puerto Rican, Cuban, and Other Spanish, Hispanic, or Latino. People who identify their origin as Spanish, Hispanic, or Latino may be of any race, since origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person's parents or ancestors before their arrival in the U.S.
<b>Housing Values</b>	Housing value is an estimate of how much a property (house and lot, mobile home and lot, or condominium unit) would sell for if it were for sale. If the house or mobile home is owned or being bought, but the land on which it sits is not, the value includes the estimated combined value of the house or mobile home and the land. For vacant units, value is the price asked for the property.
<b>Household</b>	A household includes all the people who occupy a housing unit as their usual place of residence. A housing unit is a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied (or if vacant, is intended for occupancy) as separate living quarters. Separate living quarters are those in which the occupants live and eat separately from any other persons in the building and which have direct access from the outside of the building or through a common hall. The occupants may be a single family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements. (People not living in households are classified as living in group quarters.)
<b>Householder</b>	The householder is the family reference person. This is the person (or one of the persons) in whose name the housing unit is owned or rented. The relationship of other individuals in the household is defined in terms of relationship to the householder. The race or ethnicity of the family is determined by that of the householder.
<b>Housing Tenure</b>	The family's principal place of residence during the survey. "Owner" includes families living in their own homes, cooperatives or condominium apartments, or townhouses. "Renter" includes families paying rent, as well as families living rent-free in lieu of wages.
<b>Income</b>	The combined income of all consumer unit members (14 years of age or over) during the 12 months preceding the interview. Components of total income include the sum of the amounts reported separately for wage or salary income; net self-employment income; interest, dividends, or net rental or royalty income or income from estates and trusts; Social Security or railroad retirement income; Supplemental Security Income (SSI); public assistance or welfare payments; retirement, survivor, or disability pensions; and all other income. Receipts from the following

sources are not included as income: capital gains, money received from the sale of property (unless the recipient was engaged in the business of selling such property); the value of income in kind from food stamps, public housing subsidies, medical care, employer contributions for individuals, etc.; withdrawal of bank deposits; money borrowed; tax refunds; exchange of money between relatives living in the same household; gifts and lump-sum inheritances, insurance payments, and other types of lump-sum receipts.

## **Labor Force**

All people classified in the civilian labor force plus members of the U.S. Armed Forces (people on active duty with the U.S. Army, Air Force, Navy, Marine Corps, or Coast Guard). This category includes all civilians 16 years old and over who either (1) were “at work,” that is, those who did any work at all during the reference week as paid employees, worked in their own business or profession, worked on their own farm, or worked 15 hours or more as unpaid workers on a family farm or in a family business; or (2) were “with a job but not at work,” that is, those who did not work during the reference week but had jobs or businesses from which they were temporarily absent due to illness, bad weather, industrial dispute, vacations, or other personal reasons. Excluded from the employed are people whose only activity consisted of work around the house or unpaid volunteer work for religious, charitable, and similar organizations; also excluded are all institutionalized people and people on active duty in the U.S. Armed Forces.

## **Married Status**

These terms denote the marital status of individuals at the time of interview:

**Married, Spouse Present.** Refers to husbands and wives living together in the same household, even though one may be temporarily absent on business, on vacation, on a visit, in a hospital, or for other reasons.

**Other Marital Status.** Includes persons who are never-married; married, spouse absent; separated; widowed; or divorced.

**Separated.** Includes persons with legal separations, those living apart with intentions of obtaining a divorce, and other people living apart because either the husband or wife was employed and living at a considerable distance from home, was serving away from home in the Armed Forces, had moved to another area, or had a different place of residence for any other reason, except separation as defined above.

## **Occupations**

Refers to the occupation in which the reference person received the most earnings during the survey period. The occupational categories follow those of the Census of Population. Categories shown in the reference tables include the following:

### **Wage and Salary Earners:**

**Managers and Professionals.** Executives, administrators, and managers; and professional specialties, including architects, engineers, natural and social scientists, lawyers, teachers, writers, health diagnosis and treatment workers, entertainers, and athletes.

**Technical, Sales, and Clerical Workers.** Technicians and related support workers; sales representatives, sales workers, cashiers, and sales-related occupations; and administrative support, including clerical.

**Service Workers.** Private household workers, protective services, food preparers, health services, cleaning and building services, and personal service occupations.

**Precision Production, Craft, and Repair Workers.** Mechanics and repairers, construction trades, extractive occupations, and precision production occupations.

**Operators, Fabricators, and Laborers.** Machine operators and assemblers, transportation workers, handlers and laborers, and farming, forestry, and fishery workers.

**Self-Employed.** Encompasses all occupational categories; the reference person is self-employed in own business, professional practice, or farm.

**Retired.** Retired persons who did not work either full- or part-time during the survey period.

**All Others, including Not Reporting.** A residual, including unemployed persons; those working without pay; those not working due to illness, going to school, or caring for others; and those not reporting their occupational status.

<b>Per Capita</b>	Persons living in households. To create an annual expenditure: week x per capita (excluding group quarters) x 52 weeks.
<b>Persons Living in Households</b>	Obtained by dividing the number of persons in households by the number of households (or householders). A household includes all the persons who occupy a housing unit.
<b>Persons Per Household</b>	Obtained by dividing the number of people in households by the number of households (or householders). This is people who are physically located in the U.S. and who have resided, or are expect to reside, in this country for one year or more.
<b>Population</b>	Total civilian non-institutional population of the U.S., as well as that portion of the institutional population living in the following group quarters: Boarding houses; housing facilities for students and workers; staff units in hospitals and homes for the aged, infirm, or needy; permanent living quarters in hotels and motels; and mobile home parks. Excluded are military personnel living on military bases and nursing home residents.
<b>Race</b>	Race of the reference person of the consumer unit. Families are included in three racial groups: Black or African-American; Asian; and White and All Other Races. The "All Other Races" group comprises such races as Native Americans, Alaskan Natives, Pacific Islanders, and those reporting more than one race.
<b>Sales</b>	Includes merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; the total value of service contracts; gasoline, liquor, tobacco, and other excise taxes that are paid by the manufacturer or wholesaler and passed on to the retailer; and shipping and handling receipts.
<b>Sex</b>	An individual's gender classification: male or female.
<b>Tenure</b>	Housing tenure refers to the financial arrangements under which someone has the right to live in a house. The most frequent forms are tenancy, in which rent is paid to a landlord, and owner occupancy. Mixed forms of tenure are also possible.

<b>Unemployed Civilians</b>	People who did not have jobs during the reference period, were actively looking for work, or waiting to be called back to jobs from which they had been laid off, and were available to go to work.
<b>Wages and Salaries</b>	Includes total money earnings for all consumer unit members (14 years of age and over) from all jobs, including civilian wages and salaries; Armed Forces pay and allowances; piece-rate payments; commissions; tips; National Guard or Reserve pay (received for training periods); and cash bonuses before deductions for taxes, pensions, union dues, etc.
<b>Weekly per Capita Expenditures</b>	An average spending per capita per week.

## Geographic Terminology

- Census Block** The smallest geographic entity for which the U.S. Census Bureau tabulates decennial Census data. Many blocks correspond to city blocks bounded by streets, but blocks in rural areas may include several square miles and have some boundaries that are not streets. The Census Bureau established blocks covering the entire nation for the first time in 1990. Previous censuses dating back to 1940 had blocks established only for part of the nation. Block boundaries are reexamined with each decennial Census, and small adjustments are typically made.
- Census Block Group** A Census block group (BG) is a cluster of Census blocks having the same first digit of their four-digit identifying numbers within a Census tract. For example, block group 3 (BG 3) within a Census tract includes all blocks numbered from 3000 to 3999. Geographically, they are subdivisions of Census tracts, and their primary purpose is to provide a geographic summary unit for Census block data. A BG must comprise a reasonably compact and contiguous cluster of Census blocks. Block group boundaries follow visible and identifiable features, such as roads, rivers, canals, railroads, and above-ground high-tension power lines. BGs generally contain between 600 and 3,000 people, with an optimum size of 1,500 people. Most BGs were delineated by local participants as part of the U.S. Census Bureau's Participant Statistical Areas Program. The Census Bureau delineated BGs only where a local, state, or tribal government declined to participate or where the Census Bureau could not identify a potential local or tribal participant. BGs never cross the boundaries of states, counties, or statistically equivalent entities, except for a BG delineated by American Indian tribal authorities, and then only when tabulated within the American Indian hierarchy. (The primary legal divisions of Puerto Rico are termed "municipios" and are treated by the Census Bureau, for statistical purposes, as the equivalent of a U.S. county.)
- Census Tract** Census tracts are small, relatively permanent geographic subdivisions of a county or equivalent entity. The primary purpose of Census tracts is to provide a nationwide set of geographic units that have stable boundaries. Each Census tract must constitute a reasonably compact, continuous land area, all parts of which are internally accessible by road. Each Census tract contains a minimum of one block group and may have a maximum of nine block groups. Census tract boundaries always follow block group boundaries.
- Metropolitan Statistical Areas (MSAs)** The general concept of an MSA is one of a large population nucleus, together with adjacent communities that have a high degree of economic and social integration with that nucleus. The Office of Management and Budget defines the term as a standard for federal agencies in the preparation and publication of statistics relating to metropolitan areas.
- Regions** Data are presented for four major regions: Northeast, Midwest, South, and West. Consumer units are classified by region, according to the address at which the family was residing during the time of their participation in the CE survey. The regions comprise the following states:
- Northeast.** Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.
- Midwest.** Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

**South.** Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

**West.** Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

**Rural Population**

All persons living outside a MSA and within an area with a population of less than 2,500 persons. See the definition for Urban Population below.

**Urban Population**

All persons living in MSAs and in urbanized areas and urban places of 2,500 or more persons outside of MSAs. Urban, defined in this survey, includes the rural populations within an MSA.

## Glossary of Sources

### **Bureau of Labor Statistics (BLS)**

The BLS is an independent national statistical agency that collects, processes, analyzes, and disseminates labor economics and statistics data to the public, the U.S. Congress, other federal agencies, state and local governments, business, and labor entities. The BLS data used for Market Outlook is data from the BLS's Consumer Expenditure (CE) survey, which collects information from the nation's households and families on their buying habits (expenditures) and numerous household demographics, such as, income, age, education, and number of children. Demand data is derived from this source.

### **STI: PopStats**

Supporting data from PopStats used in Market Outlook includes: population, household, population in household, and group quarter estimates.

### **STI: WorkPlace**

Supporting data from WorkPlace used in Market Outlook includes: workplace and employee estimates.

### **U.S. Census Bureau Census of Retail Trade**

As part of the U.S. Dept. of Commerce, the Census Bureau serves as a leading source of data about America's people and economy. The most visible role of the Census Bureau is to perform the official decennial count of people living in the U.S. Public resources from the Census Bureau include population, economic, industry, and geography studies. One of the sources of data from the Census Bureau used to create Market Outlook is the annual and monthly Census Retail Trade (CRT) Reports. The Economic Census is the major source of facts about the structure and functioning of the nation's economy. The Census Bureau takes the Economic Census every five years, covering years ending in 2 and 7. The Economic Census furnishes an important part of the framework for such composite measures as the gross domestic product estimates, input/output measures, production and price indexes, and other statistical series that measure short-term changes in economic conditions.

### **U.S. Census Bureau Economic Census**

Market Outlook uses data from the Census Bureau's Economic Census. The U.S. Economic Census provides a detailed portrait of the U.S. economy once every five years, from the national to the local level. The 2007 Economic Census covers most of the U.S. economy in its basic collection of establishment statistics. There also are several related programs, including statistics on minority- and women-owned businesses. Censuses of agriculture and governments are conducted at the same time. Business establishments in the Economic Census are grouped into industries based on the similarity of their production processes. These industries are coded according to the North American Industry Classification System (NAICS). Market Outlook uses annual retail sales and expenditures supply data from this source.

## A. Location Information

**Definition** Numeric location information is provided with each data variable, so that population and demographic data can be spatially located to geographic elements, including geographies, land areas, water areas, and latitude/longitude. The following fields are generated with each dBase file:

**FIPS.** U.S. Census defines a unique all-numeric code for each unique piece of geography (block, block group, tract, county, place, state), so that demographic data can be linked easily to its geographic counterpart. This code can potentially change with each new decennial Census.

**Arealand.** The land area of a geography in square miles.

**Areawater.** The geographic area of a body of water in square miles.

**Longitude, Latitude.** The centroid of an area unit as defined by the Census Bureau. The datum being used is NAD83.

**Partial.** Reserved Field.

**Label.** Appropriate for map labeling.

**Source** 2010 U.S. Census

**Special Note** Block group boundaries are subject to (relatively small) changes with each decennial Census. For example, in 2000, Clifton Forge in Virginia was merged into the surrounding county. Also, Alaska is in the process of changing some of its boundaries for the 2010 Census.

**Release Date** October 2001

### Technical Data

Field Name	Field Type	Field Width	Field Decimals	Notes
<b>FIPS</b>	Character	16		
<b>Arealand</b>	Decimal	14	6	
<b>Areawater</b>	Decimal	14	6	
<b>Latitude</b>	Decimal	10	6	
<b>Longitude</b>	Decimal	11	6	
<b>Partial</b>	Character	1		
<b>Label</b>	Character	20		For block group- and tract-level data
<b>Label</b>	Character	45		For county- and state-level data

## B. Consumer Demand Data — By Establishment

### B.1. Current Year Estimate (2011)

**Definition** Industries for the CE survey are categorized and defined by the North American Industry Classification System (NAICS). The definitions for establishments used in Market Outlook's Consumer Demand data are defined here.

**Auto Dealers.** Industries in the Motor Vehicle and Parts Dealers subsector retail motor vehicles and parts from fixed point-of-sale locations. Establishments in this subsector typically operate from a showroom and/or an open lot where the vehicles are on display. The display of vehicles and the related parts require little by way of display equipment. The personnel generally include both the sales and sales support staff familiar with the requirements for registering and financing a vehicle as well as a staff of parts experts and mechanics trained to provide repair and maintenance services for the vehicles. Specific industries have been included in this subsector to identify the type of vehicle being retailed.

**Other Motor Vehicle Dealers.** This industry group comprises establishments primarily engaged in retailing new and used vehicles (except automobiles, light trucks, such as sport utility vehicles, and passenger and cargo vans).

**Automotive Parts, Accessories, and Tire Stores.** This industry comprises one or more of the following: (1) establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories; (2) automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; and (3) establishments primarily engaged in retailing and installing automotive accessories.

**Furniture Stores.** Industries in the Furniture and Home Furnishings Stores subsector are primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture, box springs and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings, and/or floor coverings.. Establishments in this subsector usually operate from showrooms and have substantial areas for the presentation of their products. Many offer interior decorating services in addition to the sale of products.

**Home Furnishings Stores.** This industry group comprises establishments primarily engaged in retailing new home furnishings (except furniture), such as floor coverings and window treatments.

**Electronics and Appliance Stores.** Industries in the Electronics and Appliance Stores subsector retail new electronics and appliances from point-of-sale locations. Establishments in this subsector often operate from locations that have special provisions for floor displays requiring special electrical capacity to accommodate the proper demonstration of the products. The staff includes sales personnel knowledgeable in the characteristics and warranties of the line of goods retailed and may also include trained repair personnel to handle the maintenance and repair of the electronic equipment and appliances. The classifications within this subsector are made principally on the type of product and knowledge required to operate each type of store.

**Building Material and Supplies Dealers.** This industry group comprises establishments primarily engaged in retailing new building materials and supplies from fixed point-of-sale locations. Establishments in this subsector have display equipment

designed to handle lumber and related products that may be kept either indoors or outdoors under covered areas. The staff is usually knowledgeable in the use of the specific products being retailed in the construction, repair, and maintenance of the home.

**Lawn and Garden Equipment and Supplies Stores.** This industry group comprises establishments primarily engaged in retailing new lawn and garden equipment and supplies. Establishments in this subsector have display equipment designed to handle garden equipment and supplies that may be kept either indoors or outdoors under covered areas. The staff is usually knowledgeable in the use of the specific products being retailed in the maintenance of lawns and gardens.

**Grocery Stores.** This industry group comprises establishments primarily engaged in retailing a general line of food products primarily from fixed point-of-sale locations. Establishments have special equipment (e.g., freezers, refrigerated display cases, refrigerators) for displaying food items.

**Specialty Food Stores.** This industry group comprises establishments primarily engaged in retailing specialized lines of food, such as meat, seafood, vegetables, and ethnic foods.

**Beer, Wine, and Liquor Stores.** This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

**Health and Personal Care Stores.** Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs.

**Gasoline Stations.** Industries in the Gasoline Stations subsector retail automotive fuels (e.g., gasoline, diesel fuel, gasohol) and automotive oils or retail these products in combination with convenience store items. These establishments have specialized equipment for the storage and dispensing of automotive fuels.

**Clothing Stores.** Industries in the Clothing Stores subsector retail new clothing merchandise from fixed point-of-sale locations. Establishments in this subsector have similar display equipment and staff that is knowledgeable regarding fashion trends and the proper match of styles, colors, and combinations of clothing and accessories to the characteristics and tastes of the customer.

**Shoe Stores.** This industry comprises establishments primarily engaged in retailing all types of new footwear (except hosiery and specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). Establishments primarily engaged in retailing new tennis shoes or sneakers are included in this industry. The merchandise is sold from fixed point-of-sale locations.

**Jewelry, Luggage, and Leather Goods Stores.** This industry group comprises establishments primarily engaged in retailing new jewelry (except costume jewelry); new silver and plated silverware; new watches and clocks; and new luggage with or without a general line of new leather goods and accessories, such as hats, gloves, handbags, ties, and belts. The merchandise is sold from fixed point-of-sale locations.

**Sporting Goods, Hobby, and Musical Instrument Stores.** Industries in the Sporting Goods, Hobby, Book, and Music Stores subsector are engaged in retailing and providing expertise on use of sporting equipment or other specific leisure activities,

such as games, toys, needlework, and musical instruments. Bookstores are also included in this subsector.

**Book, Periodical, and Music Stores.** This industry group comprises establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

**Department Stores.** This industry group comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel; furniture; appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments. This includes a variety of display equipment and staff trained to provide information on many lines of products.

**Other General Merchandise Stores.** This industry comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores, warehouse clubs, superstores, and supercenters). These establishments retail a general line of new merchandise, such as apparel, automotive parts, dry goods, hardware, groceries, housewares or home furnishings, and other lines in limited amounts, with none of the lines predominating.

**Florists and Misc. Store Retailers.** Industries in the Miscellaneous Store Retailers subsector retail merchandise from fixed point-of-sale locations (except new or used motor vehicles and parts; new furniture and home furnishings; new appliances and electronic products; new building materials and garden equipment and supplies; food and beverages; health and personal care goods; gasoline; new clothing and accessories; and new sporting goods, hobby goods, books, and music). Establishments in this subsector include stores with unique characteristics like florists, used merchandise stores, and pet and pet supply stores as well as other store retailers. Florists are primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

**Office Supplies, Stationary, and Gift Stores.** This industry group comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) retailing a combination of new office equipment, furniture, and supplies; (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers; and (4) retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations, and curios.

**Used Merchandise Stores.** This industry group comprises establishments primarily engaged in one or more of the following: (1) retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes); (2) retailing antique furniture and home furnishings, antique glassware, rare books and manuscripts, and other antique objects of art; and (3) retailing used merchandise, such as clothing, shoes, furniture, home furnishings, appliances, electronics, books (except rare), musical instruments, compact discs (CDs), tapes, records, lumber, and building materials.

**Other Miscellaneous Store Retailers.** This industry group comprises establishments primarily engaged in retailing new miscellaneous specialty store merchandise. Stores included are: pet and pet store supply stores, art dealers, manufactured home dealers, and others. Excluded are motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores;

building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery, and gift stores; and used merchandise stores.

**Electronic Shopping and Mail Order Houses (Non-store Retailers).** Industries in the Non-store Retailers subsector retail merchandise using methods, such as infomercials, direct-response advertising, paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls, and distribution through vending machines. Establishments in this subsector include mail-order houses, vending machine operators, home delivery sales, door-to-door sales, party plan sales, electronic shopping, and sales through portable stalls (e.g., street vendors, except food). Also included are establishments engaged in the direct sale (i.e., non-store) of products, such as home heating oil dealers and newspaper delivery service providers.

**Vending Machine Operators (Non-store Retailers).** This industry group comprises establishments primarily engaged in retailing merchandise through vending machines that they service.

**Direct Selling Establishments (Non-store Retailers).** This industry comprises establishments primarily engaged in retailing merchandise (except food for immediate consumption and fuel) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

**Full-Service Restaurants.** Industries in the Food Services and Drinking Places subsector prepare meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption. There is a wide range of establishments in these industries. Some provide food and drink only; while others provide various combinations of seating space, waiter/waitress services and incidental amenities, such as limited entertainment. The industries in the subsector are grouped based on the type and level of services provided. The industry groups are full-service restaurants; limited-service eating places; special food services, such as food service contractors, caterers, and mobile food services; and drinking places.

**Limited-Services Eating Places.** This industry group comprises establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order (i.e., per special request), bringing food to seated customers, or providing off-site delivery.

**Special Food Services.** This industry group comprises establishments primarily engaged in providing food services at one or more of the following locations: (1) the customer's location; (2) a location designated by the customer; or (3) from motorized vehicles or non-motorized carts.

**Bar/Drinking Places (Alcoholic Beverages).** This industry group comprises establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption.

<b>Source</b>	Bureau of Labor Statistics (BLS)
<b>Methodology</b>	The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).
<b>Release Date</b>	Original product release: April 2004

## Technical Data

Variable Name	Field Name	Field Type	Field Width	Field Decimals
Automotive Dealers	DE411??	Decimal	15	0
Other Motor Vehicle Dealers	DE412??	Decimal	15	0
Automotive Parts, Accessories, and Tire Stores	DE413??	Decimal	15	0
Furniture Stores	DE421??	Decimal	15	0
Home Furnishing Stores	DE422??	Decimal	15	0
Electronics and Appliance Stores	DE431??	Decimal	15	0
Building Material and Supplies Dealers	DE441??	Decimal	15	0
Lawn and Garden Equipment and Supplies Stores	DE442??	Decimal	15	0
Grocery Stores	DE451??	Decimal	15	0
Specialty Food Stores	DE452??	Decimal	15	0
Beer, Wine, and Liquor Stores	DE453??	Decimal	15	0
Health and Personal Care Stores	DE461??	Decimal	15	0
Gasoline Stations	DE471??	Decimal	15	0
Clothing Stores	DE481??	Decimal	15	0
Shoe Stores	DE482??	Decimal	15	0
Jewelry, Luggage, and Leather Goods Stores	DE483??	Decimal	15	0
Sporting Goods, Hobby, and Musical Instrument Stores	DE511??	Decimal	15	0
Book, Periodical, and Music Stores	DE512??	Decimal	15	0
Department Stores	DE521??	Decimal	15	0
Other General Merchandise Stores	DE529??	Decimal	15	0
Florists and Misc. Store Retailers	DE531??	Decimal	15	0
Office Supplies, Stationary, and Gift Stores	DE532??	Decimal	15	0
Used Merchandise Stores	DE533??	Decimal	15	0
Other Misc. Store Retailers	DE539??	Decimal	15	0
Electronic Shopping and Mail Order Houses	DE541??	Decimal	15	0
Vending Machine Operators (Non-store Retailers)	DE542??	Decimal	15	0
Direct Selling Establishments	DE543??	Decimal	15	0
Full-Service Restaurants	DE721??	Decimal	15	0
Limited-Service Eating Places	DE722??	Decimal	15	0
Special Food Services	DE723??	Decimal	15	0
Bar/Drinking Places (Alcoholic Beverages)	DE724??	Decimal	15	0

## **B.2. Prior Year Estimate (2010)**

<b>Definition</b>	See industry definitions in B.1.
<b>Source</b>	Bureau of Labor Statistics (BLS)
<b>Methodology</b>	The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).
<b>Release Date</b>	Original product release: April 2004
<b>Technical Data</b>	See technical data in B.1.

## **B.3. Prior Year Estimate (2009)**

<b>Definition</b>	See industry definitions in B.1.
<b>Source</b>	Bureau of Labor Statistics (BLS)
<b>Methodology</b>	The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).
<b>Release Date</b>	Original product release: April 2004
<b>Technical Data</b>	See technical data in B.1.

## **B.4. Prior Year Estimate (2008)**

<b>Definition</b>	See industry definitions in B.1.
<b>Source</b>	Bureau of Labor Statistics (BLS)
<b>Methodology</b>	The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).
<b>Release Date</b>	Original product release: April 2004
<b>Technical Data</b>	See technical data in B.1.

## C. Consumer Demand Data — By Major Product Lines

### C.1. Current Year Estimate (2011)

**Definition** The Consumer Price Index (CPI) for the following durable and nondurable consumer goods and services. The estimates of quantities purchased, or real spending, for most of the detailed Personal Consumption Expenditures (PCE) categories are prepared by deflation (e.g., deflating the price index). In this method, the quantities are calculated by dividing the current-dollar value of the component by an appropriate price index (with the reference-year value set to 100). For most PCE categories, the closest matching price index is a CPI or indexes. So the data for each of the 40 product lines listed below provide the CPI for that product line.

A measure of price changes in consumer goods and services. Personal consumption expenditures consist of the actual and imputed expenditures of households; the measure includes data pertaining to durables, non-durables and services. It is essentially a measure of goods and services targeted toward individuals and consumed by individuals.

**Source** Bureau of Labor Statistics (BLS)

**Methodology** The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).

**Release Date** Original product release: April 2004

#### Technical Data

Variable Name	Field Name	Field Type	Field Width	Field Decimals
Groceries and Other Food Items for Off Premises Consumption	DP100??	Decimal	15	0
Meats and Nonalcoholic Beverages for Immediate Consumption	DP120??	Decimal	15	
Alcoholic Drinks Served at the Establishment	DP130??	Decimal	15	0
Packaged Liquor, Wine, and Beer	DP140??	Decimal	15	0
Cigars, Cigarettes, Tobacco, and Smokers' Accessories	DP150??	Decimal	15	0
Drugs, Health Aids, Beauty Aids, including Cosmetics	DP160??	Decimal	15	0
Soaps, Detergents, and Household Cleaners	DP180??	Decimal	15	0
Paper and Related Products	DP190??	Decimal	15	0
Men's Wear	DP200??	Decimal	15	0
Women's, Juniors', and Misses' Wear	DP220??	Decimal	15	0
Children's Wear and Infants' and Toddlers' Clothing and Accessories	DP240??	Decimal	15	0
Footwear, including Accessories	DP260??	Decimal	15	0
Sewing, Knitting Materials, and Supplies	DP270??	Decimal	15	0
Curtains, Draperies, Slipcovers, Bed, and Table Coverings	DP280??	Decimal	15	0
Major Household Appliances	DP300??	Decimal	15	0
Small Electric Appliances	DP310??	Decimal	15	0
Televisions, Video Recorders, Video Cameras, DVDs, etc.	DP320??	Decimal	15	0
Audio Equipment and Musical Instruments and Related Materials	DP330??	Decimal	15	0
Furniture, Sleep Equipment, and Outdoor/Patio Furniture	DP340??	Decimal	15	0
Floor and Floor Coverings	DP360??	Decimal	15	0
Computer Hardware, Software, and Supplies, including Gaming	DP370??	Decimal	15	0
Kitchenware and Home Furnishings	DP380??	Decimal	15	0

Jewelry, including Watches	DP400??	Decimal	15	0
Books/Periodicals	DP420??	Decimal	15	0
Photographic Equipment and Supplies	DP440??	Decimal	15	0
Toys, Hobby Goods, and Games	DP460??	Decimal	15	0
Optical Goods, including Eyeglasses, Sunglasses, etc.	DP490??	Decimal	15	0
Sporting Goods, including Bicycles and Motor Sports Vehicles	DP500??	Decimal	15	0
Hardware, Tools, and Plumbing and Electrical Supplies	DP600??	Decimal	15	0
Lawn, Garden, and Farm Equipment and Supplies	DP620??	Decimal	15	0
Dimensional Lumber and Other Building/Structural Materials and Supplies	DP640??	Decimal	15	0
Paints and Sundries/Wallpaper and Other Flexible Wall coverings	DP670??	Decimal	15	0
Autos, Cars, Vans, Trucks, and Motorcycles	DP700??	Decimal	15	0
Automotive Fuels	DP720??	Decimal	15	0
Automotive Lubricants, including Oil, Greases, etc.	DP730??	Decimal	15	0
Automotive Tires, Tubes, Batteries, Parts, Accessories	DP740??	Decimal	15	0
Household Fuels, including Oil, LP gas, Wood, Coal	DP780??	Decimal	15	0
Pets, Pet Foods, and Pet Supplies	DP800??	Decimal	15	0
All Other Merchandise	DP850??	Decimal	15	0
Retailer Services	DP900??	Decimal	15	0

## **C.2. Prior Year Estimate (2010)**

<b>Definition</b>	See definition at C.1.
<b>Source</b>	Bureau of Labor Statistics (BLS)
<b>Methodology</b>	This historical consumer demand data by major product lines is derived from the BEA's Personal Consumption Expenditure survey (PCE).
<b>Release Date</b>	Original product release: April 2004
<b>Technical Data</b>	See technical data at C.1.

## **C.3. Prior Year Estimate (2009)**

<b>Definition</b>	See definitions at C.1.
<b>Source</b>	Bureau of Labor Statistics (BLS)
<b>Methodology</b>	This historical consumer demand data by major product lines is derived from the BEA's Personal Consumption Expenditure survey (PCE).
<b>Release Date</b>	Original product release: April 2004
<b>Technical Data</b>	See technical data at C.1.

## **C.4. Prior Year Estimate (2008)**

<b>Definition</b>	See definitions at C.1.
<b>Source</b>	Bureau of Labor Statistics (BLS)
<b>Methodology</b>	This historical consumer demand data by major product lines is derived from the BEA's Personal Consumption Expenditure survey (PCE).
<b>Release Date</b>	Original product release: April 2004
<b>Technical Data</b>	See technical data at C.1.

## D. Market Supply Data

### D.1. Establishment Type — Current Year Estimate

<b>Definition</b>	See definitions in B.1.
<b>Source</b>	U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau's Economic Census
<b>Methodology</b>	The market supply data is derived from annual retail sales and expenditures from the source data.
<b>Release Date</b>	Original product release: April 2004

#### Technical Data

Variable Name	Field Name	Field Type	Field Width	Field Decimals
Automotive Dealers	EE411??	Decimal	15	0
Other Motor Vehicle Dealers	EE412??	Decimal	15	0
Automotive Parts, Accessories, and Tire Stores	EE413??	Decimal	15	0
Furniture Stores	EE421??	Decimal	15	0
Home Furnishing Stores	EE422??	Decimal	15	0
Electronics and Appliance Stores	EE431??	Decimal	15	0
Building Material and Supplies Dealers	EE441??	Decimal	15	0
Lawn and Garden Equipment and Supplies Stores	EE442??	Decimal	15	0
Grocery Stores	EE451??	Decimal	15	0
Specialty Food Stores	EE452??	Decimal	15	0
Beer, Wine, and Liquor Stores	EE453??	Decimal	15	0
Health and Personal Care Stores	EE461??	Decimal	15	0
Gasoline Stations	EE471??	Decimal	15	0
Clothing Stores	EE481??	Decimal	15	0
Shoe Stores	EE482??	Decimal	15	0
Jewelry, Luggage, and Leather Goods Stores	EE483??	Decimal	15	0
Sporting Goods, Hobby, and Musical Instrument Stores	EE511??	Decimal	15	0
Book, Periodical, and Music Stores	EE512??	Decimal	15	0
Department Stores	EE521??	Decimal	15	0
Other General Merchandise Stores	EE529??	Decimal	15	0
Florists and Misc. Store Retailers	EE531??	Decimal	15	0
Office Supplies, Stationary, and Gift Stores	EE532??	Decimal	15	0
Used Merchandise Stores	EE533??	Decimal	15	0
Other Misc. Store Retailers	EE539??	Decimal	15	0
Electronic Shopping and Mail Order Houses	EE541??	Decimal	15	0
Vending Machine Operators (Non-store Retailers)	EE542??	Decimal	15	0
Direct Selling Establishments	EE543??	Decimal	15	0
Full-Service Restaurants	EE721??	Decimal	15	0
Limited-Service Eating Places	EE722??	Decimal	15	0
Special Food Services	EE723??	Decimal	15	0
Bar/Drinking Places (Alcoholic Beverages)	EE724??	Decimal	15	0

## D.2. Major Product Line — Current Year Estimate

<b>Definition</b>	See definition in C.1.
<b>Source</b>	Bureau of Labor Statistics (BLS)
<b>Methodology</b>	The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).
<b>Release Date</b>	Original product release: April 2004

### Technical Data

Variable Name	Field Name	Field Type	Field Width	Field Decimals
Groceries and Other Food Items for Off Premises Consumption	EP100??	Decimal	15	0
Meats and Nonalcoholic Beverages for Immediate Consumption	EP120??	Decimal	15	0
Alcoholic Drinks Served at the Establishment	EP130??	Decimal	15	0
Packaged Liquor, Wine, and Beer	EP140??	Decimal	15	0
Cigars, Cigarettes, Tobacco, and Smokers' Accessories	EP150??	Decimal	15	0
Drugs, Health Aids, Beauty Aids, including Cosmetics	EP160??	Decimal	15	0
Soaps, Detergents, and Household Cleaners	EP180??	Decimal	15	0
Paper and Related Products	EP190??	Decimal	15	0
Men's Wear	EP200??	Decimal	15	0
Women's, Juniors', and Misses' Wear	EP220??	Decimal	15	0
Children's Wear and Infants' and Toddlers' Clothing and Accessories	EP240??	Decimal	15	0
Footwear, including Accessories	EP260??	Decimal	15	0
Sewing, Knitting Materials, and Supplies	EP270??	Decimal	15	0
Curtains, Draperies, Slipcovers, Bed, and Table Coverings	EP280??	Decimal	15	0
Major Household Appliances	EP300??	Decimal	15	0
Small Electric Appliances	EP310??	Decimal	15	0
Televisions, Video Recorders, Video Cameras, DVDs, etc.	EP320??	Decimal	15	0
Audio Equipment and Musical Instruments and Related Materials	EP330??	Decimal	15	0
Furniture, Sleep Equipment, and Outdoor/Patio Furniture	EP340??	Decimal	15	0
Floor and Floor Coverings	EP360??	Decimal	15	0
Computer Hardware, Software, and Supplies, including Gaming	EP370??	Decimal	15	0
Kitchenware and Home Furnishings	EP380??	Decimal	15	0
Jewelry, including Watches	EP400??	Decimal	15	0
Books/Periodicals	EP420??	Decimal	15	0
Photographic Equipment and Supplies	EP440??	Decimal	15	0
Toys, Hobby Goods, and Games	EP460??	Decimal	15	0
Optical Goods, including Eyeglasses, Sunglasses, etc.	EP490??	Decimal	15	0
Sporting Goods, including Bicycles and Motor Sports Vehicles	EP500??	Decimal	15	0
Hardware, Tools, and Plumbing and Electrical Supplies	EP600??	Decimal	15	0
Lawn, Garden, and Farm Equipment and Supplies	EP620??	Decimal	15	0
Dimensional Lumber and Other Building/Structural Materials and Supplies	EP640??	Decimal	15	0
Paints and Sundries/Wallpaper and Other Flexible Wall coverings	EP670??	Decimal	15	0
Autos, Cars, Vans, Trucks, and	EP700??	Decimal	15	0

Motorcycles				
Automotive Fuels	EP720??	Decimal	15	0
Automotive Lubricants, including Oil, Greases, etc.	EP730??	Decimal	15	0
Automotive Tires, Tubes, Batteries, Parts, Accessories	EP740??	Decimal	15	0
Household Fuels, including Oil, LP gas, Wood, Coal	EP780??	Decimal	15	0
Pets, Pet Foods, and Pet Supplies	EP800??	Decimal	15	0
All Other Merchandise	EP850??	Decimal	15	0
Retailer Services	EP900??	Decimal	15	0

## E. Supporting Demographics — January 2011

- Definition** Supplemental demographic data provided by STI: PopStats and STI: WorkPlace including:
- Population Estimate.** The current quarterly U.S. population estimate. The estimated household population is added to the group quarter estimated population.
- Household Estimate.** Defines the estimated number of single- and multi-person households. A household includes all the people who occupy a housing unit as their usual place of residence. A housing unit is a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied (or if vacant, is intended for occupancy) as separate living quarters.
- Population in Households Estimate.** The population estimate from STI: PopStats less the Group Quarters estimates from STI: PopStats.
- Group Quarters Estimate.** A collection of unrelated people where no one individual can claim “head of household,” such as college students and military personnel. Generally speaking, group quarter data can be divided into three categories: colleges, military bases, and institutions (state homes, hospitals, and prisons).
- WorkPlace Establishments Estimate.** The estimated total number of businesses and establishments in an area, based on estimated averages for each area.
- WorkPlace Employees Estimate.** The estimated total number of employees in an area, based on estimated averages for each area.

**Source** STI: PopStats and STI: WorkPlace

**Methodology** See STI: PopStats and STI: WorkPlace data dictionaries.

**Release Date** Original product release: April 2004

### Technical Data

Variable Name	Field Name	Field Type	Field Width	Field Decimals
Population Estimate	Q001??1	15	15	0
Household Estimate	Q015??1	15	15	0
Population in Households Estimate	Q016??1	15	15	0
Group Quarters Estimate	Q037??1	15	15	0
WorkPlace Establishments Estimate	W015??1	15	15	0
WorkPlace Employees Estimate	W016??1	15	15	0