

STI: PopStats™

Quarterly Updated Population
Estimates



FIELD-TESTED ACCURACY

STI: PopStats™ uses a unique and proprietary methodology that delivers the most dependable, field-tested population counts in the industry. STI: PopStats™ delivers an estimates within .001% to the 2010 Census National figure.



LEADING-EDGE INNOVATION

With 1300+ variables and counting, STI: PopStats™ expands into new demographic territory with each quarterly release. Growth is fueled by clients' real-world research needs.



ECONOMIC FOCUS

STI: PopStats™'s variables like GDP, economic vitality, and discretionary income can easily illustrate where markets that are growing in population may not show a matching growth in their economy.



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 LICENSURE

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.



STI: PopStats™ in Action

Example Neighborhood

Mueller - Austin, Texas - Block group: 484530003061


 Population **6,538** →
 
 Forecast **7,938** =
 21% Growth

32
Average Age



Primary Religion
Catholic



GDP
x1000
\$592,601



Discretionary Income (avg.)
\$68,792



Mortgage Risk
(Home value/income)
2.89



Average Rent
\$1,681



Household Income (avg.)
\$129,396



Employees
2,370



Home Value

	19Q2	19Q3	19Q4	20Q1	20Q2	20Q3	Current Quarter
Home Value	\$568,627	\$576,366	\$629,101	\$633,421	\$587,252	\$596,708	\$640,235



Economic Vitality

Economic Vitality	+11.72%	+4.23%	-2.35%	+8.02%	-26.26%	+23.83%	+3.72%
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Create more accurate trending models with STI: PopStats™'s 8 quarters of history for 9 different variables.



Contact Us

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