

PCensus Sample Report  
STI Market Outlook  
Source: 2010 Synergos Technologies, Inc.

STI: Market Outlook Opportunity Gap Report By Establishment Type	San Francisco County, CA		
	2009 Consumer Demand	2009 Market Supply	Opportunity Gap Surplus/ Shortage
<b>Total Consumer Demand and Market Supply by Establishment Type</b>	\$ 13,872,461,049	\$ 14,635,904,413	\$ -763,443,364
<b>Motor Vehicle and Parts Dealers</b>	\$ 2,546,634,754	\$ 839,222,659	\$ 1,707,412,095
Automobile dealers	\$ 2,103,147,392	\$ 670,357,395	\$ 1,432,789,997
Other Motor Vehicle Dealers	\$ 209,474,949	\$ 58,350,919	\$ 151,124,030
Automotive Parts, Accessories, & Tire Stores	\$ 234,012,413	\$ 110,514,345	\$ 123,498,068
<b>Furniture and Home Furnishings Stores</b>	\$ 320,808,155	\$ 371,821,049	\$ -51,012,894
Furniture Stores	\$ 182,377,304	\$ 209,496,257	\$ -27,118,953
Home Furnishings Stores	\$ 138,430,851	\$ 162,324,792	\$ -23,893,941
<b>Electronics &amp; Appliance Stores</b>	\$ 338,137,112	\$ 201,264,429	\$ 136,872,683
<b>Building Material and Garden Equipment Stores</b>	\$ 893,458,053	\$ 562,199,259	\$ 331,258,794
Building Material & Supplies Dealers	\$ 787,185,702	\$ 523,943,643	\$ 263,242,059
Lawn & Garden Equipment & Supplies Stores	\$ 106,272,351	\$ 38,255,616	\$ 68,016,735
<b>Food and Beverage Stores</b>	\$ 1,483,630,396	\$ 1,270,806,596	\$ 212,823,800
Grocery Stores	\$ 1,286,143,165	\$ 983,010,250	\$ 303,132,915
Specialty Food Stores	\$ 83,210,040	\$ 108,042,850	\$ -24,832,810
Beer, Wine & Liquor Stores	\$ 114,277,191	\$ 179,753,496	\$ -65,476,305
<b>Health &amp; Personal Care Stores</b>	\$ 750,123,384	\$ 909,037,367	\$ -158,913,983
<b>Gasoline Stations</b>	\$ 1,515,379,762	\$ 851,872,416	\$ 663,507,346
<b>Clothing &amp; Clothing Accessories Stores</b>	\$ 853,146,320	\$ 2,067,481,632	\$ -1,214,335,312
Clothing Stores	\$ 667,251,611	\$ 1,698,595,988	\$ -1,031,344,377
Shoe Stores	\$ 93,832,002	\$ 160,983,350	\$ -67,151,348
Jewelry, Luggage & Leather Goods Stores	\$ 92,062,707	\$ 207,902,294	\$ -115,839,587
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$ 281,522,526	\$ 347,848,803	\$ -66,326,277
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 182,770,228	\$ 170,505,225	\$ 12,265,003
Book, Periodical & Music Stores	\$ 98,752,298	\$ 177,343,578	\$ -78,591,280
<b>General Merchandise Stores</b>	\$ 2,050,773,766	\$ 1,433,155,240	\$ 617,618,526
Department Stores	\$ 448,679,707	\$ 369,814,371	\$ 78,865,336
Other General Merchandise Stores	\$ 1,602,094,059	\$ 1,063,340,869	\$ 538,753,190
<b>Miscellaneous Store Retailers</b>	\$ 329,814,273	\$ 566,231,887	\$ -236,417,614
Florists and Miscellaneous Store Retailers	\$ 24,871,589	\$ 36,029,516	\$ -11,157,927
Office Supplies, Stationery & Gift Stores	\$ 116,530,879	\$ 104,338,361	\$ 12,192,518
Used Merchandise Stores	\$ 36,528,661	\$ 81,809,901	\$ -45,281,240
Other miscellaneous store retailers	\$ 151,883,144	\$ 344,054,109	\$ -192,170,965
<b>Non-Store Retailers</b>	\$ 918,760,363	\$ 3,037,687,910	\$ -2,118,927,547
Vending machine operators (Nonstore retailers)	\$ 92,152,297	\$ 8,033,228	\$ 84,119,069
Direct Selling Establishments	\$ 130,494,839	\$ 239,297,333	\$ -108,802,494
Electronic Shopping & Mail-Order Houses	\$ 696,113,227	\$ 2,790,357,349	\$ -2,094,244,122
<b>Foodservice and Drinking Places</b>	\$ 1,590,272,185	\$ 2,177,275,166	\$ -587,002,981
Full-Service Restaurants	\$ 729,071,621	\$ 989,168,541	\$ -260,096,920
Limited-Service Eating Places	\$ 633,909,961	\$ 627,197,034	\$ 6,712,927

PCensus Sample Report  
 STI Market Outlook  
 Source: 2010 Synergos Technologies, Inc.

<b>STI: Market Outlook Opportunity Gap Report By Establishment Type</b>	<b>San Francisco County, CA</b>		
	2009 Consumer Demand	2009 Market Supply	Opportunity Gap Surplus/ Shortage
Special Food Services	\$ 156,083,164	\$ 372,325,203	\$ -216,242,039
Bars/Drinking Places (Alcoholic Beverages)	\$ 71,207,439	\$ 188,584,388	\$ -117,376,949

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<b>STI: Market Outlook                      Opportunity Gap Report                      By Establishment Type</b>	<b>San Francisco County, CA</b>		
	2009 Consumer Demand	2009 Market Supply	Opportunity Gap Surplus/ Shortage
<p>The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.</p>			

PCensus Sample Report  
STI Market Outlook  
Source: 2010 Synergos Technologies, Inc.

STI: Market Outlook Opportunity Gap Report By Major Product Line	San Francisco County, CA		
	2009 Consumer Demand	2009 Market Supply	Opportunity Gap Surplus/ Shortage
<b>Total Consumer Demand and Market Supply by Major Product Line</b>	\$ 13,872,461,032	\$ 14,635,904,324	\$ -763,443,292
Groceries & Other Food Items	\$ 2,189,407,103	\$ 1,559,022,202	\$ 630,384,901
Meals & Non-Alcoholic Beverages	\$ 1,328,232,765	\$ 1,751,338,083	\$ -423,105,318
Alcoholic Drinks	\$ 352,395,428	\$ 471,159,971	\$ -118,764,543
Packaged Liquor, Wine, & Beer	\$ 218,400,473	\$ 236,608,156	\$ -18,207,683
Cigars, Cigarettes, Tobacco & Accessories	\$ 251,614,337	\$ 184,222,297	\$ 67,392,040
Drugs, Health Aids, Beauty Aids, Incl. Cosmetics	\$ 1,142,726,920	\$ 1,658,553,297	\$ -515,826,377
Soaps, Detergents, & Household Cleaners	\$ 72,243,261	\$ 62,433,364	\$ 9,809,897
Paper & Related Products	\$ 73,215,690	\$ 75,707,607	\$ -2,491,917
Men's Wear	\$ 219,432,686	\$ 500,366,897	\$ -280,934,211
Women's, Juniors' and Misses' Wear	\$ 504,499,066	\$ 1,173,602,767	\$ -669,103,701
Children's Wear	\$ 104,076,603	\$ 247,548,705	\$ -143,472,102
Footwear Including Accessories	\$ 183,457,191	\$ 341,817,039	\$ -158,359,848
Sewing, Knitting and Needlework Goods	\$ 10,201,529	\$ 18,075,907	\$ -7,874,378
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 65,721,681	\$ 131,212,573	\$ -65,490,892
Major Household Appliances	\$ 50,926,194	\$ 61,135,669	\$ -10,209,475
Small Electric Appliances	\$ 18,141,598	\$ 29,516,082	\$ -11,374,484
Televisions, Video Recorders, Video Cameras etc.	\$ 73,726,488	\$ 93,580,104	\$ -19,853,616
Audio Equipment & Musical Instruments	\$ 77,657,414	\$ 131,513,415	\$ -53,856,001
Furniture, Sleep Equipment & Outdoor Furniture	\$ 344,603,883	\$ 432,075,961	\$ -87,472,078
Flooring & Floor Coverings	\$ 109,528,424	\$ 110,692,716	\$ -1,164,292
Computer Hardware, Software, & Supplies	\$ 267,568,117	\$ 371,517,532	\$ -103,949,415
Kitchenware & Home Furnishings	\$ 165,451,568	\$ 316,581,717	\$ -151,130,149
Jewelry Including Watches	\$ 133,865,191	\$ 316,619,403	\$ -182,754,212
Books & Periodicals	\$ 88,853,888	\$ 149,499,524	\$ -60,645,636
Photographic Equipment & Supplies	\$ 14,364,468	\$ 17,810,705	\$ -3,446,237
Toys, Hobby Goods, & Games	\$ 68,165,167	\$ 123,523,528	\$ -55,358,361
Optical Goods	\$ 46,703,733	\$ 53,934,081	\$ -7,230,348
Sporting Goods	\$ 179,756,291	\$ 187,562,046	\$ -7,805,755
Hardware, Tools, Plumbing & Electrical	\$ 224,173,598	\$ 181,078,727	\$ 43,094,871
Lawn, Garden, & Farm Equipment & Supplies	\$ 231,010,301	\$ 188,401,080	\$ 42,609,221
Dimensional Lumber & Other Building Materials	\$ 344,432,488	\$ 228,895,958	\$ 115,536,530
Paint & Sundries	\$ 61,606,218	\$ 42,475,366	\$ 19,130,852
Autos, Cars, Vans, Trucks & Motorcycles	\$ 1,830,001,586	\$ 645,680,900	\$ 1,184,320,686
Automotive Fuels	\$ 1,358,095,296	\$ 748,934,104	\$ 609,161,192
Automotive Lubricants Including Oil, Greases, etc.	\$ 21,805,509	\$ 13,533,882	\$ 8,271,627
Automotive Tires, Tubes, Batteries, Parts & Accessories	\$ 369,722,162	\$ 289,681,214	\$ 80,040,948
Household Fuels Incl. Oil, LP Gas, Wood, Coal	\$ 68,490,646	\$ 122,678,313	\$ -54,187,667
Pets, Pet Foods & Pet Supplies	\$ 80,102,291	\$ 120,645,210	\$ -40,542,919
All Other Merchandise	\$ 496,365,688	\$ 949,592,111	\$ -453,226,423
Retailer Services	\$ 431,718,092	\$ 297,076,111	\$ 134,641,981

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	2009 Consumer Demand	2009 Market Supply	Opportunity Gap Surplus/ Shortage
<p>The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.</p>			

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STI: Market Outlook Consumer Demand By Establishment Type	San Francisco County, CA
<b>2009 Consumer Demand by Establishment Type</b>	
Automobile Dealers	\$ 2,103,147,392
Other Motor Vehicle Dealers	\$ 209,474,949
Automotive Parts, Accessories, & Tire Stores	\$ 234,012,413
Furniture Stores	\$ 182,377,304
Home Furnishings Stores	\$ 138,430,851
Electronics & Appliance Stores	\$ 338,137,112
Building Material & Supplies Dealers	\$ 787,185,702
Lawn & Garden Equipment & Supplies Stores	\$ 106,272,351
Grocery Stores	\$ 1,286,143,165
Specialty Food Stores	\$ 83,210,040
Beer, Wine & Liquor Stores	\$ 114,277,191
Health & Personal Care Stores	\$ 750,123,384
Gasoline Stations	\$ 1,515,379,762
Clothing Stores	\$ 667,251,611
Shoe Stores	\$ 93,832,002
Jewelry, Luggage & Leather Goods Stores	\$ 92,062,707
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 182,770,228
Book, Periodical & Music Stores	\$ 98,752,298
Department Stores	\$ 448,679,707
Other General Merchandise Stores	\$ 1,602,094,059
Florists and Miscellaneous Store Retailers	\$ 24,871,589
Office Supplies, Stationery & Gift Stores	\$ 116,530,879
Used Merchandise Stores	\$ 36,528,661
Other miscellaneous store retailers	\$ 151,883,144
Electronic Shopping & Mail-Order Houses	\$ 696,113,227
Vending Machine Operators (Nonstore Retailers)	\$ 92,152,297
Direct Selling Establishments	\$ 130,494,839
Full-Service Restaurants	\$ 729,071,621
Limited-Service Eating Places	\$ 633,909,961
Special Food Services	\$ 156,083,164
Bars/Drinking Places (Alcoholic Beverages)	\$ 71,207,439
<b>2008 Consumer Demand by Establishment Type</b>	
Automobile Dealers	\$ 2,370,051,997
Other Motor Vehicle Dealers	\$ 208,475,277
Automotive Parts, Accessories, & Tire Stores	\$ 219,701,567
Furniture Stores	\$ 191,118,929
Home Furnishings Stores	\$ 147,092,111
Electronics & Appliance Stores	\$ 330,644,655
Building Material & Supplies Dealers	\$ 806,589,218
Lawn & Garden Equipment & Supplies Stores	\$ 86,958,301
Grocery Stores	\$ 1,181,771,995
Specialty Food Stores	\$ 81,544,779
Beer, Wine & Liquor Stores	\$ 104,383,016
Health & Personal Care Stores	\$ 694,965,807
Gasoline Stations	\$ 1,333,177,374
Clothing Stores	\$ 650,338,429
Shoe Stores	\$ 88,528,459
Jewelry, Luggage & Leather Goods Stores	\$ 93,207,653
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 166,655,232
Book, Periodical & Music Stores	\$ 98,221,881
Department Stores	\$ 451,697,791
Other General Merchandise Stores	\$ 1,428,544,121
Florists and Miscellaneous Store Retailers	\$ 22,929,063
Office Supplies, Stationery & Gift Stores	\$ 118,200,162
Used Merchandise Stores	\$ 33,220,528
Other miscellaneous store retailers	\$ 140,977,499
Electronic Shopping & Mail-Order Houses	\$ 657,973,244
Vending Machine Operators (Nonstore Retailers)	\$ 92,690,929
Direct Selling Establishments	\$ 113,443,303

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<b>STI: Market Outlook Consumer Demand By Establishment Type</b>	<b>San Francisco County, CA</b>
Full-Service Restaurants	\$ 685,927,917
Limited-Service Eating Places	\$ 604,713,931
Special Food Services	\$ 142,841,391
Bars/Drinking Places (Alcoholic Beverages)	\$ 64,219,084

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<b>2007 Consumer Demand by Establishment Type</b>	
Automobile Dealers	\$ 2,298,181,785
Other Motor Vehicle Dealers	\$ 198,431,328
Automotive Parts, Accessories, & Tire Stores	\$ 207,882,054
Furniture Stores	\$ 188,721,937
Home Furnishings Stores	\$ 145,833,869
Electronics & Appliance Stores	\$ 320,647,088
Building Material & Supplies Dealers	\$ 822,974,788
Lawn & Garden Equipment & Supplies Stores	\$ 78,112,444
Grocery Stores	\$ 1,102,584,477
Specialty Food Stores	\$ 74,878,968
Beer, Wine & Liquor Stores	\$ 95,529,276
Health & Personal Care Stores	\$ 641,888,446
Gasoline Stations	\$ 1,218,553,708
Clothing Stores	\$ 606,782,103
Shoe Stores	\$ 85,971,486
Jewelry, Luggage & Leather Goods Stores	\$ 92,504,288
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 155,179,010
Book, Periodical & Music Stores	\$ 97,451,543
Department Stores	\$ 449,839,465
Other General Merchandise Stores	\$ 1,288,516,663
Florists and Miscellaneous Store Retailers	\$ 21,791,763
Office Supplies, Stationery & Gift Stores	\$ 115,587,169
Used Merchandise Stores	\$ 30,394,498
Other miscellaneous store retailers	\$ 133,376,202
Electronic Shopping & Mail-Order Houses	\$ 597,833,049
Vending Machine Operators (Nonstore Retailers)	\$ 87,922,950
Direct Selling Establishments	\$ 102,581,876
Full-Service Restaurants	\$ 653,480,388
Limited-Service Eating Places	\$ 573,555,254
Special Food Services	\$ 131,220,550
Bars/Drinking Places (Alcoholic Beverages)	\$ 61,556,594

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STI: Market Outlook Consumer Demand By Major Product Line	San Francisco County, CA
<b>2009 Consumer Demand by Major Product Line</b>	
Groceries & Other Food Items	\$ 2,189,407,103
Meals & Non-Alcoholic Beverages	\$ 1,328,232,765
Alcoholic Drinks	\$ 352,395,428
Packaged Liquor, Wine, & Beer	\$ 218,400,473
Cigars, Cigarettes, Tobacco & Accessories	\$ 251,614,337
Drugs, Health Aids, Beauty Aids, Incl. Cosmetics	\$ 1,142,726,920
Soaps, Detergents, & Household Cleaners	\$ 72,243,261
Paper & Related Products	\$ 73,215,690
Men's Wear	\$ 219,432,686
Women's, Juniors' and Misses' Wear	\$ 504,499,066
Children's Wear	\$ 104,076,603
Footwear Including Accessories	\$ 183,457,191
Sewing, Knitting and Needlework Goods	\$ 10,201,529
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 65,721,681
Major Household Appliances	\$ 50,926,194
Small Electric Appliances	\$ 18,141,598
Televisions, Video Recorders, Video Cameras etc.	\$ 73,726,488
Audio Equipment & Musical Instruments	\$ 77,657,414
Furniture, Sleep Equipment & Outdoor Furniture	\$ 344,603,883
Flooring & Floor Coverings	\$ 109,528,424
Computer Hardware, Software, & Supplies	\$ 267,568,117
Kitchenware & Home Furnishings	\$ 165,451,568
Jewelry Including Watches	\$ 133,865,191
Books & Periodicals	\$ 88,853,888
Photographic Equipment & Supplies	\$ 14,364,468
Toys, Hobby Goods, & Games	\$ 68,165,167
Optical Goods	\$ 46,703,733
Sporting Goods	\$ 179,756,291
Hardware, Tools, Plumbing & Electrical	\$ 224,173,598
Lawn, Garden, & Farm Equipment & Supplies	\$ 231,010,301
Dimensional Lumber & Other Building Materials	\$ 344,432,488
Paint & Sundries	\$ 61,606,218
Autos, Cars, Vans, Trucks & Motorcycles	\$ 1,830,001,586
Automotive Fuels	\$ 1,358,095,296
Automotive Lubricants Including Oil, Greases, etc.	\$ 21,805,509
Automotive Tires, Tubes, Batteries, Parts & Accessories	\$ 369,722,162
Household Fuels Incl. Oil, LP Gas, Wood, Coal	\$ 68,490,646
Pets, Pet Foods & Pet Supplies	\$ 80,102,291
All Other Merchandise	\$ 496,365,688
Retailer Services	\$ 431,718,092

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STI: Market Outlook Consumer Demand By Major Product Line	San Francisco County, CA
<b>2008 Consumer Demand by Major Product Line</b>	
Groceries & Other Food Items	\$ 1,989,964,416
Meals & Non-Alcoholic Beverages	\$ 1,257,134,293
Alcoholic Drinks	\$ 326,515,441
Packaged Liquor, Wine, & Beer	\$ 197,774,012
Cigars, Cigarettes, Tobacco & Accessories	\$ 223,584,275
Drugs, Health Aids, Beauty Aids, Incl. Cosmetics	\$ 1,059,302,004
Soaps, Detergents, & Household Cleaners	\$ 66,966,657
Paper & Related Products	\$ 66,476,638
Men's Wear	\$ 212,424,126
Women's, Juniors' and Misses' Wear	\$ 492,201,223
Children's Wear	\$ 104,815,458
Footwear Including Accessories	\$ 173,699,372
Sewing, Knitting and Needlework Goods	\$ 9,432,706
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 65,866,236
Major Household Appliances	\$ 54,815,836
Small Electric Appliances	\$ 17,580,028
Televisions, Video Recorders, Video Cameras etc.	\$ 63,734,263
Audio Equipment & Musical Instruments	\$ 74,660,956
Furniture, Sleep Equipment & Outdoor Furniture	\$ 355,312,330
Flooring & Floor Coverings	\$ 117,813,251
Computer Hardware, Software, & Supplies	\$ 263,979,603
Kitchenware & Home Furnishings	\$ 166,087,511
Jewelry Including Watches	\$ 133,814,039
Books & Periodicals	\$ 87,530,986
Photographic Equipment & Supplies	\$ 13,603,110
Toys, Hobby Goods, & Games	\$ 61,937,874
Optical Goods	\$ 42,039,817
Sporting Goods	\$ 163,631,745
Hardware, Tools, Plumbing & Electrical	\$ 227,330,229
Lawn, Garden, & Farm Equipment & Supplies	\$ 199,440,991
Dimensional Lumber & Other Building Materials	\$ 359,514,520
Paint & Sundries	\$ 64,001,806
Autos, Cars, Vans, Trucks & Motorcycles	\$ 2,090,805,204
Automotive Fuels	\$ 1,187,679,583
Automotive Lubricants Including Oil, Greases, etc.	\$ 20,603,787
Automotive Tires, Tubes, Batteries, Parts & Accessories	\$ 355,125,025
Household Fuels Incl. Oil, LP Gas, Wood, Coal	\$ 57,667,732
Pets, Pet Foods & Pet Supplies	\$ 71,640,083
All Other Merchandise	\$ 463,060,217
Retailer Services	\$ 451,238,292

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<b>2007 Consumer Demand by Major Product Line</b>	
Groceries & Other Food Items	\$ 1,828,348,436
Meals & Non-Alcoholic Beverages	\$ 1,186,688,952
Alcoholic Drinks	\$ 314,478,679
Packaged Liquor, Wine, & Beer	\$ 179,874,763
Cigars, Cigarettes, Tobacco & Accessories	\$ 203,804,919
Drugs, Health Aids, Beauty Aids, Incl. Cosmetics	\$ 972,191,776
Soaps, Detergents, & Household Cleaners	\$ 61,418,087
Paper & Related Products	\$ 60,936,916
Men's Wear	\$ 200,218,199
Women's, Juniors' and Misses' Wear	\$ 462,768,589
Children's Wear	\$ 98,404,570
Footwear Including Accessories	\$ 166,502,834
Sewing, Knitting and Needlework Goods	\$ 8,547,079
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 63,872,070
Major Household Appliances	\$ 52,528,534
Small Electric Appliances	\$ 16,537,344
Televisions, Video Recorders, Video Cameras etc.	\$ 60,236,072
Audio Equipment & Musical Instruments	\$ 73,184,622
Furniture, Sleep Equipment & Outdoor Furniture	\$ 347,754,689
Flooring & Floor Coverings	\$ 120,202,755
Computer Hardware, Software, & Supplies	\$ 251,474,801
Kitchenware & Home Furnishings	\$ 157,836,277
Jewelry Including Watches	\$ 132,284,962
Books & Periodicals	\$ 85,189,904
Photographic Equipment & Supplies	\$ 13,109,795
Toys, Hobby Goods, & Games	\$ 58,447,737
Optical Goods	\$ 38,521,233
Sporting Goods	\$ 152,676,842
Hardware, Tools, Plumbing & Electrical	\$ 233,115,053
Lawn, Garden, & Farm Equipment & Supplies	\$ 185,589,742
Dimensional Lumber & Other Building Materials	\$ 371,917,778
Paint & Sundries	\$ 65,922,627
Autos, Cars, Vans, Trucks & Motorcycles	\$ 2,033,068,030
Automotive Fuels	\$ 1,083,101,213
Automotive Lubricants Including Oil, Greases, etc.	\$ 19,487,519
Automotive Tires, Tubes, Batteries, Parts & Accessories	\$ 334,894,985
Household Fuels Incl. Oil, LP Gas, Wood, Coal	\$ 51,675,859
Pets, Pet Foods & Pet Supplies	\$ 68,690,115
All Other Merchandise	\$ 434,166,560
Retailer Services	\$ 430,094,026

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STI: Market Outlook Market Supply By Establishment Type	San Francisco County, CA
<b>Total Market Supply by Establishment Type</b>	\$ 14,635,904,413
<b>Motor Vehicle and Parts Dealers</b>	\$ 839,222,659
Automobile dealers	\$ 670,357,395
Other Motor Vehicle Dealers	\$ 58,350,919
Automotive Parts, Accessories, & Tire Stores	\$ 110,514,345
<b>Furniture and Home Furnishings Stores</b>	\$ 371,821,049
Furniture Stores	\$ 209,496,257
Home Furnishings Stores	\$ 162,324,792
<b>Electronics &amp; Appliance Stores</b>	\$ 201,264,429
<b>Building Material and Garden Equipment Stores</b>	\$ 562,199,259
Building Material & Supplies Dealers	\$ 523,943,643
Lawn & Garden Equipment & Supplies Stores	\$ 38,255,616
<b>Food and Beverage Stores</b>	\$ 1,270,806,596
Grocery Stores	\$ 983,010,250
Specialty Food Stores	\$ 108,042,850
Beer, Wine & Liquor Stores	\$ 179,753,496
<b>Health &amp; Personal Care Stores</b>	\$ 909,037,367
<b>Gasoline Stations</b>	\$ 851,872,416
<b>Clothing &amp; Clothing Accessories Stores</b>	\$ 2,067,481,632
Clothing Stores	\$ 1,698,595,988
Shoe Stores	\$ 160,983,350
Jewelry, Luggage & Leather Goods Stores	\$ 207,902,294
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$ 347,848,803
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 170,505,225
Book, Periodical & Music Stores	\$ 177,343,578
<b>General Merchandise Stores</b>	\$ 1,433,155,240
Department Stores	\$ 369,814,371
Other General Merchandise Stores	\$ 1,063,340,869
<b>Miscellaneous Store Retailers</b>	\$ 566,231,887
Florists and Miscellaneous Store Retailers	\$ 36,029,516
Office Supplies, Stationery & Gift Stores	\$ 104,338,361
Used Merchandise Stores	\$ 81,809,901
Other miscellaneous store retailers	\$ 344,054,109
<b>Non-Store Retailers</b>	\$ 3,037,687,910
Vending machine operators (Nonstore retailers)	\$ 8,033,228
Direct Selling Establishments	\$ 239,297,333
Electronic Shopping & Mail-Order Houses	\$ 2,790,357,349
<b>Foodservice and Drinking Places</b>	\$ 2,177,275,166
Full-Service Restaurants	\$ 989,168,541
Limited-Service Eating Places	\$ 627,197,034
Special Food Services	\$ 372,325,203
Bars/Drinking Places (Alcoholic Beverages)	\$ 188,584,388

PCensus Sample Report  
STI Market Outlook  
Source: 2010 Synergos Technologies, Inc.

STI: Market Outlook Market Supply By Major Product Line	San Francisco County, CA
<b>Total Market Supply by Major Product Line</b>	\$ 14,635,904,324
Groceries & Other Food Items	\$ 1,559,022,202
Meals & Non-Alcoholic Beverages	\$ 1,751,338,083
Alcoholic Drinks	\$ 471,159,971
Packaged Liquor, Wine, & Beer	\$ 236,608,156
Cigars, Cigarettes, Tobacco & Accessories	\$ 184,222,297
Drugs, Health Aids, Beauty Aids, Incl. Cosmetics	\$ 1,658,553,297
Soaps, Detergents, & Household Cleaners	\$ 62,433,364
Paper & Related Products	\$ 75,707,607
Men's Wear	\$ 500,366,897
Women's, Juniors' and Misses' Wear	\$ 1,173,602,767
Children's Wear	\$ 247,548,705
Footwear Including Accessories	\$ 341,817,039
Sewing, Knitting and Needlework Goods	\$ 18,075,907
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 131,212,573
Major Household Appliances	\$ 61,135,669
Small Electric Appliances	\$ 29,516,082
Televisions, Video Recorders, Video Cameras etc.	\$ 93,580,104
Audio Equipment & Musical Instruments	\$ 131,513,415
Furniture, Sleep Equipment & Outdoor Furniture	\$ 432,075,961
Flooring & Floor Coverings	\$ 110,692,716
Computer Hardware, Software, & Supplies	\$ 371,517,532
Kitchenware & Home Furnishings	\$ 316,581,717
Jewelry Including Watches	\$ 316,619,403
Books & Periodicals	\$ 149,499,524
Photographic Equipment & Supplies	\$ 17,810,705
Toys, Hobby Goods, & Games	\$ 123,523,528
Optical Goods	\$ 53,934,081
Sporting Goods	\$ 187,562,046
Hardware, Tools, Plumbing & Electrical	\$ 181,078,727
Lawn, Garden, & Farm Equipment & Supplies	\$ 188,401,080
Dimensional Lumber & Other Building Materials	\$ 228,895,958
Paint & Sundries	\$ 42,475,366
Autos, Cars, Vans, Trucks & Motorcycles	\$ 645,680,900
Automotive Fuels	\$ 748,934,104
Automotive Lubricants Including Oil, Greases, etc.	\$ 13,533,882
Automotive Tires, Tubes, Batteries, Parts & Accessories	\$ 289,681,214
Household Fuels Incl. Oil, LP Gas, Wood, Coal	\$ 122,678,313
Pets, Pet Foods & Pet Supplies	\$ 120,645,210
All Other Merchandise	\$ 949,592,111
Retailer Services	\$ 297,076,111