



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
<b>Total Variable Count = 4,656</b>	<b>Total Table Count = 21</b>
<b>Automobiles &amp; Automotive Products Market Potential</b>	
MP01001h_B	2018 Household owns or leases any vehicle
MP01001h_I	2018 Household owns or leases any vehicle: Index
MP01002h_B	2018 Household owns or leases 1 vehicle
MP01002h_I	2018 Household owns or leases 1 vehicle: Index
MP01003h_B	2018 Household owns or leases 2 vehicles
MP01003h_I	2018 Household owns or leases 2 vehicles: Index
MP01004h_B	2018 Household owns or leases 3+ vehicles
MP01004h_I	2018 Household owns or leases 3+ vehicles: Index
MP01005h_B	2018 Household owns or leases any domestic vehicle
MP01005h_I	2018 Household owns or leases any domestic vehicle: Index
MP01006h_B	2018 Household owns or leases any imported vehicle
MP01006h_I	2018 Household owns or leases any imported vehicle: Index
MP01007h_B	2018 Household owns or leases convertible
MP01007h_I	2018 Household owns or leases convertible: Index
MP01008h_B	2018 Household owns or leases 2 door coupe or sports coupe
MP01008h_I	2018 Household owns or leases 2 door coupe or sports coupe: Index
MP01009h_B	2018 Household owns or leases sedan or hard top or 4 door vehicle
MP01009h_I	2018 Household owns or leases sedan or hard top or 4 door vehicle: Index
MP01010h_B	2018 Household owns or leases sedan or hard top or 2 door vehicle
MP01010h_I	2018 Household owns or leases sedan or hard top or 2 door vehicle: Index
MP01011h_B	2018 Household owns or leases 5 door hatchback or station wagon
MP01011h_I	2018 Household owns or leases 5 door hatchback or station wagon: Index
MP01012h_B	2018 Household owns or leases minivan
MP01012h_I	2018 Household owns or leases minivan: Index
MP01013h_B	2018 Household owns or leases SUV
MP01013h_I	2018 Household owns or leases SUV: Index
MP01014h_B	2018 Household owns or leases truck
MP01014h_I	2018 Household owns or leases truck: Index
MP01015h_B	2018 Household owns or leases vehicle with four or all wheel drive
MP01015h_I	2018 Household owns or leases vehicle with four or all wheel drive: Index
MP01017h_B	2018 Household has Bluetooth or hands-free vehicle phone capability
MP01017h_I	2018 Household has Bluetooth or hands-free vehicle phone capability: Index
MP01018h_B	2018 Household has built-in navigational system or GPS in vehicle
MP01018h_I	2018 Household has built-in navigational system or GPS in vehicle: Index
MP01019h_B	2018 Household has OnStar or other monitoring system in vehicle
MP01019h_I	2018 Household has OnStar or other monitoring system in vehicle: Index
MP01020h_B	2018 Household owns or leases subcompact car
MP01020h_I	2018 Household owns or leases subcompact car: Index
MP01021h_B	2018 Household owns or leases compact car
MP01021h_I	2018 Household owns or leases compact car: Index
MP01022h_B	2018 Household owns or leases intermediate car
MP01022h_I	2018 Household owns or leases intermediate car: Index
MP01023h_B	2018 Household owns or leases standard car
MP01023h_I	2018 Household owns or leases standard car: Index
MP01024h_B	2018 Household owns or leases luxury car
MP01024h_I	2018 Household owns or leases luxury car: Index
MP01025h_B	2018 Household owns or leases compact SUV
MP01025h_I	2018 Household owns or leases compact SUV: Index
MP01026h_B	2018 Household owns or leases mid-size SUV
MP01026h_I	2018 Household owns or leases mid-size SUV: Index
MP01027h_B	2018 Household owns or leases full-size SUV
MP01027h_I	2018 Household owns or leases full-size SUV: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP01028h_B	2018 Household bought or leased any vehicle in last 12 months
MP01028h_I	2018 Household bought or leased any vehicle in last 12 months: Index
MP01029h_B	2018 Household bought or leased new vehicle last 12 months
MP01029h_I	2018 Household bought or leased new vehicle last 12 months: Index
MP01030h_B	2018 Household bought or leased used vehicle last 12 months
MP01030h_I	2018 Household bought or leased used vehicle last 12 months: Index
MP01035h_B	2018 Household bought most recent vehicle
MP01035h_I	2018 Household bought most recent vehicle: Index
MP01036h_B	2018 Household leased most recent vehicle
MP01036h_I	2018 Household leased most recent vehicle: Index
MP01037h_B	2018 Household bought or leased most recent vehicle 1-2 years ago
MP01037h_I	2018 Household bought or leased most recent vehicle 1-2 years ago: Index
MP01038h_B	2018 Household bought or leased most recent vehicle 3-4 years ago
MP01038h_I	2018 Household bought or leased most recent vehicle 3-4 years ago: Index
MP01039h_B	2018 Household bought or leased most recent vehicle 5+ years ago
MP01039h_I	2018 Household bought or leased most recent vehicle 5+ years ago: Index
MP01040h_B	2018 Spent on most recent vehicle purchase or lease: <\$20000
MP01040h_I	2018 Spent on most recent vehicle purchase or lease: <\$20000: Index
MP01041h_B	2018 Spent on most recent vehicle purchase or lease: \$20000-29999
MP01041h_I	2018 Spent on most recent vehicle purchase or lease: \$20000-29999: Index
MP01079h_B	2018 Spent on most recent vehicle purchase or lease: \$30000-39999
MP01079h_I	2018 Spent on most recent vehicle purchase or lease: \$30000-39999: Index
MP01077h_B	2018 Spent on most recent vehicle purchase or lease: \$40000-49999
MP01077h_I	2018 Spent on most recent vehicle purchase or lease: \$40000-49999: Index
MP01078h_B	2018 Spent on most recent vehicle purchase or lease: \$50000+
MP01078h_I	2018 Spent on most recent vehicle purchase or lease: \$50000+: Index
MP01042h_B	2017 HH spent on most recent veh purch/lease: \$30000+
MP01042h_I	2017 HH spent on most recent veh purch/lease: \$30000+:Index
MP01043h_B	2018 Purchased or leased most recent vehicle: bank or credit union loan
MP01043h_I	2018 Purchased or leased most recent vehicle: bank or credit union loan: Index
MP01044h_B	2018 Purchased or leased most recent vehicle: with cash
MP01044h_I	2018 Purchased or leased most recent vehicle: with cash: Index
MP01045h_B	2018 Purchased or leased most recent vehicle: dealer financing
MP01045h_I	2018 Purchased or leased most recent vehicle: dealer financing: Index
MP01046h_B	2018 Purchased or leased most recent vehicle: manufacturer financing
MP01046h_I	2018 Purchased or leased most recent vehicle: manufacturer financing: Index
MP01047h_B	2018 Purchased or leased most recent vehicle: with trade-in
MP01047h_I	2018 Purchased or leased most recent vehicle: with trade-in: Index
MP01048h_B	2017 Most recent HH vehicle purchase/lease: Buick
MP01048h_I	2017 Most recent HH vehicle purchase/lease: Buick:Index
MP01049h_B	2018 Most recent household vehicle purchase or lease: Chevrolet
MP01049h_I	2018 Most recent household vehicle purchase or lease: Chevrolet: Index
MP01050h_B	2018 Most recent household vehicle purchase or lease: Chrysler
MP01050h_I	2018 Most recent household vehicle purchase or lease: Chrysler: Index
MP01051h_B	2018 Most recent household vehicle purchase or lease: Dodge
MP01051h_I	2018 Most recent household vehicle purchase or lease: Dodge: Index
MP01052h_B	2018 Most recent household vehicle purchase or lease: Ford
MP01052h_I	2018 Most recent household vehicle purchase or lease: Ford: Index
MP01053h_B	2018 Most recent household vehicle purchase or lease: Honda
MP01053h_I	2018 Most recent household vehicle purchase or lease: Honda: Index
MP01054h_B	2018 Most recent household vehicle purchase or lease: Hyundai
MP01054h_I	2018 Most recent household vehicle purchase or lease: Hyundai: Index
MP01055h_B	2018 Most recent household vehicle purchase or lease: Jeep
MP01055h_I	2018 Most recent household vehicle purchase or lease: Jeep: Index
MP01056h_B	2018 Most recent household vehicle purchase or lease: Nissan
MP01056h_I	2018 Most recent household vehicle purchase or lease: Nissan: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP01057h_B	2018 Most recent household vehicle purchase or lease: Toyota
MP01057h_I	2018 Most recent household vehicle purchase or lease: Toyota: Index
MP01058h_B	2018 Household owns any motorcycle
MP01058h_I	2018 Household owns any motorcycle: Index
MP01059h_B	2018 Household bought any motorcycle new
MP01059h_I	2018 Household bought any motorcycle new: Index
MP01060h_B	2018 Household bought any motorcycle used
MP01060h_I	2018 Household bought any motorcycle used: Index
MP01061a_B	2018 Miles driven in last 12 months: <5000
MP01061a_I	2018 Miles driven in last 12 months: <5000: Index
MP01062a_B	2018 Miles driven in last 12 months: 5000-9999
MP01062a_I	2018 Miles driven in last 12 months: 5000-9999: Index
MP01063a_B	2018 Miles driven in last 12 months: 10000-19999
MP01063a_I	2018 Miles driven in last 12 months: 10000-19999: Index
MP01064a_B	2018 Miles driven in last 12 months: 20000-29999
MP01064a_I	2018 Miles driven in last 12 months: 20000-29999: Index
MP01065a_B	2018 Miles driven in last 12 months: 30000+
MP01065a_I	2018 Miles driven in last 12 months: 30000+: Index
MP01066a_B	2018 Member of auto club or roadside assistance program
MP01066a_I	2018 Member of auto club or roadside assistance program: Index
MP01067a_B	2018 Member of AAA auto club or roadside assistance
MP01067a_I	2018 Member of AAA auto club or roadside assistance: Index
MP01068a_B	2018 Rented car for business use in last 12 months
MP01068a_I	2018 Rented car for business use in last 12 months: Index
MP01069a_B	2018 Rented car for personal use in last 12 months
MP01069a_I	2018 Rented car for personal use in last 12 months: Index
MP01071a_B	2018 Rented car (personal use) in last 12 months: Enterprise
MP01071a_I	2018 Rented car (personal use) in last 12 months: Enterprise: Index
MP01072a_B	2018 Rented car (personal use) in last 12 months: Hertz
MP01072a_I	2018 Rented car (personal use) in last 12 months: Hertz: Index
MP01073a_B	2018 Rented truck or trailer in last 12 months
MP01073a_I	2018 Rented truck or trailer in last 12 months: Index
MP01074a_B	2018 Rented U-Haul truck or trailer in last 12 months
MP01074a_I	2018 Rented U-Haul truck or trailer in last 12 months: Index
MP01075a_B	2018 Rented truck to move personal or household goods in last 12 months
MP01075a_I	2018 Rented truck to move personal or household goods in last 12 months: Index
MP02001a_B	2018 Had alignment service or repair in last 12 months
MP02001a_I	2018 Had alignment service or repair in last 12 months: Index
MP02002a_B	2018 Had brakes serviced in last 12 months
MP02002a_I	2018 Had brakes serviced in last 12 months: Index
MP02003a_B	2018 Had brake lining or pad replacement in last 12 months
MP02003a_I	2018 Had brake lining or pad replacement in last 12 months: Index
MP02004a_B	2018 Had major engine repair in last 12 months
MP02004a_I	2018 Had major engine repair in last 12 months: Index
MP02005a_B	2018 Had minor engine repair in last 12 months
MP02005a_I	2018 Had minor engine repair in last 12 months: Index
MP02006a_B	2018 Had vehicle paint job done in last 12 months
MP02006a_I	2018 Had vehicle paint job done in last 12 months: Index
MP02007a_B	2018 Had transmission service in last 12 months
MP02007a_I	2018 Had transmission service in last 12 months: Index
MP02008a_B	2018 Had tune-up in last 12 months
MP02008a_I	2018 Had tune-up in last 12 months: Index
MP02009a_B	2018 Vehicle serviced by: auto repair chain store
MP02009a_I	2018 Vehicle serviced by: auto repair chain store: Index
MP02010a_B	2018 Vehicle serviced by: car dealer
MP02010a_I	2018 Vehicle serviced by: car dealer: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP02011a_B	2018 Vehicle serviced by: discount dept. store
MP02011a_I	2018 Vehicle serviced by: discount dept. store: Index
MP02012a_B	2018 Vehicle serviced by: gas station or garage
MP02012a_I	2018 Vehicle serviced by: gas station or garage: Index
MP02013a_B	2018 Vehicle serviced by: self
MP02013a_I	2018 Vehicle serviced by: self: Index
MP02014a_B	2018 Bought air filter in last 12 months
MP02014a_I	2018 Bought air filter in last 12 months: Index
MP02015a_B	2018 Bought anti-freeze or coolant in last 12 months
MP02015a_I	2018 Bought anti-freeze or coolant in last 12 months: Index
MP02016a_B	2018 Bought vehicle battery in last 12 months
MP02016a_I	2018 Bought vehicle battery in last 12 months: Index
MP02017a_B	2018 Bought vehicle battery in last 12 months: Advance Auto Parts
MP02017a_I	2018 Bought vehicle battery in last 12 months: Advance Auto Parts: Index
MP02018a_B	2018 Bought vehicle battery in last 12 months: AutoZone
MP02018a_I	2018 Bought vehicle battery in last 12 months: AutoZone: Index
MP02020a_B	2018 Bought vehicle battery in last 12 months: Walmart
MP02020a_I	2018 Bought vehicle battery in last 12 months: Walmart: Index
MP02021a_B	2018 Bought gasoline in last 6 months
MP02021a_I	2018 Bought gasoline in last 6 months: Index
MP02022a_B	2018 Bought gasoline in last 6 months: regular
MP02022a_I	2018 Bought gasoline in last 6 months: regular: Index
MP02023a_B	2018 Bought gasoline in last 6 months: mid-grade
MP02023a_I	2018 Bought gasoline in last 6 months: mid-grade: Index
MP02024a_B	2018 Bought gasoline in last 6 months: premium or super
MP02024a_I	2018 Bought gasoline in last 6 months: premium or super: Index
MP02025a_B	2018 Spent on gasoline in last 30 days: <\$50
MP02025a_I	2018 Spent on gasoline in last 30 days: <\$50: Index
MP02026a_B	2018 Spent on gasoline in last 30 days: \$50-\$99
MP02026a_I	2018 Spent on gasoline in last 30 days: \$50-\$99: Index
MP02027a_B	2018 Spent on gasoline in last 30 days: \$100-\$199
MP02027a_I	2018 Spent on gasoline in last 30 days: \$100-\$199: Index
MP02028a_B	2018 Spent on gasoline in last 30 days: \$200+
MP02028a_I	2018 Spent on gasoline in last 30 days: \$200+: Index
MP02029a_B	2018 Bought gas additives in last 12 months
MP02029a_I	2018 Bought gas additives in last 12 months: Index
MP02030a_B	2018 Bought leather or vinyl protectant in last 12 months
MP02030a_I	2018 Bought leather or vinyl protectant in last 12 months: Index
MP02031a_B	2018 Used leather or vinyl protectant 4+ times in last 12 months
MP02031a_I	2018 Used leather or vinyl protectant 4+ times in last 12 months: Index
MP02032a_B	2018 Bought muffler in last 12 months
MP02032a_I	2018 Bought muffler in last 12 months: Index
MP02033a_B	2018 Bought or changed motor oil in last 12 months
MP02033a_I	2018 Bought or changed motor oil in last 12 months: Index
MP02034a_B	2018 Bought 7+ quarts of motor oil in last 12 months
MP02034a_I	2018 Bought 7+ quarts of motor oil in last 12 months: Index
MP02035a_B	2018 Bought motor oil in last 12 months: at Advance Auto Parts
MP02035a_I	2018 Bought motor oil in last 12 months: at Advance Auto Parts: Index
MP02036a_B	2018 Bought motor oil in last 12 months: at AutoZone
MP02036a_I	2018 Bought motor oil in last 12 months: at AutoZone: Index
MP02037a_B	2018 Bought motor oil in last 12 months: at Walmart
MP02037a_I	2018 Bought motor oil in last 12 months: at Walmart: Index
MP02038a_B	2018 Add or change motor oil: auto repair chain store
MP02038a_I	2018 Add or change motor oil: auto repair chain store: Index
MP02039a_B	2018 Add or change motor oil: car dealer
MP02039a_I	2018 Add or change motor oil: car dealer: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP02040a_B	2018 Add or change motor oil: gas station or garage
MP02040a_I	2018 Add or change motor oil: gas station or garage: Index
MP02041a_B	2018 Add or change motor oil: Jiffy Lube
MP02041a_I	2018 Add or change motor oil: Jiffy Lube: Index
MP02042a_B	2018 Add or change motor oil: self
MP02042a_I	2018 Add or change motor oil: self: Index
MP02043a_B	2018 Add or change motor oil: other household member
MP02043a_I	2018 Add or change motor oil: other household member: Index
MP02044a_B	2018 Bought motor oil additives in last 12 months
MP02044a_I	2018 Bought motor oil additives in last 12 months: Index
MP02045a_B	2018 Bought oil filter in last 12 months
MP02045a_I	2018 Bought oil filter in last 12 months: Index
MP02046a_B	2018 Bought shock absorbers or struts in last 12 months
MP02046a_I	2018 Bought shock absorbers or struts in last 12 months: Index
MP02047a_B	2018 Bought spark plugs in last 12 months
MP02047a_I	2018 Bought spark plugs in last 12 months: Index
MP02048a_B	2018 Bought tires in last 12 months
MP02048a_I	2018 Bought tires in last 12 months: Index
MP02060a_B	2018 Spent on tires in last 12 months: <\$250
MP02060a_I	2018 Spent on tires in last 12 months: <\$250: Index
MP02054a_B	2018 Spent on tires in last 12 months: \$250-\$499
MP02054a_I	2018 Spent on tires in last 12 months: \$250-\$499: Index
MP02055a_B	2018 Spent on tires in last 12 months: \$500+
MP02055a_I	2018 Spent on tires in last 12 months: \$500+: Index
MP02056a_B	2018 Bought tires at Discount Tire Co. in last 12 months
MP02056a_I	2018 Bought tires at Discount Tire Co. in last 12 months: Index
MP02061a_B	2018 Bought tires at Walmart in last 12 months
MP02061a_I	2018 Bought tires at Walmart in last 12 months: Index
MP02057a_B	2018 Bought car wax or polish in last 12 months
MP02057a_I	2018 Bought car wax or polish in last 12 months: Index
MP02058a_B	2018 Used car wax or polish 4+ times in last 12 months
MP02058a_I	2018 Used car wax or polish 4+ times in last 12 months: Index
MP02059a_B	2018 Bought windshield wipers in last 12 months
MP02059a_I	2018 Bought windshield wipers in last 12 months: Index
<b>Baby Products, Toys &amp; Games Market Potential</b>	
MP03001a_B	2018 Used baby food in last 6 months
MP03001a_I	2018 Used baby food in last 6 months: Index
MP03002a_B	2018 Used organic baby food in last 6 months
MP03002a_I	2018 Used organic baby food in last 6 months: Index
MP03003a_B	2018 Used Gerber baby food in last 6 months
MP03003a_I	2018 Used Gerber baby food in last 6 months: Index
MP03004a_B	2018 Used infant cereal in last 6 months
MP03004a_I	2018 Used infant cereal in last 6 months: Index
MP03005a_B	2018 Used prepared infant formula in last 6 months
MP03005a_I	2018 Used prepared infant formula in last 6 months: Index
MP03006a_B	2018 Used disposable diapers or underpants in last 6 months
MP03006a_I	2018 Used disposable diapers or underpants in last 6 months: Index
MP03008a_B	2018 Used baby bath or wash or soap product in last 6 months
MP03008a_I	2018 Used baby bath or wash or soap product in last 6 months: Index
MP03009a_B	2018 Used baby lotion in last 6 months
MP03009a_I	2018 Used baby lotion in last 6 months: Index
MP03010a_B	2018 Used baby nurser or bottle in last 6 months
MP03010a_I	2018 Used baby nurser or bottle in last 6 months: Index
MP03011a_B	2018 Used baby oil in last 6 months
MP03011a_I	2018 Used baby oil in last 6 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP03012a_B	2018 Used baby ointment or cream in last 6 months
MP03012a_I	2018 Used baby ointment or cream in last 6 months: Index
MP03013a_B	2018 Used baby powder in last 6 months
MP03013a_I	2018 Used baby powder in last 6 months: Index
MP03014a_B	2018 Used baby shampoo in last 6 months
MP03014a_I	2018 Used baby shampoo in last 6 months: Index
MP03015a_B	2018 Used teething remedy in last 6 months
MP03015a_I	2018 Used teething remedy in last 6 months: Index
MP03016a_B	2018 Used pre-moistened baby wipes in last 6 months
MP03016a_I	2018 Used pre-moistened baby wipes in last 6 months: Index
MP03017h_B	2018 Household owns any baby furniture or equipment
MP03017h_I	2018 Household owns any baby furniture or equipment: Index
MP03018h_B	2018 Household bought baby furniture or equipment in last 6 months
MP03018h_I	2018 Household bought baby furniture or equipment in last 6 months: Index
MP03019h_B	2018 Household spent \$100+ on baby furniture or equipment in last 6 months
MP03019h_I	2018 Household spent \$100+ on baby furniture or equipment in last 6 months: Index
MP03020h_B	2018 Household owns baby car seat
MP03020h_I	2018 Household owns baby car seat: Index
MP03021h_B	2018 Household owns baby carrier (front or back)
MP03021h_I	2018 Household owns baby carrier (front or back): Index
MP03022h_B	2018 Household owns infant crib
MP03022h_I	2018 Household owns infant crib: Index
MP03023h_B	2018 Household owns high chair
MP03023h_I	2018 Household owns high chair: Index
MP03024h_B	2018 Household owns playpen
MP03024h_I	2018 Household owns playpen: Index
MP03025h_B	2018 Household owns stroller
MP03025h_I	2018 Household owns stroller: Index
MP34001a_B	2018 Bought any children's toy or game in last 12 months
MP34001a_I	2018 Bought any children's toy or game in last 12 months: Index
MP34002a_B	2018 Spent on toys or games for child in last 12 months: <\$50
MP34002a_I	2018 Spent on toys or games for child in last 12 months: <\$50: Index
MP34003a_B	2018 Spent on toys or games for child in last 12 months: \$50-99
MP34003a_I	2018 Spent on toys or games for child in last 12 months: \$50-99: Index
MP34004a_B	2018 Spent on toys or games for child in last 12 months: \$100-199
MP34004a_I	2018 Spent on toys or games for child in last 12 months: \$100-199: Index
MP34005a_B	2018 Spent on toys or games for child in last 12 months: \$200-499
MP34005a_I	2018 Spent on toys or games for child in last 12 months: \$200-499: Index
MP34006a_B	2018 Spent on toys or games for child in last 12 months: \$500+
MP34006a_I	2018 Spent on toys or games for child in last 12 months: \$500+: Index
MP34007a_B	2018 Bought any toys or games online in last 12 months
MP34007a_I	2018 Bought any toys or games online in last 12 months: Index
MP34008a_B	2018 Bought infant toy in last 12 months
MP34008a_I	2018 Bought infant toy in last 12 months: Index
MP34009a_B	2018 Bought pre-school toy in last 12 months
MP34009a_I	2018 Bought pre-school toy in last 12 months: Index
MP34010a_B	2018 Bought for child in last 12 months: boy action figure
MP34010a_I	2018 Bought for child in last 12 months: boy action figure: Index
MP34011a_B	2018 Bought for child in last 12 months: girl action figure
MP34011a_I	2018 Bought for child in last 12 months: girl action figure: Index
MP34012a_B	2018 Bought for child in last 12 months: action game
MP34012a_I	2018 Bought for child in last 12 months: action game: Index
MP34013a_B	2018 Bought for child in last 12 months: bicycle
MP34013a_I	2018 Bought for child in last 12 months: bicycle: Index
MP34014a_B	2018 Bought for child in last 12 months: board game
MP34014a_I	2018 Bought for child in last 12 months: board game: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP34015a_B	2018 Bought for child in last 12 months: builder set
MP34015a_I	2018 Bought for child in last 12 months: builder set: Index
MP34016a_B	2018 Bought for child in last 12 months: car
MP34016a_I	2018 Bought for child in last 12 months: car: Index
MP34017a_B	2018 Bought for child in last 12 months: construction toy
MP34017a_I	2018 Bought for child in last 12 months: construction toy: Index
MP34018a_B	2018 Bought for child in last 12 months: fashion doll
MP34018a_I	2018 Bought for child in last 12 months: fashion doll: Index
MP34019a_B	2018 Bought for child in last 12 months: large or baby doll
MP34019a_I	2018 Bought for child in last 12 months: large or baby doll: Index
MP34020a_B	2018 Bought for child in last 12 months: doll accessories
MP34020a_I	2018 Bought for child in last 12 months: doll accessories: Index
MP34021a_B	2018 Bought for child in last 12 months: doll clothing
MP34021a_I	2018 Bought for child in last 12 months: doll clothing: Index
MP34022a_B	2018 Bought for child in last 12 months: educational toy
MP34022a_I	2018 Bought for child in last 12 months: educational toy: Index
MP34023a_B	2018 Bought for child in last 12 months: electronic doll or animal
MP34023a_I	2018 Bought for child in last 12 months: electronic doll or animal: Index
MP34024a_B	2018 Bought for child in last 12 months: electronic game
MP34024a_I	2018 Bought for child in last 12 months: electronic game: Index
MP34025a_B	2018 Bought for child in last 12 months: mechanical toy
MP34025a_I	2018 Bought for child in last 12 months: mechanical toy: Index
MP34026a_B	2018 Bought for child in last 12 months: model kit or set
MP34026a_I	2018 Bought for child in last 12 months: model kit or set: Index
MP34027a_B	2018 Bought for child in last 12 months: plush doll or animal
MP34027a_I	2018 Bought for child in last 12 months: plush doll or animal: Index
MP34028a_B	2018 Bought for child in last 12 months: sound game
MP34028a_I	2018 Bought for child in last 12 months: sound game: Index
MP34029a_B	2018 Bought for child in last 12 months: water toy
MP34029a_I	2018 Bought for child in last 12 months: water toy: Index
MP34030a_B	2018 Bought for child in last 12 months: word game
MP34030a_I	2018 Bought for child in last 12 months: word game: Index
<b>Civic Activities &amp; Political Affiliation Market Potential</b>	
MP06001a_B	2018 Participated in any public activity in last 12 months
MP06001a_I	2018 Participated in any public activity in last 12 months: Index
MP06002a_B	2018 Attended public meeting on town or school affairs
MP06002a_I	2018 Attended public meeting on town or school affairs: Index
MP06003a_B	2018 Served on committee for local organization
MP06003a_I	2018 Served on committee for local organization: Index
MP06004a_B	2018 Engaged in fundraising in last 12 months
MP06004a_I	2018 Engaged in fundraising in last 12 months: Index
MP06005a_B	2018 Volunteered for a charitable organization in last 12 months
MP06005a_I	2018 Volunteered for a charitable organization in last 12 months: Index
MP06006a_B	2018 Made a speech in last 12 months
MP06006a_I	2018 Made a speech in last 12 months: Index
MP06007a_B	2018 Wrote something that was published in last 12 months
MP06007a_I	2018 Wrote something that was published in last 12 months: Index
MP06008a_B	2018 Wrote letter to news or magazine editor or called radio or TV
MP06008a_I	2018 Wrote letter to news or magazine editor or called radio or TV: Index
MP06009a_B	2018 Wrote or called a politician in last 12 months
MP06009a_I	2018 Wrote or called a politician in last 12 months: Index
MP06010a_B	2018 Voted in federal or state or local election in last 12 months
MP06010a_I	2018 Voted in federal or state or local election in last 12 months: Index
MP06011a_B	2018 Attended political rally or speech or organized protest
MP06011a_I	2018 Attended political rally or speech or organized protest: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP06032a_B	2018 Signed a petition in last 12 months
MP06032a_I	2018 Signed a petition in last 12 months: Index
MP06012a_B	2018 Participated in environmental group or cause in last 12 months
MP06012a_I	2018 Participated in environmental group or cause in last 12 months: Index
MP06013a_B	2018 Recycled products in last 12 months
MP06013a_I	2018 Recycled products in last 12 months: Index
MP06015a_B	2018 Made contribution to NPR in last 12 months
MP06015a_I	2018 Made contribution to NPR in last 12 months: Index
MP06016a_B	2018 Made contribution to PBS in last 12 months
MP06016a_I	2018 Made contribution to PBS in last 12 months: Index
MP06017a_B	2018 Contributed to arts or cultural organization in last 12 months
MP06017a_I	2018 Contributed to arts or cultural organization in last 12 months: Index
MP06018a_B	2018 Contributed to educational organization in last 12 months
MP06018a_I	2018 Contributed to educational organization in last 12 months: Index
MP06019a_B	2018 Contributed to environmental organization in last 12 months
MP06019a_I	2018 Contributed to environmental organization in last 12 months: Index
MP06020a_B	2018 Contributed to health organization in last 12 months
MP06020a_I	2018 Contributed to health organization in last 12 months: Index
MP06021a_B	2018 Contributed to political organization in last 12 months
MP06021a_I	2018 Contributed to political organization in last 12 months: Index
MP06022a_B	2018 Contributed to religious organization in last 12 months
MP06022a_I	2018 Contributed to religious organization in last 12 months: Index
MP06023a_B	2018 Contributed to social services organization in last 12 months
MP06023a_I	2018 Contributed to social services organization in last 12 months: Index
MP06024a_B	2018 Political party affiliated with: Democratic
MP06024a_I	2018 Political party affiliated with: Democratic: Index
MP06025a_B	2018 Political party affiliated with: Republican
MP06025a_I	2018 Political party affiliated with: Republican: Index
MP06026a_B	2018 Political party affiliated with: Independent or none
MP06026a_I	2018 Political party affiliated with: Independent or none: Index
MP06027a_B	2018 Political outlook: very conservative
MP06027a_I	2018 Political outlook: very conservative: Index
MP06028a_B	2018 Political outlook: somewhat conservative
MP06028a_I	2018 Political outlook: somewhat conservative: Index
MP06029a_B	2018 Political outlook: middle of the road
MP06029a_I	2018 Political outlook: middle of the road: Index
MP06030a_B	2018 Political outlook: somewhat liberal
MP06030a_I	2018 Political outlook: somewhat liberal: Index
MP06031a_B	2018 Political outlook: very liberal
MP06031a_I	2018 Political outlook: very liberal: Index
<b>Clothing, Shoes, &amp; Accessories Market Potential</b>	
MP07001a_B	2018 Spent on clothing in last 12 months: <\$100
MP07001a_I	2018 Spent on clothing in last 12 months: <\$100: Index
MP07002a_B	2018 Spent on clothing in last 12 months: \$100-\$299
MP07002a_I	2018 Spent on clothing in last 12 months: \$100-\$299: Index
MP07003a_B	2018 Spent on clothing in last 12 months: \$300-\$499
MP07003a_I	2018 Spent on clothing in last 12 months: \$300-\$499: Index
MP07004a_B	2018 Spent on clothing in last 12 months: \$500-\$999
MP07004a_I	2018 Spent on clothing in last 12 months: \$500-\$999: Index
MP07005a_B	2018 Spent on clothing in last 12 months: \$1000-\$1999
MP07005a_I	2018 Spent on clothing in last 12 months: \$1000-\$1999: Index
MP07006a_B	2018 Spent on clothing in last 12 months: \$2000+
MP07006a_I	2018 Spent on clothing in last 12 months: \$2000+: Index
MP07007a_B	2018 Bought clothing in dept. store in last 6 months
MP07007a_I	2018 Bought clothing in dept. store in last 6 months: Index





# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP07008a_B	2018 Bought clothing in discount store in last 6 months
MP07008a_I	2018 Bought clothing in discount store in last 6 months: Index
MP07009a_B	2018 Bought clothing online in last 6 months
MP07009a_I	2018 Bought clothing online in last 6 months: Index
MP07010a_B	2017 Spent \$150+ on dry cleaning in last 6 months
MP07010a_I	2017 Spent \$150+ on dry cleaning in last 6 months: Index
MP07011a_B	2018 Spent on sports clothing in last 12 months: <\$100
MP07011a_I	2018 Spent on sports clothing in last 12 months: <\$100: Index
MP07012a_B	2018 Spent on sports clothing in last 12 months: \$100-\$149
MP07012a_I	2018 Spent on sports clothing in last 12 months: \$100-\$149: Index
MP07013a_B	2018 Spent on sports clothing in last 12 months: \$150+
MP07013a_I	2018 Spent on sports clothing in last 12 months: \$150+: Index
MP07014a_B	2018 Bought any men`s clothing in last 12 months
MP07014a_I	2018 Bought any men`s clothing in last 12 months: Index
MP07016a_B	2018 Bought men`s clothing in last 12 months: big ticket item
MP07016a_I	2018 Bought men`s clothing in last 12 months: big ticket item: Index
MP07018a_B	2018 Spent on big ticket men`s clothing in last 12 months: <\$100
MP07018a_I	2018 Spent on big ticket men`s clothing in last 12 months: <\$100: Index
MP07019a_B	2018 Spent on big ticket men`s clothing in last 12 months: \$100-199
MP07019a_I	2018 Spent on big ticket men`s clothing in last 12 months: \$100-199: Index
MP07020a_B	2018 Spent on big ticket men`s clothing in last 12 months: \$200-299
MP07020a_I	2018 Spent on big ticket men`s clothing in last 12 months: \$200-299: Index
MP07021a_B	2018 Spent on big ticket men`s clothing in last 12 months: \$300+
MP07021a_I	2018 Spent on big ticket men`s clothing in last 12 months: \$300+: Index
MP07022a_B	2018 Bought men`s clothing in last 12 months: low ticket item
MP07022a_I	2018 Bought men`s clothing in last 12 months: low ticket item: Index
MP07024a_B	2018 Spent on low ticket men`s clothing in last 12 months: <\$50
MP07024a_I	2018 Spent on low ticket men`s clothing in last 12 months: <\$50: Index
MP07025a_B	2018 Spent on low ticket men`s clothing in last 12 months: \$50-99
MP07025a_I	2018 Spent on low ticket men`s clothing in last 12 months: \$50-99: Index
MP07026a_B	2018 Spent on low ticket men`s clothing in last 12 months: \$100-199
MP07026a_I	2018 Spent on low ticket men`s clothing in last 12 months: \$100-199: Index
MP07027a_B	2018 Spent on low ticket men`s clothing in last 12 months: \$200-299
MP07027a_I	2018 Spent on low ticket men`s clothing in last 12 months: \$200-299: Index
MP07028a_B	2018 Spent on low ticket men`s clothing in last 12 months: \$300-499
MP07028a_I	2018 Spent on low ticket men`s clothing in last 12 months: \$300-499: Index
MP07029a_B	2018 Spent on low ticket men`s clothing in last 12 months: \$500+
MP07029a_I	2018 Spent on low ticket men`s clothing in last 12 months: \$500+: Index
MP07030a_B	2018 Bought any women`s clothing in last 12 months
MP07030a_I	2018 Bought any women`s clothing in last 12 months: Index
MP07032a_B	2018 Bought women`s clothing in last 12 months: big ticket item
MP07032a_I	2018 Bought women`s clothing in last 12 months: big ticket item: Index
MP07034a_B	2018 Spent on big ticket women`s clothing: <\$100
MP07034a_I	2018 Spent on big ticket women`s clothing: <\$100: Index
MP07035a_B	2018 Spent on big ticket women`s clothing: \$100-\$199
MP07035a_I	2018 Spent on big ticket women`s clothing: \$100-\$199: Index
MP07107a_B	2018 Spent on big ticket women`s clothing: \$200+
MP07107a_I	2018 Spent on big ticket women`s clothing: \$200+: Index
MP07038a_B	2018 Bought women`s clothing in last 12 months: low ticket item
MP07038a_I	2018 Bought women`s clothing in last 12 months: low ticket item: Index
MP07040a_B	2018 Spent on low ticket women`s clothing: <\$50
MP07040a_I	2018 Spent on low ticket women`s clothing: <\$50: Index
MP07041a_B	2018 Spent on low ticket women`s clothing: \$50-\$99
MP07041a_I	2018 Spent on low ticket women`s clothing: \$50-\$99: Index
MP07042a_B	2018 Spent on low ticket women`s clothing: \$100-\$199
MP07042a_I	2018 Spent on low ticket women`s clothing: \$100-\$199: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP07043a_B	2018 Spent on low ticket women`s clothing: \$200-\$299
MP07043a_I	2018 Spent on low ticket women`s clothing: \$200-\$299: Index
MP07044a_B	2018 Spent on low ticket women`s clothing: \$300-\$499
MP07044a_I	2018 Spent on low ticket women`s clothing: \$300-\$499: Index
MP07045a_B	2018 Spent on low ticket women`s clothing: \$500+
MP07045a_I	2018 Spent on low ticket women`s clothing: \$500+: Index
MP07046a_B	2018 Bought clothing for child <13 years in last 6 months
MP07046a_I	2018 Bought clothing for child <13 years in last 6 months: Index
MP07047a_B	2018 Spent on clothing for child <13 in last 6 months: <\$51
MP07047a_I	2018 Spent on clothing for child <13 in last 6 months: <\$51: Index
MP07048a_B	2018 Spent on clothing for child <13 in last 6 months: \$51-99
MP07048a_I	2018 Spent on clothing for child <13 in last 6 months: \$51-99: Index
MP07049a_B	2018 Spent on clothing for child <13 in last 6 months:\$100-199
MP07049a_I	2018 Spent on clothing for child <13 in last 6 months:\$100-199: Index
MP07050a_B	2018 Spent on clothing for child <13 in last 6 months:\$200-399
MP07050a_I	2018 Spent on clothing for child <13 in last 6 months:\$200-399: Index
MP07051a_B	2018 Spent on clothing for child <13 in last 6 months: \$400+
MP07051a_I	2018 Spent on clothing for child <13 in last 6 months: \$400+: Index
MP07052a_B	2018 Bought clothing for baby <1 year in last 6 months
MP07052a_I	2018 Bought clothing for baby <1 year in last 6 months: Index
MP07056a_B	2018 Bought clothing for child 1-2 years in last 6 months
MP07056a_I	2018 Bought clothing for child 1-2 years in last 6 months: Index
MP07064a_B	2018 Bought clothing for child 3-5 years in last 6 months
MP07064a_I	2018 Bought clothing for child 3-5 years in last 6 months: Index
MP07072a_B	2018 Bought clothing for child 6-12 years in last 6 months
MP07072a_I	2018 Bought clothing for child 6-12 years in last 6 months: Index
MP07082a_B	2018 Bought watch in last 12 months
MP07082a_I	2018 Bought watch in last 12 months: Index
MP07086a_B	2018 Spent \$100+ on watches in last 12 months
MP07086a_I	2018 Spent \$100+ on watches in last 12 months: Index
MP07087a_B	2018 Bought costume jewelry in last 12 months
MP07087a_I	2018 Bought costume jewelry in last 12 months: Index
MP07092a_B	2018 Spent \$100+ on costume jewelry in last 12 months
MP07092a_I	2018 Spent \$100+ on costume jewelry in last 12 months: Index
MP07093a_B	2018 Bought fine jewelry in last 12 months
MP07093a_I	2018 Bought fine jewelry in last 12 months: Index
MP07098a_B	2018 Bought fine jewelry in last 12 months: diamond
MP07098a_I	2018 Bought fine jewelry in last 12 months: diamond: Index
MP07099a_B	2018 Bought fine jewelry in last 12 months: gold
MP07099a_I	2018 Bought fine jewelry in last 12 months: gold: Index
MP07100a_B	2018 Bought fine jewelry in last 12 months: sterling
MP07100a_I	2018 Bought fine jewelry in last 12 months: sterling: Index
MP07101a_B	2018 Spent on fine jewelry in last 12 months: <\$100
MP07101a_I	2018 Spent on fine jewelry in last 12 months: <\$100: Index
MP07102a_B	2018 Spent on fine jewelry in last 12 months: \$100-\$399
MP07102a_I	2018 Spent on fine jewelry in last 12 months: \$100-\$399: Index
MP07103a_B	2018 Spent on fine jewelry in last 12 months: \$400-\$749
MP07103a_I	2018 Spent on fine jewelry in last 12 months: \$400-\$749: Index
MP07104a_B	2018 Spent on fine jewelry in last 12 months: \$750+
MP07104a_I	2018 Spent on fine jewelry in last 12 months: \$750+: Index
MP07105a_B	2018 Purchased fine jewelry from department store in last 12 months
MP07105a_I	2018 Purchased fine jewelry from department store in last 12 months: Index
MP07106a_B	2018 Purchased fine jewelry from independent jeweler in last 12 months
MP07106a_I	2018 Purchased fine jewelry from independent jeweler in last 12 months: Index
MP30001a_B	2018 Bought any shoes in last 12 months
MP30001a_I	2018 Bought any shoes in last 12 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP30009a_B	2018 Spent on shoes in last 12 months: <\$50
MP30009a_I	2018 Spent on shoes in last 12 months: <\$50: Index
MP30010a_B	2018 Spent on shoes in last 12 months: \$50-\$99
MP30010a_I	2018 Spent on shoes in last 12 months: \$50-\$99: Index
MP30011a_B	2018 Spent on shoes in last 12 months: \$100-\$249
MP30011a_I	2018 Spent on shoes in last 12 months: \$100-\$249: Index
MP30012a_B	2018 Spent on shoes in last 12 months: \$250+
MP30012a_I	2018 Spent on shoes in last 12 months: \$250+: Index
MP30013a_B	2018 Bought shoes at department store in last 6 months
MP30013a_I	2018 Bought shoes at department store in last 6 months: Index
MP30014a_B	2018 Bought shoes at discount store in last 6 months
MP30014a_I	2018 Bought shoes at discount store in last 6 months: Index
MP30015a_B	2018 Bought shoes online in last 6 months
MP30015a_I	2018 Bought shoes online in last 6 months: Index
MP30016a_B	2018 Bought athletic shoes in last 12 months
MP30016a_I	2018 Bought athletic shoes in last 12 months: Index
MP30017a_B	2018 Bought athletic shoes in last 12 months: aerobic or fitness
MP30017a_I	2018 Bought athletic shoes in last 12 months: aerobic or fitness: Index
MP30018a_B	2018 Bought athletic shoes in last 12 months: basketball
MP30018a_I	2018 Bought athletic shoes in last 12 months: basketball: Index
MP30019a_B	2018 Bought athletic shoes in last 12 months: cross-training
MP30019a_I	2018 Bought athletic shoes in last 12 months: cross-training: Index
MP30020a_B	2018 Bought athletic shoes in last 12 months: hiking boots
MP30020a_I	2018 Bought athletic shoes in last 12 months: hiking boots: Index
MP30021a_B	2018 Bought athletic shoes in last 12 months: running or jogging
MP30021a_I	2018 Bought athletic shoes in last 12 months: running or jogging: Index
MP30058a_B	2018 Bought athletic shoes in last 12 months: sandals
MP30058a_I	2018 Bought athletic shoes in last 12 months: sandals: Index
MP30023a_B	2018 Bought athletic shoes in last 12 months: tennis
MP30023a_I	2018 Bought athletic shoes in last 12 months: tennis: Index
MP30024a_B	2018 Bought athletic shoes in last 12 months: walking
MP30024a_I	2018 Bought athletic shoes in last 12 months: walking: Index
MP30025a_B	2018 Spent on athletic shoes in last 12 months: <\$50
MP30025a_I	2018 Spent on athletic shoes in last 12 months: <\$50: Index
MP30026a_B	2018 Spent on athletic shoes in last 12 months: \$50-74
MP30026a_I	2018 Spent on athletic shoes in last 12 months: \$50-74: Index
MP30027a_B	2018 Spent on athletic shoes in last 12 months: \$75-149
MP30027a_I	2018 Spent on athletic shoes in last 12 months: \$75-149: Index
MP30028a_B	2018 Spent on athletic shoes in last 12 months: \$150+
MP30028a_I	2018 Spent on athletic shoes in last 12 months: \$150+: Index
MP30029a_B	2018 Bought athletic shoes in last 12 months: Adidas
MP30029a_I	2018 Bought athletic shoes in last 12 months: Adidas: Index
MP30030a_B	2018 Bought athletic shoes in last 12 months: Asics
MP30030a_I	2018 Bought athletic shoes in last 12 months: Asics: Index
MP30031a_B	2018 Bought athletic shoes in last 12 months: Converse
MP30031a_I	2018 Bought athletic shoes in last 12 months: Converse: Index
MP30032a_B	2018 Bought athletic shoes in last 12 months: Jordan
MP30032a_I	2018 Bought athletic shoes in last 12 months: Jordan: Index
MP30033a_B	2018 Bought athletic shoes in last 12 months: New Balance
MP30033a_I	2018 Bought athletic shoes in last 12 months: New Balance: Index
MP30034a_B	2018 Bought athletic shoes in last 12 months: Nike
MP30034a_I	2018 Bought athletic shoes in last 12 months: Nike: Index
MP30035a_B	2018 Bought athletic shoes in last 12 months: Puma
MP30035a_I	2018 Bought athletic shoes in last 12 months: Puma: Index
MP30036a_B	2018 Bought athletic shoes in last 12 months: Reebok
MP30036a_I	2018 Bought athletic shoes in last 12 months: Reebok: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP30037a_B	2018 Bought athletic shoes in last 12 months: Skechers
MP30037a_I	2018 Bought athletic shoes in last 12 months: Skechers: Index
MP30057a_B	2018 Bought athletic shoes in last 12 months: Vans
MP30057a_I	2018 Bought athletic shoes in last 12 months: Vans: Index
MP30038a_B	2018 Bought shoes for child <1 year in last 6 months
MP30038a_I	2018 Bought shoes for child <1 year in last 6 months: Index
MP30039a_B	2018 Bought shoes for child 1-5 years in last 6 months
MP30039a_I	2018 Bought shoes for child 1-5 years in last 6 months: Index
MP30040a_B	2018 Bought shoes for child 6-12 years in last 6 months
MP30040a_I	2018 Bought shoes for child 6-12 years in last 6 months: Index
MP30041a_B	2018 Bought shoes for child <13 in last 6 months
MP30041a_I	2018 Bought shoes for child <13 in last 6 months: Index
MP30047a_B	2018 Bought for child <13 in last 6 months: athletic shoes
MP30047a_I	2018 Bought for child <13 in last 6 months: athletic shoes: Index
MP30048a_B	2018 Bought for child <13 in last 6 months: casual shoes
MP30048a_I	2018 Bought for child <13 in last 6 months: casual shoes: Index
MP30049a_B	2018 Bought for child <13 in last 6 months: dress shoes
MP30049a_I	2018 Bought for child <13 in last 6 months: dress shoes: Index
MP30050a_B	2018 Bought for child <13 in last 6 months: rain or snow boots
MP30050a_I	2018 Bought for child <13 in last 6 months: rain or snow boots: Index
MP30051a_B	2018 Bought for child <13 in last 6 months: sandals
MP30051a_I	2018 Bought for child <13 in last 6 months: sandals: Index
MP30052a_B	2018 Bought for child <13 in last 6 months: slippers
MP30052a_I	2018 Bought for child <13 in last 6 months: slippers: Index
MP30053a_B	2018 Spent on shoes for child <13 in last 6 months: <\$26
MP30053a_I	2018 Spent on shoes for child <13 in last 6 months: <\$26: Index
MP30054a_B	2018 Spent on shoes for child <13 in last 6 months: \$26-\$50
MP30054a_I	2018 Spent on shoes for child <13 in last 6 months: \$26-\$50: Index
MP30055a_B	2018 Spent on shoes for child <13 in last 6 months: \$51-\$99
MP30055a_I	2018 Spent on shoes for child <13 in last 6 months: \$51-\$99: Index
MP30056a_B	2018 Spent on shoes for child <13 in last 6 months: \$100+
MP30056a_I	2018 Spent on shoes for child <13 in last 6 months: \$100+: Index
<b>Electronics &amp; Internet Market Potential</b>	
MP09147a_B	2018 Own any tablet
MP09147a_I	2018 Own any tablet: Index
MP09148a_B	2018 Own any e-reader
MP09148a_I	2018 Own any e-reader: Index
MP09132a_B	2018 Own e-reader or tablet: iPad
MP09132a_I	2018 Own e-reader or tablet: iPad: Index
MP09133a_B	2017 Own e-reader/tablet: Barnes&Noble Nook
MP09133a_I	2017 Own e-reader/tablet: Barnes&Noble Nook: Index
MP09134a_B	2018 Own e-reader or tablet: Amazon Kindle
MP09134a_I	2018 Own e-reader or tablet: Amazon Kindle: Index
MP09002a_B	2018 Own any portable MP3 player
MP09002a_I	2018 Own any portable MP3 player: Index
MP09004a_B	2017 Own Apple iPod nano
MP09004a_I	2017 Own Apple iPod nano: Index
MP09005a_B	2017 Own Apple iPod shuffle
MP09005a_I	2017 Own Apple iPod shuffle: Index
MP09006a_B	2017 Own Apple iPod touch
MP09006a_I	2017 Own Apple iPod touch: Index
MP09007a_B	2017 Purchased portable MP3 player in last 12 months
MP09007a_I	2017 Purchased portable MP3 player in last 12 months: Index
MP09163a_B	2018 Own portable MP3 player: Apple iPod
MP09163a_I	2018 Own portable MP3 player: Apple iPod: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP09160a_B	2018 Own wearable tech: wristband fitness tracker
MP09160a_I	2018 Own wearable tech: wristband fitness tracker: Index
MP09161a_B	2018 Own wearable tech: smartwatch
MP09161a_I	2018 Own wearable tech: smartwatch: Index
MP09152a_B	2018 Own any camera or camcorder
MP09152a_I	2018 Own any camera or camcorder: Index
MP09149a_B	2018 Own digital point and shoot camera or camcorder
MP09149a_I	2018 Own digital point and shoot camera or camcorder: Index
MP09150a_B	2018 Own digital SLR camera or camcorder
MP09150a_I	2018 Own digital SLR camera or camcorder: Index
MP09151a_B	2018 Own 35mm camera or camcorder
MP09151a_I	2018 Own 35mm camera or camcorder: Index
MP09153a_B	2017 Spent on camera/camcorder in last 12 mo: \$1-99
MP09153a_I	2017 Spent on camera/camcorder in last 12 mo: \$1-99:Index
MP09154a_B	2017 Spent on camera/camcorder in last 12 mo: \$100-\$199
MP09154a_I	2017 Spent on camera/camcorder in last 12 mo: \$100-\$199:Index
MP09155a_B	2017 Spent on camera/camcorder in last 12 mo: \$200+
MP09155a_I	2017 Spent on camera/camcorder in last 12 mo: \$200+:Index
MP09022a_B	2018 Own telephoto or zoom lens
MP09022a_I	2018 Own telephoto or zoom lens: Index
MP09023a_B	2018 Own wide angle lens
MP09023a_I	2018 Own wide angle lens: Index
MP09028a_B	2018 Printed digital photos in last 12 months
MP09028a_I	2018 Printed digital photos in last 12 months: Index
MP09030a_B	2018 Use a computer at work
MP09030a_I	2018 Use a computer at work: Index
MP09031a_B	2018 Use desktop computer at work
MP09031a_I	2018 Use desktop computer at work: Index
MP09032a_B	2018 Use laptop or notebook at work
MP09032a_I	2018 Use laptop or notebook at work: Index
MP09033h_B	2018 Household owns a computer
MP09033h_I	2018 Household owns a computer: Index
MP09034h_B	2018 Household purchased computer in last 12 months
MP09034h_I	2018 Household purchased computer in last 12 months: Index
MP09035h_B	2018 Household owns desktop computer
MP09035h_I	2018 Household owns desktop computer: Index
MP09036h_B	2018 Household owns laptop or notebook
MP09036h_I	2018 Household owns laptop or notebook: Index
MP09037h_B	2017 HH owns netbook
MP09037h_I	2017 HH owns netbook:Index
MP09038h_B	2018 Household with child (under 18 years) using home computer
MP09038h_I	2018 Household with child (under 18 years) using home computer: Index
MP09039h_B	2018 Household owns any Apple or Mac brand computer
MP09039h_I	2018 Household owns any Apple or Mac brand computer: Index
MP09040h_B	2018 Household owns any PC or non-Apple brand computer
MP09040h_I	2018 Household owns any PC or non-Apple brand computer: Index
MP09048h_B	2018 Household purchased most recent computer 1-2 years ago
MP09048h_I	2018 Household purchased most recent computer 1-2 years ago: Index
MP09049h_B	2018 Household purchased most recent computer 3-4 years ago
MP09049h_I	2018 Household purchased most recent computer 3-4 years ago: Index
MP09050h_B	2018 Household purchased most recent computer 5+ years ago
MP09050h_I	2018 Household purchased most recent computer 5+ years ago: Index
MP09141h_B	2018 Household purchased most recent computer in a store
MP09141h_I	2018 Household purchased most recent computer in a store: Index
MP09142h_B	2018 Household purchased most recent computer online
MP09142h_I	2018 Household purchased most recent computer online: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP09051h_B	2018 Household spent <\$500 on most recent home computer
MP09051h_I	2018 Household spent <\$500 on most recent home computer: Index
MP09052h_B	2018 Household spent \$500-\$999 on most recent home computer
MP09052h_I	2018 Household spent \$500-\$999 on most recent home computer: Index
MP09053h_B	2018 Household spent \$1000-\$1499 on most recent home computer
MP09053h_I	2018 Household spent \$1000-\$1499 on most recent home computer: Index
MP09054h_B	2018 Household spent \$1500-\$1999 on most recent home computer
MP09054h_I	2018 Household spent \$1500-\$1999 on most recent home computer: Index
MP09055h_B	2018 Household spent \$2000+ on most recent home computer
MP09055h_I	2018 Household spent \$2000+ on most recent home computer: Index
MP09071h_B	2018 Household owns webcam
MP09071h_I	2018 Household owns webcam: Index
MP09072h_B	2018 Household owns wireless router
MP09072h_I	2018 Household owns wireless router: Index
MP09073h_B	2018 Household owns software: accounting
MP09073h_I	2018 Household owns software: accounting: Index
MP09074h_B	2018 Household owns software: communications or fax
MP09074h_I	2018 Household owns software: communications or fax: Index
MP09075h_B	2018 Household owns software: database or filing
MP09075h_I	2018 Household owns software: database or filing: Index
MP09076h_B	2018 Household owns software: desktop publishing
MP09076h_I	2018 Household owns software: desktop publishing: Index
MP09077h_B	2018 Household owns software: education or training
MP09077h_I	2018 Household owns software: education or training: Index
MP09078h_B	2018 Household owns software: entertainment or games
MP09078h_I	2018 Household owns software: entertainment or games: Index
MP09079h_B	2018 Household owns software: personal finance or tax preparation
MP09079h_I	2018 Household owns software: personal finance or tax preparation: Index
MP09080h_B	2018 Household owns software: presentation graphics
MP09080h_I	2018 Household owns software: presentation graphics: Index
MP09081h_B	2018 Household owns software: multimedia
MP09081h_I	2018 Household owns software: multimedia: Index
MP09082h_B	2018 Household owns software: networking
MP09082h_I	2018 Household owns software: networking: Index
MP09083h_B	2018 Household owns software: online meeting or conference
MP09083h_I	2018 Household owns software: online meeting or conference: Index
MP09084h_B	2018 Household owns software: security or anti-virus
MP09084h_I	2018 Household owns software: security or anti-virus: Index
MP09085h_B	2018 Household owns software: spreadsheet
MP09085h_I	2018 Household owns software: spreadsheet: Index
MP09086h_B	2018 Household owns software: utility
MP09086h_I	2018 Household owns software: utility: Index
MP09087h_B	2018 Household owns software: web authoring
MP09087h_I	2018 Household owns software: web authoring: Index
MP09088h_B	2018 Household owns software: word processing
MP09088h_I	2018 Household owns software: word processing: Index
MP09135h_B	2018 Household owns CD player
MP09135h_I	2018 Household owns CD player: Index
MP09093h_B	2018 Household owns portable GPS navigation device
MP09093h_I	2018 Household owns portable GPS navigation device: Index
MP09094h_B	2018 Household purchased portable GPS navigation device in last 12 months
MP09094h_I	2018 Household purchased portable GPS navigation device in last 12 months: Index
MP09136h_B	2018 Household owns headphones (ear buds)
MP09136h_I	2018 Household owns headphones (ear buds): Index
MP09137h_B	2018 Household owns noise reduction headphones
MP09137h_I	2018 Household owns noise reduction headphones: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP09138h_B	2018 Household owns home theater or entertainment system
MP09138h_I	2018 Household owns home theater or entertainment system: Index
MP09095h_B	2018 Household owns 1 TV
MP09095h_I	2018 Household owns 1 TV: Index
MP09096h_B	2018 Household owns 2 TVs
MP09096h_I	2018 Household owns 2 TVs: Index
MP09097h_B	2018 Household owns 3 TVs
MP09097h_I	2018 Household owns 3 TVs: Index
MP09098h_B	2018 Household owns 4+ TVs
MP09098h_I	2018 Household owns 4+ TVs: Index
MP09100h_B	2018 Household owns LCD TV
MP09100h_I	2018 Household owns LCD TV: Index
MP09143h_B	2018 Household owns LED TV
MP09143h_I	2018 Household owns LED TV: Index
MP09101h_B	2018 Household owns plasma TV
MP09101h_I	2018 Household owns plasma TV: Index
MP09144h_B	2018 Household has 3D TV
MP09144h_I	2018 Household has 3D TV: Index
MP09103h_B	2018 Household has HDTV
MP09103h_I	2018 Household has HDTV: Index
MP09104h_B	2018 Household has Internet connectable TV
MP09104h_I	2018 Household has Internet connectable TV: Index
MP09105h_B	2017 HH owns miniature screen TV (
MP09105h_I	2017 HH owns miniature screen TV (
MP09106h_B	2018 Household owns small screen TV (<27 in)
MP09106h_I	2018 Household owns small screen TV (<27 in): Index
MP09107h_B	2018 Household owns medium screen TV (27-35 in)
MP09107h_I	2018 Household owns medium screen TV (27-35 in): Index
MP09108h_B	2018 Household owns large screen TV (36-42 in)
MP09108h_I	2018 Household owns large screen TV (36-42 in): Index
MP09109h_B	2018 Household owns XLarge screen TV (over 43-54 in)
MP09109h_I	2018 Household owns XLarge screen TV (over 43-54 in): Index
MP09164h_B	2018 Household owns XXL screen TV (over 55 in)
MP09164h_I	2018 Household owns XXL screen TV (over 55 in): Index
MP09111h_B	2018 Household most recent TV purchase: small screen (<27 in)
MP09111h_I	2018 Household most recent TV purchase: small screen (<27 in): Index
MP09112h_B	2018 Household most recent TV purchase: medium screen (27-35 in)
MP09112h_I	2018 Household most recent TV purchase: medium screen (27-35 in): Index
MP09113h_B	2018 Household most recent TV purchase: large screen (36-42 in)
MP09113h_I	2018 Household most recent TV purchase: large screen (36-42 in): Index
MP09114h_B	2018 Household most recent TV purchase: Xlarge screen (43-54 in)
MP09114h_I	2018 Household most recent TV purchase: Xlarge screen (43-54 in): Index
MP09162h_B	2018 Household most recent TV purchase: XXL screen (over 55 in)
MP09162h_I	2018 Household most recent TV purchase: XXL screen (over 55 in): Index
MP09140h_B	2018 Household owns any internet video device for TV
MP09140h_I	2018 Household owns any internet video device for TV: Index
MP09156h_B	2018 Household owns internet device for TV - Amazon Fire
MP09156h_I	2018 Household owns internet device for TV - Amazon Fire: Index
MP09157h_B	2018 Household owns internet device for TV - Apple TV
MP09157h_I	2018 Household owns internet device for TV - Apple TV: Index
MP09158h_B	2018 Household owns internet device for TV - Google Chromecast
MP09158h_I	2018 Household owns internet device for TV - Google Chromecast: Index
MP09159h_B	2018 Household owns internet device for TV - Roku
MP09159h_I	2018 Household owns internet device for TV - Roku: Index
MP09116h_B	2018 Household purchased video game system in last 12 months
MP09116h_I	2018 Household purchased video game system in last 12 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP09117h_B	2018 Household owns video game system: handheld
MP09117h_I	2018 Household owns video game system: handheld: Index
MP09118h_B	2018 Household owns video game system: attached to TV or computer
MP09118h_I	2018 Household owns video game system: attached to TV or computer: Index
MP09145h_B	2018 Household owns video game system: Nintendo 3DS
MP09145h_I	2018 Household owns video game system: Nintendo 3DS: Index
MP09121h_B	2018 Household owns video game system: Nintendo DS or DS lite
MP09121h_I	2018 Household owns video game system: Nintendo DS or DS lite: Index
MP09146h_B	2018 Household owns video game system: Nintendo DSi
MP09146h_I	2018 Household owns video game system: Nintendo DSi: Index
MP09123h_B	2018 Household owns video game system: Nintendo Wii
MP09123h_I	2018 Household owns video game system: Nintendo Wii: Index
MP09125h_B	2018 Household owns video game system: PlayStation 2 (PS2)
MP09125h_I	2018 Household owns video game system: PlayStation 2 (PS2): Index
MP09126h_B	2018 Household owns video game system: PlayStation 3 (PS3)
MP09126h_I	2018 Household owns video game system: PlayStation 3 (PS3): Index
MP09129h_B	2018 Household owns video game system: Xbox 360
MP09129h_I	2018 Household owns video game system: Xbox 360: Index
MP09130h_B	2018 Household purchased 5+ video games in last 12 months
MP09130h_I	2018 Household purchased 5+ video games in last 12 months: Index
MP09131h_B	2018 Household spent \$101+ on video games in last 12 months
MP09131h_I	2018 Household spent \$101+ on video games in last 12 months: Index
MP19001a_B	2018 Have access to Internet at home
MP19001a_I	2018 Have access to Internet at home: Index
MP19003a_B	2018 Connect to Internet at home via cable modem
MP19003a_I	2018 Connect to Internet at home via cable modem: Index
MP19004a_B	2018 Connect to Internet at home via DSL
MP19004a_I	2018 Connect to Internet at home via DSL: Index
MP19005a_B	2018 Connect to Internet at home via fiber optic
MP19005a_I	2018 Connect to Internet at home via fiber optic: Index
MP19007a_B	2018 Access Internet at home via high speed connection
MP19007a_I	2018 Access Internet at home via high speed connection: Index
MP19066a_B	2018 Spend 10+ hours online (excl email or IM time) daily
MP19066a_I	2018 Spend 10+ hours online (excl email or IM time) daily: Index
MP19067a_B	2018 Spend 5-9.9 hours online (excl email or IM time) daily
MP19067a_I	2018 Spend 5-9.9 hours online (excl email or IM time) daily: Index
MP19068a_B	2018 Spend 2-4.9 hours online (excl email or IM time) daily
MP19068a_I	2018 Spend 2-4.9 hours online (excl email or IM time) daily: Index
MP19069a_B	2018 Spend 1-1.9 hours online (excl email or IM time) daily
MP19069a_I	2018 Spend 1-1.9 hours online (excl email or IM time) daily: Index
MP19070a_B	2018 Spend 0.5-0.9 hours online(excl email or IM time) daily
MP19070a_I	2018 Spend 0.5-0.9 hours online(excl email or IM time) daily: Index
MP19071a_B	2018 Spend <0.5 hours online (excl email or IM time) daily
MP19071a_I	2018 Spend <0.5 hours online (excl email or IM time) daily: Index
MP19008a_B	2018 Used Internet in last 30 days
MP19008a_I	2018 Used Internet in last 30 days: Index
MP19009a_B	2018 Used Internet in last 30 days: at home
MP19009a_I	2018 Used Internet in last 30 days: at home: Index
MP19010a_B	2018 Used Internet in last 30 days: at work
MP19010a_I	2018 Used Internet in last 30 days: at work: Index
MP19011a_B	2018 Used Internet in last 30 days: at school or library
MP19011a_I	2018 Used Internet in last 30 days: at school or library: Index
MP19012a_B	2018 Used Internet in last 30 days: not home or work or school or library
MP19012a_I	2018 Used Internet in last 30 days: not home or work or school or library: Index
MP19013a_B	2018 Accessed Internet in last 30 days using computer
MP19013a_I	2018 Accessed Internet in last 30 days using computer: Index





# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP19014a_B	2018 Accessed Internet in last 30 days using cell phone
MP19014a_I	2018 Accessed Internet in last 30 days using cell phone: Index
MP19084a_B	2018 Accessed Internet in last 30 days using tablet
MP19084a_I	2018 Accessed Internet in last 30 days using tablet: Index
MP19085a_B	2018 Accessed Internet in last 30 days w gaming console
MP19085a_I	2018 Accessed Internet in last 30 days w gaming console: Index
MP19086a_B	2018 Accessed Internet in last 30 days using television
MP19086a_I	2018 Accessed Internet in last 30 days using television: Index
MP19015a_B	2018 Used Wi-Fi or wireless connection outside home in last 30 days
MP19015a_I	2018 Used Wi-Fi or wireless connection outside home in last 30 days: Index
MP19125a_B	2018 Used tablet in last 30 days for video call
MP19125a_I	2018 Used tablet in last 30 days for video call: Index
MP19017a_B	2018 Internet in last 30 days: used email
MP19017a_I	2018 Internet in last 30 days: used email: Index
MP19018a_B	2018 Internet in last 30 days: used IM
MP19018a_I	2018 Internet in last 30 days: used IM: Index
MP19019a_B	2018 Internet in last 30 days: made personal purchase
MP19019a_I	2018 Internet in last 30 days: made personal purchase: Index
MP19020a_B	2018 Internet in last 30 days: made business purchase
MP19020a_I	2018 Internet in last 30 days: made business purchase: Index
MP19021a_B	2018 Internet in last 30 days: paid bills online
MP19021a_I	2018 Internet in last 30 days: paid bills online: Index
MP19079a_B	2018 Internet in last 30 days: took online class
MP19079a_I	2018 Internet in last 30 days: took online class: Index
MP19022a_B	2018 Internet in last 30 days: looked for employment
MP19022a_I	2018 Internet in last 30 days: looked for employment: Index
MP19023a_B	2018 Internet in last 30 days: traded or tracked investments
MP19023a_I	2018 Internet in last 30 days: traded or tracked investments: Index
MP19024a_B	2018 Internet in last 30 days: made travel plans
MP19024a_I	2018 Internet in last 30 days: made travel plans: Index
MP19025a_B	2018 Internet in last 30 days: obtained auto info
MP19025a_I	2018 Internet in last 30 days: obtained auto info: Index
MP19026a_B	2018 Internet in last 30 days: obtained financial info
MP19026a_I	2018 Internet in last 30 days: obtained financial info: Index
MP19027a_B	2018 Internet in last 30 days: obtained medical info
MP19027a_I	2018 Internet in last 30 days: obtained medical info: Index
MP19028a_B	2018 Internet in last 30 days: checked movie listing or times
MP19028a_I	2018 Internet in last 30 days: checked movie listing or times: Index
MP19029a_B	2018 Internet in last 30 days: obtained latest news
MP19029a_I	2018 Internet in last 30 days: obtained latest news: Index
MP19072a_B	2018 Internet in last 30 days: obtained parenting info
MP19072a_I	2018 Internet in last 30 days: obtained parenting info: Index
MP19030a_B	2018 Internet in last 30 days: obtained real estate info
MP19030a_I	2018 Internet in last 30 days: obtained real estate info: Index
MP19031a_B	2018 Internet in last 30 days: obtained sports news or info
MP19031a_I	2018 Internet in last 30 days: obtained sports news or info: Index
MP19032a_B	2018 Internet in last 30 days: visited online blog
MP19032a_I	2018 Internet in last 30 days: visited online blog: Index
MP19033a_B	2018 Internet in last 30 days: wrote online blog
MP19033a_I	2018 Internet in last 30 days: wrote online blog: Index
MP19034a_B	2018 Internet in last 30 days: used online dating website
MP19034a_I	2018 Internet in last 30 days: used online dating website: Index
MP19016a_B	2018 Internet in last 30 days: visited a chat room
MP19016a_I	2018 Internet in last 30 days: visited a chat room: Index
MP19035a_B	2018 Internet in last 30 days: played games online
MP19035a_I	2018 Internet in last 30 days: played games online: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP19036a_B	2018 Internet in last 30 days: sent greeting card
MP19036a_I	2018 Internet in last 30 days: sent greeting card: Index
MP19037a_B	2018 Internet in last 30 days: made phone call
MP19037a_I	2018 Internet in last 30 days: made phone call: Index
MP19038a_B	2018 Internet in last 30 days: shared photos via website
MP19038a_I	2018 Internet in last 30 days: shared photos via website: Index
MP19039a_B	2018 Internet in last 30 days: looked for recipes
MP19039a_I	2018 Internet in last 30 days: looked for recipes: Index
MP19040a_B	2018 Internet in last 30 days: added video to website
MP19040a_I	2018 Internet in last 30 days: added video to website: Index
MP19041a_B	2018 Internet in last 30 days: downloaded a movie
MP19041a_I	2018 Internet in last 30 days: downloaded a movie: Index
MP19042a_B	2018 Internet in last 30 days: downloaded music
MP19042a_I	2018 Internet in last 30 days: downloaded music: Index
MP19043a_B	2018 Internet in last 30 days: download or listen to podcast
MP19043a_I	2018 Internet in last 30 days: download or listen to podcast: Index
MP19044a_B	2018 Internet in last 30 days: downloaded TV program
MP19044a_I	2018 Internet in last 30 days: downloaded TV program: Index
MP19045a_B	2018 Internet in last 30 days: downloaded a video game
MP19045a_I	2018 Internet in last 30 days: downloaded a video game: Index
MP19046a_B	2018 Internet in last 30 days: watched movie online
MP19046a_I	2018 Internet in last 30 days: watched movie online: Index
MP19047a_B	2018 Internet in last 30 days: watched TV program online
MP19047a_I	2018 Internet in last 30 days: watched TV program online: Index
<a href="#">MP19081a_B</a>	<a href="#">2018 Used online gaming service in last 30 days:PlayStation Network</a>
<a href="#">MP19081a_I</a>	<a href="#">2018 Used online gaming service in last 30 days:PlayStation Network: Index</a>
MP19082a_B	2018 Used online gaming service in last 30 days: Xbox Live
MP19082a_I	2018 Used online gaming service in last 30 days: Xbox Live: Index
MP19083a_B	2018 Played Massive Multi-Player Online game in last 30 days
MP19083a_I	2018 Played Massive Multi-Player Online game in last 30 days: Index
MP19048a_B	2018 Used Spanish language website in last app in last 30 days
MP19048a_I	2018 Used Spanish language website in last app in last 30 days: Index
MP19049a_B	2018 Social Media in last 30 days: facebook.com
MP19049a_I	2018 Social Media in last 30 days: facebook.com: Index
<a href="#">MP19126a_B</a>	<a href="#">2018 Social Media in last 30 days: instagram.com</a>
<a href="#">MP19126a_I</a>	<a href="#">2018 Social Media in last 30 days: instagram.com: Index</a>
MP19050a_B	2018 Social Media in last 30 days: linkedin.com
MP19050a_I	2018 Social Media in last 30 days: linkedin.com: Index
MP19076a_B	2017 Visited website in last 30 days: picasa.com
MP19076a_I	2017 Visited website in last 30 days: picasa.com:Index
MP19053a_B	2018 Social Media in last 30 days: shutterfly.com
MP19053a_I	2018 Social Media in last 30 days: shutterfly.com: Index
MP19077a_B	2018 Social Media in last 30 days: tumblr.com
MP19077a_I	2018 Social Media in last 30 days: tumblr.com: Index
MP19054a_B	2018 Social Media in last 30 days: twitter.com
MP19054a_I	2018 Social Media in last 30 days: twitter.com: Index
MP19078a_B	2018 Social Media in last 30 days: yelp.com
MP19078a_I	2018 Social Media in last 30 days: yelp.com: Index
MP19055a_B	2018 Social Media in last 30 days: youtube.com
MP19055a_I	2018 Social Media in last 30 days: youtube.com: Index
MP19087a_B	2018 Social Media in last 30 days: plus.google.com
MP19087a_I	2018 Social Media in last 30 days: plus.google.com: Index
MP19088a_B	2018 Social Media in last 30 days: pinterest.com
MP19088a_I	2018 Social Media in last 30 days: pinterest.com: Index
MP19089a_B	2018 Social network: updated status in last 30 days
MP19089a_I	2018 Social network: updated status in last 30 days: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP19090a_B	2018 Social network: updated profile in last 30 days
MP19090a_I	2018 Social network: updated profile in last 30 days: Index
MP19091a_B	2018 Social network: posted picture in last 30 days
MP19091a_I	2018 Social network: posted picture in last 30 days: Index
MP19092a_B	2018 Social network: posted video in last 30 days
MP19092a_I	2018 Social network: posted video in last 30 days: Index
MP19093a_B	2018 Social network: posted link in last 30 days
MP19093a_I	2018 Social network: posted link in last 30 days: Index
MP19094a_B	2018 Social network: saw friend's page in last 30 days
MP19094a_I	2018 Social network: saw friend's page in last 30 days: Index
MP19095a_B	2018 Social network: commented on post in last 30 days
MP19095a_I	2018 Social network: commented on post in last 30 days: Index
MP19096a_B	2018 Social network: posted a blog in last 30 days
MP19096a_I	2018 Social network: posted a blog in last 30 days: Index
MP19097a_B	2018 Social network: rated a product in last 30 days
MP19097a_I	2018 Social network: rated a product in last 30 days: Index
MP19098a_B	2018 Social network: sent email message in last 30 days
MP19098a_I	2018 Social network: sent email message in last 30 days: Index
MP19099a_B	2018 Social network: sent IM in last 30 days
MP19099a_I	2018 Social network: sent IM in last 30 days: Index
MP19100a_B	2018 Social network: played a game in last 30 days
MP19100a_I	2018 Social network: played a game in last 30 days: Index
MP19101a_B	2018 Social network: invited to event in last 30 days
MP19101a_I	2018 Social network: invited to event in last 30 days: Index
MP19102a_B	2018 Social network: liked something in last 30 days
MP19102a_I	2018 Social network: liked something in last 30 days: Index
MP19103a_B	2018 Social network: followed something in last 30 days
MP19103a_I	2018 Social network: followed something in last 30 days: Index
MP19104a_B	2018 Social network: clicked on an ad in last 30 days
MP19104a_I	2018 Social network: clicked on an ad in last 30 days: Index
MP19105a_B	2018 Social network: watched video in last 30 days
MP19105a_I	2018 Social network: watched video in last 30 days: Index
MP19106a_B	2018 Social network: posted location in last 30 days
MP19106a_I	2018 Social network: posted location in last 30 days: Index
MP19124a_B	2018 Social network: sent real or virtual gift in last 30 days
MP19124a_I	2018 Social network: sent real or virtual gift in last 30 days: Index
MP19107a_B	2018 Social network: used to keep in touch with friends
MP19107a_I	2018 Social network: used to keep in touch with friends: Index
MP19108a_B	2018 Social network: used to reconnect with old friends
MP19108a_I	2018 Social network: used to reconnect with old friends: Index
MP19109a_B	2018 Social network: used to meet new friends
MP19109a_I	2018 Social network: used to meet new friends: Index
MP19110a_B	2018 Social network: used to follow friends activities
MP19110a_I	2018 Social network: used to follow friends activities: Index
MP19111a_B	2018 Social network: used to find out about new prod.
MP19111a_I	2018 Social network: used to find out about new prod.: Index
MP19112a_B	2018 Social network: used to review product or service
MP19112a_I	2018 Social network: used to review product or service: Index
MP19113a_B	2018 Social network: used for professional contacts
MP19113a_I	2018 Social network: used for professional contacts: Index
MP19114a_B	2018 Social network: used to find mutual interests
MP19114a_I	2018 Social network: used to find mutual interests: Index
MP19115a_B	2018 Social network: used to track current events
MP19115a_I	2018 Social network: used to track current events: Index
MP19116a_B	2018 Social network: used to find info on TV or movie
MP19116a_I	2018 Social network: used to find info on TV or movie: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP19117a_B	2018 Social network: used to find local information
MP19117a_I	2018 Social network: used to find local information: Index
MP19118a_B	2018 Social network: used for gaming
MP19118a_I	2018 Social network: used for gaming: Index
MP19119a_B	2018 Social network: used to support favorite brands
MP19119a_I	2018 Social network: used to support favorite brands: Index
MP19120a_B	2018 Social network: used to get coupons or discounts
MP19120a_I	2018 Social network: used to get coupons or discounts: Index
MP19121a_B	2018 Social network: used to gain access to VIP events
MP19121a_I	2018 Social network: used to gain access to VIP events: Index
MP19131a_B	2018 Used entrtrnmt website or app in last 30 days: BuzzFeed
MP19131a_I	2018 Used entrtrnmt website or app in last 30 days: BuzzFeed: Index
MP19130a_B	2018 Used entrtrnmt website or app in last 30 days: Fandango
MP19130a_I	2018 Used entrtrnmt website or app in last 30 days: Fandango: Index
MP19056a_B	2018 Used website or search engine in last 30 days: ask.com
MP19056a_I	2018 Used website or search engine in last 30 days: ask.com: Index
MP19057a_B	2018 Used website or search engine in last 30 days: bing.com
MP19057a_I	2018 Used website or search engine in last 30 days: bing.com: Index
MP19058a_B	2018 Used website or search engine in last 30 days: google.com
MP19058a_I	2018 Used website or search engine in last 30 days: google.com: Index
MP19059a_B	2018 Used website or search engine in last 30 days: yahoo.com
MP19059a_I	2018 Used website or search engine in last 30 days: yahoo.com: Index
MP19060a_B	2018 Used news website or app in last 30 days: abcnews.com
MP19060a_I	2018 Used news website or app in last 30 days: abcnews.com: Index
MP19122a_B	2018 Used news website or app in last 30 days: bbc.com
MP19122a_I	2018 Used news website or app in last 30 days: bbc.com: Index
MP19061a_B	2018 Used news website or app in last 30 days: cbsnews.com
MP19061a_I	2018 Used news website or app in last 30 days: cbsnews.com: Index
MP19062a_B	2018 Used news website or app in last 30 days: cnn.com
MP19062a_I	2018 Used news website or app in last 30 days: cnn.com: Index
MP19063a_B	2018 Used news website or app in last 30 days: foxnews.com
MP19063a_I	2018 Used news website or app in last 30 days: foxnews.com: Index
MP19123a_B	2018 Used news website or app in last 30 days: huffpo.com
MP19123a_I	2018 Used news website or app in last 30 days: huffpo.com: Index
MP19064a_B	2018 Used news website or app in last 30 days: nbcnews.com
MP19064a_I	2018 Used news website or app in last 30 days: nbcnews.com: Index
MP19065a_B	2018 Used news website or app in last 30 days: yahoo.com
MP19065a_I	2018 Used news website or app in last 30 days: yahoo.com: Index
MP19128a_B	2018 Used sports website or app in last 30 days: ESPN
MP19128a_I	2018 Used sports website or app in last 30 days: ESPN: Index
MP19129a_B	2018 Used sports website or app in last 30 days: FoxSports
MP19129a_I	2018 Used sports website or app in last 30 days: FoxSports: Index
MP19127a_B	2018 Used sports website or app in last 30 days: NFL.com
MP19127a_I	2018 Used sports website or app in last 30 days: NFL.com: Index
<b>Financial &amp; Insurance Market Potential</b>	
MP10001a_B	2018 Did banking in person in last 12 months
MP10001a_I	2018 Did banking in person in last 12 months: Index
MP10002a_B	2018 Bank or financial institution used: Bank of America
MP10002a_I	2018 Bank or financial institution used: Bank of America: Index
MP10003a_B	2018 Bank or financial institution used: Capital One
MP10003a_I	2018 Bank or financial institution used: Capital One: Index
MP10004a_B	2018 Bank or financial institution used: Chase
MP10004a_I	2018 Bank or financial institution used: Chase: Index
MP10005a_B	2018 Bank or financial institution used: Citibank
MP10005a_I	2018 Bank or financial institution used: Citibank: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP10007a_B	2018 Bank or financial institution used: PNC
MP10007a_I	2018 Bank or financial institution used: PNC: Index
MP10008a_B	2018 Bank or financial institution used: U.S. Bank
MP10008a_I	2018 Bank or financial institution used: U.S. Bank: Index
MP10009a_B	2018 Bank or financial institution used: Wells Fargo
MP10009a_I	2018 Bank or financial institution used: Wells Fargo: Index
MP10010a_B	2018 Bank or financial institution used: credit union
MP10010a_I	2018 Bank or financial institution used: credit union: Index
MP10108a_B	2018 Bank or financial institution used: local or community bank
MP10108a_I	2018 Bank or financial institution used: local or community bank: Index
MP10011a_B	2018 Did banking by mail in last 12 months
MP10011a_I	2018 Did banking by mail in last 12 months: Index
MP10012a_B	2018 Did banking by phone in last 12 months
MP10012a_I	2018 Did banking by phone in last 12 months: Index
MP10013a_B	2018 Did banking online in last 12 months
MP10013a_I	2018 Did banking online in last 12 months: Index
MP10014a_B	2018 Did banking on mobile device in last 12 months
MP10014a_I	2018 Did banking on mobile device in last 12 months: Index
MP10015a_B	2018 Used ATM or cash machine in last 12 months
MP10015a_I	2018 Used ATM or cash machine in last 12 months: Index
MP10016a_B	2018 Used direct deposit of paycheck in last 12 months
MP10016a_I	2018 Used direct deposit of paycheck in last 12 months: Index
MP10017a_B	2018 Did banking w or paperless statements in last 12 months
MP10017a_I	2018 Did banking w or paperless statements in last 12 months: Index
MP10018a_B	2018 Have interest checking account
MP10018a_I	2018 Have interest checking account: Index
MP10019a_B	2018 Have non-interest checking account
MP10019a_I	2018 Have non-interest checking account: Index
MP10020a_B	2018 Have savings account
MP10020a_I	2018 Have savings account: Index
MP10021a_B	2018 Have overdraft protection
MP10021a_I	2018 Have overdraft protection: Index
MP10022a_B	2018 Have auto loan
MP10022a_I	2018 Have auto loan: Index
MP10023a_B	2018 Have personal loan for education (student loan)
MP10023a_I	2018 Have personal loan for education (student loan): Index
MP10024a_B	2018 Have personal loan - not for education
MP10024a_I	2018 Have personal loan - not for education: Index
MP10025a_B	2018 Have home mortgage (1st)
MP10025a_I	2018 Have home mortgage (1st): Index
MP10026a_B	2018 Have 2nd mortgage (home equity loan)
MP10026a_I	2018 Have 2nd mortgage (home equity loan): Index
MP10027a_B	2018 Have home equity line of credit
MP10027a_I	2018 Have home equity line of credit: Index
MP10028a_B	2018 Have personal line of credit
MP10028a_I	2018 Have personal line of credit: Index
MP10029a_B	2018 Have 401(k) retirement savings plan
MP10029a_I	2018 Have 401(k) retirement savings plan: Index
MP10030a_B	2018 Have 403(b) retirement savings plan
MP10030a_I	2018 Have 403(b) retirement savings plan: Index
MP10031a_B	2017 Have IRA retirement savings plan
MP10031a_I	2017 Have IRA retirement savings plan: Index
MP10117a_B	2018 Have Roth IRA retirement savings plan
MP10117a_I	2018 Have Roth IRA retirement savings plan: Index
MP10109a_B	2018 Have Traditional IRA retirement savings plan
MP10109a_I	2018 Have Traditional IRA retirement savings plan: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP10032a_B	2018 Own any securities investment
MP10032a_I	2018 Own any securities investment: Index
MP10033a_B	2018 Own any annuity
MP10033a_I	2018 Own any annuity: Index
MP10034a_B	2018 Own certificate of deposit (more than 6 months)
MP10034a_I	2018 Own certificate of deposit (more than 6 months): Index
MP10035a_B	2018 Own shares in money market fund
MP10035a_I	2018 Own shares in money market fund: Index
MP10036a_B	2018 Own shares in mutual fund (bonds)
MP10036a_I	2018 Own shares in mutual fund (bonds): Index
MP10037a_B	2018 Own shares in mutual fund (stock)
MP10037a_I	2018 Own shares in mutual fund (stock): Index
MP10038a_B	2018 Own any stock
MP10038a_I	2018 Own any stock: Index
MP10040a_B	2018 Own common stock in company you don't work for
MP10040a_I	2018 Own common stock in company you don't work for: Index
MP10041a_B	2018 Own U.S. savings bond
MP10041a_I	2018 Own U.S. savings bond: Index
MP10042a_B	2018 Own investment real estate
MP10042a_I	2018 Own investment real estate: Index
MP10043a_B	2018 Own vacation or weekend home
MP10043a_I	2018 Own vacation or weekend home: Index
MP10044a_B	2018 Used a real estate agent in last 12 months
MP10044a_I	2018 Used a real estate agent in last 12 months: Index
MP10045a_B	2018 Used financial planner in last 12 months
MP10045a_I	2018 Used financial planner in last 12 months: Index
MP10046a_B	2018 Own 1 credit card
MP10046a_I	2018 Own 1 credit card: Index
MP10047a_B	2018 Own 2 credit cards
MP10047a_I	2018 Own 2 credit cards: Index
MP10048a_B	2018 Own 3 credit cards
MP10048a_I	2018 Own 3 credit cards: Index
MP10049a_B	2018 Own 4 credit cards
MP10049a_I	2018 Own 4 credit cards: Index
MP10050a_B	2018 Own 5 credit cards
MP10050a_I	2018 Own 5 credit cards: Index
MP10051a_B	2018 Own 6+ credit cards
MP10051a_I	2018 Own 6+ credit cards: Index
<a href="#">MP10114a_B</a>	<a href="#">2018 Credit cards: Never or rarely carry a balance</a>
<a href="#">MP10114a_I</a>	<a href="#">2018 Credit cards: Never or rarely carry a balance: Index</a>
<a href="#">MP10115a_B</a>	<a href="#">2018 Credit cards: Sometimes carry a balance</a>
<a href="#">MP10115a_I</a>	<a href="#">2018 Credit cards: Sometimes carry a balance: Index</a>
<a href="#">MP10116a_B</a>	<a href="#">2018 Credit cards: Usually or always carry a balance</a>
<a href="#">MP10116a_I</a>	<a href="#">2018 Credit cards: Usually or always carry a balance: Index</a>
MP10052a_B	2018 Average monthly credit card expenditures: <\$111
MP10052a_I	2018 Average monthly credit card expenditures: <\$111: Index
MP10053a_B	2018 Average monthly credit card expenditures: \$111-\$225
MP10053a_I	2018 Average monthly credit card expenditures: \$111-\$225: Index
MP10054a_B	2018 Average monthly credit card expenditures: \$226-\$450
MP10054a_I	2018 Average monthly credit card expenditures: \$226-\$450: Index
MP10055a_B	2018 Average monthly credit card expenditures: \$451-\$700
MP10055a_I	2018 Average monthly credit card expenditures: \$451-\$700: Index
MP10056a_B	2018 Average monthly credit card expenditures: \$701-\$1000
MP10056a_I	2018 Average monthly credit card expenditures: \$701-\$1000: Index
MP10057a_B	2018 Average monthly credit card expenditures: \$1001+
MP10057a_I	2018 Average monthly credit card expenditures: \$1001+: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP10058a_B	2018 Own 1 debit card
MP10058a_I	2018 Own 1 debit card: Index
MP10059a_B	2018 Own 2 debit cards
MP10059a_I	2018 Own 2 debit cards: Index
MP10060a_B	2017 Own 3+ debit cards
MP10060a_I	2017 Own 3+ debit cards: Index
MP10061a_B	2018 Average monthly debit card expenditures: <\$91
MP10061a_I	2018 Average monthly debit card expenditures: <\$91: Index
MP10062a_B	2018 Average monthly debit card expenditures: \$91-\$180
MP10062a_I	2018 Average monthly debit card expenditures: \$91-\$180: Index
MP10063a_B	2018 Average monthly debit card expenditures: \$181-\$225
MP10063a_I	2018 Average monthly debit card expenditures: \$181-\$225: Index
MP10064a_B	2018 Average monthly debit card expenditures: \$226-\$450
MP10064a_I	2018 Average monthly debit card expenditures: \$226-\$450: Index
MP10065a_B	2018 Average monthly debit card expenditures: \$451-\$700
MP10065a_I	2018 Average monthly debit card expenditures: \$451-\$700: Index
MP10066a_B	2018 Average monthly debit card expenditures: \$701-\$1000
MP10066a_I	2018 Average monthly debit card expenditures: \$701-\$1000: Index
MP10067a_B	2018 Average monthly debit card expenditures: \$1001+
MP10067a_I	2018 Average monthly debit card expenditures: \$1001+: Index
MP10068a_B	2018 Own or used in last 12 months: any credit or debit card
MP10068a_I	2018 Own or used in last 12 months: any credit or debit card: Index
MP10069a_B	2018 Own or used in last 12 months: any major credit or debit card
MP10069a_I	2018 Own or used in last 12 months: any major credit or debit card: Index
MP10070a_B	2018 Own or used in last 12 months: any store credit card
MP10070a_I	2018 Own or used in last 12 months: any store credit card: Index
MP10071a_B	2018 Credit or debit card rewards: airline miles
MP10071a_I	2018 Credit or debit card rewards: airline miles: Index
MP10072a_B	2018 Credit or debit card rewards: cash back
MP10072a_I	2018 Credit or debit card rewards: cash back: Index
MP10073a_B	2018 Credit or debit card rewards: gasoline discounts
MP10073a_I	2018 Credit or debit card rewards: gasoline discounts: Index
MP10074a_B	2018 Credit or debit card rewards: gifts
MP10074a_I	2018 Credit or debit card rewards: gifts: Index
MP10075a_B	2018 Credit or debit card rewards: hotel or car rental awards
MP10075a_I	2018 Credit or debit card rewards: hotel or car rental awards: Index
MP10076a_B	2018 Have American Express Green card in own name
MP10076a_I	2018 Have American Express Green card in own name: Index
MP10077a_B	2018 Have American Express Gold card in own name
MP10077a_I	2018 Have American Express Gold card in own name: Index
MP10078a_B	2018 Have American Express Platinum card in own name
MP10078a_I	2018 Have American Express Platinum card in own name: Index
MP10079a_B	2018 Have American Express Blue card in own name
MP10079a_I	2018 Have American Express Blue card in own name: Index
MP10080a_B	2018 Have Discover card in own name
MP10080a_I	2018 Have Discover card in own name: Index
MP10081a_B	2018 Have MasterCard Standard card in own name
MP10081a_I	2018 Have MasterCard Standard card in own name: Index
MP10082a_B	2018 Have MasterCard Gold card in own name
MP10082a_I	2018 Have MasterCard Gold card in own name: Index
MP10083a_B	2018 Have MasterCard Platinum card in own name
MP10083a_I	2018 Have MasterCard Platinum card in own name: Index
MP10084a_B	2018 Have MasterCard debit card in own name
MP10084a_I	2018 Have MasterCard debit card in own name: Index
MP10085a_B	2018 Have Visa Regular or Classic card in own name
MP10085a_I	2018 Have Visa Regular or Classic card in own name: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP10086a_B	2018 Have Visa Gold card in own name
MP10086a_I	2018 Have Visa Gold card in own name: Index
MP10087a_B	2018 Have Visa Platinum card in own name
MP10087a_I	2018 Have Visa Platinum card in own name: Index
MP10088a_B	2018 Have Visa Signature card in own name
MP10088a_I	2018 Have Visa Signature card in own name: Index
MP10089a_B	2018 Have Visa debit card in own name
MP10089a_I	2018 Have Visa debit card in own name: Index
MP10090a_B	2018 Paid bills in last 12 months: by mail
MP10090a_I	2018 Paid bills in last 12 months: by mail: Index
MP10091a_B	2018 Paid bills in last 12 months: online
MP10091a_I	2018 Paid bills in last 12 months: online: Index
MP10092a_B	2018 Paid bills in last 12 months: in person
MP10092a_I	2018 Paid bills in last 12 months: in person: Index
MP10093a_B	2018 Paid bills in last 12 months: by phone using credit card
MP10093a_I	2018 Paid bills in last 12 months: by phone using credit card: Index
MP10094a_B	2018 Paid bills in last 12 months: by mobile phone
MP10094a_I	2018 Paid bills in last 12 months: by mobile phone: Index
MP10095a_B	2018 Paid bills in last 12 months: charged to credit card
MP10095a_I	2018 Paid bills in last 12 months: charged to credit card: Index
MP10096a_B	2018 Paid bills in last 12 months: deducted from bank account
MP10096a_I	2018 Paid bills in last 12 months: deducted from bank account: Index
MP10097a_B	2018 Wired or sent money in last 6 months
MP10097a_I	2018 Wired or sent money in last 6 months: Index
MP10098a_B	2018 Wired or sent money in last 6 months: using MoneyGram
MP10098a_I	2018 Wired or sent money in last 6 months: using MoneyGram: Index
MP10110a_B	2018 Used Apple Pay digital payment service in last 30 days
MP10110a_I	2018 Used Apple Pay digital payment service in last 30 days: Index
MP10111a_B	2018 Used Google Wallet digital payment service in last 30 days
MP10111a_I	2018 Used Google Wallet digital payment service in last 30 days: Index
MP10099a_B	2018 Used PayPal digital payment service in last 30 days
MP10099a_I	2018 Used PayPal digital payment service in last 30 days: Index
MP10113a_B	2018 Used Visa Checkout digital payment service in last 30 days
MP10113a_I	2018 Used Visa Checkout digital payment service in last 30 days: Index
MP10112a_B	2018 Used other digital payment service in last 30 days
MP10112a_I	2018 Used other digital payment service in last 30 days: Index
MP10100a_B	2018 Wired or sent money in last 6 months: using Western Union
MP10100a_I	2018 Wired or sent money in last 6 months: using Western Union: Index
MP10101a_B	2018 Wired or sent money in last 6 months: bank wire transfer
MP10101a_I	2018 Wired or sent money in last 6 months: bank wire transfer: Index
MP10102a_B	2018 Tax preparation: did manually
MP10102a_I	2018 Tax preparation: did manually: Index
MP10107a_B	2017 Tax preparation: used software (H&R Block TaxCut)
MP10107a_I	2017 Tax preparation: used software (H&R Block TaxCut):Index
MP10103a_B	2018 Tax preparation: used software (TurboTax)
MP10103a_I	2018 Tax preparation: used software (TurboTax): Index
MP10104a_B	2018 Tax preparation: used online tax service (TurboTax)
MP10104a_I	2018 Tax preparation: used online tax service (TurboTax): Index
MP10105a_B	2018 Tax preparation: used H&R Block on-site
MP10105a_I	2018 Tax preparation: used H&R Block on-site: Index
MP10106a_B	2018 Tax preparation: used CPA or other tax professional
MP10106a_I	2018 Tax preparation: used CPA or other tax professional: Index
MP18076h_B	2018 Household has auto insurance: any vehicle in household covered
MP18076h_I	2018 Household has auto insurance: any vehicle in household covered: Index
MP18001h_B	2018 Household has auto insurance: 1 vehicle in household covered
MP18001h_I	2018 Household has auto insurance: 1 vehicle in household covered: Index





# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP18002h_B	2018 Household has auto insurance: 2 vehicles in household covered
MP18002h_I	2018 Household has auto insurance: 2 vehicles in household covered: Index
MP18003h_B	2018 Household has auto insurance: 3+ vehicles in household covered
MP18003h_I	2018 Household has auto insurance: 3+ vehicles in household covered: Index
MP18004a_B	2018 Have auto insurance: collision
MP18004a_I	2018 Have auto insurance: collision: Index
MP18005a_B	2018 Have auto insurance: comprehensive
MP18005a_I	2018 Have auto insurance: comprehensive: Index
MP18006a_B	2018 Have auto insurance: liability - bodily injury
MP18006a_I	2018 Have auto insurance: liability - bodily injury: Index
MP18007a_B	2018 Have auto insurance: liability - property damage
MP18007a_I	2018 Have auto insurance: liability - property damage: Index
MP18008a_B	2018 Have auto insurance: medical payments
MP18008a_I	2018 Have auto insurance: medical payments: Index
MP18009a_B	2018 Have auto insurance: towing
MP18009a_I	2018 Have auto insurance: towing: Index
MP18010a_B	2018 Have auto insurance: uninsured motorist
MP18010a_I	2018 Have auto insurance: uninsured motorist: Index
MP18011a_B	2018 Have auto insurance: AAA
MP18011a_I	2018 Have auto insurance: AAA: Index
MP18012a_B	2018 Have auto insurance: Allstate
MP18012a_I	2018 Have auto insurance: Allstate: Index
MP18013a_B	2018 Have auto insurance: Farmers
MP18013a_I	2018 Have auto insurance: Farmers: Index
MP18014a_B	2018 Have auto insurance: GEICO
MP18014a_I	2018 Have auto insurance: GEICO: Index
MP18015a_B	2018 Have auto insurance: Liberty Mutual
MP18015a_I	2018 Have auto insurance: Liberty Mutual: Index
MP18016a_B	2018 Have auto insurance: Nationwide
MP18016a_I	2018 Have auto insurance: Nationwide: Index
MP18017a_B	2018 Have auto insurance: Progressive
MP18017a_I	2018 Have auto insurance: Progressive: Index
MP18018a_B	2018 Have auto insurance: State Farm
MP18018a_I	2018 Have auto insurance: State Farm: Index
MP18019a_B	2018 Have auto insurance: USAA
MP18019a_I	2018 Have auto insurance: USAA: Index
MP18020a_B	2018 Acquired auto insurance from agent
MP18020a_I	2018 Acquired auto insurance from agent: Index
MP18021a_B	2018 Acquired auto insurance direct via phone
MP18021a_I	2018 Acquired auto insurance direct via phone: Index
MP18022a_B	2018 Acquired auto insurance direct via website
MP18022a_I	2018 Acquired auto insurance direct via website: Index
MP18023a_B	2018 Have homeowners insurance
MP18023a_I	2018 Have homeowners insurance: Index
MP18077a_B	2018 Have renters insurance
MP18077a_I	2018 Have renters insurance: Index
MP18024a_B	2018 Have combined home and auto insurance policy
MP18024a_I	2018 Have combined home and auto insurance policy: Index
MP18025a_B	2018 Have home insurance coverage for earthquake or flood
MP18025a_I	2018 Have home insurance coverage for earthquake or flood: Index
MP18026a_B	2018 Have any homeowners or personal property insurance
MP18026a_I	2018 Have any homeowners or personal property insurance: Index
MP18028a_B	2018 Have home or personal property insurance: Allstate
MP18028a_I	2018 Have home or personal property insurance: Allstate: Index
MP18029a_B	2018 Have home or personal property insurance: Farmers
MP18029a_I	2018 Have home or personal property insurance: Farmers: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP18031a_B	2018 Have home or personal property insurance: State Farm
MP18031a_I	2018 Have home or personal property insurance: State Farm: Index
MP18033a_B	2018 Have home or personal property insurance: USAA
MP18033a_I	2018 Have home or personal property insurance: USAA: Index
MP18034a_B	2018 Acquired home or personal property insurance from agent
MP18034a_I	2018 Acquired home or personal property insurance from agent: Index
MP18035a_B	2018 Acquired home or personal property insurance direct via phone
MP18035a_I	2018 Acquired home or personal property insurance direct via phone: Index
MP18078a_B	2018 Acquired home or personal property insurance via website
MP18078a_I	2018 Acquired home or personal property insurance via website: Index
MP18036a_B	2018 Currently carry life insurance
MP18036a_I	2018 Currently carry life insurance: Index
MP18037a_B	2018 Have life insurance: separate term policy
MP18037a_I	2018 Have life insurance: separate term policy: Index
MP18038a_B	2018 Have life insurance: separate whole life policy
MP18038a_I	2018 Have life insurance: separate whole life policy: Index
MP18039a_B	2018 Have life insurance: comb. term/whole life policy
MP18039a_I	2018 Have life insurance: comb. term/whole life policy: Index
MP18040a_B	2018 Have life insurance: universal life
MP18040a_I	2018 Have life insurance: universal life: Index
MP18041a_B	2018 Have life insurance through place of work
MP18041a_I	2018 Have life insurance through place of work: Index
MP18042a_B	2018 Have life insurance through a union
MP18042a_I	2018 Have life insurance through a union: Index
MP18043a_B	2018 Have life insurance with total value: <\$20000
MP18043a_I	2018 Have life insurance with total value: <\$20000: Index
MP18044a_B	2018 Have life insurance with total value: \$20000-\$49999
MP18044a_I	2018 Have life insurance with total value: \$20000-\$49999: Index
MP18045a_B	2018 Have life insurance with total value: \$50000-\$99999
MP18045a_I	2018 Have life insurance with total value: \$50000-\$99999: Index
MP18046a_B	2018 Have life insurance with total value: \$100000-\$149999
MP18046a_I	2018 Have life insurance with total value: \$100000-\$149999: Index
MP18047a_B	2018 Have life insurance with total value: \$150000-\$249999
MP18047a_I	2018 Have life insurance with total value: \$150000-\$249999: Index
MP18048a_B	2018 Have life insurance with total value: \$250000-\$499999
MP18048a_I	2018 Have life insurance with total value: \$250000-\$499999: Index
MP18049a_B	2018 Have life insurance with total value: \$500000+
MP18049a_I	2018 Have life insurance with total value: \$500000+: Index
MP18050a_B	2018 Carry medical or hospital or accident insurance
MP18050a_I	2018 Carry medical or hospital or accident insurance: Index
MP18051a_B	2018 Medical insurance covers you alone
MP18051a_I	2018 Medical insurance covers you alone: Index
MP18052a_B	2018 Medical insurance covers you and other household or family members
MP18052a_I	2018 Medical insurance covers you and other household or family members: Index
MP18053a_B	2018 Have medical insurance: EPO (Exclusive Provider Org)
MP18053a_I	2018 Have medical insurance: EPO (Exclusive Provider Org): Index
MP18054a_B	2018 Have medical insurance: HMO (Health Maintenance Org)
MP18054a_I	2018 Have medical insurance: HMO (Health Maintenance Org): Index
MP18055a_B	2018 Have medical insurance: POS (Point-of-Service)
MP18055a_I	2018 Have medical insurance: POS (Point-of-Service): Index
MP18056a_B	2018 Have medical insurance: PPO (Preferred Provider Org)
MP18056a_I	2018 Have medical insurance: PPO (Preferred Provider Org): Index
MP18079a_B	2018 Have medical insurance: AARP
MP18079a_I	2018 Have medical insurance: AARP: Index
MP18057a_B	2018 Have medical insurance: Aetna
MP18057a_I	2018 Have medical insurance: Aetna: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP18058a_B	2018 Have medical insurance: Blue Cross or Blue Shield
MP18058a_I	2018 Have medical insurance: Blue Cross or Blue Shield: Index
MP18059a_B	2018 Have medical insurance: Cigna
MP18059a_I	2018 Have medical insurance: Cigna: Index
MP18060a_B	2018 Have medical insurance: Humana
MP18060a_I	2018 Have medical insurance: Humana: Index
MP18062a_B	2018 Have medical insurance: United Healthcare
MP18062a_I	2018 Have medical insurance: United Healthcare: Index
MP18081a_B	2018 Obtained medical insurance through government exchange
MP18081a_I	2018 Obtained medical insurance through government exchange: Index
MP18084a_B	2018 Obtained medical insurance through other government source
MP18084a_I	2018 Obtained medical insurance through other government source: Index
MP18063a_B	2018 Obtained medical insurance through place of work
MP18063a_I	2018 Obtained medical insurance through place of work: Index
MP18064a_B	2018 Obtained medical insurance through a union
MP18064a_I	2018 Obtained medical insurance through a union: Index
MP18080a_B	2017 Obtained medical insurance: through government
MP18080a_I	2017 Obtained medical insurance: through government: Index
MP18065a_B	2018 Have Medicaid
MP18065a_I	2018 Have Medicaid: Index
MP18066a_B	2018 Have Medicare
MP18066a_I	2018 Have Medicare: Index
MP18067a_B	2018 Have accidental death and dismemberment insurance
MP18067a_I	2018 Have accidental death and dismemberment insurance: Index
MP18068a_B	2017 Have dental insurance
MP18068a_I	2017 Have dental insurance: Index
MP18082a_B	2018 Have dental insurance: Delta Dental
MP18082a_I	2018 Have dental insurance: Delta Dental: Index
MP18083a_B	2018 Have dental insurance: Other
MP18083a_I	2018 Have dental insurance: Other: Index
MP18069a_B	2018 Have disability insurance
MP18069a_I	2018 Have disability insurance: Index
MP18071a_B	2018 Have long term care insurance
MP18071a_I	2018 Have long term care insurance: Index
MP18072a_B	2018 Have mortgage insurance
MP18072a_I	2018 Have mortgage insurance: Index
MP18073a_B	2018 Have personal liability insurance (not auto or home)
MP18073a_I	2018 Have personal liability insurance (not auto or home): Index
MP18074a_B	2018 Have prescription medicine insurance
MP18074a_I	2018 Have prescription medicine insurance: Index
MP18075a_B	2018 Have vision care insurance
MP18075a_I	2018 Have vision care insurance: Index
<b>Grocery &amp; Alcoholic Beverages Market Potential</b>	
MP04001a_B	2018 Drank beer or ale in last 6 months
MP04001a_I	2018 Drank beer or ale in last 6 months: Index
MP04002a_B	2018 Drank imported beer or ale in last 6 months
MP04002a_I	2018 Drank imported beer or ale in last 6 months: Index
MP04003a_B	2018 Drank regular domestic beer or ale in last 6 months
MP04003a_I	2018 Drank regular domestic beer or ale in last 6 months: Index
MP04004a_B	2018 Drank premium domestic beer or ale in last 6 months
MP04004a_I	2018 Drank premium domestic beer or ale in last 6 months: Index
MP04005a_B	2018 Drank super premium domestic beer or ale in last 6 months
MP04005a_I	2018 Drank super premium domestic beer or ale in last 6 months: Index
MP04006a_B	2018 Drank low calorie domestic beer in last 6 months
MP04006a_I	2018 Drank low calorie domestic beer in last 6 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP04008a_B	2018 Drank imported dinner or table wine in last 6 months
MP04008a_I	2018 Drank imported dinner or table wine in last 6 months: Index
MP04009a_B	2018 Drank domestic dinner or table wine in last 6 months
MP04009a_I	2018 Drank domestic dinner or table wine in last 6 months: Index
MP04010a_B	2018 Drank domestic wine in last 6 months: Cabernet Sauvignon
MP04010a_I	2018 Drank domestic wine in last 6 months: Cabernet Sauvignon: Index
MP04011a_B	2018 Drank domestic wine in last 6 months: Chardonnay
MP04011a_I	2018 Drank domestic wine in last 6 months: Chardonnay: Index
MP04012a_B	2018 Drank domestic wine in last 6 months: Merlot
MP04012a_I	2018 Drank domestic wine in last 6 months: Merlot: Index
MP04013a_B	2018 Drank domestic wine in last 6 months: Pinot Grigio
MP04013a_I	2018 Drank domestic wine in last 6 months: Pinot Grigio: Index
MP04014a_B	2018 Drank domestic wine in last 6 months: Pinot Noir
MP04014a_I	2018 Drank domestic wine in last 6 months: Pinot Noir: Index
MP04015a_B	2018 Drank bourbon in last 6 months
MP04015a_I	2018 Drank bourbon in last 6 months: Index
MP04016a_B	2018 Drank brandy in last 6 months
MP04016a_I	2018 Drank brandy in last 6 months: Index
MP04017a_B	2018 Drank Canadian whisky in last 6 months
MP04017a_I	2018 Drank Canadian whisky in last 6 months: Index
MP04018a_B	2018 Drank champagne or sparkling wine in last 6 months
MP04018a_I	2018 Drank champagne or sparkling wine in last 6 months: Index
MP04019a_B	2018 Drank cognac in last 6 months
MP04019a_I	2018 Drank cognac in last 6 months: Index
MP04020a_B	2018 Drank cordial or liqueur in last 6 months
MP04020a_I	2018 Drank cordial or liqueur in last 6 months: Index
MP04021a_B	2018 Drank gin in last 6 months
MP04021a_I	2018 Drank gin in last 6 months: Index
<a href="#">MP04042a_B</a>	<a href="#">2018 Drank hard cider in last 6 months</a>
<a href="#">MP04042a_I</a>	<a href="#">2018 Drank hard cider in last 6 months: Index</a>
MP04022a_B	2018 Drank Irish whiskey in last 6 months
MP04022a_I	2018 Drank Irish whiskey in last 6 months: Index
MP04023a_B	2018 Drank malt liquor in last 6 months
MP04023a_I	2018 Drank malt liquor in last 6 months: Index
MP04024a_B	2018 Drank port or sherry or dessert wine in last 6 months
MP04024a_I	2018 Drank port or sherry or dessert wine in last 6 months: Index
MP04025a_B	2018 Drank rum in last 6 months
MP04025a_I	2018 Drank rum in last 6 months: Index
MP04026a_B	2018 Drank rye or blended whiskey in last 6 months
MP04026a_I	2018 Drank rye or blended whiskey in last 6 months: Index
MP04027a_B	2018 Drank scotch whisky in last 6 months
MP04027a_I	2018 Drank scotch whisky in last 6 months: Index
MP04028a_B	2018 Drank tequila in last 6 months
MP04028a_I	2018 Drank tequila in last 6 months: Index
MP04029a_B	2018 Drank vermouth in last 6 months
MP04029a_I	2018 Drank vermouth in last 6 months: Index
MP04030a_B	2018 Drank vodka in last 6 months
MP04030a_I	2018 Drank vodka in last 6 months: Index
MP04031a_B	2018 Drank flavored alcoholic beverage or cooler in last 6 months
MP04031a_I	2018 Drank flavored alcoholic beverage or cooler in last 6 months: Index
MP04032a_B	2018 Drank prepared mixed drink with liquor in last 6 months
MP04032a_I	2018 Drank prepared mixed drink with liquor in last 6 months: Index
MP04033a_B	2018 Consumed beer in last 30 days at bar or club
MP04033a_I	2018 Consumed beer in last 30 days at bar or club: Index
MP04034a_B	2018 Consumed wine in last 30 days at bar or club
MP04034a_I	2018 Consumed wine in last 30 days at bar or club: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP04035a_B	2018 Consumed liquor in last 30 days at bar or club
MP04035a_I	2018 Consumed liquor in last 30 days at bar or club: Index
MP04036a_B	2018 Consumed beer in last 30 days at restaurant
MP04036a_I	2018 Consumed beer in last 30 days at restaurant: Index
MP04037a_B	2018 Consumed wine in last 30 days at restaurant
MP04037a_I	2018 Consumed wine in last 30 days at restaurant: Index
MP04038a_B	2018 Consumed liquor in last 30 days at restaurant
MP04038a_I	2018 Consumed liquor in last 30 days at restaurant: Index
MP04039a_B	2018 Consumed beer in last 30 days at home
MP04039a_I	2018 Consumed beer in last 30 days at home: Index
MP04040a_B	2018 Consumed wine in last 30 days at home
MP04040a_I	2018 Consumed wine in last 30 days at home: Index
MP04041a_B	2018 Consumed liquor in last 30 days at home
MP04041a_I	2018 Consumed liquor in last 30 days at home: Index
MP12001h_B	2018 Household used organic food in last 6 months
MP12001h_I	2018 Household used organic food in last 6 months: Index
MP12003h_B	2018 Household used bacon or breakfast strips in last 6 months
MP12003h_I	2018 Household used bacon or breakfast strips in last 6 months: Index
MP12004h_B	2018 Household used bagels in last 6 months
MP12004h_I	2018 Household used bagels in last 6 months: Index
MP12010h_B	2018 Household used beef (fresh or frozen) in last 6 months
MP12010h_I	2018 Household used beef (fresh or frozen) in last 6 months: Index
MP12012a_B	2018 Drank bottled water or seltzer in last 6 months
MP12012a_I	2018 Drank bottled water or seltzer in last 6 months: Index
MP12013h_B	2018 Household used bread in last 6 months
MP12013h_I	2018 Household used bread in last 6 months: Index
MP12033h_B	2018 Household used breakfast cereal (cold) in last 6 months
MP12033h_I	2018 Household used breakfast cereal (cold) in last 6 months: Index
MP12034h_B	2018 Household used breakfast cereal (hot) in last 6 months
MP12034h_I	2018 Household used breakfast cereal (hot) in last 6 months: Index
MP12035h_B	2018 Household used breakfast or cereal or granola bars in last 6 months
MP12035h_I	2018 Household used breakfast or cereal or granola bars in last 6 months: Index
MP12038a_B	2018 Bought any candy in last 6 months
MP12038a_I	2018 Bought any candy in last 6 months: Index
MP12039a_B	2018 Bought candy (regular or king size) in last 6 months
MP12039a_I	2018 Bought candy (regular or king size) in last 6 months: Index
MP12040a_B	2018 Bought packages of miniature or loose candy in last 6 months
MP12040a_I	2018 Bought packages of miniature or loose candy in last 6 months: Index
MP12041a_B	2018 Bought hard roll candy in last 6 months
MP12041a_I	2018 Bought hard roll candy in last 6 months: Index
MP12042a_B	2018 Bought boxed chocolates in last 6 months
MP12042a_I	2018 Bought boxed chocolates in last 6 months: Index
MP12199a_B	2018 Bought boxed chocolates as a gift in last 6 months
MP12199a_I	2018 Bought boxed chocolates as a gift in last 6 months: Index
MP12046h_B	2018 Household used canned or jarred fruit in last 6 months
MP12046h_I	2018 Household used canned or jarred fruit in last 6 months: Index
MP12047h_B	2018 Household used canned or jarred soup or broth in last 6 months
MP12047h_I	2018 Household used canned or jarred soup or broth in last 6 months: Index
MP12049h_B	2018 Household used canned or jarred vegetables in last 6 months
MP12049h_I	2018 Household used canned or jarred vegetables in last 6 months: Index
MP12052h_B	2018 Household used canned tuna in last 6 months
MP12052h_I	2018 Household used canned tuna in last 6 months: Index
MP12053h_B	2018 Household used cheese (Amer pasteurized processed) in last 6 months
MP12053h_I	2018 Household used cheese (Amer pasteurized processed) in last 6 months: Index
MP12055h_B	2018 Household used cheese (natural or imported) in last 6 months
MP12055h_I	2018 Household used cheese (natural or imported) in last 6 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP12200h_B	2018 Household used chicken (fresh or frozen) in last 6 months
MP12200h_I	2018 Household used chicken (fresh or frozen) in last 6 months: Index
MP12060h_B	2018 Household used ground coffee in last 6 months
MP12060h_I	2018 Household used ground coffee in last 6 months: Index
MP12061h_B	2018 Household used flavored ground coffee in last 6 months
MP12061h_I	2018 Household used flavored ground coffee in last 6 months: Index
MP12062h_B	2018 Household used unflavored ground coffee in last 6 months
MP12062h_I	2018 Household used unflavored ground coffee in last 6 months: Index
MP12063h_B	2018 Household used decaffeinated ground coffee in last 6 months
MP12063h_I	2018 Household used decaffeinated ground coffee in last 6 months: Index
MP12202h_B	2018 Household used ground coffee in last 6 months: Dunkin' Donuts
MP12202h_I	2018 Household used ground coffee in last 6 months: Dunkin' Donuts: Index
MP12064h_B	2018 Household used ground coffee in last 6 months: Folgers Brkfst Blend
MP12064h_I	2018 Household used ground coffee in last 6 months: Folgers Brkfst Blend: Index
MP12065h_B	2018 Household used ground coffee in last 6 months: Folgers Classic Roast
MP12065h_I	2018 Household used ground coffee in last 6 months: Folgers Classic Roast: Index
MP12066h_B	2018 Household used ground coffee in last 6 months: Folgers 100% Colombian
MP12066h_I	2018 Household used ground coffee in last 6 months: Folgers 100% Colombian: Index
MP12067h_B	2018 Household used ground coffee in last 6 months: Folgers French Roast
MP12067h_I	2018 Household used ground coffee in last 6 months: Folgers French Roast: Index
MP12068h_B	2018 Household used ground coffee in last 6 months: Green Mountain
MP12068h_I	2018 Household used ground coffee in last 6 months: Green Mountain: Index
MP12069h_B	2018 Household used ground coffee in last 6 months: Maxwell Hse Mstr Blend
MP12069h_I	2018 Household used ground coffee in last 6 months: Maxwell Hse Mstr Blend: Index
MP12070h_B	2018 Household used ground coffee in last 6 months: Maxwell Hse Original
MP12070h_I	2018 Household used ground coffee in last 6 months: Maxwell Hse Original: Index
MP12071h_B	2018 Household used ground coffee in last 6 months: Maxwell Hse Colombian
MP12071h_I	2018 Household used ground coffee in last 6 months: Maxwell Hse Colombian: Index
MP12072h_B	2018 Household used ground coffee in last 6 months: Starbucks
MP12072h_I	2018 Household used ground coffee in last 6 months: Starbucks: Index
MP12203h_B	2018 Household used ground coffee in last 6 months: single serve pod in last K-Cup
MP12203h_I	2018 Household used ground coffee in last 6 months: single serve pod in last K-Cup: Index
MP12073h_B	2018 Household used flavored instant coffee in last 6 months
MP12073h_I	2018 Household used flavored instant coffee in last 6 months: Index
MP12074h_B	2018 Household used instant or freeze-dried coffee in last 6 months
MP12074h_I	2018 Household used instant or freeze-dried coffee in last 6 months: Index
MP12075h_B	2018 Household used whole coffee beans in last 6 months
MP12075h_I	2018 Household used whole coffee beans in last 6 months: Index
MP12076h_B	2018 Household used Starbucks whole coffee beans in last 6 months
MP12076h_I	2018 Household used Starbucks whole coffee beans in last 6 months: Index
MP12077a_B	2018 Drank cola (regular) in last 6 months
MP12077a_I	2018 Drank cola (regular) in last 6 months: Index
MP12078a_B	2018 Drank diet cola in last 6 months
MP12078a_I	2018 Drank diet cola in last 6 months: Index
MP12079h_B	2018 Household used cold cuts in last 6 months
MP12079h_I	2018 Household used cold cuts in last 6 months: Index
MP12080h_B	2018 Household used cooked ham in last 6 months
MP12080h_I	2018 Household used cooked ham in last 6 months: Index
MP12081h_B	2018 Household used cookies (ready-to-eat) in last 6 months
MP12081h_I	2018 Household used cookies (ready-to-eat) in last 6 months: Index
MP12082h_B	2018 Household used corn or tortilla or other chips or cheese snacks in last 6 months
MP12082h_I	2018 Household used corn or tortilla or other chips or cheese snacks in last 6 months: Index
MP12083h_B	2018 Household used cottage cheese in last 6 months
MP12083h_I	2018 Household used cottage cheese in last 6 months: Index
MP12084h_B	2018 Household used crackers in last 6 months
MP12084h_I	2018 Household used crackers in last 6 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP12090h_B	2018 Household used doughnuts (ready-to-eat) in last 6 months
MP12090h_I	2018 Household used doughnuts (ready-to-eat) in last 6 months: Index
MP12091h_B	2018 Household used dried fruit in last 6 months
MP12091h_I	2018 Household used dried fruit in last 6 months: Index
MP12095h_B	2018 Household used eggs in last 6 months
MP12095h_I	2018 Household used eggs in last 6 months: Index
MP12097a_B	2018 Drank energy drink in last 6 months
MP12097a_I	2018 Drank energy drink in last 6 months: Index
MP12098h_B	2018 Household used English muffins in last 6 months
MP12098h_I	2018 Household used English muffins in last 6 months: Index
MP12101h_B	2018 Household used fish or seafood (fresh or frozen) in last 6 months
MP12101h_I	2018 Household used fish or seafood (fresh or frozen) in last 6 months: Index
MP12103h_B	2018 Household used frankfurters or hot dogs in last 6 months
MP12103h_I	2018 Household used frankfurters or hot dogs in last 6 months: Index
MP12104h_B	2018 Household used fresh fruit or vegetables in last 6 months
MP12104h_I	2018 Household used fresh fruit or vegetables in last 6 months: Index
MP12107h_B	2018 Household used frozen breakfast in last 6 months
MP12107h_I	2018 Household used frozen breakfast in last 6 months: Index
MP12108h_B	2018 Household used frozen complete dinner in last 6 months
MP12108h_I	2018 Household used frozen complete dinner in last 6 months: Index
MP12109h_B	2018 Household used frozen dessert in last 6 months
MP12109h_I	2018 Household used frozen dessert in last 6 months: Index
MP12110h_B	2018 Household used frozen hot snack in last 6 months
MP12110h_I	2018 Household used frozen hot snack in last 6 months: Index
MP12111h_B	2018 Household used frozen main course (entree or casserole) in last 6 months
MP12111h_I	2018 Household used frozen main course (entree or casserole) in last 6 months: Index
MP12112h_B	2018 Household used frozen orange juice in last 6 months
MP12112h_I	2018 Household used frozen orange juice in last 6 months: Index
MP12114h_B	2018 Household used frozen pizza in last 6 months
MP12114h_I	2018 Household used frozen pizza in last 6 months: Index
MP12116h_B	2018 Household used frozen snack (not yogurt or ice cream) in last 6 months
MP12116h_I	2018 Household used frozen snack (not yogurt or ice cream) in last 6 months: Index
MP12117h_B	2018 Household used frozen vegetables in last 6 months
MP12117h_I	2018 Household used frozen vegetables in last 6 months: Index
MP12118h_B	2018 Household used frozen waffles in last 6 months
MP12118h_I	2018 Household used frozen waffles in last 6 months: Index
MP12119h_B	2018 Household used frozen yogurt in last 6 months
MP12119h_I	2018 Household used frozen yogurt in last 6 months: Index
MP12120h_B	2018 Household used fruit snacks in last 6 months
MP12120h_I	2018 Household used fruit snacks in last 6 months: Index
MP12126h_B	2018 Household used ice cream bars or sandwiches or bon-bons in last 6 months
MP12126h_I	2018 Household used ice cream bars or sandwiches or bon-bons in last 6 months: Index
MP12127h_B	2018 Household used ice cream or gelato or sherbet in last 6 months
MP12127h_I	2018 Household used ice cream or gelato or sherbet in last 6 months: Index
MP12204a_B	2018 Drank coffee (ready-to-drink) in last 6 months
MP12204a_I	2018 Drank coffee (ready-to-drink) in last 6 months: Index
MP12129a_B	2018 Drank iced tea (ready-to-drink) in last 6 months
MP12129a_I	2018 Drank iced tea (ready-to-drink) in last 6 months: Index
MP12139h_B	2018 Household used fresh milk in last 6 months
MP12139h_I	2018 Household used fresh milk in last 6 months: Index
MP12142h_B	2018 Household used muffins (ready-to-eat) in last 6 months
MP12142h_I	2018 Household used muffins (ready-to-eat) in last 6 months: Index
MP12145a_B	2018 Drank non-cola soft drink (regular) in last 6 months
MP12145a_I	2018 Drank non-cola soft drink (regular) in last 6 months: Index
MP12146a_B	2018 Drank diet non-cola soft drink in last 6 months
MP12146a_I	2018 Drank diet non-cola soft drink in last 6 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP12148h_B	2018 Household used nutrition or energy bar in last 6 months
MP12148h_I	2018 Household used nutrition or energy bar in last 6 months: Index
MP12149h_B	2018 Household bought nuts in last 6 months
MP12149h_I	2018 Household bought nuts in last 6 months: Index
MP12151h_B	2018 Household used orange juice (not frozen) in last 6 months
MP12151h_I	2018 Household used orange juice (not frozen) in last 6 months: Index
MP12156h_B	2018 Household used peanut butter or other nut spread in last 6 months
MP12156h_I	2018 Household used peanut butter or other nut spread in last 6 months: Index
MP12161h_B	2018 Household used popping corn or popcorn snack in last 6 months
MP12161h_I	2018 Household used popping corn or popcorn snack in last 6 months: Index
MP12162h_B	2018 Household used potato chips in last 6 months
MP12162h_I	2018 Household used potato chips in last 6 months: Index
MP12165h_B	2018 Household used pretzels in last 6 months
MP12165h_I	2018 Household used pretzels in last 6 months: Index
MP12167h_B	2018 Household used rice in last 6 months
MP12167h_I	2018 Household used rice in last 6 months: Index
MP12168h_B	2018 Household used rice (flavored or seasoned) in last 6 months
MP12168h_I	2018 Household used rice (flavored or seasoned) in last 6 months: Index
MP12170h_B	2018 Household used packaged fresh salad in last 6 months
MP12170h_I	2018 Household used packaged fresh salad in last 6 months: Index
MP12177h_B	2018 Household used sausage in last 6 months
MP12177h_I	2018 Household used sausage in last 6 months: Index
MP12180h_B	2018 Household used snack cakes in last 6 months
MP12180h_I	2018 Household used snack cakes in last 6 months: Index
MP12184a_B	2018 Drank sports drink or thirst quencher in last 6 months
MP12184a_I	2018 Drank sports drink or thirst quencher in last 6 months: Index
MP12186h_B	2018 Household used stuffing mix or product in last 6 months
MP12186h_I	2018 Household used stuffing mix or product in last 6 months: Index
MP12188h_B	2018 Household used sweet rolls or pastries (ready-to-eat) in last 6 months
MP12188h_I	2018 Household used sweet rolls or pastries (ready-to-eat) in last 6 months: Index
MP12190h_B	2018 Household used regular tea in last 6 months
MP12190h_I	2018 Household used regular tea in last 6 months: Index
MP12201h_B	2018 Household used turkey (fresh or frozen) in last 6 months
MP12201h_I	2018 Household used turkey (fresh or frozen) in last 6 months: Index
MP12198h_B	2018 Household used yogurt in last 6 months
MP12198h_I	2018 Household used yogurt in last 6 months: Index
MP13001h_B	2018 Household average spent per week at food stores: <\$100
MP13001h_I	2018 Household average spent per week at food stores: <\$100: Index
MP13002h_B	2018 Household average spent per week at food stores: \$100-\$149
MP13002h_I	2018 Household average spent per week at food stores: \$100-\$149: Index
MP13003h_B	2018 Household average spent per week at food stores: \$150+
MP13003h_I	2018 Household average spent per week at food stores: \$150+: Index
MP13004a_B	2017 Shopped at grocery store/6 mo: A & P
MP13004a_I	2017 Shopped at grocery store/6 mo: A & P: Index
MP13005a_B	2018 Shopped at grocery store in last 6 months: Albertsons
MP13005a_I	2018 Shopped at grocery store in last 6 months: Albertsons: Index
MP13006a_B	2018 Shopped at grocery store in last 6 months: Aldi
MP13006a_I	2018 Shopped at grocery store in last 6 months: Aldi: Index
MP13007a_B	2018 Shopped at grocery store in last 6 months: Food Lion
MP13007a_I	2018 Shopped at grocery store in last 6 months: Food Lion: Index
MP13008a_B	2018 Shopped at grocery store in last 6 months: GNC
MP13008a_I	2018 Shopped at grocery store in last 6 months: GNC: Index
MP13009a_B	2018 Shopped at grocery store in last 6 months: Giant
MP13009a_I	2018 Shopped at grocery store in last 6 months: Giant: Index
MP13010a_B	2018 Shopped at grocery store in last 6 months: IGA
MP13010a_I	2018 Shopped at grocery store in last 6 months: IGA: Index





# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP13011a_B	2018 Shopped at grocery store in last 6 months: Kroger
MP13011a_I	2018 Shopped at grocery store in last 6 months: Kroger: Index
MP13012a_B	2018 Shopped at grocery store in last 6 months: Meijer
MP13012a_I	2018 Shopped at grocery store in last 6 months: Meijer: Index
MP13013a_B	2018 Shopped at grocery store in last 6 months: Piggly Wiggly
MP13013a_I	2018 Shopped at grocery store in last 6 months: Piggly Wiggly: Index
MP13014a_B	2018 Shopped at grocery store in last 6 months: Publix
MP13014a_I	2018 Shopped at grocery store in last 6 months: Publix: Index
MP13016a_B	2018 Shopped at grocery store in last 6 months: Safeway
MP13016a_I	2018 Shopped at grocery store in last 6 months: Safeway: Index
MP13017a_B	2018 Shopped at grocery store in last 6 months: Save-A-Lot
MP13017a_I	2018 Shopped at grocery store in last 6 months: Save-A-Lot: Index
MP13018a_B	2018 Shopped at grocery store in last 6 months: Stop & Shop
MP13018a_I	2018 Shopped at grocery store in last 6 months: Stop & Shop: Index
MP13019a_B	2018 Shopped at grocery store in last 6 months: Trader Joe's
MP13019a_I	2018 Shopped at grocery store in last 6 months: Trader Joe's: Index
MP13021a_B	2018 Shopped at grocery store in last 6 months: Walmart Supercenter
MP13021a_I	2018 Shopped at grocery store in last 6 months: Walmart Supercenter: Index
MP13022a_B	2018 Shopped at grocery store in last 6 months: Wegmans
MP13022a_I	2018 Shopped at grocery store in last 6 months: Wegmans: Index
MP13023a_B	2018 Shopped at grocery store in last 6 months: Whole Foods Market
MP13023a_I	2018 Shopped at grocery store in last 6 months: Whole Foods Market: Index
MP13024a_B	2018 Shopped at grocery store in last 6 months: Winn-Dixie
MP13024a_I	2018 Shopped at grocery store in last 6 months: Winn-Dixie: Index
MP13025a_B	2018 Shopped at warehouse or club store in last 6 months: BJ's
MP13025a_I	2018 Shopped at warehouse or club store in last 6 months: BJ's: Index
MP13026a_B	2018 Shopped at warehouse or club store in last 6 months: Costco
MP13026a_I	2018 Shopped at warehouse or club store in last 6 months: Costco: Index
MP13027a_B	2018 Shopped at warehouse or club store in last 6 months: Sam's Club
MP13027a_I	2018 Shopped at warehouse or club store in last 6 months: Sam's Club: Index
MP13028a_B	2018 Purchased groceries online in last 30 days
MP13028a_I	2018 Purchased groceries online in last 30 days: Index
<b>Health &amp; Personal Care Market Potential</b>	
MP14127a_B	2018 Typically spend 7+ hours exercising per week
MP14127a_I	2018 Typically spend 7+ hours exercising per week: Index
MP14128a_B	2018 Typically spend 4-6 hours exercising per week
MP14128a_I	2018 Typically spend 4-6 hours exercising per week: Index
MP14129a_B	2018 Typically spend 1-3 hours exercising per week
MP14129a_I	2018 Typically spend 1-3 hours exercising per week: Index
MP14001a_B	2018 Exercise at home 2+ times per week
MP14001a_I	2018 Exercise at home 2+ times per week: Index
MP14002a_B	2018 Exercise at club 2+ times per week
MP14002a_I	2018 Exercise at club 2+ times per week: Index
MP14003a_B	2018 Exercise at other facility (not club) 2+ times per week
MP14003a_I	2018 Exercise at other facility (not club) 2+ times per week: Index
MP14004a_B	2018 Own elliptical
MP14004a_I	2018 Own elliptical: Index
MP14005a_B	2018 Own stationary bicycle
MP14005a_I	2018 Own stationary bicycle: Index
MP14006a_B	2018 Own treadmill
MP14006a_I	2018 Own treadmill: Index
MP14007a_B	2018 Own weight lifting equipment
MP14007a_I	2018 Own weight lifting equipment: Index
MP14008a_B	2018 Presently controlling diet
MP14008a_I	2018 Presently controlling diet: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP14009a_B	2018 Control diet for blood sugar level
MP14009a_I	2018 Control diet for blood sugar level: Index
MP14010a_B	2018 Control diet for cholesterol level
MP14010a_I	2018 Control diet for cholesterol level: Index
MP14011a_B	2018 Control diet to maintain weight
MP14011a_I	2018 Control diet to maintain weight: Index
MP14012a_B	2018 Control diet for physical fitness
MP14012a_I	2018 Control diet for physical fitness: Index
MP14013a_B	2018 Control diet for salt restriction
MP14013a_I	2018 Control diet for salt restriction: Index
MP14014a_B	2018 Control diet for weight loss
MP14014a_I	2018 Control diet for weight loss: Index
MP14015a_B	2018 Used doctor's care or diet for diet method
MP14015a_I	2018 Used doctor's care or diet for diet method: Index
MP14016a_B	2018 Used exercise program for diet method
MP14016a_I	2018 Used exercise program for diet method: Index
MP14018a_B	2018 Buy foods specifically labeled as fat-free
MP14018a_I	2018 Buy foods specifically labeled as fat-free: Index
MP14019a_B	2018 Buy foods specifically labeled as gluten-free
MP14019a_I	2018 Buy foods specifically labeled as gluten-free: Index
MP14020a_B	2018 Buy foods specifically labeled as high fiber
MP14020a_I	2018 Buy foods specifically labeled as high fiber: Index
MP14021a_B	2018 Buy foods specifically labeled as high protein
MP14021a_I	2018 Buy foods specifically labeled as high protein: Index
MP14022a_B	2018 Buy foods specifically labeled as lactose-free
MP14022a_I	2018 Buy foods specifically labeled as lactose-free: Index
MP14023a_B	2018 Buy foods specifically labeled as low-calorie
MP14023a_I	2018 Buy foods specifically labeled as low-calorie: Index
MP14024a_B	2018 Buy foods specifically labeled as low-carb
MP14024a_I	2018 Buy foods specifically labeled as low-carb: Index
MP14025a_B	2018 Buy foods specifically labeled as low-cholesterol
MP14025a_I	2018 Buy foods specifically labeled as low-cholesterol: Index
MP14026a_B	2018 Buy foods specifically labeled as low-fat
MP14026a_I	2018 Buy foods specifically labeled as low-fat: Index
MP14027a_B	2018 Buy foods specifically labeled as low-sodium
MP14027a_I	2018 Buy foods specifically labeled as low-sodium: Index
MP14028a_B	2018 Buy foods specifically labeled as natural or organic
MP14028a_I	2018 Buy foods specifically labeled as natural or organic: Index
MP14029a_B	2018 Buy foods specifically labeled as sugar-free
MP14029a_I	2018 Buy foods specifically labeled as sugar-free: Index
MP14030a_B	2018 Used meal or dietary or weight loss supplement in last 6 months
MP14030a_I	2018 Used meal or dietary or weight loss supplement in last 6 months: Index
MP14031a_B	2018 Used vitamins or dietary supplements in last 6 months
MP14031a_I	2018 Used vitamins or dietary supplements in last 6 months: Index
MP14050a_B	2018 Provide services as a primary caregiver or caretaker
MP14050a_I	2018 Provide services as a primary caregiver or caretaker: Index
MP14051a_B	2018 Visited doctor in last 12 months
MP14051a_I	2018 Visited doctor in last 12 months: Index
MP14052a_B	2018 Visited doctor in last 12 months: 1-2 times
MP14052a_I	2018 Visited doctor in last 12 months: 1-2 times: Index
MP14053a_B	2018 Visited doctor in last 12 months: 3-5 times
MP14053a_I	2018 Visited doctor in last 12 months: 3-5 times: Index
MP14054a_B	2018 Visited doctor in last 12 months: 6+ times
MP14054a_I	2018 Visited doctor in last 12 months: 6+ times: Index
MP14056a_B	2018 Visited doctor in last 12 months: cardiologist
MP14056a_I	2018 Visited doctor in last 12 months: cardiologist: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP14057a_B	2018 Visited doctor in last 12 months: chiropractor
MP14057a_I	2018 Visited doctor in last 12 months: chiropractor: Index
MP14058a_B	2018 Visited doctor in last 12 months: dentist
MP14058a_I	2018 Visited doctor in last 12 months: dentist: Index
MP14059a_B	2018 Visited doctor in last 12 months: dermatologist
MP14059a_I	2018 Visited doctor in last 12 months: dermatologist: Index
MP14060a_B	2018 Visited doctor in last 12 months: ear or nose or throat
MP14060a_I	2018 Visited doctor in last 12 months: ear or nose or throat: Index
MP14061a_B	2018 Visited doctor in last 12 months: eye
MP14061a_I	2018 Visited doctor in last 12 months: eye: Index
MP14062a_B	2018 Visited doctor in last 12 months: gastroenterologist
MP14062a_I	2018 Visited doctor in last 12 months: gastroenterologist: Index
MP14063a_B	2018 Visited doctor in last 12 months: general or family
MP14063a_I	2018 Visited doctor in last 12 months: general or family: Index
MP14064a_B	2018 Visited doctor in last 12 months: internist
MP14064a_I	2018 Visited doctor in last 12 months: internist: Index
MP14065a_B	2018 Visited doctor in last 12 months: physical therapist
MP14065a_I	2018 Visited doctor in last 12 months: physical therapist: Index
MP14066a_B	2018 Visited doctor in last 12 months: podiatrist
MP14066a_I	2018 Visited doctor in last 12 months: podiatrist: Index
MP14067a_B	2018 Visited doctor in last 12 months: urologist
MP14067a_I	2018 Visited doctor in last 12 months: urologist: Index
MP14068a_B	2018 Visited nurse practitioner in last 12 months
MP14068a_I	2018 Visited nurse practitioner in last 12 months: Index
MP14069a_B	2018 Wear regular or sun or tinted prescription eyeglasses
MP14069a_I	2018 Wear regular or sun or tinted prescription eyeglasses: Index
MP14070a_B	2018 Wear bifocals
MP14070a_I	2018 Wear bifocals: Index
MP14071a_B	2018 Wear disposable contact lenses
MP14071a_I	2018 Wear disposable contact lenses: Index
MP14072a_B	2018 Wear soft contact lenses
MP14072a_I	2018 Wear soft contact lenses: Index
MP14073a_B	2018 Wear transition lenses
MP14073a_I	2018 Wear transition lenses: Index
MP14074a_B	2018 Spent on eyeglasses in last 12 months: <\$100
MP14074a_I	2018 Spent on eyeglasses in last 12 months: <\$100: Index
MP14075a_B	2018 Spent on eyeglasses in last 12 months: \$100-\$199
MP14075a_I	2018 Spent on eyeglasses in last 12 months: \$100-\$199: Index
MP14076a_B	2018 Spent on eyeglasses in last 12 months: \$200-\$249
MP14076a_I	2018 Spent on eyeglasses in last 12 months: \$200-\$249: Index
MP14077a_B	2018 Spent on eyeglasses in last 12 months: \$250+
MP14077a_I	2018 Spent on eyeglasses in last 12 months: \$250+: Index
MP14078a_B	2018 Spent on contact lenses in last 12 months: <\$100
MP14078a_I	2018 Spent on contact lenses in last 12 months: <\$100: Index
MP14079a_B	2018 Spent on contact lenses in last 12 months: \$100-\$199
MP14079a_I	2018 Spent on contact lenses in last 12 months: \$100-\$199: Index
MP14080a_B	2018 Spent on contact lenses in last 12 months: \$200+
MP14080a_I	2018 Spent on contact lenses in last 12 months: \$200+: Index
MP14081a_B	2018 Bought prescription eyewear: discount optical center
MP14081a_I	2018 Bought prescription eyewear: discount optical center: Index
MP14082a_B	2018 Bought prescription eyewear: private eye doctor
MP14082a_I	2018 Bought prescription eyewear: private eye doctor: Index
MP14083a_B	2018 Bought prescription eyewear: retail optical chain
MP14083a_I	2018 Bought prescription eyewear: retail optical chain: Index
MP14134a_B	2018 Bought prescription eyewear: online
MP14134a_I	2018 Bought prescription eyewear: online: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP14084a_B	2018 Used prescription drug for allergy or hay fever
MP14084a_I	2018 Used prescription drug for allergy or hay fever: Index
MP14085a_B	2018 Used prescription drug for anxiety or panic
MP14085a_I	2018 Used prescription drug for anxiety or panic: Index
MP14086a_B	2018 Used prescription drug for arthritis or osteoarthritis
MP14086a_I	2018 Used prescription drug for arthritis or osteoarthritis: Index
MP14087a_B	2018 Used prescription drug for rheumatoid arthritis
MP14087a_I	2018 Used prescription drug for rheumatoid arthritis: Index
MP14088a_B	2018 Used prescription drug for asthma
MP14088a_I	2018 Used prescription drug for asthma: Index
MP14089a_B	2018 Used prescription drug for backache or back pain
MP14089a_I	2018 Used prescription drug for backache or back pain: Index
MP14090a_B	2018 Used prescription drug for depression
MP14090a_I	2018 Used prescription drug for depression: Index
MP14091a_B	2018 Used prescription drug for diabetes (insulin dependent)
MP14091a_I	2018 Used prescription drug for diabetes (insulin dependent): Index
MP14092a_B	2018 Used prescription drug for diabetes (non-insulin depend)
MP14092a_I	2018 Used prescription drug for diabetes (non-insulin depend): Index
MP14094a_B	2018 Used prescription drug for heartburn or acid reflux
MP14094a_I	2018 Used prescription drug for heartburn or acid reflux: Index
MP14095a_B	2018 Used prescription drug for high blood pressure
MP14095a_I	2018 Used prescription drug for high blood pressure: Index
MP14096a_B	2018 Used prescription drug for high cholesterol
MP14096a_I	2018 Used prescription drug for high cholesterol: Index
MP14097a_B	2018 Used prescription drug for migraine headache
MP14097a_I	2018 Used prescription drug for migraine headache: Index
MP14098a_B	2018 Used prescription drug for sinus congestion or headache
MP14098a_I	2018 Used prescription drug for sinus congestion or headache: Index
MP14099a_B	2018 Used prescription drug for urinary tract infection
MP14099a_I	2018 Used prescription drug for urinary tract infection: Index
MP14130a_B	2018 Filled prescription in last 12 months: at discount/dept store
MP14130a_I	2018 Filled prescription in last 12 months: at discount/dept store: Index
MP14131a_B	2018 Filled prescription in last 12 months: at drug store/pharmacy
MP14131a_I	2018 Filled prescription in last 12 months: at drug store/pharmacy: Index
MP14132a_B	2018 Filled prescription in last 12 months: at supermarket
MP14132a_I	2018 Filled prescription in last 12 months: at supermarket: Index
MP14133a_B	2018 Filled prescription in last 12 months: by mail order
MP14133a_I	2018 Filled prescription in last 12 months: by mail order: Index
MP14135a_B	2018 Spent out of pocket prescription drugs in last 30 days: <\$10
MP14135a_I	2018 Spent out of pocket prescription drugs in last 30 days: <\$10: Index
MP14136a_B	2018 Spent out of pocket prescription drugs in last 30 days: \$10-19
MP14136a_I	2018 Spent out of pocket prescription drugs in last 30 days: \$10-19: Index
MP14137a_B	2018 Spent out of pocket prescription drugs in last 30 days: \$20-29
MP14137a_I	2018 Spent out of pocket prescription drugs in last 30 days: \$20-29: Index
MP14138a_B	2018 Spent out of pocket prescription drugs in last 30 days: \$30-49
MP14138a_I	2018 Spent out of pocket prescription drugs in last 30 days: \$30-49: Index
MP14139a_B	2018 Spent out of pocket prescription drugs in last 30 days: \$50-99
MP14139a_I	2018 Spent out of pocket prescription drugs in last 30 days: \$50-99: Index
MP14140a_B	2018 Spent out of pocket prescription drugs in last 30 days: \$100-149
MP14140a_I	2018 Spent out of pocket prescription drugs in last 30 days: \$100-149: Index
MP14141a_B	2018 Spent out of pocket prescription drugs in last 30 days: \$150+
MP14141a_I	2018 Spent out of pocket prescription drugs in last 30 days: \$150+: Index
MP14102a_B	2018 Used in last 6 months: children's cold tablets or liquids
MP14102a_I	2018 Used in last 6 months: children's cold tablets or liquids: Index
MP14103a_B	2018 Used in last 6 months: cold or sinus or allergy med (nonprescr)
MP14103a_I	2018 Used in last 6 months: cold or sinus or allergy med (nonprescr): Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP14106a_B	2018 Used in last 6 months: children`s cough syrup
MP14106a_I	2018 Used in last 6 months: children`s cough syrup: Index
MP14107a_B	2018 Used in last 6 months: cough syrup or suppressant(nonprescr)
MP14107a_I	2018 Used in last 6 months: cough syrup or suppressant(nonprescr): Index
MP14114a_B	2018 Used in last 6 months: medicated skin cream or lotion or spray
MP14114a_I	2018 Used in last 6 months: medicated skin cream or lotion or spray: Index
MP14115a_B	2018 Used in last 6 months: nasal spray
MP14115a_I	2018 Used in last 6 months: nasal spray: Index
MP14116a_B	2017 Used last 6 mo: pain reliever/fever reducer (kids)
MP14116a_I	2017 Used last 6 mo: pain reliever/fever reducer (kids):Index
MP14117a_B	2018 Used in last 6 months: pain relieving rub or liquid or patch
MP14117a_I	2018 Used in last 6 months: pain relieving rub or liquid or patch: Index
MP14118a_B	2018 Used in last 6 months: sleeping aid or snore relief
MP14118a_I	2018 Used in last 6 months: sleeping aid or snore relief: Index
MP14119a_B	2018 Used in last 6 months: sore throat remedy or cough drops
MP14119a_I	2018 Used in last 6 months: sore throat remedy or cough drops: Index
MP14120a_B	2018 Used sunburn remedy in last 12 months
MP14120a_I	2018 Used sunburn remedy in last 12 months: Index
MP14121a_B	2018 Used suntan or sunscreen product in last 12 months
MP14121a_I	2018 Used suntan or sunscreen product in last 12 months: Index
MP14122a_B	2018 Used SPF 15 sunscreen product in last 12 months
MP14122a_I	2018 Used SPF 15 sunscreen product in last 12 months: Index
MP14123a_B	2018 Used SPF 30-49 sunscreen product in last 12 months
MP14123a_I	2018 Used SPF 30-49 sunscreen product in last 12 months: Index
MP14124a_B	2018 Used SPF 50+ sunscreen product in last 12 months
MP14124a_I	2018 Used SPF 50+ sunscreen product in last 12 months: Index
MP14125a_B	2018 Used in last 6 months: toothache or gum or canker sore remedy
MP14125a_I	2018 Used in last 6 months: toothache or gum or canker sore remedy: Index
MP14126a_B	2018 Used in last 6 months: vitamins or nutritional supplements (kids)
MP14126a_I	2018 Used in last 6 months: vitamins or nutritional supplements (kids): Index
MP25002a_B	2018 Used body wash or shower gel in last 6 months
MP25002a_I	2018 Used body wash or shower gel in last 6 months: Index
MP25003a_B	2018 Used breath freshener in last 6 months
MP25003a_I	2018 Used breath freshener in last 6 months: Index
MP25004a_B	2018 Used breath freshener in last 6 months: gum
MP25004a_I	2018 Used breath freshener in last 6 months: gum: Index
MP25005a_B	2018 Used breath freshener in last 6 months: mints
MP25005a_I	2018 Used breath freshener in last 6 months: mints: Index
MP25007a_B	2018 Used breath freshener in last 6 months: thin film
MP25007a_I	2018 Used breath freshener in last 6 months: thin film: Index
MP25008a_B	2018 Used breath freshener 8+ times in last 7 days
MP25008a_I	2018 Used breath freshener 8+ times in last 7 days: Index
MP25009a_B	2018 Used complexion care product in last 6 months
MP25009a_I	2018 Used complexion care product in last 6 months: Index
MP25015a_B	2018 Used denture adhesive or fixative in last 6 months
MP25015a_I	2018 Used denture adhesive or fixative in last 6 months: Index
MP25016a_B	2018 Used denture cleaner in last 6 months
MP25016a_I	2018 Used denture cleaner in last 6 months: Index
MP25020a_B	2018 Used facial moisturizer in last 6 months
MP25020a_I	2018 Used facial moisturizer in last 6 months: Index
MP25021a_B	2018 Used personal foot care product in last 6 months
MP25021a_I	2018 Used personal foot care product in last 6 months: Index
MP25022a_B	2018 Used hair coloring product (at home) in last 6 months
MP25022a_I	2018 Used hair coloring product (at home) in last 6 months: Index
MP25024a_B	2018 Used hair conditioning treatment (at home) in last 6 months
MP25024a_I	2018 Used hair conditioning treatment (at home) in last 6 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP25025a_B	2018 Used hair growth product in last 6 months
MP25025a_I	2018 Used hair growth product in last 6 months: Index
MP25026a_B	2018 Used hair spray (at home) in last 6 months
MP25026a_I	2018 Used hair spray (at home) in last 6 months: Index
MP25027a_B	2018 Used hair styling gel or lotion or mousse in last 6 months
MP25027a_I	2018 Used hair styling gel or lotion or mousse in last 6 months: Index
MP25031a_B	2018 Used mouthwash in last 6 months
MP25031a_I	2018 Used mouthwash in last 6 months: Index
MP25032a_B	2018 Used mouthwash 8+ times in last 7 days
MP25032a_I	2018 Used mouthwash 8+ times in last 7 days: Index
MP25040a_B	2018 Used whitening toothpaste in last 6 months
MP25040a_I	2018 Used whitening toothpaste in last 6 months: Index
MP25043a_B	2018 Used tooth whitener (not toothpaste) in last 6 months
MP25043a_I	2018 Used tooth whitener (not toothpaste) in last 6 months: Index
MP25055a_B	2018 Used tooth whitener (gel) in last 6 months
MP25055a_I	2018 Used tooth whitener (gel) in last 6 months: Index
MP25044a_B	2018 Used tooth whitener (strips) in last 6 months
MP25044a_I	2018 Used tooth whitener (strips) in last 6 months: Index
MP25045a_B	2018 Visited a day spa in last 6 months
MP25045a_I	2018 Visited a day spa in last 6 months: Index
MP25046a_B	2018 Purchased product at salon or day spa in last 6 months
MP25046a_I	2018 Purchased product at salon or day spa in last 6 months: Index
MP25047a_B	2018 Used professional service in last 6 months for haircut
MP25047a_I	2018 Used professional service in last 6 months for haircut: Index
MP25048a_B	2018 Used professional service in last 6 months for hair color or highlights
MP25048a_I	2018 Used professional service in last 6 months for hair color or highlights: Index
MP25049a_B	2018 Used professional service in last 6 months for facial
MP25049a_I	2018 Used professional service in last 6 months for facial: Index
MP25050a_B	2018 Used professional service in last 6 months for massage
MP25050a_I	2018 Used professional service in last 6 months for massage: Index
MP25051a_B	2018 Used professional service in last 6 months for manicure
MP25051a_I	2018 Used professional service in last 6 months for manicure: Index
MP25052a_B	2018 Used professional service in last 6 months for pedicure
MP25052a_I	2018 Used professional service in last 6 months for pedicure: Index
MP25053a_B	2018 Spent \$150+ at barber shops in last 6 months
MP25053a_I	2018 Spent \$150+ at barber shops in last 6 months: Index
MP25054a_B	2018 Spent \$150+ at beauty salons in last 6 months
MP25054a_I	2018 Spent \$150+ at beauty salons in last 6 months: Index
MP32001a_B	2018 Smoked cigarettes in last 12 months
MP32001a_I	2018 Smoked cigarettes in last 12 months: Index
MP32002a_B	2018 Smoked 9+ packs of cigarettes in last 7 days
MP32002a_I	2018 Smoked 9+ packs of cigarettes in last 7 days: Index
MP32003a_B	2018 Smoked menthol cigarettes in last 12 months
MP32003a_I	2018 Smoked menthol cigarettes in last 12 months: Index
MP32004a_B	2018 Smoked non-menthol cigarettes in last 12 months
MP32004a_I	2018 Smoked non-menthol cigarettes in last 12 months: Index
<a href="#">MP32010a_B</a>	<a href="#">2018 Smoked electronic cigarettes in last 12 months</a>
<a href="#">MP32010a_I</a>	<a href="#">2018 Smoked electronic cigarettes in last 12 months: Index</a>
MP32005a_B	2018 Smoked cigar in last 6 months
MP32005a_I	2018 Smoked cigar in last 6 months: Index
MP32006a_B	2018 Smoked 2+ cigars in last 7 days
MP32006a_I	2018 Smoked 2+ cigars in last 7 days: Index
MP32007a_B	2018 Method used to stop smoking in last 12 months: Cold Turkey
MP32007a_I	2018 Method used to stop smoking in last 12 months: Cold Turkey: Index
MP32008a_B	2017 Method used to stop smoking/12 mo: e-cigarette
MP32008a_I	2017 Method used to stop smoking/12 mo: e-cigarette: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
<b>Home Improvement, Garden &amp; Lawn Market Potential</b>	
MP11001a_B	2018 Have a garden
MP11001a_I	2018 Have a garden: Index
MP11002a_B	2018 Participated in outdoor gardening in last 12 months
MP11002a_I	2018 Participated in outdoor gardening in last 12 months: Index
MP11003h_B	2018 Household purchased lawn maintenance service in last 12 months
MP11003h_I	2018 Household purchased lawn maintenance service in last 12 months: Index
MP11004h_B	2018 Household used service for property or garden maintenance in last 12 months
MP11004h_I	2018 Household used service for property or garden maintenance in last 12 months: Index
MP11005h_B	2018 Household spent on property or garden maintenance: <\$300
MP11005h_I	2018 Household spent on property or garden maintenance: <\$300: Index
MP11006h_B	2018 Household spent on property or garden maintenance: \$300-\$499
MP11006h_I	2018 Household spent on property or garden maintenance: \$300-\$499: Index
MP11007h_B	2018 Household spent on property or garden maintenance: \$500+
MP11007h_I	2018 Household spent on property or garden maintenance: \$500+: Index
MP11008h_B	2018 Household purchased bulbs in last 12 months
MP11008h_I	2018 Household purchased bulbs in last 12 months: Index
MP11009h_B	2018 Household purchased flower seeds in last 12 months
MP11009h_I	2018 Household purchased flower seeds in last 12 months: Index
MP11010h_B	2018 Household purchased garden fertilizer in last 12 months
MP11010h_I	2018 Household purchased garden fertilizer in last 12 months: Index
MP11011h_B	2018 Household purchased garden insecticide in last 12 months
MP11011h_I	2018 Household purchased garden insecticide in last 12 months: Index
MP11012h_B	2018 Household bought lawn fertilizer w or weed control in last 12 months
MP11012h_I	2018 Household bought lawn fertilizer w or weed control in last 12 months: Index
MP11013h_B	2018 Household bought lawn fertilizer w or no weed control in last 12 months
MP11013h_I	2018 Household bought lawn fertilizer w or no weed control in last 12 months: Index
MP11014h_B	2018 Household purchased lawn insecticide in last 12 months
MP11014h_I	2018 Household purchased lawn insecticide in last 12 months: Index
MP11015h_B	2018 Household purchased lawn seed in last 12 months
MP11015h_I	2018 Household purchased lawn seed in last 12 months: Index
MP11016h_B	2018 Household purchased organic soil additives in last 12 months
MP11016h_I	2018 Household purchased organic soil additives in last 12 months: Index
MP11017h_B	2018 Household purchased outdoor plant food in last 12 months
MP11017h_I	2018 Household purchased outdoor plant food in last 12 months: Index
MP11019h_B	2018 Household purchased outdoor shrub or plant in last 12 months
MP11019h_I	2018 Household purchased outdoor shrub or plant in last 12 months: Index
MP11020h_B	2018 Household purchased tree in last 12 months
MP11020h_I	2018 Household purchased tree in last 12 months: Index
MP11021h_B	2018 Household purchased vegetable plants in last 12 months
MP11021h_I	2018 Household purchased vegetable plants in last 12 months: Index
MP11022h_B	2018 Household purchased vegetable seeds in last 12 months
MP11022h_I	2018 Household purchased vegetable seeds in last 12 months: Index
MP11024h_B	2018 Household owns garden tiller
MP11024h_I	2018 Household owns garden tiller: Index
MP11025h_B	2018 Household owns walk behind lawn mower (electric)
MP11025h_I	2018 Household owns walk behind lawn mower (electric): Index
MP11026h_B	2018 Household owns walk behind lawn mower (gas)
MP11026h_I	2018 Household owns walk behind lawn mower (gas): Index
MP11027h_B	2018 Household owns riding lawn mower
MP11027h_I	2018 Household owns riding lawn mower: Index
MP11029h_B	2018 Household owns lawn or garden tractor
MP11029h_I	2018 Household owns lawn or garden tractor: Index
MP11030h_B	2018 Household owns outdoor blower (electric)
MP11030h_I	2018 Household owns outdoor blower (electric): Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP11031h_B	2018 Household owns outdoor blower (gas)
MP11031h_I	2018 Household owns outdoor blower (gas): Index
MP11034h_B	2018 Household owns trimmer or edger (electric)
MP11034h_I	2018 Household owns trimmer or edger (electric): Index
MP11035h_B	2018 Household owns trimmer or edger (gas)
MP11035h_I	2018 Household owns trimmer or edger (gas): Index
MP11036h_B	2018 Household purchased any tool in last 12 months
MP11036h_I	2018 Household purchased any tool in last 12 months: Index
MP11037h_B	2018 Household owns automotive tools
MP11037h_I	2018 Household owns automotive tools: Index
MP11038h_B	2018 Household owns chain saw (electric)
MP11038h_I	2018 Household owns chain saw (electric): Index
MP11039h_B	2018 Household owns chain saw (gas)
MP11039h_I	2018 Household owns chain saw (gas): Index
MP11040h_B	2018 Household owns circular saw (portable)
MP11040h_I	2018 Household owns circular saw (portable): Index
MP11042h_B	2018 Household owns electric drill (corded)
MP11042h_I	2018 Household owns electric drill (corded): Index
MP11043h_B	2018 Household owns electric drill (cordless)
MP11043h_I	2018 Household owns electric drill (cordless): Index
MP11044h_B	2018 Household owns electric router
MP11044h_I	2018 Household owns electric router: Index
MP11045h_B	2018 Household owns electric sander
MP11045h_I	2018 Household owns electric sander: Index
MP11046h_B	2018 Household owns electric screwdriver (cordless)
MP11046h_I	2018 Household owns electric screwdriver (cordless): Index
MP11049h_B	2018 Household owns jig or sabre saw (portable)
MP11049h_I	2018 Household owns jig or sabre saw (portable): Index
MP11051h_B	2018 Household owns power ratchet (cordless)
MP11051h_I	2018 Household owns power ratchet (cordless): Index
MP11052h_B	2018 Household owns staple gun
MP11052h_I	2018 Household owns staple gun: Index
MP11053h_B	2018 Household owns stationary band saw
MP11053h_I	2018 Household owns stationary band saw: Index
MP11054h_B	2018 Household owns stationary drill press
MP11054h_I	2018 Household owns stationary drill press: Index
MP11055h_B	2018 Household owns stationary radial arm saw
MP11055h_I	2018 Household owns stationary radial arm saw: Index
MP11056h_B	2018 Household owns stationary table saw
MP11056h_I	2018 Household owns stationary table saw: Index
MP11057h_B	2018 Household owns welder
MP11057h_I	2018 Household owns welder: Index
MP15001h_B	2018 Home remodeling done in last 12 months
MP15001h_I	2018 Home remodeling done in last 12 months: Index
MP15002h_B	2018 Used any green product with home remodeling work
MP15002h_I	2018 Used any green product with home remodeling work: Index
MP15003h_B	2018 Spent on home remodeling in last 12 months: <\$500
MP15003h_I	2018 Spent on home remodeling in last 12 months: <\$500: Index
MP15004h_B	2018 Spent on home remodeling in last 12 months: \$500-2499
MP15004h_I	2018 Spent on home remodeling in last 12 months: \$500-2499: Index
MP15005h_B	2018 Spent on home remodeling in last 12 months: \$2500-4999
MP15005h_I	2018 Spent on home remodeling in last 12 months: \$2500-4999: Index
MP15006h_B	2018 Spent on home remodeling in last 12 months: \$5000+
MP15006h_I	2018 Spent on home remodeling in last 12 months: \$5000+: Index
MP15007h_B	2018 Home remodeling done by household member in last 12 months
MP15007h_I	2018 Home remodeling done by household member in last 12 months: Index





# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP15008h_B	2018 Home remodeling done by outside contractor in last 12 months
MP15008h_I	2018 Home remodeling done by outside contractor in last 12 months: Index
MP15009h_B	2018 Bathroom remodeling done in last 12 months
MP15009h_I	2018 Bathroom remodeling done in last 12 months: Index
MP15010h_B	2018 Bedroom remodeling done in last 12 months
MP15010h_I	2018 Bedroom remodeling done in last 12 months: Index
MP15011h_B	2018 Kitchen remodeling done in last 12 months
MP15011h_I	2018 Kitchen remodeling done in last 12 months: Index
MP15012h_B	2018 Home remodeling in last 12 months: carpeting
MP15012h_I	2018 Home remodeling in last 12 months: carpeting: Index
MP15013h_B	2018 Home remodeling in last 12 months: roofing
MP15013h_I	2018 Home remodeling in last 12 months: roofing: Index
MP15014h_B	2018 Home improvement done in last 12 months
MP15014h_I	2018 Home improvement done in last 12 months: Index
MP15015h_B	2018 Used any green product with home improvement work
MP15015h_I	2018 Used any green product with home improvement work: Index
MP15016h_B	2018 Spent on home improvements in last 12 months: <\$150
MP15016h_I	2018 Spent on home improvements in last 12 months: <\$150: Index
MP15017h_B	2018 Spent on home improvements in last 12 months: \$150-499
MP15017h_I	2018 Spent on home improvements in last 12 months: \$150-499: Index
MP15018h_B	2018 Spent on home improvements in last 12 months: \$500+
MP15018h_I	2018 Spent on home improvements in last 12 months: \$500+: Index
MP15019h_B	2018 Home improvement done by household member in last 12 months
MP15019h_I	2018 Home improvement done by household member in last 12 months: Index
MP15020h_B	2018 Home improvement done by outside contractor in last 12 months
MP15020h_I	2018 Home improvement done by outside contractor in last 12 months: Index
MP15027h_B	2018 Household did exterior painting in last 12 months
MP15027h_I	2018 Household did exterior painting in last 12 months: Index
MP15028h_B	2018 Exterior painting done by household member in last 12 months
MP15028h_I	2018 Exterior painting done by household member in last 12 months: Index
MP15029h_B	2018 Household did interior painting in last 12 months
MP15029h_I	2018 Household did interior painting in last 12 months: Index
MP15030h_B	2018 Interior painting done by household member in last 12 months
MP15030h_I	2018 Interior painting done by household member in last 12 months: Index
MP15031h_B	2018 Household bought paint or stain in last 12 months
MP15031h_I	2018 Household bought paint or stain in last 12 months: Index
MP15032h_B	2018 Household bought paint or stain in last 12 months: 1-3 gallons
MP15032h_I	2018 Household bought paint or stain in last 12 months: 1-3 gallons: Index
MP15033h_B	2018 Household bought paint or stain in last 12 months: 4-7 gallons
MP15033h_I	2018 Household bought paint or stain in last 12 months: 4-7 gallons: Index
MP15034h_B	2018 Household bought paint or stain in last 12 months: 8+ gallons
MP15034h_I	2018 Household bought paint or stain in last 12 months: 8+ gallons: Index
MP15035h_B	2018 Household spent \$101+ on paint or stain in last 12 months
MP15035h_I	2018 Household spent \$101+ on paint or stain in last 12 months: Index
MP15036h_B	2018 Household bought exterior paint or stain in last 12 months
MP15036h_I	2018 Household bought exterior paint or stain in last 12 months: Index
MP15039h_B	2018 Household bought interior paint or stain in last 12 months
MP15039h_I	2018 Household bought interior paint or stain in last 12 months: Index
MP15042h_B	2018 Household used professional carpet cleaning service in last 12 months
MP15042h_I	2018 Household used professional carpet cleaning service in last 12 months: Index
MP15043h_B	2018 Household used professional exterminator in last 12 months
MP15043h_I	2018 Household used professional exterminator in last 12 months: Index
MP15044h_B	2018 Used housekeeper or maid or prof household cleaning service in last 12 months
MP15044h_I	2018 Used housekeeper or maid or prof household cleaning service in last 12 months: Index
MP15045h_B	2018 Used housekeeper or maid in last 12 months
MP15045h_I	2018 Used housekeeper or maid in last 12 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP15046h_B	2018 Used professional household cleaning service in last 12 months
MP15046h_I	2018 Used professional household cleaning service in last 12 months: Index
<b>Household Goods, Furniture, &amp; Appliances Market Potential</b>	
MP16004h_B	2018 Household purchased low ticket household furnishing in last 12 months
MP16004h_I	2018 Household purchased low ticket household furnishing in last 12 months: Index
MP16005h_B	2018 Household purchased curtains in last 12 months
MP16005h_I	2018 Household purchased curtains in last 12 months: Index
MP16007h_B	2018 Household purchased table or floor lamp in last 12 months
MP16007h_I	2018 Household purchased table or floor lamp in last 12 months: Index
MP16008h_B	2018 Household purchased area rug in last 12 months
MP16008h_I	2018 Household purchased area rug in last 12 months: Index
MP16009h_B	2018 Household purchased lawn or porch furniture in last 12 months
MP16009h_I	2018 Household purchased lawn or porch furniture in last 12 months: Index
MP16010h_B	2018 Household purchased big ticket household furnishing last 12 months
MP16010h_I	2018 Household purchased big ticket household furnishing last 12 months: Index
MP16011h_B	2018 Household purchased bedroom furniture in last 12 months
MP16011h_I	2018 Household purchased bedroom furniture in last 12 months: Index
MP16012h_B	2018 Household purchased bed frame or headboard in last 12 months
MP16012h_I	2018 Household purchased bed frame or headboard in last 12 months: Index
MP16013h_B	2018 Household purchased box spring in last 12 months
MP16013h_I	2018 Household purchased box spring in last 12 months: Index
MP16014h_B	2018 Household purchased mattress in last 12 months
MP16014h_I	2018 Household purchased mattress in last 12 months: Index
MP16015h_B	2018 Household purchased dining room furniture in last 12 months
MP16015h_I	2018 Household purchased dining room furniture in last 12 months: Index
MP16016h_B	2018 Household purchased kitchen furniture in last 12 months
MP16016h_I	2018 Household purchased kitchen furniture in last 12 months: Index
MP16017h_B	2018 Household purchased living room furniture in last 12 months
MP16017h_I	2018 Household purchased living room furniture in last 12 months: Index
MP16018h_B	2018 Household purchased recliner in last 12 months
MP16018h_I	2018 Household purchased recliner in last 12 months: Index
MP16019h_B	2018 Household purchased sofa or sectional in last 12 months
MP16019h_I	2018 Household purchased sofa or sectional in last 12 months: Index
MP16020h_B	2018 Household bought any climate control appliance in last 12 months
MP16020h_I	2018 Household bought any climate control appliance in last 12 months: Index
MP16021h_B	2018 Household owns air cleaner (electric)
MP16021h_I	2018 Household owns air cleaner (electric): Index
MP16022h_B	2018 Household owns air conditioner (separate room)
MP16022h_I	2018 Household owns air conditioner (separate room): Index
MP16023h_B	2018 Household owns dehumidifier
MP16023h_I	2018 Household owns dehumidifier: Index
MP16024h_B	2018 Household owns attic or whole house fan
MP16024h_I	2018 Household owns attic or whole house fan: Index
MP16025h_B	2018 Household owns ceiling fan (not bathroom vent)
MP16025h_I	2018 Household owns ceiling fan (not bathroom vent): Index
MP16026h_B	2018 Household owns fireplace
MP16026h_I	2018 Household owns fireplace: Index
MP16027h_B	2018 Household owns heat pump
MP16027h_I	2018 Household owns heat pump: Index
MP16028h_B	2018 Household owns humidifier
MP16028h_I	2018 Household owns humidifier: Index
MP16029h_B	2018 Household owns space heater (electric)
MP16029h_I	2018 Household owns space heater (electric): Index
MP16030h_B	2018 Household has central air conditioner
MP16030h_I	2018 Household has central air conditioner: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP16031h_B	2018 Household has central heating (electric)
MP16031h_I	2018 Household has central heating (electric): Index
MP16032h_B	2018 Household has central heating (gas)
MP16032h_I	2018 Household has central heating (gas): Index
MP16033h_B	2017 HH has central heating (oil)
MP16033h_I	2017 HH has central heating (oil): Index
MP16034h_B	2018 Household bought any small kitchen appliance in last 12 months
MP16034h_I	2018 Household bought any small kitchen appliance in last 12 months: Index
MP16036h_B	2018 Household owns bread making machine
MP16036h_I	2018 Household owns bread making machine: Index
MP16038h_B	2018 Household owns electric coffee grinder
MP16038h_I	2018 Household owns electric coffee grinder: Index
MP16041h_B	2018 Household owns coffee maker (single cup or pod brewing)
MP16041h_I	2018 Household owns coffee maker (single cup or pod brewing): Index
MP16043h_B	2018 Household owns espresso or cappuccino maker
MP16043h_I	2018 Household owns espresso or cappuccino maker: Index
MP16044h_B	2018 Household owns electric food processor
MP16044h_I	2018 Household owns electric food processor: Index
MP16046h_B	2018 Household owns electric indoor grill
MP16046h_I	2018 Household owns electric indoor grill: Index
MP16047h_B	2018 Household owns ice cream maker
MP16047h_I	2018 Household owns ice cream maker: Index
MP16048h_B	2018 Household owns electric juicer
MP16048h_I	2018 Household owns electric juicer: Index
MP16052h_B	2018 Household owns pasta machine
MP16052h_I	2018 Household owns pasta machine: Index
MP16059h_B	2018 Household owns vacuum sealer
MP16059h_I	2018 Household owns vacuum sealer: Index
MP16061h_B	2018 Household bought any large kitchen appliance in last 12 months
MP16061h_I	2018 Household bought any large kitchen appliance in last 12 months: Index
MP16062h_B	2018 Household owns cooktop
MP16062h_I	2018 Household owns cooktop: Index
MP16065h_B	2018 Household owns separate freezer
MP16065h_I	2018 Household owns separate freezer: Index
MP16067h_B	2018 Household owns grill (charcoal)
MP16067h_I	2018 Household owns grill (charcoal): Index
MP16068h_B	2018 Household owns grill (electric outdoor)
MP16068h_I	2018 Household owns grill (electric outdoor): Index
MP16069h_B	2018 Household owns grill (gas)
MP16069h_I	2018 Household owns grill (gas): Index
MP16071h_B	2018 Household owns oven (continuous cleaning)
MP16071h_I	2018 Household owns oven (continuous cleaning): Index
MP16072h_B	2018 Household owns oven (convection)
MP16072h_I	2018 Household owns oven (convection): Index
MP16073h_B	2018 Household owns range or oven (built-in electric)
MP16073h_I	2018 Household owns range or oven (built-in electric): Index
MP16074h_B	2018 Household owns range or oven (built-in gas)
MP16074h_I	2018 Household owns range or oven (built-in gas): Index
MP16075h_B	2018 Household owns combination range or microwave
MP16075h_I	2018 Household owns combination range or microwave: Index
MP16077h_B	2018 Household owns stove or range (electric)
MP16077h_I	2018 Household owns stove or range (electric): Index
MP16078h_B	2018 Household owns stove or range (gas)
MP16078h_I	2018 Household owns stove or range (gas): Index
MP16079h_B	2018 Household owns trash compactor
MP16079h_I	2018 Household owns trash compactor: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP16080h_B	2018 Household bought any appliance in last 12 months
MP16080h_I	2018 Household bought any appliance in last 12 months: Index
MP16081h_B	2018 Household owns residential security system
MP16081h_I	2018 Household owns residential security system: Index
MP16083h_B	2018 Household owns clothes dryer (electric)
MP16083h_I	2018 Household owns clothes dryer (electric): Index
MP16084h_B	2018 Household owns clothes dryer (gas)
MP16084h_I	2018 Household owns clothes dryer (gas): Index
MP16087h_B	2018 Household owns generator (portable)
MP16087h_I	2018 Household owns generator (portable): Index
MP16088h_B	2018 Household owns hot tub or whirlpool spa
MP16088h_I	2018 Household owns hot tub or whirlpool spa: Index
MP16090h_B	2018 Household owns sewing machine
MP16090h_I	2018 Household owns sewing machine: Index
MP16091h_B	2018 Household owns smoke or fire detector
MP16091h_I	2018 Household owns smoke or fire detector: Index
MP16095h_B	2018 Household owns washing machine (high efficiency)
MP16095h_I	2018 Household owns washing machine (high efficiency): Index
MP16096h_B	2018 Household owns washing machine (standard)
MP16096h_I	2018 Household owns washing machine (standard): Index
MP16097h_B	2018 Household owns washer or dryer (stacked)
MP16097h_I	2018 Household owns washer or dryer (stacked): Index
MP17001h_B	2018 Household used environment friendly or green product in last 6 months
MP17001h_I	2018 Household used environment friendly or green product in last 6 months: Index
MP17002h_B	2018 Household used biodegradable dishwashing liquid in last 6 months
MP17002h_I	2018 Household used biodegradable dishwashing liquid in last 6 months: Index
MP17003h_B	2018 Household used biodegradable general household cleaner in last 6 months
MP17003h_I	2018 Household used biodegradable general household cleaner in last 6 months: Index
MP17004h_B	2018 Household used biodegradable glass or surface cleaner in last 6 months
MP17004h_I	2018 Household used biodegradable glass or surface cleaner in last 6 months: Index
MP17005h_B	2018 Household used biodegradable laundry detergent in last 6 months
MP17005h_I	2018 Household used biodegradable laundry detergent in last 6 months: Index
MP17006h_B	2018 Household used environment friendly light bulbs in last 6 months
MP17006h_I	2018 Household used environment friendly light bulbs in last 6 months: Index
MP17007h_B	2018 Household used recycled facial tissues in last 6 months
MP17007h_I	2018 Household used recycled facial tissues in last 6 months: Index
MP17008h_B	2018 Household used recycled paper napkins in last 6 months
MP17008h_I	2018 Household used recycled paper napkins in last 6 months: Index
MP17009h_B	2018 Household used recycled paper plates in last 6 months
MP17009h_I	2018 Household used recycled paper plates in last 6 months: Index
MP17010h_B	2018 Household used recycled paper towels in last 6 months
MP17010h_I	2018 Household used recycled paper towels in last 6 months: Index
MP17011h_B	2018 Household used recycled toilet paper in last 6 months
MP17011h_I	2018 Household used recycled toilet paper in last 6 months: Index
<b>Leisure Activities/Lifestyle Market Potential</b>	
MP05001a_B	2018 Bought digital book in last 12 months
MP05001a_I	2018 Bought digital book in last 12 months: Index
MP05002a_B	2018 Bought hardcover book in last 12 months
MP05002a_I	2018 Bought hardcover book in last 12 months: Index
MP05003a_B	2018 Bought paperback book in last 12 months
MP05003a_I	2018 Bought paperback book in last 12 months: Index
MP05004a_B	2018 Bought 1-3 books in last 12 months
MP05004a_I	2018 Bought 1-3 books in last 12 months: Index
MP05005a_B	2018 Bought 4-6 books in last 12 months
MP05005a_I	2018 Bought 4-6 books in last 12 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP05006a_B	2018 Bought 7+ books in last 12 months
MP05006a_I	2018 Bought 7+ books in last 12 months: Index
MP05007a_B	2018 Bought book (fiction) in last 12 months
MP05007a_I	2018 Bought book (fiction) in last 12 months: Index
MP05008a_B	2018 Bought book (non-fiction) in last 12 months
MP05008a_I	2018 Bought book (non-fiction) in last 12 months: Index
MP05009a_B	2018 Bought biography in last 12 months
MP05009a_I	2018 Bought biography in last 12 months: Index
MP05010a_B	2018 Bought children`s book in last 12 months
MP05010a_I	2018 Bought children`s book in last 12 months: Index
MP05011a_B	2018 Bought cookbook in last 12 months
MP05011a_I	2018 Bought cookbook in last 12 months: Index
MP05012a_B	2018 Bought history book in last 12 months
MP05012a_I	2018 Bought history book in last 12 months: Index
MP05013a_B	2018 Bought mystery book in last 12 months
MP05013a_I	2018 Bought mystery book in last 12 months: Index
MP05028a_B	2018 Bought novel in last 12 months
MP05028a_I	2018 Bought novel in last 12 months: Index
MP05014a_B	2018 Bought religious book (not Bible) in last 12 months
MP05014a_I	2018 Bought religious book (not Bible) in last 12 months: Index
MP05015a_B	2018 Bought romance book in last 12 months
MP05015a_I	2018 Bought romance book in last 12 months: Index
MP05016a_B	2018 Bought science fiction book in last 12 months
MP05016a_I	2018 Bought science fiction book in last 12 months: Index
MP05017a_B	2018 Bought personal or business self-help book in last 12 months
MP05017a_I	2018 Bought personal or business self-help book in last 12 months: Index
MP05018a_B	2018 Bought travel book in last 12 months
MP05018a_I	2018 Bought travel book in last 12 months: Index
MP05019a_B	2018 Bought book online in last 12 months
MP05019a_I	2018 Bought book online in last 12 months: Index
MP05020a_B	2018 Bought book in last 12 months: amazon.com
MP05020a_I	2018 Bought book in last 12 months: amazon.com: Index
MP05021a_B	2018 Bought book in last 12 months: barnes&noble.com
MP05021a_I	2018 Bought book in last 12 months: barnes&noble.com: Index
MP05022a_B	2018 Bought book in last 12 months: Barnes & Noble book store
MP05022a_I	2018 Bought book in last 12 months: Barnes & Noble book store: Index
MP05023a_B	2018 Bought book in last 12 months: other book store (not B&N)
MP05023a_I	2018 Bought book in last 12 months: other book store (not B&N): Index
MP05025a_B	2018 Bought book in last 12 months: mail order
MP05025a_I	2018 Bought book in last 12 months: mail order: Index
MP05027a_B	2018 Listened to or purchased audiobook in last 6 months
MP05027a_I	2018 Listened to or purchased audiobook in last 6 months: Index
MP05029a_B	2018 Purchased greeting card in last 6 months
MP05029a_I	2018 Purchased greeting card in last 6 months: Index
MP20001a_B	2018 Member of AARP
MP20001a_I	2018 Member of AARP: Index
MP20002a_B	2018 Member of charitable organization
MP20002a_I	2018 Member of charitable organization: Index
MP20003a_B	2018 Member of church board
MP20003a_I	2018 Member of church board: Index
MP20004a_B	2018 Member of fraternal order
MP20004a_I	2018 Member of fraternal order: Index
MP20005a_B	2018 Member of religious club
MP20005a_I	2018 Member of religious club: Index
MP20006a_B	2018 Member of union
MP20006a_I	2018 Member of union: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP20007a_B	2018 Member of veterans club
MP20007a_I	2018 Member of veterans club: Index
MP20008a_B	2018 Attended adult education course in last 12 months
MP20008a_I	2018 Attended adult education course in last 12 months: Index
MP20009a_B	2018 Went to art gallery in last 12 months
MP20009a_I	2018 Went to art gallery in last 12 months: Index
MP20010a_B	2018 Attended auto show in last 12 months
MP20010a_I	2018 Attended auto show in last 12 months: Index
MP20011a_B	2018 Did baking in last 12 months
MP20011a_I	2018 Did baking in last 12 months: Index
MP20012a_B	2018 Went to bar or night club in last 12 months
MP20012a_I	2018 Went to bar or night club in last 12 months: Index
MP20013a_B	2018 Went to beach in last 12 months
MP20013a_I	2018 Went to beach in last 12 months: Index
MP20014a_B	2018 Played billiards or pool in last 12 months
MP20014a_I	2018 Played billiards or pool in last 12 months: Index
MP20015a_B	2018 Played bingo in last 12 months
MP20015a_I	2018 Played bingo in last 12 months: Index
MP20016a_B	2018 Did birdwatching in last 12 months
MP20016a_I	2018 Did birdwatching in last 12 months: Index
MP20017a_B	2018 Played board game in last 12 months
MP20017a_I	2018 Played board game in last 12 months: Index
MP20018a_B	2018 Read book in last 12 months
MP20018a_I	2018 Read book in last 12 months: Index
MP20019a_B	2018 Participated in book club in last 12 months
MP20019a_I	2018 Participated in book club in last 12 months: Index
MP20020a_B	2018 Went on overnight camping trip in last 12 months
MP20020a_I	2018 Went on overnight camping trip in last 12 months: Index
MP20021a_B	2018 Played cards in last 12 months
MP20021a_I	2018 Played cards in last 12 months: Index
MP20022a_B	2018 Played chess in last 12 months
MP20022a_I	2018 Played chess in last 12 months: Index
MP20023a_B	2018 Played computer game (offline with software) in last 12 months
MP20023a_I	2018 Played computer game (offline with software) in last 12 months: Index
MP20024a_B	2017 Played computer game (online w/software)/12 mo
MP20024a_I	2017 Played computer game (online w/software)/12 mo: Index
MP20025a_B	2018 Played computer game (online without software) in last 12 months
MP20025a_I	2018 Played computer game (online without software) in last 12 months: Index
MP20026a_B	2018 Cooked for fun in last 12 months
MP20026a_I	2018 Cooked for fun in last 12 months: Index
MP20027a_B	2018 Did crossword puzzle in last 12 months
MP20027a_I	2018 Did crossword puzzle in last 12 months: Index
MP20028a_B	2018 Danced or went dancing in last 12 months
MP20028a_I	2018 Danced or went dancing in last 12 months: Index
MP20029a_B	2018 Attended dance performance in last 12 months
MP20029a_I	2018 Attended dance performance in last 12 months: Index
MP20030a_B	2018 Dined out in last 12 months
MP20030a_I	2018 Dined out in last 12 months: Index
MP20031a_B	2018 Participated in fantasy sports league in last 12 months
MP20031a_I	2018 Participated in fantasy sports league in last 12 months: Index
MP20105a_B	2018 Participated in tailgating in last 12 months
MP20105a_I	2018 Participated in tailgating in last 12 months: Index
MP20032a_B	2018 Did furniture refinishing in last 12 months
MP20032a_I	2018 Did furniture refinishing in last 12 months: Index
MP20033a_B	2018 Gambled at casino in last 12 months
MP20033a_I	2018 Gambled at casino in last 12 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP20034a_B	2017 Gambled in Atlantic City in last 12 months
MP20034a_I	2017 Gambled in Atlantic City in last 12 months: Index
MP20035a_B	2018 Gambled in Las Vegas in last 12 months
MP20035a_I	2018 Gambled in Las Vegas in last 12 months: Index
MP20036a_B	2018 Participate in indoor gardening or plant care
MP20036a_I	2018 Participate in indoor gardening or plant care: Index
MP20037a_B	2018 Attended horse races in last 12 months
MP20037a_I	2018 Attended horse races in last 12 months: Index
MP20038a_B	2018 Participated in karaoke in last 12 months
MP20038a_I	2018 Participated in karaoke in last 12 months: Index
MP20039a_B	2018 Bought lottery ticket in last 12 months
MP20039a_I	2018 Bought lottery ticket in last 12 months: Index
MP20040a_B	2018 Played lottery 6+ times in last 30 days
MP20040a_I	2018 Played lottery 6+ times in last 30 days: Index
MP20041a_B	2018 Bought lottery ticket in last 12 months: Daily Drawing
MP20041a_I	2018 Bought lottery ticket in last 12 months: Daily Drawing: Index
MP20042a_B	2018 Bought lottery ticket in last 12 months: Instant Game
MP20042a_I	2018 Bought lottery ticket in last 12 months: Instant Game: Index
MP20103a_B	2018 Bought lottery ticket in last 12 months: Mega Millions
MP20103a_I	2018 Bought lottery ticket in last 12 months: Mega Millions: Index
MP20104a_B	2018 Bought lottery ticket in last 12 months: Powerball
MP20104a_I	2018 Bought lottery ticket in last 12 months: Powerball: Index
MP20044a_B	2018 Attended a movie in last 6 months
MP20044a_I	2018 Attended a movie in last 6 months: Index
MP20045a_B	2018 Attended movie in last 90 days: once a week or more
MP20045a_I	2018 Attended movie in last 90 days: once a week or more: Index
MP20046a_B	2018 Attended movie in last 90 days: 2-3 times a month
MP20046a_I	2018 Attended movie in last 90 days: 2-3 times a month: Index
MP20047a_B	2018 Attended movie in last 90 days: once a month
MP20047a_I	2018 Attended movie in last 90 days: once a month: Index
MP20048a_B	2018 Attended movie in last 90 days: < once a month
MP20048a_I	2018 Attended movie in last 90 days: < once a month: Index
MP20049a_B	2018 Saw movie at theater in last 6 months: action genre
MP20049a_I	2018 Saw movie at theater in last 6 months: action genre: Index
MP20050a_B	2018 Saw movie at theater in last 6 months: adventure genre
MP20050a_I	2018 Saw movie at theater in last 6 months: adventure genre: Index
MP20051a_B	2018 Saw movie at theater in last 6 months: comedy genre
MP20051a_I	2018 Saw movie at theater in last 6 months: comedy genre: Index
MP20052a_B	2018 Saw movie at theater in last 6 months: crime genre
MP20052a_I	2018 Saw movie at theater in last 6 months: crime genre: Index
MP20053a_B	2018 Saw movie at theater in last 6 months: drama genre
MP20053a_I	2018 Saw movie at theater in last 6 months: drama genre: Index
MP20054a_B	2018 Saw movie at theater in last 6 months: family genre
MP20054a_I	2018 Saw movie at theater in last 6 months: family genre: Index
MP20055a_B	2018 Saw movie at theater in last 6 months: fantasy genre
MP20055a_I	2018 Saw movie at theater in last 6 months: fantasy genre: Index
MP20056a_B	2018 Saw movie at theater in last 6 months: horror genre
MP20056a_I	2018 Saw movie at theater in last 6 months: horror genre: Index
MP20057a_B	2018 Saw movie at theater in last 6 months: romance genre
MP20057a_I	2018 Saw movie at theater in last 6 months: romance genre: Index
MP20058a_B	2018 Saw movie at theater in last 6 months: science fiction genre
MP20058a_I	2018 Saw movie at theater in last 6 months: science fiction genre: Index
MP20059a_B	2018 Saw movie at theater in last 6 months: thriller genre
MP20059a_I	2018 Saw movie at theater in last 6 months: thriller genre: Index
MP20060a_B	2018 Went to museum in last 12 months
MP20060a_I	2018 Went to museum in last 12 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP20061a_B	2018 Attended classical music or opera performance in last 12 months
MP20061a_I	2018 Attended classical music or opera performance in last 12 months: Index
MP20062a_B	2018 Attended country music performance in last 12 months
MP20062a_I	2018 Attended country music performance in last 12 months: Index
MP20063a_B	2018 Attended rock music performance in last 12 months
MP20063a_I	2018 Attended rock music performance in last 12 months: Index
MP20064a_B	2018 Played musical instrument in last 12 months
MP20064a_I	2018 Played musical instrument in last 12 months: Index
MP20065a_B	2018 Did painting or drawing in last 12 months
MP20065a_I	2018 Did painting or drawing in last 12 months: Index
MP20066a_B	2018 Did photo album or scrapbooking in last 12 months
MP20066a_I	2018 Did photo album or scrapbooking in last 12 months: Index
MP20067a_B	2018 Did photography in last 12 months
MP20067a_I	2018 Did photography in last 12 months: Index
MP20068a_B	2018 Did Sudoku puzzle in last 12 months
MP20068a_I	2018 Did Sudoku puzzle in last 12 months: Index
MP20069a_B	2018 Went to live theater in last 12 months
MP20069a_I	2018 Went to live theater in last 12 months: Index
MP20070a_B	2018 Visited a theme park in last 12 months
MP20070a_I	2018 Visited a theme park in last 12 months: Index
MP20071a_B	2018 Visited a theme park 5+ times in last 12 months
MP20071a_I	2018 Visited a theme park 5+ times in last 12 months: Index
MP20072a_B	2018 Participated in trivia games in last 12 months
MP20072a_I	2018 Participated in trivia games in last 12 months: Index
MP20073a_B	2018 Played video or electronic game (console) in last 12 months
MP20073a_I	2018 Played video or electronic game (console) in last 12 months: Index
MP20074a_B	2018 Played video or electronic game (portable) in last 12 months
MP20074a_I	2018 Played video or electronic game (portable) in last 12 months: Index
MP20075a_B	2018 Visited an indoor water park in last 12 months
MP20075a_I	2018 Visited an indoor water park in last 12 months: Index
MP20076a_B	2018 Did woodworking in last 12 months
MP20076a_I	2018 Did woodworking in last 12 months: Index
MP20077a_B	2018 Participated in word games in last 12 months
MP20077a_I	2018 Participated in word games in last 12 months: Index
MP20078a_B	2018 Went to zoo in last 12 months
MP20078a_I	2018 Went to zoo in last 12 months: Index
MP20079a_B	2018 Purchased DVDs (movie or other video) in last 30 days: 1
MP20079a_I	2018 Purchased DVDs (movie or other video) in last 30 days: 1: Index
MP20080a_B	2018 Purchased DVDs (movie or other video) in last 30 days: 2
MP20080a_I	2018 Purchased DVDs (movie or other video) in last 30 days: 2: Index
MP20081a_B	2018 Purchased DVDs (movie or other video) in last 30 days: 3+
MP20081a_I	2018 Purchased DVDs (movie or other video) in last 30 days: 3+: Index
MP20082a_B	2018 Purchased DVD or Blu-ray disc online in last 12 months
MP20082a_I	2018 Purchased DVD or Blu-ray disc online in last 12 months: Index
MP20083a_B	2018 Rented DVDs (movie or other video) in last 30 days: 1
MP20083a_I	2018 Rented DVDs (movie or other video) in last 30 days: 1: Index
MP20084a_B	2018 Rented DVDs (movie or other video) in last 30 days: 2
MP20084a_I	2018 Rented DVDs (movie or other video) in last 30 days: 2: Index
MP20085a_B	2018 Rented DVDs (movie or other video) in last 30 days: 3+
MP20085a_I	2018 Rented DVDs (movie or other video) in last 30 days: 3+: Index
MP20086a_B	2018 Rented movie or other video in last 30 days: action or adventure
MP20086a_I	2018 Rented movie or other video in last 30 days: action or adventure: Index
MP20087a_B	2018 Rented movie or other video in last 30 days: classics
MP20087a_I	2018 Rented movie or other video in last 30 days: classics: Index
MP20088a_B	2018 Rented movie or other video in last 30 days: comedy
MP20088a_I	2018 Rented movie or other video in last 30 days: comedy: Index





# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP20089a_B	2018 Rented movie or other video in last 30 days: drama
MP20089a_I	2018 Rented movie or other video in last 30 days: drama: Index
MP20090a_B	2018 Rented movie or other video in last 30 days: family or children
MP20090a_I	2018 Rented movie or other video in last 30 days: family or children: Index
MP20091a_B	2018 Rented movie or other video in last 30 days: foreign
MP20091a_I	2018 Rented movie or other video in last 30 days: foreign: Index
MP20092a_B	2018 Rented movie or other video in last 30 days: horror
MP20092a_I	2018 Rented movie or other video in last 30 days: horror: Index
MP20093a_B	2018 Rented movie or other video in last 30 days: musical
MP20093a_I	2018 Rented movie or other video in last 30 days: musical: Index
MP20094a_B	2018 Rented movie or other video in last 30 days: news or documentary
MP20094a_I	2018 Rented movie or other video in last 30 days: news or documentary: Index
MP20095a_B	2018 Rented movie or other video in last 30 days: romance
MP20095a_I	2018 Rented movie or other video in last 30 days: romance: Index
MP20096a_B	2018 Rented movie or other video in last 30 days: science fiction
MP20096a_I	2018 Rented movie or other video in last 30 days: science fiction: Index
MP20097a_B	2018 Rented movie or other video in last 30 days: TV show
MP20097a_I	2018 Rented movie or other video in last 30 days: TV show: Index
MP20098a_B	2018 Rented movie or other video in last 30 days: western
MP20098a_I	2018 Rented movie or other video in last 30 days: western: Index
MP20099a_B	2018 Rented or purchased DVD or Blu-ray from amazon.com in last 30 days
MP20099a_I	2018 Rented or purchased DVD or Blu-ray from amazon.com in last 30 days: Index
MP20100a_B	2018 Rented DVD or Blu-ray from netflix.com in last 30 days
MP20100a_I	2018 Rented DVD or Blu-ray from netflix.com in last 30 days: Index
MP20101a_B	2018 Rented or purchased DVD or Blu-ray from Redbox in last 30 days
MP20101a_I	2018 Rented or purchased DVD or Blu-ray from Redbox in last 30 days: Index
MP20102h_B	2018 Household owns ATV or UTV
MP20102h_I	2018 Household owns ATV or UTV: Index
<b>Media - Magazines &amp; Newspapers Market Potential</b>	
MP21001a_B	2018 Read any magazine (paper or electronic version) in last 6 months
MP21001a_I	2018 Read any magazine (paper or electronic version) in last 6 months: Index
MP21054a_B	2018 Read digital magazine via website
MP21054a_I	2018 Read digital magazine via website: Index
MP21055a_B	2018 Read digital magazine via app
MP21055a_I	2018 Read digital magazine via app: Index
MP21003a_B	2018 Read magazine (hard copy) in last 6 months: airline
MP21003a_I	2018 Read magazine (hard copy) in last 6 months: airline: Index
MP21004a_B	2018 Read magazine (hard copy) in last 6 months: automotive
MP21004a_I	2018 Read magazine (hard copy) in last 6 months: automotive: Index
MP21005a_B	2017 Read magazine (hard copy)/6 mo: baby
MP21005a_I	2017 Read magazine (hard copy)/6 mo: baby: Index
MP21006a_B	2018 Read magazine (hard copy) in last 6 months: bridal
MP21006a_I	2018 Read magazine (hard copy) in last 6 months: bridal: Index
MP21007a_B	2018 Read magazine (hard copy) in last 6 months: business or finance
MP21007a_I	2018 Read magazine (hard copy) in last 6 months: business or finance: Index
MP21009a_B	2018 Read magazine (hard copy) in last 6 months: Epicurean
MP21009a_I	2018 Read magazine (hard copy) in last 6 months: Epicurean: Index
MP21010a_B	2018 Read magazine (hard copy) in last 6 months: fishing or hunting
MP21010a_I	2018 Read magazine (hard copy) in last 6 months: fishing or hunting: Index
MP21011a_B	2018 Read magazine (hard copy) in last 6 months: general editorial
MP21011a_I	2018 Read magazine (hard copy) in last 6 months: general editorial: Index
MP21012a_B	2018 Read magazine (hard copy) in last 6 months: health
MP21012a_I	2018 Read magazine (hard copy) in last 6 months: health: Index
MP21013a_B	2018 Read magazine (hard copy) in last 6 months: home service
MP21013a_I	2018 Read magazine (hard copy) in last 6 months: home service: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP21014a_B	2018 Read magazine (hard copy) in last 6 months: motorcycle
MP21014a_I	2018 Read magazine (hard copy) in last 6 months: motorcycle: Index
MP21016a_B	2018 Read magazine (hard copy) in last 6 months: news or entertainment
MP21016a_I	2018 Read magazine (hard copy) in last 6 months: news or entertainment: Index
MP21017a_B	2018 Read magazine (hard copy) in last 6 months: parenthood
MP21017a_I	2018 Read magazine (hard copy) in last 6 months: parenthood: Index
MP21018a_B	2018 Read magazine (hard copy) in last 6 months: science or technology
MP21018a_I	2018 Read magazine (hard copy) in last 6 months: science or technology: Index
MP21019a_B	2018 Read magazine (hard copy) in last 6 months: sports
MP21019a_I	2018 Read magazine (hard copy) in last 6 months: sports: Index
MP21020a_B	2018 Read magazine (hard copy) in last 6 months: travel
MP21020a_I	2018 Read magazine (hard copy) in last 6 months: travel: Index
MP21021a_B	2017 Read magazine (hard copy)/6 mo: video games
MP21021a_I	2017 Read magazine (hard copy)/6 mo: video games: Index
MP21022a_B	2018 Read magazine (hard copy) in last 6 months: women's fashion
MP21022a_I	2018 Read magazine (hard copy) in last 6 months: women's fashion: Index
MP21052a_B	2018 Read any Spanish language magazine in last 6 months
MP21052a_I	2018 Read any Spanish language magazine in last 6 months: Index
MP21023a_B	2018 Read any daily newspaper (paper version)
MP21023a_I	2018 Read any daily newspaper (paper version): Index
MP21024a_B	2018 Read 1 daily newspaper (paper version)
MP21024a_I	2018 Read 1 daily newspaper (paper version): Index
MP21025a_B	2018 Read 2+ daily newspapers (paper version)
MP21025a_I	2018 Read 2+ daily newspapers (paper version): Index
MP21026a_B	2018 Read any Sunday newspaper (paper version)
MP21026a_I	2018 Read any Sunday newspaper (paper version): Index
MP21027a_B	2018 Read 1 Sunday newspaper (paper version)
MP21027a_I	2018 Read 1 Sunday newspaper (paper version): Index
MP21028a_B	2018 Read 2+ Sunday newspapers (paper version)
MP21028a_I	2018 Read 2+ Sunday newspapers (paper version): Index
MP21030a_B	2018 Read newspaper: main news or front page
MP21030a_I	2018 Read newspaper: main news or front page: Index
MP21031a_B	2018 Read newspaper: international or national news
MP21031a_I	2018 Read newspaper: international or national news: Index
MP21032a_B	2018 Read newspaper: local news
MP21032a_I	2018 Read newspaper: local news: Index
MP21033a_B	2018 Read newspaper: business or finance section
MP21033a_I	2018 Read newspaper: business or finance section: Index
MP21034a_B	2018 Read newspaper: classified section
MP21034a_I	2018 Read newspaper: classified section: Index
MP21035a_B	2018 Read newspaper: comics
MP21035a_I	2018 Read newspaper: comics: Index
MP21036a_B	2018 Read newspaper: editorial page
MP21036a_I	2018 Read newspaper: editorial page: Index
MP21037a_B	2018 Read newspaper: entertainment or lifestyle section
MP21037a_I	2018 Read newspaper: entertainment or lifestyle section: Index
MP21038a_B	2018 Read newspaper: fashion section
MP21038a_I	2018 Read newspaper: fashion section: Index
MP21039a_B	2018 Read newspaper: food or cooking section
MP21039a_I	2018 Read newspaper: food or cooking section: Index
MP21040a_B	2018 Read newspaper: health section
MP21040a_I	2018 Read newspaper: health section: Index
MP21041a_B	2018 Read newspaper: home or furnishings or gardening section
MP21041a_I	2018 Read newspaper: home or furnishings or gardening section: Index
MP21042a_B	2018 Read newspaper: movie listings or reviews
MP21042a_I	2018 Read newspaper: movie listings or reviews: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP21043a_B	2018 Read newspaper: science & technology section
MP21043a_I	2018 Read newspaper: science & technology section: Index
MP21044a_B	2018 Read newspaper: sports section
MP21044a_I	2018 Read newspaper: sports section: Index
MP21045a_B	2018 Read newspaper: travel section
MP21045a_I	2018 Read newspaper: travel section: Index
MP21046a_B	2018 Read newspaper: TV listings
MP21046a_I	2018 Read newspaper: TV listings: Index
MP21056a_B	2018 Read newspaper: weather
MP21056a_I	2018 Read newspaper: weather: Index
MP21047a_B	2018 Read newspaper: advertisements
MP21047a_I	2018 Read newspaper: advertisements: Index
MP21048a_B	2018 Read newspaper: circulars or inserts or fliers
MP21048a_I	2018 Read newspaper: circulars or inserts or fliers: Index
MP21053a_B	2018 Read any digital newspaper in last 30 days
MP21053a_I	2018 Read any digital newspaper in last 30 days: Index
MP21049a_B	2018 Used news website or app in last 30 days: nytimes.com
MP21049a_I	2018 Used news website or app in last 30 days: nytimes.com: Index
MP21050a_B	2018 Used news website or app in last 30 days: usatoday.com
MP21050a_I	2018 Used news website or app in last 30 days: usatoday.com: Index
MP21051a_B	2018 Used news website or app in last 30 days: wsj.com
MP21051a_I	2018 Used news website or app in last 30 days: wsj.com: Index
<b>Media - Radio &amp; Other Audio Market Potential</b>	
MP22001a_B	2018 Listen to radio 30 minutes or more in typical week
MP22001a_I	2018 Listen to radio 30 minutes or more in typical week: Index
MP22002a_B	2018 Listen to radio on typical weekday at home
MP22002a_I	2018 Listen to radio on typical weekday at home: Index
MP22003a_B	2018 Listen to radio on typical weekday in car
MP22003a_I	2018 Listen to radio on typical weekday in car: Index
MP22004a_B	2018 Listen to radio on typical weekday at work
MP22004a_I	2018 Listen to radio on typical weekday at work: Index
MP22005a_B	2018 Listen to radio on typical weekend at home
MP22005a_I	2018 Listen to radio on typical weekend at home: Index
MP22006a_B	2018 Listen to radio on typical weekend in car
MP22006a_I	2018 Listen to radio on typical weekend in car: Index
MP22007a_B	2018 Listen to radio on typical weekend at work
MP22007a_I	2018 Listen to radio on typical weekend at work: Index
MP22008a_B	2018 Listen to radio: adult contemporary format
MP22008a_I	2018 Listen to radio: adult contemporary format: Index
MP22009a_B	2018 Listen to radio: all news format
MP22009a_I	2018 Listen to radio: all news format: Index
MP22011a_B	2018 Listen to radio: alternative format
MP22011a_I	2018 Listen to radio: alternative format: Index
MP22012a_B	2018 Listen to radio: contemporary hit radio format
MP22012a_I	2018 Listen to radio: contemporary hit radio format: Index
MP22013a_B	2018 Listen to radio: classic hits format
MP22013a_I	2018 Listen to radio: classic hits format: Index
MP22014a_B	2018 Listen to radio: classic rock format
MP22014a_I	2018 Listen to radio: classic rock format: Index
MP22015a_B	2018 Listen to radio: classical format
MP22015a_I	2018 Listen to radio: classical format: Index
MP22016a_B	2018 Listen to radio: country format
MP22016a_I	2018 Listen to radio: country format: Index
MP22017a_B	2018 Listen to radio: Hispanic format
MP22017a_I	2018 Listen to radio: Hispanic format: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP22019a_B	2018 Listen to radio: news or talk format
MP22019a_I	2018 Listen to radio: news or talk format: Index
MP22020a_B	2018 Listen to radio: oldies format
MP22020a_I	2018 Listen to radio: oldies format: Index
MP22021a_B	2018 Listen to radio: public format
MP22021a_I	2018 Listen to radio: public format: Index
MP22022a_B	2018 Listen to radio: religious format
MP22022a_I	2018 Listen to radio: religious format: Index
MP22023a_B	2018 Listen to radio: rhythmic format
MP22023a_I	2018 Listen to radio: rhythmic format: Index
MP22024a_B	2018 Listen to radio: rock format
MP22024a_I	2018 Listen to radio: rock format: Index
MP22025a_B	2018 Listen to radio: soft adult contemporary format
MP22025a_I	2018 Listen to radio: soft adult contemporary format: Index
MP22026a_B	2018 Listen to radio: sports format
MP22026a_I	2018 Listen to radio: sports format: Index
MP22027a_B	2018 Listen to radio: urban format
MP22027a_I	2018 Listen to radio: urban format: Index
MP22028a_B	2018 Listen to radio 6:00 am - 10:00 am weekday
MP22028a_I	2018 Listen to radio 6:00 am - 10:00 am weekday: Index
MP22029a_B	2018 Listen to radio 10:00 am - 3:00 pm weekday
MP22029a_I	2018 Listen to radio 10:00 am - 3:00 pm weekday: Index
MP22030a_B	2018 Listen to radio 3:00 pm - 7:00 pm weekday
MP22030a_I	2018 Listen to radio 3:00 pm - 7:00 pm weekday: Index
MP22031a_B	2018 Listen to radio 7:00 pm - midnight weekday
MP22031a_I	2018 Listen to radio 7:00 pm - midnight weekday: Index
MP22032a_B	2018 Listen to radio midnight - 6:00 am weekday
MP22032a_I	2018 Listen to radio midnight - 6:00 am weekday: Index
MP22033a_B	2018 Listen to radio 6:00 am - 10:00 am weekend
MP22033a_I	2018 Listen to radio 6:00 am - 10:00 am weekend: Index
MP22034a_B	2018 Listen to radio 10:00 am - 3:00 pm weekend
MP22034a_I	2018 Listen to radio 10:00 am - 3:00 pm weekend: Index
MP22035a_B	2018 Listen to radio 3:00 pm - 7:00 pm weekend
MP22035a_I	2018 Listen to radio 3:00 pm - 7:00 pm weekend: Index
MP22036a_B	2018 Listen to radio 7:00 pm - midnight weekend
MP22036a_I	2018 Listen to radio 7:00 pm - midnight weekend: Index
MP22037a_B	2018 Listen to radio midnight - 6:00 am weekend
MP22037a_I	2018 Listen to radio midnight - 6:00 am weekend: Index
<a href="#">MP22088a_B</a>	<a href="#">2018 Listened to streaming audio in last 30 days: Apple Music</a>
<a href="#">MP22088a_I</a>	<a href="#">2018 Listened to streaming audio in last 30 days: Apple Music: Index</a>
<a href="#">MP22089a_B</a>	<a href="#">2018 Listened to streaming audio in last 30 days: iHeartRadio</a>
<a href="#">MP22089a_I</a>	<a href="#">2018 Listened to streaming audio in last 30 days: iHeartRadio: Index</a>
<a href="#">MP22090a_B</a>	<a href="#">2018 Listened to streaming audio in last 30 days: Pandora</a>
<a href="#">MP22090a_I</a>	<a href="#">2018 Listened to streaming audio in last 30 days: Pandora: Index</a>
<a href="#">MP22091a_B</a>	<a href="#">2018 Listened to streaming audio in last 30 days: Spotify</a>
<a href="#">MP22091a_I</a>	<a href="#">2018 Listened to streaming audio in last 30 days: Spotify: Index</a>
MP22075h_B	2018 Household subscribes to SiriusXM satellite radio
MP22075h_I	2018 Household subscribes to SiriusXM satellite radio: Index
MP22040a_B	2018 Downloaded any individual song in last 6 months
MP22040a_I	2018 Downloaded any individual song in last 6 months: Index
MP22080a_B	2018 Downloaded <10 individual songs in last 6 months
MP22080a_I	2018 Downloaded <10 individual songs in last 6 months: Index
MP22043a_B	2018 Downloaded 10-29 individual songs in last 6 months
MP22043a_I	2018 Downloaded 10-29 individual songs in last 6 months: Index
MP22044a_B	2018 Downloaded 30+ individual songs in last 6 months
MP22044a_I	2018 Downloaded 30+ individual songs in last 6 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP22045a_B	2018 Downloaded any album in last 6 months
MP22045a_I	2018 Downloaded any album in last 6 months: Index
MP22046a_B	2018 Downloaded 1 album in last 6 months
MP22046a_I	2018 Downloaded 1 album in last 6 months: Index
MP22047a_B	2018 Downloaded 2-4 albums in last 6 months
MP22047a_I	2018 Downloaded 2-4 albums in last 6 months: Index
MP22048a_B	2018 Downloaded 5+ albums in last 6 months
MP22048a_I	2018 Downloaded 5+ albums in last 6 months: Index
MP22049a_B	2018 Purchased any CD in last 6 months
MP22049a_I	2018 Purchased any CD in last 6 months: Index
MP22050a_B	2018 Purchased 1 CD in last 6 months
MP22050a_I	2018 Purchased 1 CD in last 6 months: Index
MP22051a_B	2018 Purchased 2-4 CDs in last 6 months
MP22051a_I	2018 Purchased 2-4 CDs in last 6 months: Index
MP22053a_B	2018 Listened to or purchased in last 6 months: alternative music
MP22053a_I	2018 Listened to or purchased in last 6 months: alternative music: Index
MP22054a_B	2018 Listened to or purchased in last 6 months: blues
MP22054a_I	2018 Listened to or purchased in last 6 months: blues: Index
MP22055a_B	2018 Listened to or purchased in last 6 months: classic rock
MP22055a_I	2018 Listened to or purchased in last 6 months: classic rock: Index
MP22056a_B	2018 Listened to or purchased in last 6 months: classical music
MP22056a_I	2018 Listened to or purchased in last 6 months: classical music: Index
MP22057a_B	2018 Listened to or purchased in last 6 months: contemporary Christian
MP22057a_I	2018 Listened to or purchased in last 6 months: contemporary Christian: Index
MP22058a_B	2018 Listened to or purchased in last 6 months: country music
MP22058a_I	2018 Listened to or purchased in last 6 months: country music: Index
MP22059a_B	2018 Listened to or purchased in last 6 months: dance music
MP22059a_I	2018 Listened to or purchased in last 6 months: dance music: Index
MP22060a_B	2018 Listened to or purchased in last 6 months: easy listening music
MP22060a_I	2018 Listened to or purchased in last 6 months: easy listening music: Index
MP22076a_B	2018 Listened to or purchased in last 6 months: 80's pop
MP22076a_I	2018 Listened to or purchased in last 6 months: 80's pop: Index
MP22061a_B	2018 Listened to or purchased in last 6 months: faith & inspiration
MP22061a_I	2018 Listened to or purchased in last 6 months: faith & inspiration: Index
MP22062a_B	2018 Listened to or purchased in last 6 months: folk music
MP22062a_I	2018 Listened to or purchased in last 6 months: folk music: Index
MP22063a_B	2018 Listened to or purchased in last 6 months: gospel music
MP22063a_I	2018 Listened to or purchased in last 6 months: gospel music: Index
MP22064a_B	2018 Listened to or purchased in last 6 months: hard rock
MP22064a_I	2018 Listened to or purchased in last 6 months: hard rock: Index
MP22065a_B	2018 Listened to or purchased in last 6 months: hip hop music
MP22065a_I	2018 Listened to or purchased in last 6 months: hip hop music: Index
MP22077a_B	2018 Listened to or purchased in last 6 months: indie
MP22077a_I	2018 Listened to or purchased in last 6 months: indie: Index
MP22066a_B	2018 Listened to or purchased in last 6 months: jazz
MP22066a_I	2018 Listened to or purchased in last 6 months: jazz: Index
MP22067a_B	2018 Listened to or purchased in last 6 months: New Age music
MP22067a_I	2018 Listened to or purchased in last 6 months: New Age music: Index
MP22078a_B	2018 Listened to or purchased in last 6 months: oldies (50's & 60's)
MP22078a_I	2018 Listened to or purchased in last 6 months: oldies (50's & 60's): Index
MP22068a_B	2018 Listened to or purchased in last 6 months: pop or top 40 music
MP22068a_I	2018 Listened to or purchased in last 6 months: pop or top 40 music: Index
MP22069a_B	2018 Listened to or purchased in last 6 months: R&B music
MP22069a_I	2018 Listened to or purchased in last 6 months: R&B music: Index
MP22070a_B	2018 Listened to or purchased in last 6 months: rap music
MP22070a_I	2018 Listened to or purchased in last 6 months: rap music: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP22071a_B	2018 Listened to or purchased in last 6 months: reggae
MP22071a_I	2018 Listened to or purchased in last 6 months: reggae: Index
MP22072a_B	2018 Listened to or purchased in last 6 months: soft rock
MP22072a_I	2018 Listened to or purchased in last 6 months: soft rock: Index
MP22079a_B	2018 Listened to or purchased in last 6 months: soundtracks
MP22079a_I	2018 Listened to or purchased in last 6 months: soundtracks: Index
MP22073a_B	2018 Listened to or purchased in last 6 months: Spanish or Latin music
MP22073a_I	2018 Listened to or purchased in last 6 months: Spanish or Latin music: Index
MP22081a_B	2018 Purchased music at electronics store
MP22081a_I	2018 Purchased music at electronics store: Index
MP22082a_B	2018 Purchased music at discount department store
MP22082a_I	2018 Purchased music at discount department store: Index
MP22083a_B	2018 Purchased music at music store
MP22083a_I	2018 Purchased music at music store: Index
MP22084a_B	2018 Purchased music through amazon prime
MP22084a_I	2018 Purchased music through amazon prime: Index
MP22085a_B	2018 Purchased music through google play
MP22085a_I	2018 Purchased music through google play: Index
MP22086a_B	2018 Purchased music through iTunes
MP22086a_I	2018 Purchased music through iTunes: Index
MP22087a_B	2018 Purchased music through other online site
MP22087a_I	2018 Purchased music through other online site: Index
<b>Media - TV Viewing Market Potential</b>	
MP23001h_B	2018 Household subscribes to cable TV
MP23001h_I	2018 Household subscribes to cable TV: Index
MP23002h_B	2018 Household subscribes to fiber optic
MP23002h_I	2018 Household subscribes to fiber optic: Index
MP23004h_B	2018 Household has satellite dish: DirecTV
MP23004h_I	2018 Household has satellite dish: DirecTV: Index
MP23005h_B	2018 Household has satellite dish: Dish Network
MP23005h_I	2018 Household has satellite dish: Dish Network: Index
MP23006h_B	2018 Household has bundled services (TV or Internet or phone)
MP23006h_I	2018 Household has bundled services (TV or Internet or phone): Index
MP23007h_B	2018 Household has digital video recorder (DVR)
MP23007h_I	2018 Household has digital video recorder (DVR): Index
MP23008h_B	2017 HH has digital video recorder (DVR): TiVo
MP23008h_I	2017 HH has digital video recorder (DVR): TiVo: Index
MP23009h_B	2018 Household subscribes to premium channel: Cinemax
MP23009h_I	2018 Household subscribes to premium channel: Cinemax: Index
MP23010h_B	2018 Household subscribes to premium channel: Starz Encore
MP23010h_I	2018 Household subscribes to premium channel: Starz Encore: Index
MP23128h_B	2018 Household subscribes to premium channel: EPIX
MP23128h_I	2018 Household subscribes to premium channel: EPIX: Index
MP23011h_B	2018 Household subscribes to premium channel: HBO
MP23011h_I	2018 Household subscribes to premium channel: HBO: Index
MP23012h_B	2018 Household subscribes to premium channel: The Movie Channel
MP23012h_I	2018 Household subscribes to premium channel: The Movie Channel: Index
MP23013h_B	2018 Household subscribes to premium channel: Showtime
MP23013h_I	2018 Household subscribes to premium channel: Showtime: Index
MP23014h_B	2018 Household subscribes to premium channel: Starz
MP23014h_I	2018 Household subscribes to premium channel: Starz: Index
MP23015a_B	2018 Watch TV (including cable) 30 min or more in typical week
MP23015a_I	2018 Watch TV (including cable) 30 min or more in typical week: Index
MP23016a_B	2018 Viewed any program on Spanish TV network last week
MP23016a_I	2018 Viewed any program on Spanish TV network last week: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP23143a_B	2017 Viewed music vid (video-on-demand) in last 30 days
MP23143a_I	2017 Viewed music vid (video-on-demand) in last 30 days: Index
MP23018a_B	2018 Viewed movie (video-on-demand) in last 30 days
MP23018a_I	2018 Viewed movie (video-on-demand) in last 30 days: Index
MP23019a_B	2018 Viewed TV show (video-on-demand) in last 30 days
MP23019a_I	2018 Viewed TV show (video-on-demand) in last 30 days: Index
MP23020a_B	2018 Watched any pay-per-view TV in last 12 months
MP23020a_I	2018 Watched any pay-per-view TV in last 12 months: Index
MP23021a_B	2018 Watched pay-per-view TV in last 12 months: movies
MP23021a_I	2018 Watched pay-per-view TV in last 12 months: movies: Index
MP23022a_B	2018 Watched pay-per-view TV in last 12 months: sports events
MP23022a_I	2018 Watched pay-per-view TV in last 12 months: sports events: Index
MP23025a_B	2018 Watch on TV: documentary or informational (primetime)
MP23025a_I	2018 Watch on TV: documentary or informational (primetime): Index
MP23026a_B	2018 Watch on TV: early evening network news (Mon-Fri)
MP23026a_I	2018 Watch on TV: early evening network news (Mon-Fri): Index
MP23027a_B	2018 Watch on TV: early evening network news (weekend)
MP23027a_I	2018 Watch on TV: early evening network news (weekend): Index
MP23028a_B	2018 Watch on TV: early morning news
MP23028a_I	2018 Watch on TV: early morning news: Index
MP23029a_B	2018 Watch on TV: early morning talk or informational or news
MP23029a_I	2018 Watch on TV: early morning talk or informational or news: Index
MP23144a_B	2018 Watch on TV: early evening local news (Mon-Fri)
MP23144a_I	2018 Watch on TV: early evening local news (Mon-Fri): Index
MP23145a_B	2018 Watch on TV: late evening local news (Mon-Fri)
MP23145a_I	2018 Watch on TV: late evening local news (Mon-Fri): Index
MP23031a_B	2018 Watch on TV: game shows (daytime)
MP23031a_I	2018 Watch on TV: game shows (daytime): Index
MP23032a_B	2017 Watch on TV: game shows (primetime)
MP23032a_I	2017 Watch on TV: game shows (primetime): Index
MP23033a_B	2018 Watch on TV: news specials
MP23033a_I	2018 Watch on TV: news specials: Index
MP23034a_B	2018 Watch on TV: pageants (specials)
MP23034a_I	2018 Watch on TV: pageants (specials): Index
MP23036a_B	2018 Watch on TV: Sunday news or interview programs
MP23036a_I	2018 Watch on TV: Sunday news or interview programs: Index
MP23038a_B	2018 Watched last week: A&E Television Network
MP23038a_I	2018 Watched last week: A&E Television Network: Index
MP23039a_B	2018 Watched last week: Freeform Channel
MP23039a_I	2018 Watched last week: Freeform Channel: Index
MP23137a_B	2018 Watched last week: Adult Swim
MP23137a_I	2018 Watched last week: Adult Swim: Index
MP23040a_B	2018 Watched last week: AMC (American Movie Classics)
MP23040a_I	2018 Watched last week: AMC (American Movie Classics): Index
MP23138a_B	2018 Watched last week: American Heroes Channel
MP23138a_I	2018 Watched last week: American Heroes Channel: Index
MP23041a_B	2018 Watched last week: Animal Planet
MP23041a_I	2018 Watched last week: Animal Planet: Index
MP23042a_B	2018 Watched last week: BBC America
MP23042a_I	2018 Watched last week: BBC America: Index
MP23146a_B	2018 Watched last week: BBC World News
MP23146a_I	2018 Watched last week: BBC World News: Index
MP23043a_B	2018 Watched last week: BET (Black Entertainment TV)
MP23043a_I	2018 Watched last week: BET (Black Entertainment TV): Index
MP23045a_B	2018 Watched last week: Bravo
MP23045a_I	2018 Watched last week: Bravo: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP23046a_B	2018 Watched last week: Cartoon Network
MP23046a_I	2018 Watched last week: Cartoon Network: Index
MP23114a_B	2018 Watched last week: CBS Sports Network
MP23114a_I	2018 Watched last week: CBS Sports Network: Index
MP23139a_B	2018 Watched last week: Chiller
MP23139a_I	2018 Watched last week: Chiller: Index
MP23047a_B	2018 Watched last week: CMT (Country Music Television)
MP23047a_I	2018 Watched last week: CMT (Country Music Television): Index
MP23048a_B	2018 Watched last week: CNBC
MP23048a_I	2018 Watched last week: CNBC: Index
MP23049a_B	2018 Watched last week: CNN (Cable News Network)
MP23049a_I	2018 Watched last week: CNN (Cable News Network): Index
MP23050a_B	2018 Watched last week: Comedy Central
MP23050a_I	2018 Watched last week: Comedy Central: Index
MP23115a_B	2018 Watched last week: Cooking Channel
MP23115a_I	2018 Watched last week: Cooking Channel: Index
MP23116a_B	2018 Watched last week: Destination America
MP23116a_I	2018 Watched last week: Destination America: Index
MP23051a_B	2018 Watched last week: Discovery Channel
MP23051a_I	2018 Watched last week: Discovery Channel: Index
<a href="#">MP23147a_B</a>	<a href="#">2018 Watched last week: Discovery Family</a>
<a href="#">MP23147a_I</a>	<a href="#">2018 Watched last week: Discovery Family: Index</a>
MP23140a_B	2018 Watched last week: Discovery Life Channel
MP23140a_I	2018 Watched last week: Discovery Life Channel: Index
MP23052a_B	2018 Watched last week: Disney Channel
MP23052a_I	2018 Watched last week: Disney Channel: Index
<a href="#">MP23148a_B</a>	<a href="#">2018 Watched last week: Disney Junior</a>
<a href="#">MP23148a_I</a>	<a href="#">2018 Watched last week: Disney Junior: Index</a>
MP23053a_B	2018 Watched last week: Disney XD
MP23053a_I	2018 Watched last week: Disney XD: Index
MP23054a_B	2018 Watched last week: DIY Network
MP23054a_I	2018 Watched last week: DIY Network: Index
MP23055a_B	2018 Watched last week: E! (Entertainment Television)
MP23055a_I	2018 Watched last week: E! (Entertainment Television): Index
MP23056a_B	2018 Watched last week: ESPN
MP23056a_I	2018 Watched last week: ESPN: Index
MP23057a_B	2018 Watched last week: ESPN2
MP23057a_I	2018 Watched last week: ESPN2: Index
MP23058a_B	2018 Watched last week: ESPN Classic
MP23058a_I	2018 Watched last week: ESPN Classic: Index
MP23059a_B	2018 Watched last week: ESPNews
MP23059a_I	2018 Watched last week: ESPNews: Index
MP23129a_B	2018 Watched last week: ESPNU
MP23129a_I	2018 Watched last week: ESPNU: Index
MP23060a_B	2018 Watched last week: Food Network
MP23060a_I	2018 Watched last week: Food Network: Index
MP23130a_B	2018 Watched last week: Fox Business Network
MP23130a_I	2018 Watched last week: Fox Business Network: Index
MP23061a_B	2018 Watched last week: Fox News Channel
MP23061a_I	2018 Watched last week: Fox News Channel: Index
MP23092a_B	2018 Watched last week: Fox Sports 1
MP23092a_I	2018 Watched last week: Fox Sports 1: Index
MP23131a_B	2018 Watched last week: Fox Sports 2
MP23131a_I	2018 Watched last week: Fox Sports 2: Index
MP23063a_B	2018 Watched last week: Fuse
MP23063a_I	2018 Watched last week: Fuse: Index





# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP23064a_B	2018 Watched last week: FX
MP23064a_I	2018 Watched last week: FX: Index
MP23044a_B	2017 Watched last week: Biography Channel
MP23044a_I	2017 Watched last week: Biography Channel: Index
MP23149a_B	2018 Watched last week: FXM (FX Movie Channel)
MP23149a_I	2018 Watched last week: FXM (FX Movie Channel): Index
MP23150a_B	2018 Watched last week: FXX
MP23150a_I	2018 Watched last week: FXX: Index
MP23065a_B	2018 Watched last week: Golf Channel
MP23065a_I	2018 Watched last week: Golf Channel: Index
MP23066a_B	2018 Watched last week: GSN (Game Show Network)
MP23066a_I	2018 Watched last week: GSN (Game Show Network): Index
MP23117a_B	2017 Watched last week: H2
MP23117a_I	2017 Watched last week: H2: Index
MP23067a_B	2018 Watched last week: Hallmark Channel
MP23067a_I	2018 Watched last week: Hallmark Channel: Index
MP23132a_B	2018 Watched last week: Hallmark Movies and Mysteries
MP23132a_I	2018 Watched last week: Hallmark Movies and Mysteries: Index
MP23068a_B	2018 Watched last week: HGTV (Home & Garden Television)
MP23068a_I	2018 Watched last week: HGTV (Home & Garden Television): Index
MP23069a_B	2018 Watched last week: History Channel
MP23069a_I	2018 Watched last week: History Channel: Index
MP23070a_B	2018 Watched last week: HLN
MP23070a_I	2018 Watched last week: HLN: Index
MP23071a_B	2018 Watched last week: HSN (Home Shopping Network)
MP23071a_I	2018 Watched last week: HSN (Home Shopping Network): Index
MP23072a_B	2018 Watched last week: IFC TV
MP23072a_I	2018 Watched last week: IFC TV: Index
MP23073a_B	2018 Watched last week: Investigation Discovery
MP23073a_I	2018 Watched last week: Investigation Discovery: Index
MP23133a_B	2018 Watched last week: Ion
MP23133a_I	2018 Watched last week: Ion: Index
MP23074a_B	2018 Watched last week: Lifetime
MP23074a_I	2018 Watched last week: Lifetime: Index
MP23075a_B	2018 Watched last week: LMN (Lifetime Movie Network)
MP23075a_I	2018 Watched last week: LMN (Lifetime Movie Network): Index
MP23151a_B	2018 Watched last week: MeTV
MP23151a_I	2018 Watched last week: MeTV: Index
MP23077a_B	2018 Watched last week: MLB Network
MP23077a_I	2018 Watched last week: MLB Network: Index
MP23078a_B	2018 Watched last week: MSNBC
MP23078a_I	2018 Watched last week: MSNBC: Index
MP23079a_B	2018 Watched last week: MTV
MP23079a_I	2018 Watched last week: MTV: Index
MP23080a_B	2018 Watched last week: MTV2
MP23080a_I	2018 Watched last week: MTV2: Index
MP23081a_B	2018 Watched last week: Music Choice
MP23081a_I	2018 Watched last week: Music Choice: Index
MP23082a_B	2018 Watched last week: Nat Geo Wild
MP23082a_I	2018 Watched last week: Nat Geo Wild: Index
MP23083a_B	2018 Watched last week: National Geographic Channel
MP23083a_I	2018 Watched last week: National Geographic Channel: Index
MP23134a_B	2018 Watched last week: NBA TV
MP23134a_I	2018 Watched last week: NBA TV: Index
MP23118a_B	2018 Watched last week: NBC Sports Network
MP23118a_I	2018 Watched last week: NBC Sports Network: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP23084a_B	2018 Watched last week: NFL Network
MP23084a_I	2018 Watched last week: NFL Network: Index
MP23085a_B	2018 Watched last week: Nick at Nite
MP23085a_I	2018 Watched last week: Nick at Nite: Index
MP23086a_B	2018 Watched last week: Nickelodeon
MP23086a_I	2018 Watched last week: Nickelodeon: Index
MP23135a_B	2018 Watched last week: Nick Jr.
MP23135a_I	2018 Watched last week: Nick Jr.: Index
MP23087a_B	2018 Watched last week: Outdoor Channel
MP23087a_I	2018 Watched last week: Outdoor Channel: Index
MP23119a_B	2018 Watched last week: OWN (Oprah Winfrey Network)
MP23119a_I	2018 Watched last week: OWN (Oprah Winfrey Network): Index
MP23088a_B	2018 Watched last week: Oxygen
MP23088a_I	2018 Watched last week: Oxygen: Index
MP23089a_B	2017 Watched last week: PBS Kids Sprout
MP23089a_I	2017 Watched last week: PBS Kids Sprout: Index
MP23141a_B	2017 Watched last week: POP
MP23141a_I	2017 Watched last week: POP: Index
MP23090a_B	2018 Watched last week: QVC
MP23090a_I	2018 Watched last week: QVC: Index
MP23136a_B	2018 Watched last week: Reelz Channel
MP23136a_I	2018 Watched last week: Reelz Channel: Index
MP23120a_B	2018 Watched last week: SCI
MP23120a_I	2018 Watched last week: SCI: Index
MP23142a_B	2018 Watched last week: Smithsonian Channel
MP23142a_I	2018 Watched last week: Smithsonian Channel: Index
MP23093a_B	2018 Watched last week: Spike TV
MP23093a_I	2018 Watched last week: Spike TV: Index
MP23095a_B	2018 Watched last week: Sundance TV
MP23095a_I	2018 Watched last week: Sundance TV: Index
MP23096a_B	2018 Watched last week: Syfy
MP23096a_I	2018 Watched last week: Syfy: Index
MP23098a_B	2018 Watched last week: TBS
MP23098a_I	2018 Watched last week: TBS: Index
MP23099a_B	2018 Watched last week: TCM (Turner Classic Movies)
MP23099a_I	2018 Watched last week: TCM (Turner Classic Movies): Index
MP23100a_B	2018 Watched last week: TeenNick
MP23100a_I	2018 Watched last week: TeenNick: Index
MP23101a_B	2018 Watched last week: TLC (The Learning Channel)
MP23101a_I	2018 Watched last week: TLC (The Learning Channel): Index
MP23102a_B	2018 Watched last week: TNT (Turner Network Television)
MP23102a_I	2018 Watched last week: TNT (Turner Network Television): Index
MP23103a_B	2018 Watched last week: Travel Channel
MP23103a_I	2018 Watched last week: Travel Channel: Index
MP23104a_B	2018 Watched last week: truTV
MP23104a_I	2018 Watched last week: truTV: Index
MP23106a_B	2018 Watched last week: TV Land
MP23106a_I	2018 Watched last week: TV Land: Index
MP23107a_B	2018 Watched last week: TV One
MP23107a_I	2018 Watched last week: TV One: Index
MP23108a_B	2018 Watched last week: USA Network
MP23108a_I	2018 Watched last week: USA Network: Index
MP23109a_B	2018 Watched last week: VH1
MP23109a_I	2018 Watched last week: VH1: Index
MP23110a_B	2017 Watched last week: VH1 Classic
MP23110a_I	2017 Watched last week: VH1 Classic: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP23111a_B	2018 Watched last week: The Weather Channel
MP23111a_I	2018 Watched last week: The Weather Channel: Index
MP23112a_B	2018 Watched last week: WE tv
MP23112a_I	2018 Watched last week: WE tv: Index
MP23113a_B	2018 Watched last week: WGN America
MP23113a_I	2018 Watched last week: WGN America: Index
MP23121a_B	2018 Watched any premium channel in last 30 days
MP23121a_I	2018 Watched any premium channel in last 30 days: Index
MP23122a_B	2018 Watched last week: Cinemax
MP23122a_I	2018 Watched last week: Cinemax: Index
MP23123a_B	2018 Watched last week: Starz Encore
MP23123a_I	2018 Watched last week: Starz Encore: Index
MP23124a_B	2018 Watched last week: HBO
MP23124a_I	2018 Watched last week: HBO: Index
MP23125a_B	2018 Watched last week: The Movie Channel
MP23125a_I	2018 Watched last week: The Movie Channel: Index
MP23126a_B	2018 Watched last week: Showtime
MP23126a_I	2018 Watched last week: Showtime: Index
MP23127a_B	2018 Watched last week: Starz
MP23127a_I	2018 Watched last week: Starz: Index
<b>Pets &amp; Products Market Potential</b>	
MP26001h_B	2018 Household owns any pet
MP26001h_I	2018 Household owns any pet: Index
MP26002h_B	2018 Household owns any bird
MP26002h_I	2018 Household owns any bird: Index
MP26003h_B	2018 Household owns any cat
MP26003h_I	2018 Household owns any cat: Index
MP26004h_B	2018 Household owns any dog
MP26004h_I	2018 Household owns any dog: Index
MP26005h_B	2018 Household owns 1 cat
MP26005h_I	2018 Household owns 1 cat: Index
MP26006h_B	2018 Household owns 2+ cats
MP26006h_I	2018 Household owns 2+ cats: Index
MP26007h_B	2018 Household owns 1 dog
MP26007h_I	2018 Household owns 1 dog: Index
MP26008h_B	2018 Household owns 2+ dogs
MP26008h_I	2018 Household owns 2+ dogs: Index
MP26009h_B	2018 Household used canned or wet cat food in last 6 months
MP26009h_I	2018 Household used canned or wet cat food in last 6 months: Index
MP26012h_B	2018 Household used packaged dry cat food in last 6 months
MP26012h_I	2018 Household used packaged dry cat food in last 6 months: Index
MP26015h_B	2018 Household used cat treats in last 6 months
MP26015h_I	2018 Household used cat treats in last 6 months: Index
MP26017h_B	2018 Household used cat litter in last 6 months
MP26017h_I	2018 Household used cat litter in last 6 months: Index
MP26019h_B	2018 Household used canned or wet dog food in last 6 months
MP26019h_I	2018 Household used canned or wet dog food in last 6 months: Index
MP26022h_B	2018 Household used packaged dry dog food in last 6 months
MP26022h_I	2018 Household used packaged dry dog food in last 6 months: Index
MP26025h_B	2018 Household used dog biscuits or treats in last 6 months
MP26025h_I	2018 Household used dog biscuits or treats in last 6 months: Index
MP26027h_B	2018 Household used flea or tick or parasite product for cat or dog
MP26027h_I	2018 Household used flea or tick or parasite product for cat or dog: Index
MP26028h_B	2018 Household purchased pet food from pet specialty store in last 12 months
MP26028h_I	2018 Household purchased pet food from pet specialty store in last 12 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP26029h_B	2018 Household purchased pet food in last 12 months from discount store
MP26029h_I	2018 Household purchased pet food in last 12 months from discount store: Index
MP26030h_B	2018 Household purchased pet food in last 12 months from grocery store
MP26030h_I	2018 Household purchased pet food in last 12 months from grocery store: Index
MP26031h_B	2018 Household purchased pet food in last 12 months from PETCO
MP26031h_I	2018 Household purchased pet food in last 12 months from PETCO: Index
MP26032h_B	2018 Household purchased pet food in last 12 months from PetSmart
MP26032h_I	2018 Household purchased pet food in last 12 months from PetSmart: Index
MP26033h_B	2018 Household purchased pet food in last 12 months from wholesale club
MP26033h_I	2018 Household purchased pet food in last 12 months from wholesale club: Index
MP26034h_B	2018 Household purchased pet food in last 12 months from vet
MP26034h_I	2018 Household purchased pet food in last 12 months from vet: Index
MP26035h_B	2018 Household purchased flea control prod from veterinarian in last 12 months
MP26035h_I	2018 Household purchased flea control prod from veterinarian in last 12 months: Index
MP26036h_B	2018 Household took pet to veterinarian 1 time in last 12 months
MP26036h_I	2018 Household took pet to veterinarian 1 time in last 12 months: Index
MP26037h_B	2018 Household took pet to veterinarian 2 times in last 12 months
MP26037h_I	2018 Household took pet to veterinarian 2 times in last 12 months: Index
MP26038h_B	2018 Household took pet to veterinarian 3 times in last 12 months
MP26038h_I	2018 Household took pet to veterinarian 3 times in last 12 months: Index
MP26039h_B	2018 Household took pet to veterinarian 4 times in last 12 months
MP26039h_I	2018 Household took pet to veterinarian 4 times in last 12 months: Index
MP26040h_B	2018 Household took pet to veterinarian 5+ times in last 12 months
MP26040h_I	2018 Household took pet to veterinarian 5+ times in last 12 months: Index
MP26041h_B	2018 Household used professional pet service in last 12 months
MP26041h_I	2018 Household used professional pet service in last 12 months: Index
MP26042h_B	2018 Household used professional pet service 3+ times in last 12 months
MP26042h_I	2018 Household used professional pet service 3+ times in last 12 months: Index
MP26043h_B	2018 Household used professional pet service for boarding or kennel
MP26043h_I	2018 Household used professional pet service for boarding or kennel: Index
MP26044h_B	2018 Household used professional pet service for grooming
MP26044h_I	2018 Household used professional pet service for grooming: Index
MP26045h_B	2018 Household has pet insurance
MP26045h_I	2018 Household has pet insurance: Index
<b>Phones &amp; Yellow Pages Market Potential</b>	
MP24001a_B	2018 Referred to Yellow Pages in last 12 months
MP24001a_I	2018 Referred to Yellow Pages in last 12 months: Index
MP24002a_B	2018 Referred to paper Yellow Pages in last 12 months
MP24002a_I	2018 Referred to paper Yellow Pages in last 12 months: Index
MP24003a_B	2018 Referred to Yellow Pages online in last 12 months
MP24003a_I	2018 Referred to Yellow Pages online in last 12 months: Index
MP27001a_B	2018 Have a working cell phone
MP27001a_I	2018 Have a working cell phone: Index
MP27002a_B	2018 Have a smartphone
MP27002a_I	2018 Have a smartphone: Index
MP27080a_B	2018 Have a smartphone: Android phone (any brand)
MP27080a_I	2018 Have a smartphone: Android phone (any brand): Index
MP27081a_B	2018 Have a smartphone: Apple iPhone
MP27081a_I	2018 Have a smartphone: Apple iPhone: Index
MP27003a_B	2018 Bought cell phone in last 12 months
MP27003a_I	2018 Bought cell phone in last 12 months : Index
MP27004a_B	2018 Use cell phone for business use
MP27004a_I	2018 Use cell phone for business use: Index
MP27005a_B	2018 Use cell phone for personal use
MP27005a_I	2018 Use cell phone for personal use: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP27014a_B	2018 Used cell phone in last month to access search engine
MP27014a_I	2018 Used cell phone in last month to access search engine: Index
MP27015a_B	2018 Used cell phone in last month for entertainment info
MP27015a_I	2018 Used cell phone in last month for entertainment info: Index
MP27016a_B	2018 Used cell phone in last month for financial info
MP27016a_I	2018 Used cell phone in last month for financial info: Index
MP27017a_B	2018 Used cell phone in last month for news
MP27017a_I	2018 Used cell phone in last month for news: Index
MP27018a_B	2018 Used cell phone in last month for sports
MP27018a_I	2018 Used cell phone in last month for sports: Index
<b>MP27093a_B</b>	<b>2018 Used cell phone in last month for video call</b>
<b>MP27093a_I</b>	<b>2018 Used cell phone in last month for video call: Index</b>
MP27019a_B	2018 Used cell phone in last month for weather
MP27019a_I	2018 Used cell phone in last month for weather: Index
MP27020a_B	2018 Used cell phone in last month to download an app
MP27020a_I	2018 Used cell phone in last month to download an app: Index
MP27021a_B	2018 Used cell phone in last month to download a game
MP27021a_I	2018 Used cell phone in last month to download a game: Index
MP27022a_B	2018 Used cell phone in last month to download a ringtone
MP27022a_I	2018 Used cell phone in last month to download a ringtone: Index
MP27023a_B	2018 Used cell phone in last month to download a song
MP27023a_I	2018 Used cell phone in last month to download a song: Index
MP27024a_B	2018 Used cell phone in last month to listen to music
MP27024a_I	2018 Used cell phone in last month to listen to music: Index
MP27025a_B	2018 Used cell phone in last month to listen to podcast
MP27025a_I	2018 Used cell phone in last month to listen to podcast: Index
MP27026a_B	2018 Used cell phone in last month for map or directions
MP27026a_I	2018 Used cell phone in last month for map or directions: Index
MP27085a_B	2018 Used cell phone in last month to purchase product
MP27085a_I	2018 Used cell phone in last month to purchase product: Index
MP27027a_B	2018 Used cell phone in last month to redeem a mobile coupon
MP27027a_I	2018 Used cell phone in last month to redeem a mobile coupon: Index
MP27083a_B	2018 Used cell phone in last month to scan a code
MP27083a_I	2018 Used cell phone in last month to scan a code: Index
MP27028a_B	2018 Used cell phone in last month to text friends or family
MP27028a_I	2018 Used cell phone in last month to text friends or family: Index
MP27086a_B	2018 Used cell phone in last month to text respond to ad
MP27086a_I	2018 Used cell phone in last month to text respond to ad: Index
MP27076a_B	2018 Used cell phone in last month to vote with text message
MP27076a_I	2018 Used cell phone in last month to vote with text message: Index
MP27077a_B	2018 Used cell phone in last month to view ad sent with text
MP27077a_I	2018 Used cell phone in last month to view ad sent with text: Index
MP27087a_B	2018 Used cell phone in last month to research product
MP27087a_I	2018 Used cell phone in last month to research product: Index
MP27078a_B	2018 Used cell phone in last month to sign up for text alert
MP27078a_I	2018 Used cell phone in last month to sign up for text alert: Index
MP27079a_B	2018 Used cell phone in last month to receive text msg alert
MP27079a_I	2018 Used cell phone in last month to receive text msg alert: Index
MP27088a_B	2018 Used cell phone in last month to use an app
MP27088a_I	2018 Used cell phone in last month to use an app: Index
MP27084a_B	2018 Used cell phone in last month to visit social network site
MP27084a_I	2018 Used cell phone in last month to visit social network site: Index
MP27029a_B	2018 Used cell phone in last month to watch a movie
MP27029a_I	2018 Used cell phone in last month to watch a movie: Index
MP27031a_B	2018 Used cell phone in last month to watch download or stream TV
MP27031a_I	2018 Used cell phone in last month to watch download or stream TV: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
<a href="#">MP27092a_B</a>	2018 Used cell phone in last month to watch live television
<a href="#">MP27092a_I</a>	2018 Used cell phone in last month to watch live television: Index
<a href="#">MP27032a_B</a>	2018 Used cell phone in last month to watch a video clip
<a href="#">MP27032a_I</a>	2018 Used cell phone in last month to watch a video clip: Index
<a href="#">MP27033a_B</a>	2018 Average monthly cell phone bill: \$1-\$24
<a href="#">MP27033a_I</a>	2018 Average monthly cell phone bill: \$1-\$24: Index
<a href="#">MP27034a_B</a>	2018 Average monthly cell phone bill: \$25-\$49
<a href="#">MP27034a_I</a>	2018 Average monthly cell phone bill: \$25-\$49: Index
<a href="#">MP27035a_B</a>	2018 Average monthly cell phone bill: \$50-\$74
<a href="#">MP27035a_I</a>	2018 Average monthly cell phone bill: \$50-\$74: Index
<a href="#">MP27036a_B</a>	2018 Average monthly cell phone bill: \$75-\$99
<a href="#">MP27036a_I</a>	2018 Average monthly cell phone bill: \$75-\$99: Index
<a href="#">MP27037a_B</a>	2018 Average monthly cell phone bill: \$100-\$199
<a href="#">MP27037a_I</a>	2018 Average monthly cell phone bill: \$100-\$199: Index
<a href="#">MP27038a_B</a>	2018 Average monthly cell phone bill: \$200+
<a href="#">MP27038a_I</a>	2018 Average monthly cell phone bill: \$200+: Index
<a href="#">MP27039a_B</a>	2018 Have individual cell phone plan
<a href="#">MP27039a_I</a>	2018 Have individual cell phone plan: Index
<a href="#">MP27040a_B</a>	2018 Have family or shared cell phone plan
<a href="#">MP27040a_I</a>	2018 Have family or shared cell phone plan: Index
<a href="#">MP27041a_B</a>	2018 Have corporate cell phone plan
<a href="#">MP27041a_I</a>	2018 Have corporate cell phone plan: Index
<a href="#">MP27042a_B</a>	2018 Service on cell phone used most often: AT&T
<a href="#">MP27042a_I</a>	2018 Service on cell phone used most often: AT&T: Index
<a href="#">MP27043a_B</a>	2018 Service on cell phone used most often: MetroPCS
<a href="#">MP27043a_I</a>	2018 Service on cell phone used most often: MetroPCS: Index
<a href="#">MP27044a_B</a>	2018 Service on cell phone used most often: Sprint
<a href="#">MP27044a_I</a>	2018 Service on cell phone used most often: Sprint: Index
<a href="#">MP27045a_B</a>	2018 Service on cell phone used most often: T-Mobile
<a href="#">MP27045a_I</a>	2018 Service on cell phone used most often: T-Mobile: Index
<a href="#">MP27046a_B</a>	2018 Service on cell phone used most often: Verizon Wireless
<a href="#">MP27046a_I</a>	2018 Service on cell phone used most often: Verizon Wireless: Index
<a href="#">MP27089a_B</a>	2018 Service on cell phone: monthly plan with contract
<a href="#">MP27089a_I</a>	2018 Service on cell phone: monthly plan with contract: Index
<a href="#">MP27090a_B</a>	2018 Service on cell phone: monthly plan without contract
<a href="#">MP27090a_I</a>	2018 Service on cell phone: monthly plan without contract: Index
<a href="#">MP27091a_B</a>	2018 Service on cell phone: prepaid plan
<a href="#">MP27091a_I</a>	2018 Service on cell phone: prepaid plan: Index
<a href="#">MP27048a_B</a>	2018 Purchased or refilled calling card in last 12 months
<a href="#">MP27048a_I</a>	2018 Purchased or refilled calling card in last 12 months: Index
<a href="#">MP27049h_B</a>	2018 Household has a landline telephone
<a href="#">MP27049h_I</a>	2018 Household has a landline telephone: Index
<a href="#">MP27050h_B</a>	2018 Household has cell phone only (no landline telephone)
<a href="#">MP27050h_I</a>	2018 Household has cell phone only (no landline telephone): Index
<a href="#">MP27051h_B</a>	2018 Household has landline telephone only (no cell phone)
<a href="#">MP27051h_I</a>	2018 Household has landline telephone only (no cell phone): Index
<a href="#">MP27052h_B</a>	2018 Household owns any cell phone
<a href="#">MP27052h_I</a>	2018 Household owns any cell phone: Index
<a href="#">MP27053h_B</a>	2018 Household owns 1 cell phone
<a href="#">MP27053h_I</a>	2018 Household owns 1 cell phone: Index
<a href="#">MP27054h_B</a>	2018 Household owns 2 cell phones
<a href="#">MP27054h_I</a>	2018 Household owns 2 cell phones: Index
<a href="#">MP27055h_B</a>	2018 Household owns 3+ cell phones
<a href="#">MP27055h_I</a>	2018 Household owns 3+ cell phones: Index
<a href="#">MP27058h_B</a>	2018 Household owns an answering machine
<a href="#">MP27058h_I</a>	2018 Household owns an answering machine: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP27063h_B	2018 Household has caller ID phone service
MP27063h_I	2018 Household has caller ID phone service: Index
MP27066h_B	2018 Household has voice messaging or voice mail phone service
MP27066h_I	2018 Household has voice messaging or voice mail phone service: Index
MP27067h_B	2018 Household made phone call to foreign country in last 30 days
MP27067h_I	2018 Household made phone call to foreign country in last 30 days: Index
<b>Psychographics &amp; Advertising Market Potential</b>	
MP28001a_B	2018 Buying American is not important to me
MP28001a_I	2018 Buying American is not important to me: Index
MP28002a_B	2018 Buying American is slightly important to me
MP28002a_I	2018 Buying American is slightly important to me: Index
MP28003a_B	2018 Buying American is moderately important to me
MP28003a_I	2018 Buying American is moderately important to me: Index
MP28004a_B	2018 Buying American is important to me
MP28004a_I	2018 Buying American is important to me: Index
MP28005a_B	2018 Rarely buy items on credit rather than wait
MP28005a_I	2018 Rarely buy items on credit rather than wait: Index
MP28006a_B	2018 Occasionally buy items on credit rather than wait
MP28006a_I	2018 Occasionally buy items on credit rather than wait: Index
MP28007a_B	2018 Frequently buy items on credit rather than wait
MP28007a_I	2018 Frequently buy items on credit rather than wait: Index
MP28008a_B	2018 Usually buy items on credit rather than wait
MP28008a_I	2018 Usually buy items on credit rather than wait: Index
MP28009a_B	2018 Rarely buy based on quality not price
MP28009a_I	2018 Rarely buy based on quality not price: Index
MP28010a_B	2018 Occasionally buy based on quality not price
MP28010a_I	2018 Occasionally buy based on quality not price: Index
MP28011a_B	2018 Frequently buy based on quality not price
MP28011a_I	2018 Frequently buy based on quality not price: Index
MP28012a_B	2018 Usually buy based on quality not price
MP28012a_I	2018 Usually buy based on quality not price: Index
MP28013a_B	2018 Price is rarely more important than brand name
MP28013a_I	2018 Price is rarely more important than brand name: Index
MP28014a_B	2018 Price is occasionally more important than brand
MP28014a_I	2018 Price is occasionally more important than brand: Index
MP28015a_B	2018 Price is frequently more important than brand name
MP28015a_I	2018 Price is frequently more important than brand name: Index
MP28016a_B	2018 Price is usually more important than brand name
MP28016a_I	2018 Price is usually more important than brand name: Index
MP28017a_B	2018 Rarely use coupons for brands I buy often
MP28017a_I	2018 Rarely use coupons for brands I buy often: Index
MP28018a_B	2018 Occasionally use coupons for brands I buy often
MP28018a_I	2018 Occasionally use coupons for brands I buy often: Index
MP28019a_B	2018 Frequently use coupons for brands I buy often
MP28019a_I	2018 Frequently use coupons for brands I buy often: Index
MP28020a_B	2018 Usually use coupons for brands I buy often
MP28020a_I	2018 Usually use coupons for brands I buy often: Index
MP28021a_B	2018 Don't expect brands I buy to support social causes
MP28021a_I	2018 Don't expect brands I buy to support social causes: Index
MP28022a_B	2018 Expect some brands I buy to support social causes
MP28022a_I	2018 Expect some brands I buy to support social causes: Index
MP28023a_B	2018 Expect most brands I buy to support social causes
MP28023a_I	2018 Expect most brands I buy to support social causes: Index
MP28024a_B	2018 Expect brands I buy to support social causes
MP28024a_I	2018 Expect brands I buy to support social causes: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP28025a_B	2018 Will rarely switch brands to use a coupon
MP28025a_I	2018 Will rarely switch brands to use a coupon: Index
MP28026a_B	2018 Will occasionally switch brands to use a coupon
MP28026a_I	2018 Will occasionally switch brands to use a coupon: Index
MP28027a_B	2018 Will frequently switch brands to use a coupon
MP28027a_I	2018 Will frequently switch brands to use a coupon: Index
MP28028a_B	2018 Will usually switch brands to use a coupon
MP28028a_I	2018 Will usually switch brands to use a coupon: Index
MP28029a_B	2018 Do not use the Internet to shop for fashion
MP28029a_I	2018 Do not use the Internet to shop for fashion: Index
MP28030a_B	2018 Occasionally use the Internet to shop for fashion
MP28030a_I	2018 Occasionally use the Internet to shop for fashion: Index
MP28031a_B	2018 Frequently use the Internet to shop for fashion
MP28031a_I	2018 Frequently use the Internet to shop for fashion: Index
MP28032a_B	2018 Use the Internet to shop for fashion
MP28032a_I	2018 Use the Internet to shop for fashion: Index
MP28033a_B	2018 Helping to preserve nature is very important
MP28033a_I	2018 Helping to preserve nature is very important: Index
MP28034a_B	2018 Helping to preserve nature is not important
MP28034a_I	2018 Helping to preserve nature is not important: Index
MP28035a_B	2018 Helping to preserve nature is of average importance
MP28035a_I	2018 Helping to preserve nature is of average importance: Index
MP28036a_B	2018 Government shouldn't focus more on environmental issues
MP28036a_I	2018 Government shouldn't focus more on environmental issues: Index
MP28037a_B	2018 Government should focus slightly more on environmental issues
MP28037a_I	2018 Government should focus slightly more on environmental issues: Index
MP28038a_B	2018 Government should focus somewhat more on environmental issues
MP28038a_I	2018 Government should focus somewhat more on environmental issues: Index
MP28039a_B	2018 Government should focus more on environmental issues
MP28039a_I	2018 Government should focus more on environmental issues: Index
MP28040a_B	2018 Am not interested in how to help the environment
MP28040a_I	2018 Am not interested in how to help the environment: Index
MP28041a_B	2018 Am slightly interested in how to help the environment
MP28041a_I	2018 Am slightly interested in how to help the environment: Index
MP28042a_B	2018 Am somewhat interested in how to help the environment
MP28042a_I	2018 Am somewhat interested in how to help the environment: Index
MP28043a_B	2018 Am interested in how to help the environment
MP28043a_I	2018 Am interested in how to help the environment: Index
MP28044a_B	2018 Global warming is not a serious threat
MP28044a_I	2018 Global warming is not a serious threat: Index
MP28045a_B	2018 Global warming is a minor problem
MP28045a_I	2018 Global warming is a minor problem: Index
MP28046a_B	2018 Global warming is a problem
MP28046a_I	2018 Global warming is a problem: Index
MP28047a_B	2018 Global warming is a serious threat
MP28047a_I	2018 Global warming is a serious threat: Index
MP28048a_B	2018 Am not more environmentally conscious than most people
MP28048a_I	2018 Am not more environmentally conscious than most people: Index
MP28049a_B	2018 Am slightly more environmentally conscious than most
MP28049a_I	2018 Am slightly more environmentally conscious than most: Index
MP28050a_B	2018 Am somewhat more environmentally conscious than most
MP28050a_I	2018 Am somewhat more environmentally conscious than most: Index
MP28051a_B	2018 Am more environmentally conscious than most people
MP28051a_I	2018 Am more environmentally conscious than most people: Index
MP28052a_B	2018 Company's environmental record not important when buying
MP28052a_I	2018 Company's environmental record not important when buying: Index





# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP28053a_B	2018 Company's environmental record slightly important when buying
MP28053a_I	2018 Company's environmental record slightly important when buying: Index
MP28054a_B	2018 Company's environmental record somewhat important when buying
MP28054a_I	2018 Company's environmental record somewhat important when buying: Index
MP28055a_B	2018 Company's environmental record important when buying
MP28055a_I	2018 Company's environmental record important when buying: Index
MP28203a_B	2018 Not important that lifestyle impresses others
MP28203a_I	2018 Not important that lifestyle impresses others: Index
MP28204a_B	2018 Mostly not important if lifestyle impresses others
MP28204a_I	2018 Mostly not important if lifestyle impresses others: Index
MP28202a_B	2018 Slightly important that lifestyle impresses others
MP28202a_I	2018 Slightly important that lifestyle impresses others: Index
MP28201a_B	2018 Very important that lifestyle impresses others
MP28201a_I	2018 Very important that lifestyle impresses others: Index
MP28056a_B	2018 Rarely pay more for environmentally safe product
MP28056a_I	2018 Rarely pay more for environmentally safe product: Index
MP28057a_B	2018 Occasionally pay more for environmentally safe product
MP28057a_I	2018 Occasionally pay more for environmentally safe product: Index
MP28058a_B	2018 Frequently pay more for environmentally safe product
MP28058a_I	2018 Frequently pay more for environmentally safe product: Index
MP28059a_B	2018 Usually pay more for environmentally safe product
MP28059a_I	2018 Usually pay more for environmentally safe product: Index
MP28060a_B	2018 Rarely value green products over convenience
MP28060a_I	2018 Rarely value green products over convenience: Index
MP28061a_B	2018 Occasionally value green products over convenience
MP28061a_I	2018 Occasionally value green products over convenience: Index
MP28062a_B	2018 Frequently value green products over convenience
MP28062a_I	2018 Frequently value green products over convenience: Index
MP28063a_B	2018 Usually value green products over convenience
MP28063a_I	2018 Usually value green products over convenience: Index
MP28064a_B	2018 Rarely buy natural products for environmental concern
MP28064a_I	2018 Rarely buy natural products for environmental concern: Index
MP28065a_B	2018 Occasionally buy natural products for environmental concern
MP28065a_I	2018 Occasionally buy natural products for environmental concern: Index
MP28066a_B	2018 Frequently buy natural products for environmental concern
MP28066a_I	2018 Frequently buy natural products for environmental concern: Index
MP28067a_B	2018 Usually buy natural products for environmental concern
MP28067a_I	2018 Usually buy natural products for environmental concern: Index
MP28068a_B	2018 Do not try to eat healthy
MP28068a_I	2018 Do not try to eat healthy: Index
MP28069a_B	2018 Occasionally try to eat healthy with nutrition focus
MP28069a_I	2018 Occasionally try to eat healthy with nutrition focus: Index
MP28070a_B	2018 Frequently try to eat healthy with nutrition focus
MP28070a_I	2018 Frequently try to eat healthy with nutrition focus: Index
MP28071a_B	2018 Try to eat healthy with nutrition focus
MP28071a_I	2018 Try to eat healthy with nutrition focus: Index
MP28072a_B	2018 Rarely eat organic foods
MP28072a_I	2018 Rarely eat organic foods: Index
MP28073a_B	2018 Occasionally eat organic foods
MP28073a_I	2018 Occasionally eat organic foods: Index
MP28074a_B	2018 Frequently eat organic foods
MP28074a_I	2018 Frequently eat organic foods: Index
MP28075a_B	2018 Eat organic foods regularly
MP28075a_I	2018 Eat organic foods regularly: Index
MP28076a_B	2018 Rarely check food ingredients before buying
MP28076a_I	2018 Rarely check food ingredients before buying: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP28077a_B	2018 Occasionally check food ingredients before buying
MP28077a_I	2018 Occasionally check food ingredients before buying: Index
MP28078a_B	2018 Frequently check food ingredients before buying
MP28078a_I	2018 Frequently check food ingredients before buying: Index
MP28079a_B	2018 Usually check food ingredients before buying
MP28079a_I	2018 Usually check food ingredients before buying: Index
MP28084a_B	2018 Prefer alternative medicine to traditional
MP28084a_I	2018 Prefer alternative medicine to traditional: Index
MP28085a_B	2018 Somewhat prefer alternative medicine to traditional
MP28085a_I	2018 Somewhat prefer alternative medicine to traditional: Index
MP28086a_B	2018 Slightly prefer alternative medicine to traditional
MP28086a_I	2018 Slightly prefer alternative medicine to traditional: Index
MP28087a_B	2018 Do not prefer alternative medicine to traditional
MP28087a_I	2018 Do not prefer alternative medicine to traditional: Index
MP28092a_B	2018 Follow a regular exercise routine
MP28092a_I	2018 Follow a regular exercise routine: Index
MP28093a_B	2018 Frequently follow a regular exercise routine
MP28093a_I	2018 Frequently follow a regular exercise routine: Index
MP28094a_B	2018 Occasionally follow a regular exercise routine
MP28094a_I	2018 Occasionally follow a regular exercise routine: Index
MP28095a_B	2018 Do not follow a regular exercise routine
MP28095a_I	2018 Do not follow a regular exercise routine: Index
MP28096a_B	2018 Rarely attend religious services
MP28096a_I	2018 Rarely attend religious services: Index
MP28097a_B	2018 Occasionally attend religious services
MP28097a_I	2018 Occasionally attend religious services: Index
MP28098a_B	2018 Frequently attend religious services
MP28098a_I	2018 Frequently attend religious services: Index
MP28099a_B	2018 Attend religious services regularly
MP28099a_I	2018 Attend religious services regularly: Index
MP28100a_B	2018 Unlikely to purchase brands supporting my causes
MP28100a_I	2018 Unlikely to purchase brands supporting my causes: Index
MP28101a_B	2018 Not as likely to purchase brands supporting my causes
MP28101a_I	2018 Not as likely to purchase brands supporting my causes: Index
MP28102a_B	2018 Likely to purchase brands supporting my causes
MP28102a_I	2018 Likely to purchase brands supporting my causes: Index
MP28103a_B	2018 More likely to purchase brands supporting my causes
MP28103a_I	2018 More likely to purchase brands supporting my causes: Index
MP28104a_B	2018 Unlikely to buy a brand that supports a charity
MP28104a_I	2018 Unlikely to buy a brand that supports a charity: Index
MP28105a_B	2018 Not as likely to buy brand that supports charity
MP28105a_I	2018 Not as likely to buy brand that supports charity: Index
MP28106a_B	2018 Likely to buy a brand that supports a charity
MP28106a_I	2018 Likely to buy a brand that supports a charity: Index
MP28107a_B	2018 More likely to buy a brand that supports a charity
MP28107a_I	2018 More likely to buy a brand that supports a charity: Index
MP28108a_B	2018 Spend 7+ hours commuting to and from work per week
MP28108a_I	2018 Spend 7+ hours commuting to and from work per week: Index
MP28109a_B	2018 Spend 3-6 hours commuting to and from work per week
MP28109a_I	2018 Spend 3-6 hours commuting to and from work per week: Index
MP28110a_B	2018 Spend 1-2 hours commuting to and from work per week
MP28110a_I	2018 Spend 1-2 hours commuting to and from work per week: Index
MP28111a_B	2018 Spend no time commuting to and from work each week
MP28111a_I	2018 Spend no time commuting to and from work each week: Index
MP28112a_B	2018 Do not buy eco-friendly vehicles
MP28112a_I	2018 Do not buy eco-friendly vehicles: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP28113a_B	2018 Not as likely to buy eco-friendly vehicle
MP28113a_I	2018 Not as likely to buy eco-friendly vehicle: Index
MP28114a_B	2018 Likely to buy eco-friendly vehicle
MP28114a_I	2018 Likely to buy eco-friendly vehicle: Index
MP28115a_B	2018 Buy eco-friendly vehicles
MP28115a_I	2018 Buy eco-friendly vehicles: Index
MP28116a_B	2018 Very likely to buy a new vehicle in next 12 months
MP28116a_I	2018 Very likely to buy a new vehicle in next 12 months: Index
MP28117a_B	2018 Somewhat likely to buy a new vehicle in next 12 months
MP28117a_I	2018 Somewhat likely to buy a new vehicle in next 12 months: Index
MP28118a_B	2018 Not very likely to buy a new vehicle in next 12 months
MP28118a_I	2018 Not very likely to buy a new vehicle in next 12 months: Index
MP28119a_B	2018 Unlikely to buy a new vehicle in next 12 months
MP28119a_I	2018 Unlikely to buy a new vehicle in next 12 months: Index
MP28120a_B	2018 Very likely to buy a used vehicle in next 12 months
MP28120a_I	2018 Very likely to buy a used vehicle in next 12 months: Index
MP28121a_B	2018 Somewhat likely to buy a used vehicle in next 12 months
MP28121a_I	2018 Somewhat likely to buy a used vehicle in next 12 months: Index
MP28122a_B	2018 Not very likely to buy a used vehicle in next 12 months
MP28122a_I	2018 Not very likely to buy a used vehicle in next 12 months: Index
MP28123a_B	2018 Unlikely to buy a used vehicle in next 12 months
MP28123a_I	2018 Unlikely to buy a used vehicle in next 12 months: Index
MP28124a_B	2018 Very likely to lease a vehicle in next 12 months
MP28124a_I	2018 Very likely to lease a vehicle in next 12 months: Index
MP28125a_B	2018 Somewhat likely to lease a vehicle in next 12 months
MP28125a_I	2018 Somewhat likely to lease a vehicle in next 12 months: Index
MP28126a_B	2018 Not very likely to lease a vehicle in next 12 months
MP28126a_I	2018 Not very likely to lease a vehicle in next 12 months: Index
MP28127a_B	2018 Unlikely to lease a vehicle in next 12 months
MP28127a_I	2018 Unlikely to lease a vehicle in next 12 months: Index
MP28188a_B	2018 Very likely to buy a hybrid or alt fuel vehicle in next 12 months
MP28188a_I	2018 Very likely to buy a hybrid or alt fuel vehicle in next 12 months: Index
MP28128a_B	2018 Somewhat likely to buy a hybrid or alt fuel vehicle in next 12 months
MP28128a_I	2018 Somewhat likely to buy a hybrid or alt fuel vehicle in next 12 months: Index
MP28129a_B	2018 Not very likely to buy a hybrid or alt fuel vehicle in next 12 months
MP28129a_I	2018 Not very likely to buy a hybrid or alt fuel vehicle in next 12 months: Index
MP28130a_B	2018 Unlikely to buy a hybrid or alt fuel vehicle in next 12 months
MP28130a_I	2018 Unlikely to buy a hybrid or alt fuel vehicle in next 12 months: Index
MP28131a_B	2018 Household is better now financially than last 12 months
MP28131a_I	2018 Household is better now financially than last 12 months: Index
MP28132a_B	2018 Household is about the same financially than last 12 months
MP28132a_I	2018 Household is about the same financially than last 12 months: Index
MP28133a_B	2018 Household is worse now financially than last 12 months
MP28133a_I	2018 Household is worse now financially than last 12 months: Index
MP28134a_B	2018 Household will be better financially in next 12 months
MP28134a_I	2018 Household will be better financially in next 12 months: Index
MP28135a_B	2018 Household will be about the same financially in next 12 months
MP28135a_I	2018 Household will be about the same financially in next 12 months: Index
MP28136a_B	2018 Household will be worse financially in next 12 months
MP28136a_I	2018 Household will be worse financially in next 12 months: Index
MP28137a_B	2018 Do not use Internet for banking transactions
MP28137a_I	2018 Do not use Internet for banking transactions: Index
MP28138a_B	2018 Occasionally use Internet for banking transactions
MP28138a_I	2018 Occasionally use Internet for banking transactions: Index
MP28139a_B	2018 Frequently use Internet for banking transactions
MP28139a_I	2018 Frequently use Internet for banking transactions: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP28140a_B	2018 Use Internet for banking transactions
MP28140a_I	2018 Use Internet for banking transactions: Index
MP28141a_B	2018 Do not like taking investment risk for high return
MP28141a_I	2018 Do not like taking investment risk for high return: Index
MP28142a_B	2018 Slightly like taking investment risk for high return
MP28142a_I	2018 Slightly like taking investment risk for high return: Index
MP28143a_B	2018 Somewhat like taking investment risk for high return
MP28143a_I	2018 Somewhat like taking investment risk for high return: Index
MP28144a_B	2018 Like taking investment risk for high return
MP28144a_I	2018 Like taking investment risk for high return: Index
MP28145a_B	2018 Like going to the bank
MP28145a_I	2018 Like going to the bank: Index
MP28146a_B	2018 Do not mind going to the bank
MP28146a_I	2018 Do not mind going to the bank: Index
MP28147a_B	2018 Mind going to the bank
MP28147a_I	2018 Mind going to the bank: Index
MP28148a_B	2018 Hate going to the bank
MP28148a_I	2018 Hate going to the bank: Index
MP28149a_B	2018 Do not use phone for banking transactions
MP28149a_I	2018 Do not use phone for banking transactions: Index
MP28150a_B	2018 Occasionally use phone for banking transactions
MP28150a_I	2018 Occasionally use phone for banking transactions: Index
MP28151a_B	2018 Frequently use phone for banking transactions
MP28151a_I	2018 Frequently use phone for banking transactions: Index
MP28152a_B	2018 Use phone for banking transactions
MP28152a_I	2018 Use phone for banking transactions: Index
<a href="#">MP28191a_B</a>	<a href="#">2018 Don't mind borrowing money at all</a>
<a href="#">MP28191a_I</a>	<a href="#">2018 Don't mind borrowing money at all: Index</a>
<a href="#">MP28192a_B</a>	<a href="#">2018 Unlikely to mind borrowing money</a>
<a href="#">MP28192a_I</a>	<a href="#">2018 Unlikely to mind borrowing money: Index</a>
<a href="#">MP28190a_B</a>	<a href="#">2018 Somewhat dislike borrowing money</a>
<a href="#">MP28190a_I</a>	<a href="#">2018 Somewhat dislike borrowing money: Index</a>
<a href="#">MP28189a_B</a>	<a href="#">2018 Hate borrowing money</a>
<a href="#">MP28189a_I</a>	<a href="#">2018 Hate borrowing money: Index</a>
MP28153a_B	2018 Have seen billboard in last 6 months
MP28153a_I	2018 Have seen billboard in last 6 months: Index
MP28154a_B	2018 Have seen ad on bus or train in last 6 months
MP28154a_I	2018 Have seen ad on bus or train in last 6 months: Index
MP28155a_B	2018 Have seen ad at bus stop or train station in last 6 months
MP28155a_I	2018 Have seen ad at bus stop or train station in last 6 months: Index
MP28156a_B	2018 Have seen ad inside taxi in last 6 months
MP28156a_I	2018 Have seen ad inside taxi in last 6 months: Index
MP28157a_B	2018 Have seen ad on top of taxi in last 6 months
MP28157a_I	2018 Have seen ad on top of taxi in last 6 months: Index
MP28158a_B	2018 Have seen ad on phone booth in last 6 months
MP28158a_I	2018 Have seen ad on phone booth in last 6 months: Index
MP28159a_B	2018 Have seen ad at sports or entertain event in last 6 months
MP28159a_I	2018 Have seen ad at sports or entertain event in last 6 months: Index
MP28160a_B	2018 Have seen ad on postcard in last 6 months
MP28160a_I	2018 Have seen ad on postcard in last 6 months: Index
MP28161a_B	2018 Have seen ad on mobile device in last 6 months
MP28161a_I	2018 Have seen ad on mobile device in last 6 months: Index
MP28162a_B	2018 Have seen ad in store (not video ad) in last 6 months
MP28162a_I	2018 Have seen ad in store (not video ad) in last 6 months: Index
MP28187a_B	2018 Have seen ad in mall (not video ad) in last 6 months
MP28187a_I	2018 Have seen ad in mall (not video ad) in last 6 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP28163a_B	2018 Have seen infomercial in last 6 months
MP28163a_I	2018 Have seen infomercial in last 6 months: Index
MP28164a_B	2018 Have seen offer or ad sent to home by mail in last 6 months
MP28164a_I	2018 Have seen offer or ad sent to home by mail in last 6 months: Index
MP28165a_B	2018 Have seen product placement in video game in last 6 months
MP28165a_I	2018 Have seen product placement in video game in last 6 months: Index
MP28166a_B	2018 Have seen product placement in TV show in last 6 months
MP28166a_I	2018 Have seen product placement in TV show in last 6 months: Index
MP28167a_B	2018 Have seen product placement in movie in last 6 months
MP28167a_I	2018 Have seen product placement in movie in last 6 months: Index
MP28169a_B	2018 Have seen ad on poster at movie theater in last 6 months
MP28169a_I	2018 Have seen ad on poster at movie theater in last 6 months: Index
MP28170a_B	2018 Have seen ad on-screen before start of movie in last 6 months
MP28170a_I	2018 Have seen ad on-screen before start of movie in last 6 months: Index
MP28171a_B	2018 Saw video ad in airport in last 6 months
MP28171a_I	2018 Saw video ad in airport in last 6 months: Index
MP28172a_B	2018 Saw video ad in bar or pub in last 6 months
MP28172a_I	2018 Saw video ad in bar or pub in last 6 months: Index
MP28173a_B	2018 Saw video ad in coffee shop or cafe or deli in last 6 months
MP28173a_I	2018 Saw video ad in coffee shop or cafe or deli in last 6 months: Index
MP28174a_B	2018 Saw video ad in convenience store in last 6 months
MP28174a_I	2018 Saw video ad in convenience store in last 6 months: Index
MP28175a_B	2018 Saw video ad in discount or dept store in last 6 months
MP28175a_I	2018 Saw video ad in discount or dept store in last 6 months: Index
MP28176a_B	2018 Saw video ad in drug store in last 6 months
MP28176a_I	2018 Saw video ad in drug store in last 6 months: Index
MP28177a_B	2018 Saw video ad in fast food or family rest in last 6 months
MP28177a_I	2018 Saw video ad in fast food or family rest in last 6 months: Index
MP28178a_B	2018 Saw video ad at gas station in last 6 months
MP28178a_I	2018 Saw video ad at gas station in last 6 months: Index
MP28179a_B	2018 Saw video ad in grocery store in last 6 months
MP28179a_I	2018 Saw video ad in grocery store in last 6 months: Index
MP28180a_B	2018 Saw video ad in gym or health club in last 6 months
MP28180a_I	2018 Saw video ad in gym or health club in last 6 months: Index
MP28181a_B	2018 Saw video ad in office bldg elevator in last 6 months
MP28181a_I	2018 Saw video ad in office bldg elevator in last 6 months: Index
MP28182a_B	2018 Saw video ad in office bldg lobby in last 6 months
MP28182a_I	2018 Saw video ad in office bldg lobby in last 6 months: Index
MP28183a_B	2018 Saw video ad in medical office in last 6 months
MP28183a_I	2018 Saw video ad in medical office in last 6 months: Index
MP28184a_B	2018 Saw video ad in movie theater lobby in last 6 months
MP28184a_I	2018 Saw video ad in movie theater lobby in last 6 months: Index
MP28185a_B	2018 Saw video ad in shopping mall in last 6 months
MP28185a_I	2018 Saw video ad in shopping mall in last 6 months: Index
MP28186a_B	2018 Saw video ad in warehouse or club store in last 6 months
MP28186a_I	2018 Saw video ad in warehouse or club store in last 6 months: Index
MP28199a_B	2018 Internet impacts my daily life substantially
MP28199a_I	2018 Internet impacts my daily life substantially: Index
MP28200a_B	2018 Internet has some impact on my daily life
MP28200a_I	2018 Internet has some impact on my daily life: Index
MP28198a_B	2018 Internet unlikely to impact my daily life
MP28198a_I	2018 Internet unlikely to impact my daily life: Index
MP28197a_B	2018 Internet does not impact my life at all
MP28197a_I	2018 Internet does not impact my life at all: Index
MP28195a_B	2018 Dislike keeping personal info webpages updated
MP28195a_I	2018 Dislike keeping personal info webpages updated: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP28196a_B	2018 Unlikely to keep personal info webpages updated
MP28196a_I	2018 Unlikely to keep personal info webpages updated: Index
MP28194a_B	2018 May keep personal info webpages updated
MP28194a_I	2018 May keep personal info webpages updated: Index
MP28193a_B	2018 Prefer keeping personal info webpages updated
MP28193a_I	2018 Prefer keeping personal info webpages updated: Index
MP28211a_B	2018 Discounts do not influence where travel or stay
MP28211a_I	2018 Discounts do not influence where travel or stay: Index
MP28212a_B	2018 Discounts unlikely to influence where travel or stay
MP28212a_I	2018 Discounts unlikely to influence where travel or stay: Index
MP28210a_B	2018 Discounts may influence where travel or stay
MP28210a_I	2018 Discounts may influence where travel or stay: Index
MP28209a_B	2018 Discounts influence where travel or stay
MP28209a_I	2018 Discounts influence where travel or stay: Index
MP28215a_B	2018 Do not prefer active vacation with lots to do
MP28215a_I	2018 Do not prefer active vacation with lots to do: Index
MP28216a_B	2018 Unlikely to prefer active vacation with lots to do
MP28216a_I	2018 Unlikely to prefer active vacation with lots to do: Index
MP28214a_B	2018 Sometimes prefer active vacation with lots to do
MP28214a_I	2018 Sometimes prefer active vacation with lots to do: Index
MP28213a_B	2018 Prefer active vacation with lots to do
MP28213a_I	2018 Prefer active vacation with lots to do: Index
MP28207a_B	2018 Strongly prefer travel abroad over U.S.
MP28207a_I	2018 Strongly prefer travel abroad over U.S.: Index
MP28208a_B	2018 Somewhat prefer travel abroad over U.S.
MP28208a_I	2018 Somewhat prefer travel abroad over U.S.: Index
MP28206a_B	2018 Somewhat prefer travel in the U.S. over abroad
MP28206a_I	2018 Somewhat prefer travel in the U.S. over abroad: Index
MP28205a_B	2018 Strongly prefer travel in the U.S. over abroad
MP28205a_I	2018 Strongly prefer travel in the U.S. over abroad: Index
<b>Restaurants Market Potential</b>	
MP29001a_B	2018 Went to family restaurant or steak house in last 6 months
MP29001a_I	2018 Went to family restaurant or steak house in last 6 months: Index
MP29002a_B	2018 Went to family restaurant or steak house 4+ times in last 6 months
MP29002a_I	2018 Went to family restaurant or steak house 4+ times in last 6 months: Index
MP29003a_B	2018 Spent at family restaurant in last 30 days: <\$31
MP29003a_I	2018 Spent at family restaurant in last 30 days: <\$31: Index
MP29004a_B	2018 Spent at family restaurant in last 30 days: \$31-50
MP29004a_I	2018 Spent at family restaurant in last 30 days: \$31-50: Index
MP29005a_B	2018 Spent at family restaurant in last 30 days: \$51-100
MP29005a_I	2018 Spent at family restaurant in last 30 days: \$51-100: Index
MP29006a_B	2018 Spent at family restaurant in last 30 days: \$101-200
MP29006a_I	2018 Spent at family restaurant in last 30 days: \$101-200: Index
MP29007a_B	2018 Spent at family restaurant in last 30 days: \$201-300
MP29007a_I	2018 Spent at family restaurant in last 30 days: \$201-300: Index
MP29008a_B	2017 Spent at family rest/steak hse last 6 mo: \$301+
MP29008a_I	2017 Spent at family rest/steak hse last 6 mo: \$301+: Index
MP29009a_B	2018 Went to family restaurant in last 6 months for breakfast
MP29009a_I	2018 Went to family restaurant in last 6 months for breakfast: Index
MP29010a_B	2018 Went to family restaurant in last 6 months for lunch
MP29010a_I	2018 Went to family restaurant in last 6 months for lunch: Index
MP29011a_B	2018 Went to family restaurant in last 6 months for dinner
MP29011a_I	2018 Went to family restaurant in last 6 months for dinner: Index
MP29012a_B	2018 Went to family restaurant in last 6 months for snack
MP29012a_I	2018 Went to family restaurant in last 6 months for snack: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP29013a_B	2018 Went to family restaurant in last 6 months on weekday
MP29013a_I	2018 Went to family restaurant in last 6 months on weekday: Index
MP29014a_B	2018 Went to family restaurant in last 6 months on weekend
MP29014a_I	2018 Went to family restaurant in last 6 months on weekend: Index
MP29015a_B	2018 Went to Applebee's in last 6 months
MP29015a_I	2018 Went to Applebee's in last 6 months: Index
MP29089a_B	2018 Went to Bob Evans in last 6 months
MP29089a_I	2018 Went to Bob Evans in last 6 months: Index
MP29016a_B	2018 Went to Buffalo Wild Wings in last 6 months
MP29016a_I	2018 Went to Buffalo Wild Wings in last 6 months: Index
MP29017a_B	2018 Went to California Pizza Kitchen in last 6 months
MP29017a_I	2018 Went to California Pizza Kitchen in last 6 months: Index
MP29018a_B	2018 Went to Carrabba's Italian Grill in last 6 months
MP29018a_I	2018 Went to Carrabba's Italian Grill in last 6 months: Index
MP29019a_B	2018 Went to The Cheesecake Factory in last 6 months
MP29019a_I	2018 Went to The Cheesecake Factory in last 6 months: Index
MP29020a_B	2018 Went to Chili's Grill & Bar in last 6 months
MP29020a_I	2018 Went to Chili's Grill & Bar in last 6 months: Index
MP29021a_B	2018 Went to CiCi's Pizza in last 6 months
MP29021a_I	2018 Went to CiCi's Pizza in last 6 months: Index
MP29022a_B	2018 Went to Cracker Barrel in last 6 months
MP29022a_I	2018 Went to Cracker Barrel in last 6 months: Index
MP29023a_B	2018 Went to Denny's in last 6 months
MP29023a_I	2018 Went to Denny's in last 6 months: Index
MP29024a_B	2018 Went to Golden Corral in last 6 months
MP29024a_I	2018 Went to Golden Corral in last 6 months: Index
MP29025a_B	2018 Went to IHOP in last 6 months
MP29025a_I	2018 Went to IHOP in last 6 months: Index
MP29090a_B	2018 Went to Logan's Roadhouse in last 6 months
MP29090a_I	2018 Went to Logan's Roadhouse in last 6 months: Index
MP29026a_B	2018 Went to LongHorn Steakhouse in last 6 months
MP29026a_I	2018 Went to LongHorn Steakhouse in last 6 months: Index
MP29028a_B	2018 Went to Olive Garden in last 6 months
MP29028a_I	2018 Went to Olive Garden in last 6 months: Index
MP29029a_B	2018 Went to Outback Steakhouse in last 6 months
MP29029a_I	2018 Went to Outback Steakhouse in last 6 months: Index
MP29030a_B	2018 Went to Red Lobster in last 6 months
MP29030a_I	2018 Went to Red Lobster in last 6 months: Index
MP29031a_B	2018 Went to Red Robin in last 6 months
MP29031a_I	2018 Went to Red Robin in last 6 months: Index
MP29032a_B	2018 Went to Ruby Tuesday in last 6 months
MP29032a_I	2018 Went to Ruby Tuesday in last 6 months: Index
MP29033a_B	2018 Went to Texas Roadhouse in last 6 months
MP29033a_I	2018 Went to Texas Roadhouse in last 6 months: Index
MP29034a_B	2018 Went to T.G.I. Friday's in last 6 months
MP29034a_I	2018 Went to T.G.I. Friday's in last 6 months: Index
MP29035a_B	2018 Went to Waffle House in last 6 months
MP29035a_I	2018 Went to Waffle House in last 6 months: Index
MP29036a_B	2018 Went to fast food or drive-in restaurant in last 6 months
MP29036a_I	2018 Went to fast food or drive-in restaurant in last 6 months: Index
MP29037a_B	2018 Went to fast food or drive-in restaurant 9+ times/mo
MP29037a_I	2018 Went to fast food or drive-in restaurant 9+ times/mo: Index
MP29038a_B	2018 Spent at fast food restaurant in last 30 days: <\$11
MP29038a_I	2018 Spent at fast food restaurant in last 30 days: <\$11: Index
MP29039a_B	2018 Spent at fast food restaurant in last 30 days: \$11-\$20
MP29039a_I	2018 Spent at fast food restaurant in last 30 days: \$11-\$20: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP29040a_B	2018 Spent at fast food restaurant in last 30 days: \$21-\$40
MP29040a_I	2018 Spent at fast food restaurant in last 30 days: \$21-\$40: Index
MP29041a_B	2018 Spent at fast food restaurant in last 30 days: \$41-\$50
MP29041a_I	2018 Spent at fast food restaurant in last 30 days: \$41-\$50: Index
MP29042a_B	2018 Spent at fast food restaurant in last 30 days: \$51-\$100
MP29042a_I	2018 Spent at fast food restaurant in last 30 days: \$51-\$100: Index
MP29043a_B	2018 Spent at fast food restaurant in last 30 days: \$101-\$200
MP29043a_I	2018 Spent at fast food restaurant in last 30 days: \$101-\$200: Index
MP29044a_B	2018 Spent at fast food restaurant in last 30 days: \$201+
MP29044a_I	2018 Spent at fast food restaurant in last 30 days: \$201+: Index
MP29045a_B	2018 Went to Fast food restaurant in last 6 months to eat in
MP29045a_I	2018 Went to Fast food restaurant in last 6 months to eat in: Index
MP29046a_B	2018 Went to Fast food restaurant in last 6 months for home delivery
MP29046a_I	2018 Went to Fast food restaurant in last 6 months for home delivery: Index
MP29047a_B	2018 Went to fast food restaurant in last 6 months to take-out or drive-thru
MP29047a_I	2018 Went to Fast food restaurant in last 6 months to take-out or drive-thru: Index
MP29048a_B	2018 Went to Fast food restaurant in last 6 months to take-out or walk-in
MP29048a_I	2018 Went to Fast food restaurant in last 6 months to take-out or walk-in: Index
MP29049a_B	2018 Went to fast food restaurant in last 6 months for breakfast
MP29049a_I	2018 Went to fast food restaurant in last 6 months for breakfast: Index
MP29050a_B	2018 Went to fast food restaurant in last 6 months for lunch
MP29050a_I	2018 Went to fast food restaurant in last 6 months for lunch: Index
MP29051a_B	2018 Went to fast food restaurant in last 6 months for dinner
MP29051a_I	2018 Went to fast food restaurant in last 6 months for dinner: Index
MP29052a_B	2018 Went to fast food restaurant in last 6 months for snack
MP29052a_I	2018 Went to fast food restaurant in last 6 months for snack: Index
MP29053a_B	2018 Went to fast food restaurant in last 6 months on weekday
MP29053a_I	2018 Went to fast food restaurant in last 6 months on weekday: Index
MP29054a_B	2018 Went to fast food restaurant in last 6 months on weekend
MP29054a_I	2018 Went to fast food restaurant in last 6 months on weekend: Index
MP29055a_B	2018 Went to A & W in last 6 months
MP29055a_I	2018 Went to A & W in last 6 months: Index
MP29056a_B	2018 Went to Arby's in last 6 months
MP29056a_I	2018 Went to Arby's in last 6 months: Index
MP29057a_B	2018 Went to Baskin-Robbins in last 6 months
MP29057a_I	2018 Went to Baskin-Robbins in last 6 months: Index
MP29058a_B	2018 Went to Boston Market in last 6 months
MP29058a_I	2018 Went to Boston Market in last 6 months: Index
MP29059a_B	2018 Went to Burger King in last 6 months
MP29059a_I	2018 Went to Burger King in last 6 months: Index
MP29091a_B	2018 Went to Captain D's in last 6 months
MP29091a_I	2018 Went to Captain D's in last 6 months: Index
MP29060a_B	2018 Went to Carl's Jr. in last 6 months
MP29060a_I	2018 Went to Carl's Jr. in last 6 months: Index
MP29061a_B	2018 Went to Checkers in last 6 months
MP29061a_I	2018 Went to Checkers in last 6 months: Index
MP29062a_B	2018 Went to Chick-fil-A in last 6 months
MP29062a_I	2018 Went to Chick-fil-A in last 6 months: Index
MP29063a_B	2018 Went to Chipotle Mexican Grill in last 6 months
MP29063a_I	2018 Went to Chipotle Mexican Grill in last 6 months: Index
MP29064a_B	2018 Went to Chuck E. Cheese's in last 6 months
MP29064a_I	2018 Went to Chuck E. Cheese's in last 6 months: Index
MP29065a_B	2018 Went to Church's Fried Chicken in last 6 months
MP29065a_I	2018 Went to Church's Fried Chicken in last 6 months: Index
MP29066a_B	2018 Went to Cold Stone Creamery in last 6 months
MP29066a_I	2018 Went to Cold Stone Creamery in last 6 months: Index





# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP29067a_B	2018 Went to Dairy Queen in last 6 months
MP29067a_I	2018 Went to Dairy Queen in last 6 months: Index
MP29092a_B	2018 Went to Del Taco in last 6 months
MP29092a_I	2018 Went to Del Taco in last 6 months: Index
MP29068a_B	2018 Went to Domino`s Pizza in last 6 months
MP29068a_I	2018 Went to Domino`s Pizza in last 6 months: Index
MP29069a_B	2018 Went to Dunkin` Donuts in last 6 months
MP29069a_I	2018 Went to Dunkin` Donuts in last 6 months: Index
<a href="#">MP29102a_B</a>	<a href="#">2018 Went to Five Guys in last 6 months</a>
<a href="#">MP29102a_I</a>	<a href="#">2018 Went to Five Guys in last 6 months: Index</a>
MP29093a_B	2018 Went to Hardee`s in last 6 months
MP29093a_I	2018 Went to Hardee`s in last 6 months: Index
MP29070a_B	2018 Went to Jack in the Box in last 6 months
MP29070a_I	2018 Went to Jack in the Box in last 6 months: Index
<a href="#">MP29103a_B</a>	<a href="#">2018 Went to Jimmy John`s in last 6 months</a>
<a href="#">MP29103a_I</a>	<a href="#">2018 Went to Jimmy John`s in last 6 months: Index</a>
MP29071a_B	2018 Went to KFC in last 6 months
MP29071a_I	2018 Went to KFC in last 6 months: Index
MP29072a_B	2018 Went to Krispy Kreme Doughnuts in last 6 months
MP29072a_I	2018 Went to Krispy Kreme Doughnuts in last 6 months: Index
MP29073a_B	2018 Went to Little Caesars in last 6 months
MP29073a_I	2018 Went to Little Caesars in last 6 months: Index
MP29074a_B	2018 Went to Long John Silver`s in last 6 months
MP29074a_I	2018 Went to Long John Silver`s in last 6 months: Index
MP29075a_B	2018 Went to McDonald`s in last 6 months
MP29075a_I	2018 Went to McDonald`s in last 6 months: Index
MP29101a_B	2018 Went to Panda Express in last 6 months
MP29101a_I	2018 Went to Panda Express in last 6 months: Index
MP29076a_B	2018 Went to Panera Bread in last 6 months
MP29076a_I	2018 Went to Panera Bread in last 6 months: Index
MP29077a_B	2018 Went to Papa John`s in last 6 months
MP29077a_I	2018 Went to Papa John`s in last 6 months: Index
MP29078a_B	2018 Went to Papa Murphy`s in last 6 months
MP29078a_I	2018 Went to Papa Murphy`s in last 6 months: Index
MP29079a_B	2018 Went to Pizza Hut in last 6 months
MP29079a_I	2018 Went to Pizza Hut in last 6 months: Index
MP29080a_B	2018 Went to Popeyes Chicken in last 6 months
MP29080a_I	2018 Went to Popeyes Chicken in last 6 months: Index
MP29081a_B	2017 Fast food/drive-in last 6 mo: Quiznos
MP29081a_I	2017 Fast food/drive-in last 6 mo: Quiznos:Index
MP29082a_B	2018 Went to Sonic Drive-In in last 6 months
MP29082a_I	2018 Went to Sonic Drive-In in last 6 months: Index
MP29083a_B	2018 Went to Starbucks in last 6 months
MP29083a_I	2018 Went to Starbucks in last 6 months: Index
MP29084a_B	2018 Went to Steak `n Shake in last 6 months
MP29084a_I	2018 Went to Steak `n Shake in last 6 months: Index
MP29085a_B	2018 Went to Subway in last 6 months
MP29085a_I	2018 Went to Subway in last 6 months: Index
MP29086a_B	2018 Went to Taco Bell in last 6 months
MP29086a_I	2018 Went to Taco Bell in last 6 months: Index
MP29087a_B	2018 Went to Wendy`s in last 6 months
MP29087a_I	2018 Went to Wendy`s in last 6 months: Index
MP29094a_B	2018 Went to Whataburger in last 6 months
MP29094a_I	2018 Went to Whataburger in last 6 months: Index
MP29088a_B	2018 Went to White Castle in last 6 months
MP29088a_I	2018 Went to White Castle in last 6 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP29095a_B	2018 Went to fine dining restaurant last month
MP29095a_I	2018 Went to fine dining restaurant last month: Index
MP29096a_B	2018 Went to fine dining restaurant 3+ times last month
MP29096a_I	2018 Went to fine dining restaurant 3+ times last month: Index
MP29097a_B	2018 Spent at fine dining restaurant in last 30 days: <\$51
MP29097a_I	2018 Spent at fine dining restaurant in last 30 days: <\$51: Index
MP29098a_B	2018 Spent at fine dining restaurant in last 30 days: \$51-\$100
MP29098a_I	2018 Spent at fine dining restaurant in last 30 days: \$51-\$100: Index
MP29099a_B	2018 Spent at fine dining restaurant in last 30 days: \$101-\$200
MP29099a_I	2018 Spent at fine dining restaurant in last 30 days: \$101-\$200: Index
MP29100a_B	2017 Spent at fine dining rest in last 6 mo: \$201+
MP29100a_I	2017 Spent at fine dining rest in last 6 mo: \$201+:Index
<b>Shopping Market Potential</b>	
MP08032a_B	2018 Shopped at convenience store in last 6 months
MP08032a_I	2018 Shopped at convenience store in last 6 months: Index
MP08001a_B	2018 Used at convenience store in last 30 days: ATM in last financial service
MP08001a_I	2018 Used at convenience store in last 30 days: ATM in last financial service: Index
MP08002a_B	2018 Bought at convenience store in last 30 days: bread
MP08002a_I	2018 Bought at convenience store in last 30 days: bread: Index
MP08003a_B	2018 Bought at convenience store in last 30 days: breakfast sandwich
MP08003a_I	2018 Bought at convenience store in last 30 days: breakfast sandwich: Index
MP08004a_B	2018 Bought at convenience store in last 30 days: candy
MP08004a_I	2018 Bought at convenience store in last 30 days: candy: Index
MP08005a_B	2018 Bought at convenience store in last 30 days: cigarettes
MP08005a_I	2018 Bought at convenience store in last 30 days: cigarettes: Index
MP08006a_B	2018 Bought at convenience store in last 30 days: brewed coffee
MP08006a_I	2018 Bought at convenience store in last 30 days: brewed coffee: Index
MP08007a_B	2018 Bought at convenience store in last 30 days: gas
MP08007a_I	2018 Bought at convenience store in last 30 days: gas: Index
MP08008a_B	2018 Bought at convenience store in last 30 days: ice cream
MP08008a_I	2018 Bought at convenience store in last 30 days: ice cream: Index
MP08009a_B	2018 Bought at convenience store in last 30 days: juice drink
MP08009a_I	2018 Bought at convenience store in last 30 days: juice drink: Index
MP08010a_B	2018 Bought at convenience store in last 30 days: lottery ticket
MP08010a_I	2018 Bought at convenience store in last 30 days: lottery ticket: Index
MP08011a_B	2018 Bought at convenience store in last 30 days: lunch sandwich
MP08011a_I	2018 Bought at convenience store in last 30 days: lunch sandwich: Index
MP08012a_B	2018 Bought at convenience store in last 30 days: milk
MP08012a_I	2018 Bought at convenience store in last 30 days: milk: Index
MP08013a_B	2018 Bought at convenience store in last 30 days: nonprescription drug
MP08013a_I	2018 Bought at convenience store in last 30 days: nonprescription drug: Index
MP08014a_B	2018 Bought at convenience store in last 30 days: snack food
MP08014a_I	2018 Bought at convenience store in last 30 days: snack food: Index
MP08015a_B	2018 Bought at convenience store in last 30 days: soft drink (bottle in last can)
MP08015a_I	2018 Bought at convenience store in last 30 days: soft drink (bottle in last can): Index
MP08016a_B	2018 Bought at convenience store in last 30 days: soft drink (fountain)
MP08016a_I	2018 Bought at convenience store in last 30 days: soft drink (fountain): Index
MP08033a_B	2018 Spent at convenience store in last 30 days: <\$20
MP08033a_I	2018 Spent at convenience store in last 30 days: <\$20: Index
MP08019a_B	2018 Spent at convenience store in last 30 days: \$20-\$39
MP08019a_I	2018 Spent at convenience store in last 30 days: \$20-\$39: Index
MP08020a_B	2018 Spent at convenience store in last 30 days: \$40-\$50
MP08020a_I	2018 Spent at convenience store in last 30 days: \$40-\$50: Index
MP08021a_B	2018 Spent at convenience store in last 30 days: \$51-\$99
MP08021a_I	2018 Spent at convenience store in last 30 days: \$51-\$99: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP08022a_B	2018 Spent at convenience store in last 30 days: \$100+
MP08022a_I	2018 Spent at convenience store in last 30 days: \$100+: Index
MP08023a_B	2018 Shopped at AMPM in last 6 months
MP08023a_I	2018 Shopped at AMPM in last 6 months: Index
MP08024a_B	2018 Shopped at BP Food Mart in last 6 months
MP08024a_I	2018 Shopped at BP Food Mart in last 6 months: Index
MP08025a_B	2018 Shopped at Circle K in last 6 months
MP08025a_I	2018 Shopped at Circle K in last 6 months: Index
MP08026a_B	2018 Shopped at Citgo in last 6 months
MP08026a_I	2018 Shopped at Citgo in last 6 months: Index
MP08027a_B	2018 Shopped at ExxonMobil On the Run in last 6 months
MP08027a_I	2018 Shopped at ExxonMobil On the Run in last 6 months: Index
MP08028a_B	2018 Shopped at 7-Eleven in last 6 months
MP08028a_I	2018 Shopped at 7-Eleven in last 6 months: Index
MP08036a_B	2018 Shopped at Sheetz in last 6 months
MP08036a_I	2018 Shopped at Sheetz in last 6 months: Index
MP08034a_B	2018 Shopped at Shell in last 6 months
MP08034a_I	2018 Shopped at Shell in last 6 months: Index
MP08035a_B	2018 Shopped at Speedway in last 6 months
MP08035a_I	2018 Shopped at Speedway in last 6 months: Index
MP08031a_B	2018 Shopped at Wawa in last 6 months
MP08031a_I	2018 Shopped at Wawa in last 6 months: Index
MP31001a_B	2018 Ordered any item by mail or phone or Internet in last 12 months
MP31001a_I	2018 Ordered any item by mail or phone or Internet in last 12 months: Index
MP31002a_B	2018 Spent on mail or phone or Internet orders in last 12 months: <\$50
MP31002a_I	2018 Spent on mail or phone or Internet orders in last 12 months: <\$50: Index
MP31003a_B	2018 Spent on mail or phone or Internet orders in last 12 months: \$50-99
MP31003a_I	2018 Spent on mail or phone or Internet orders in last 12 months: \$50-99: Index
MP31004a_B	2018 Spent on mail or phone or Internet orders in last 12 months: \$100-199
MP31004a_I	2018 Spent on mail or phone or Internet orders in last 12 months: \$100-199: Index
MP31005a_B	2018 Spent on mail or phone or Internet orders in last 12 months: \$200-499
MP31005a_I	2018 Spent on mail or phone or Internet orders in last 12 months: \$200-499: Index
MP31006a_B	2018 Spent on mail or phone or Internet orders in last 12 months: \$500-799
MP31006a_I	2018 Spent on mail or phone or Internet orders in last 12 months: \$500-799: Index
MP31007a_B	2018 Spent on mail or phone or Internet orders in last 12 months: \$800+
MP31007a_I	2018 Spent on mail or phone or Internet orders in last 12 months: \$800+: Index
MP31099a_B	2018 Ordered any item online in last 12 months
MP31099a_I	2018 Ordered any item online in last 12 months: Index
MP31100a_B	2018 Spent on Internet orders in last 12 months: <\$50
MP31100a_I	2018 Spent on Internet orders in last 12 months: <\$50: Index
MP31101a_B	2018 Spent on Internet orders in last 12 months: \$50-\$99
MP31101a_I	2018 Spent on Internet orders in last 12 months: \$50-\$99: Index
MP31102a_B	2018 Spent on Internet orders in last 12 months: \$100-\$199
MP31102a_I	2018 Spent on Internet orders in last 12 months: \$100-\$199: Index
MP31103a_B	2018 Spent on Internet orders in last 12 months: \$200-\$499
MP31103a_I	2018 Spent on Internet orders in last 12 months: \$200-\$499: Index
MP31104a_B	2018 Spent on Internet orders in last 12 months: \$500+
MP31104a_I	2018 Spent on Internet orders in last 12 months: \$500+: Index
MP31008a_B	2018 Ordered any item by mail or phone in last 12 months
MP31008a_I	2018 Ordered any item by mail or phone in last 12 months: Index
MP31105a_B	2018 Spent on mail or phone orders in last 12 months: <\$50
MP31105a_I	2018 Spent on mail or phone orders in last 12 months: <\$50: Index
MP31106a_B	2018 Spent on mail or phone orders in last 12 months: \$50-\$99
MP31106a_I	2018 Spent on mail or phone orders in last 12 months: \$50-\$99: Index
MP31107a_B	2018 Spent on mail or phone orders in last 12 months: \$100-\$199
MP31107a_I	2018 Spent on mail or phone orders in last 12 months: \$100-\$199: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP31108a_B	2018 Spent on mail or phone orders in last 12 months: \$200-\$499
MP31108a_I	2018 Spent on mail or phone orders in last 12 months: \$200-\$499: Index
MP31109a_B	2018 Spent on mail or phone orders in last 12 months: \$500+
MP31109a_I	2018 Spent on mail or phone orders in last 12 months: \$500+: Index
MP31009a_B	2018 Bought item from in-home sales rep in last 6 months
MP31009a_I	2018 Bought item from in-home sales rep in last 6 months: Index
MP31010a_B	2018 Bought item from Avon in-home sales rep last 6 months
MP31010a_I	2018 Bought item from Avon in-home sales rep last 6 months: Index
MP31011a_B	2018 Spent \$150+ on in-home shopping in last 6 months
MP31011a_I	2018 Spent \$150+ on in-home shopping in last 6 months: Index
MP31013a_B	2018 Ordered from website in last 12 months: amazon.com
MP31013a_I	2018 Ordered from website in last 12 months: amazon.com: Index
MP31016a_B	2018 Ordered from website in last 12 months: ebay.com
MP31016a_I	2018 Ordered from website in last 12 months: ebay.com: Index
<a href="#">MP31129a_B</a>	<a href="#">2018 Ordered from website in last 12 months: Etsy.com</a>
<a href="#">MP31129a_I</a>	<a href="#">2018 Ordered from website in last 12 months: Etsy.com: Index</a>
MP31017a_B	2018 Ordered from website in last 12 months: iTunes.com
MP31017a_I	2018 Ordered from website in last 12 months: iTunes.com: Index
MP31018a_B	2018 Ordered from website in last 12 months: overstock.com
MP31018a_I	2018 Ordered from website in last 12 months: overstock.com: Index
MP31019a_B	2018 Ordered from website in last 12 months: target.com
MP31019a_I	2018 Ordered from website in last 12 months: target.com: Index
<a href="#">MP31130a_B</a>	<a href="#">2018 Ordered from website in last 12 months: Ticketmaster.com</a>
<a href="#">MP31130a_I</a>	<a href="#">2018 Ordered from website in last 12 months: Ticketmaster.com: Index</a>
MP31020a_B	2018 Ordered from website in last 12 months: walmart.com
MP31020a_I	2018 Ordered from website in last 12 months: walmart.com: Index
MP31021a_B	2018 Shopped at hardware store in last 12 months: Ace Hardware
MP31021a_I	2018 Shopped at hardware store in last 12 months: Ace Hardware: Index
MP31022a_B	2018 Shopped at hardware store in last 12 months: Home Depot
MP31022a_I	2018 Shopped at hardware store in last 12 months: Home Depot: Index
MP31023a_B	2018 Shopped at hardware store in last 12 months: Lowe's
MP31023a_I	2018 Shopped at hardware store in last 12 months: Lowe's: Index
MP31024a_B	2018 Shopped at hardware store in last 12 months: Sears
MP31024a_I	2018 Shopped at hardware store in last 12 months: Sears: Index
MP31117a_B	2018 Shopped at hardware store in last 12 months: Tractor Supply Co
MP31117a_I	2018 Shopped at hardware store in last 12 months: Tractor Supply Co: Index
MP31025a_B	2018 Shopped at hardware store in last 12 months: True Value
MP31025a_I	2018 Shopped at hardware store in last 12 months: True Value: Index
MP31118a_B	2018 Shopped at electronics store in last 12 months: Apple Store
MP31118a_I	2018 Shopped at electronics store in last 12 months: Apple Store: Index
MP31026a_B	2018 Shopped at electronics store in last 12 months: Best Buy
MP31026a_I	2018 Shopped at electronics store in last 12 months: Best Buy: Index
MP31027a_B	2018 Shopped at electronics store in last 12 months: RadioShack
MP31027a_I	2018 Shopped at electronics store in last 12 months: RadioShack: Index
MP31028a_B	2018 Shopped in last 3 months: Abercrombie & Fitch
MP31028a_I	2018 Shopped in last 3 months: Abercrombie & Fitch: Index
MP31029a_B	2018 Shopped in last 3 months: American Eagle Outfitters
MP31029a_I	2018 Shopped in last 3 months: American Eagle Outfitters: Index
MP31030a_B	2018 Shopped in last 3 months: Banana Republic
MP31030a_I	2018 Shopped in last 3 months: Banana Republic: Index
MP31031a_B	2018 Shopped in last 3 months: Bath & Body Works
MP31031a_I	2018 Shopped in last 3 months: Bath & Body Works: Index
MP31032a_B	2018 Shopped in last 3 months: Bed Bath & Beyond
MP31032a_I	2018 Shopped in last 3 months: Bed Bath & Beyond: Index
MP31033a_B	2018 Shopped in last 3 months: Big Lots
MP31033a_I	2018 Shopped in last 3 months: Big Lots: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP31034a_B	2018 Shopped in last 3 months: Burlington Coat Factory
MP31034a_I	2018 Shopped in last 3 months: Burlington Coat Factory: Index
MP31035a_B	2018 Shopped in last 3 months: Dick's Sporting Goods
MP31035a_I	2018 Shopped in last 3 months: Dick's Sporting Goods: Index
MP31036a_B	2018 Shopped in last 3 months: Dillard's
MP31036a_I	2018 Shopped in last 3 months: Dillard's: Index
MP31037a_B	2018 Shopped in last 3 months: The Disney Store
MP31037a_I	2018 Shopped in last 3 months: The Disney Store: Index
MP31119a_B	2018 Shopped in last 3 months: Dollar General
MP31119a_I	2018 Shopped in last 3 months: Dollar General: Index
MP31120a_B	2018 Shopped in last 3 months: Dollar Tree
MP31120a_I	2018 Shopped in last 3 months: Dollar Tree: Index
MP31112a_B	2018 Shopped in last 3 months: Dress Barn
MP31112a_I	2018 Shopped in last 3 months: Dress Barn: Index
MP31038a_B	2018 Shopped in last 3 months: DSW
MP31038a_I	2018 Shopped in last 3 months: DSW: Index
MP31039a_B	2018 Shopped in last 3 months: Express
MP31039a_I	2018 Shopped in last 3 months: Express: Index
MP31121a_B	2018 Shopped in last 3 months: Family Dollar
MP31121a_I	2018 Shopped in last 3 months: Family Dollar: Index
MP31040a_B	2018 Shopped in last 3 months: Famous Footwear
MP31040a_I	2018 Shopped in last 3 months: Famous Footwear: Index
MP31041a_B	2018 Shopped in last 3 months: Finish Line
MP31041a_I	2018 Shopped in last 3 months: Finish Line: Index
MP31042a_B	2018 Shopped in last 3 months: Foot Locker
MP31042a_I	2018 Shopped in last 3 months: Foot Locker: Index
MP31043a_B	2018 Shopped in last 3 months: Forever 21
MP31043a_I	2018 Shopped in last 3 months: Forever 21: Index
MP31044a_B	2018 Shopped in last 3 months: The Gap
MP31044a_I	2018 Shopped in last 3 months: The Gap: Index
MP31045a_B	2018 Shopped in last 3 months: H&M
MP31045a_I	2018 Shopped in last 3 months: H&M: Index
MP31113a_B	2018 Shopped in last 3 months: Hollister
MP31113a_I	2018 Shopped in last 3 months: Hollister: Index
MP31046a_B	2018 Shopped in last 3 months: JCPenney
MP31046a_I	2018 Shopped in last 3 months: JCPenney: Index
MP31127a_B	2018 Shopped in last 3 months: Jo-Ann Fabric and Craft
MP31127a_I	2018 Shopped in last 3 months: Jo-Ann Fabric and Craft: Index
MP31047a_B	2018 Shopped in last 3 months: Kmart
MP31047a_I	2018 Shopped in last 3 months: Kmart: Index
MP31048a_B	2018 Shopped in last 3 months: Kohl's
MP31048a_I	2018 Shopped in last 3 months: Kohl's: Index
MP31049a_B	2018 Shopped in last 3 months: Lane Bryant
MP31049a_I	2018 Shopped in last 3 months: Lane Bryant: Index
MP31050a_B	2018 Shopped in last 3 months: Macy's
MP31050a_I	2018 Shopped in last 3 months: Macy's: Index
MP31051a_B	2018 Shopped in last 3 months: Marshalls
MP31051a_I	2018 Shopped in last 3 months: Marshalls: Index
MP31052a_B	2018 Shopped in last 3 months: Michaels
MP31052a_I	2018 Shopped in last 3 months: Michaels: Index
MP31053a_B	2018 Shopped in last 3 months: Nordstrom
MP31053a_I	2018 Shopped in last 3 months: Nordstrom: Index
MP31054a_B	2018 Shopped in last 3 months: Old Navy
MP31054a_I	2018 Shopped in last 3 months: Old Navy: Index
MP31055a_B	2018 Shopped in last 3 months: Payless
MP31055a_I	2018 Shopped in last 3 months: Payless: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP31056a_B	2018 Shopped in last 3 months: Pier 1 Imports
MP31056a_I	2018 Shopped in last 3 months: Pier 1 Imports: Index
MP31057a_B	2018 Shopped in last 3 months: Ross Stores
MP31057a_I	2018 Shopped in last 3 months: Ross Stores: Index
MP31058a_B	2018 Shopped in last 3 months: Sears
MP31058a_I	2018 Shopped in last 3 months: Sears: Index
MP31114a_B	2018 Shopped in last 3 months: Sephora
MP31114a_I	2018 Shopped in last 3 months: Sephora: Index
MP31115a_B	2017 Dept/cloth/shoe/spec store/3 mo: Sports Authority
MP31115a_I	2017 Dept/cloth/shoe/spec store/3 mo: Sports Authority: Index
MP31059a_B	2018 Shopped in last 3 months: Target
MP31059a_I	2018 Shopped in last 3 months: Target: Index
MP31060a_B	2018 Shopped in last 3 months: T.J. Maxx
MP31060a_I	2018 Shopped in last 3 months: T.J. Maxx: Index
MP31061a_B	2018 Shopped in last 3 months: Toys R Us
MP31061a_I	2018 Shopped in last 3 months: Toys R Us: Index
MP31122a_B	2018 Shopped in last 3 months: Ulta
MP31122a_I	2018 Shopped in last 3 months: Ulta: Index
MP31116a_B	2018 Shopped in last 3 months: Victoria's Secret
MP31116a_I	2018 Shopped in last 3 months: Victoria's Secret: Index
MP31062a_B	2018 Shopped in last 3 months: Walmart
MP31062a_I	2018 Shopped in last 3 months: Walmart: Index
MP31063a_B	2018 Shopped at drug store in last 6 months: CVS
MP31063a_I	2018 Shopped at drug store in last 6 months: CVS: Index
MP31064a_B	2018 Shopped at drug store in last 6 months: Rite Aid
MP31064a_I	2018 Shopped at drug store in last 6 months: Rite Aid: Index
MP31065a_B	2018 Shopped at drug store in last 6 months: Target Pharmacy
MP31065a_I	2018 Shopped at drug store in last 6 months: Target Pharmacy: Index
MP31066a_B	2018 Shopped at drug store in last 6 months: Walgreens
MP31066a_I	2018 Shopped at drug store in last 6 months: Walgreens: Index
MP31067a_B	2018 Shopped at drug store in last 6 months: Walmart Pharmacy
MP31067a_I	2018 Shopped at drug store in last 6 months: Walmart Pharmacy: Index
MP31068a_B	2018 Shopped at office supply store in last 12 months: FedEx Office
MP31068a_I	2018 Shopped at office supply store in last 12 months: FedEx Office: Index
MP31069a_B	2018 Shopped at office supply store in last 12 months: Office Depot
MP31069a_I	2018 Shopped at office supply store in last 12 months: Office Depot: Index
MP31070a_B	2018 Shopped at office supply store in last 12 months: OfficeMax
MP31070a_I	2018 Shopped at office supply store in last 12 months: OfficeMax: Index
MP31071a_B	2018 Shopped at office supply store in last 12 months: Staples
MP31071a_I	2018 Shopped at office supply store in last 12 months: Staples: Index
MP31072a_B	2018 Used coupons in last 12 months
MP31072a_I	2018 Used coupons in last 12 months: Index
MP31073a_B	2018 Used coupons 12+ times in last 3 months
MP31073a_I	2018 Used coupons 12+ times in last 3 months: Index
MP31074a_B	2018 Used coupons in last 12 months: handed out by person in store
MP31074a_I	2018 Used coupons in last 12 months: handed out by person in store: Index
MP31075a_B	2018 Used coupons in last 12 months: in or on package
MP31075a_I	2018 Used coupons in last 12 months: in or on package: Index
MP31076a_B	2018 Used coupons in last 12 months: instant coupon (machine or shelf)
MP31076a_I	2018 Used coupons in last 12 months: instant coupon (machine or shelf): Index
MP31077a_B	2018 Used coupons in last 12 months: preferred customer card
MP31077a_I	2018 Used coupons in last 12 months: preferred customer card: Index
MP31078a_B	2018 Used coupons in last 12 months: received at register
MP31078a_I	2018 Used coupons in last 12 months: received at register: Index
MP31079a_B	2018 Used coupons in last 12 months: received via Internet or email
MP31079a_I	2018 Used coupons in last 12 months: received via Internet or email: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP31080a_B	2018 Used coupons in last 12 months: clipped from in-store circular
MP31080a_I	2018 Used coupons in last 12 months: clipped from in-store circular: Index
MP31081a_B	2018 Used coupons in last 12 months: clipped from magazine
MP31081a_I	2018 Used coupons in last 12 months: clipped from magazine: Index
MP31082a_B	2018 Used coupons in last 12 months: clipped from mail
MP31082a_I	2018 Used coupons in last 12 months: clipped from mail: Index
MP31083a_B	2018 Used coupons in last 12 months: clipped from Sun. news insert
MP31083a_I	2018 Used coupons in last 12 months: clipped from Sun. news insert: Index
MP31084a_B	2018 Used coupons in last 12 months: clipped from weekday news insert
MP31084a_I	2018 Used coupons in last 12 months: clipped from weekday news insert: Index
MP31123a_B	2018 Used website or app in last 30 days: coupons.com
MP31123a_I	2018 Used website or app in last 30 days: coupons.com: Index
MP31124a_B	2018 Used website or app in last 30 days:groupon.com
MP31124a_I	2018 Used website or app in last 30 days:groupon.com: Index
MP31125a_B	2018 Used website or app in last 30 days: livingsocial.com
MP31125a_I	2018 Used website or app in last 30 days: livingsocial.com: Index
MP31085a_B	2018 Purchased any gift or prepaid card in last 6 months
MP31085a_I	2018 Purchased any gift or prepaid card in last 6 months: Index
MP31086a_B	2018 Purchased 7+ gift or prepaid cards in last 6 months
MP31086a_I	2018 Purchased 7+ gift or prepaid cards in last 6 months: Index
MP31126a_B	2017 Bought gift/prepaid card last 6 mo: American Express
MP31126a_I	2017 Bought gift/prepaid card last 6 mo: American Express: Index
MP31088a_B	2018 Purchased gift or prepaid card in last 6 months from coffee shop
MP31088a_I	2018 Purchased gift or prepaid card in last 6 months from coffee shop: Index
MP31089a_B	2018 Purchased gift or prepaid card in last 6 months from department store
MP31089a_I	2018 Purchased gift or prepaid card in last 6 months from department store: Index
MP31090a_B	2018 Purchased gift or prepaid card in last 6 months from discount store
MP31090a_I	2018 Purchased gift or prepaid card in last 6 months from discount store: Index
MP31091a_B	2018 Purchased gift or prepaid card in last 6 months from restaurant
MP31091a_I	2018 Purchased gift or prepaid card in last 6 months from restaurant: Index
MP31092a_B	2018 Purchased gift or prepaid card in last 6 months: VISA
MP31092a_I	2018 Purchased gift or prepaid card in last 6 months: VISA: Index
MP31093a_B	2018 Spent on gift or prepaid cards in last 6 months: \$25-49
MP31093a_I	2018 Spent on gift or prepaid cards in last 6 months: \$25-49: Index
MP31094a_B	2018 Spent on gift or prepaid cards in last 6 months: \$50-75
MP31094a_I	2018 Spent on gift or prepaid cards in last 6 months: \$50-75: Index
MP31095a_B	2018 Spent on gift or prepaid cards in last 6 months: \$76-100
MP31095a_I	2018 Spent on gift or prepaid cards in last 6 months: \$76-100: Index
MP31096a_B	2018 Spent on gift or prepaid cards in last 6 months: \$101-200
MP31096a_I	2018 Spent on gift or prepaid cards in last 6 months: \$101-200: Index
MP31097a_B	2018 Spent on gift or prepaid cards in last 6 months: \$201+
MP31097a_I	2018 Spent on gift or prepaid cards in last 6 months: \$201+: Index
MP31098a_B	2018 Received any gift card in last 6 months
MP31098a_I	2018 Received any gift card in last 6 months: Index
<b>Sports Market Potential</b>	
MP33001a_B	2018 Participated in aerobics in last 12 months
MP33001a_I	2018 Participated in aerobics in last 12 months: Index
MP33096a_B	2018 Participated in archery in last 12 months
MP33096a_I	2018 Participated in archery in last 12 months: Index
MP33002a_B	2018 Participated in backpacking in last 12 months
MP33002a_I	2018 Participated in backpacking in last 12 months: Index
MP33003a_B	2018 Participated in baseball in last 12 months
MP33003a_I	2018 Participated in baseball in last 12 months: Index
MP33004a_B	2018 Participated in basketball in last 12 months
MP33004a_I	2018 Participated in basketball in last 12 months: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP33005a_B	2018 Participated in bicycling (mountain) in last 12 months
MP33005a_I	2018 Participated in bicycling (mountain) in last 12 months: Index
MP33006a_B	2018 Participated in bicycling (road) in last 12 months
MP33006a_I	2018 Participated in bicycling (road) in last 12 months: Index
MP33007a_B	2018 Participated in boating (power) in last 12 months
MP33007a_I	2018 Participated in boating (power) in last 12 months: Index
MP33008a_B	2018 Participated in bowling in last 12 months
MP33008a_I	2018 Participated in bowling in last 12 months: Index
MP33009a_B	2018 Participated in canoeing or kayaking in last 12 months
MP33009a_I	2018 Participated in canoeing or kayaking in last 12 months: Index
MP33010a_B	2018 Participated in fishing (fresh water) in last 12 months
MP33010a_I	2018 Participated in fishing (fresh water) in last 12 months: Index
MP33011a_B	2018 Participated in fishing (salt water) in last 12 months
MP33011a_I	2018 Participated in fishing (salt water) in last 12 months: Index
MP33012a_B	2018 Participated in football in last 12 months
MP33012a_I	2018 Participated in football in last 12 months: Index
MP33013a_B	2018 Participated in Frisbee in last 12 months
MP33013a_I	2018 Participated in Frisbee in last 12 months: Index
MP33014a_B	2018 Participated in golf in last 12 months
MP33014a_I	2018 Participated in golf in last 12 months: Index
MP33015a_B	2018 Participated in hiking in last 12 months
MP33015a_I	2018 Participated in hiking in last 12 months: Index
MP33016a_B	2018 Participated in horseback riding in last 12 months
MP33016a_I	2018 Participated in horseback riding in last 12 months: Index
MP33017a_B	2018 Participated in hunting with rifle in last 12 months
MP33017a_I	2018 Participated in hunting with rifle in last 12 months: Index
MP33018a_B	2018 Participated in hunting with shotgun in last 12 months
MP33018a_I	2018 Participated in hunting with shotgun in last 12 months: Index
MP33019a_B	2018 Participated in ice skating in last 12 months
MP33019a_I	2018 Participated in ice skating in last 12 months: Index
MP33020a_B	2018 Participated in jogging or running in last 12 months
MP33020a_I	2018 Participated in jogging or running in last 12 months: Index
MP33021a_B	2018 Participated in motorcycling in last 12 months
MP33021a_I	2018 Participated in motorcycling in last 12 months: Index
MP33022a_B	2018 Participated in Pilates in last 12 months
MP33022a_I	2018 Participated in Pilates in last 12 months: Index
MP33109a_B	2018 Participated in ping pong in last 12 months
MP33109a_I	2018 Participated in ping pong in last 12 months: Index
MP33110a_B	2018 Participated in rock climbing in last 12 months
MP33110a_I	2018 Participated in rock climbing in last 12 months: Index
MP33111a_B	2017 Participated in roller skating in last 12 months
MP33111a_I	2017 Participated in roller skating in last 12 months: Index
MP33023a_B	2018 Participated in skiing(downhill) in last 12 months
MP33023a_I	2018 Participated in skiing(downhill) in last 12 months: Index
MP33024a_B	2018 Participated in soccer in last 12 months
MP33024a_I	2018 Participated in soccer in last 12 months: Index
MP33025a_B	2018 Participated in softball in last 12 months
MP33025a_I	2018 Participated in softball in last 12 months: Index
MP33026a_B	2018 Participated in swimming in last 12 months
MP33026a_I	2018 Participated in swimming in last 12 months: Index
MP33027a_B	2018 Participated in target shooting in last 12 months
MP33027a_I	2018 Participated in target shooting in last 12 months: Index
MP33028a_B	2018 Participated in tennis in last 12 months
MP33028a_I	2018 Participated in tennis in last 12 months: Index
MP33029a_B	2018 Participated in volleyball in last 12 months
MP33029a_I	2018 Participated in volleyball in last 12 months: Index





# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP33030a_B	2018 Participated in walking for exercise in last 12 months
MP33030a_I	2018 Participated in walking for exercise in last 12 months: Index
MP33031a_B	2018 Participated in weight lifting in last 12 months
MP33031a_I	2018 Participated in weight lifting in last 12 months: Index
MP33032a_B	2018 Participated in yoga in last 12 months
MP33032a_I	2018 Participated in yoga in last 12 months: Index
MP33112a_B	2018 Participated in Zumba in last 12 months
MP33112a_I	2018 Participated in Zumba in last 12 months: Index
MP33033a_B	2018 Spent on sports or recreational equipment in last 12 months: \$1-99
MP33033a_I	2018 Spent on sports or recreational equipment in last 12 months: \$1-99: Index
MP33034a_B	2018 Spent on sports or recreational equipment in last 12 months: \$100-\$249
MP33034a_I	2018 Spent on sports or recreational equipment in last 12 months: \$100-\$249: Index
MP33035a_B	2018 Spent on sports or recreational equipment in last 12 months: \$250+
MP33035a_I	2018 Spent on sports or recreational equipment in last 12 months: \$250+: Index
MP33036a_B	2018 Attend sports events
MP33036a_I	2018 Attend sports events: Index
MP33038a_B	2018 Attend sports events: MLB regular season baseball game
MP33038a_I	2018 Attend sports events: MLB regular season baseball game: Index
MP33039a_B	2017 Attend sports events: basketball game (college)
MP33039a_I	2017 Attend sports events: basketball game (college): Index
MP33040a_B	2018 Attend sports events: NBA regular season basketball game
MP33040a_I	2018 Attend sports events: NBA regular season basketball game: Index
MP33041a_B	2018 Attend sports events: football game (college)
MP33041a_I	2018 Attend sports events: football game (college): Index
MP33042a_B	2017 Attend sports events: football game-NFL Mon/Thurs
MP33042a_I	2017 Attend sports events: football game-NFL Mon/Thurs: Index
MP33043a_B	2018 Attend sports events: NFL weekend football game
MP33043a_I	2018 Attend sports events: NFL weekend football game: Index
MP33044a_B	2018 Attend sports events: high school sports
MP33044a_I	2018 Attend sports events: high school sports: Index
MP33046a_B	2018 Listen to sports on radio
MP33046a_I	2018 Listen to sports on radio: Index
MP33049a_B	2018 Watch sports on TV
MP33049a_I	2018 Watch sports on TV: Index
MP33050a_B	2018 Watch on TV: alpine skiing or ski jumping
MP33050a_I	2018 Watch on TV: alpine skiing or ski jumping: Index
MP33051a_B	2018 Watch on TV: auto racing (NASCAR)
MP33051a_I	2018 Watch on TV: auto racing (NASCAR): Index
MP33052a_B	2018 Watch on TV: auto racing (not NASCAR)
MP33052a_I	2018 Watch on TV: auto racing (not NASCAR): Index
MP33053a_B	2018 Watch on TV: baseball (MLB regular season)
MP33053a_I	2018 Watch on TV: baseball (MLB regular season): Index
MP33054a_B	2018 Watch on TV: baseball (MLB playoffs or World Series)
MP33054a_I	2018 Watch on TV: baseball (MLB playoffs or World Series): Index
MP33055a_B	2018 Watch on TV: basketball (college)
MP33055a_I	2018 Watch on TV: basketball (college): Index
MP33056a_B	2018 Watch on TV: basketball (NCAA tournament)
MP33056a_I	2018 Watch on TV: basketball (NCAA tournament): Index
MP33057a_B	2018 Watch on TV: basketball (NBA regular season)
MP33057a_I	2018 Watch on TV: basketball (NBA regular season): Index
MP33058a_B	2018 Watch on TV: basketball (NBA playoffs or finals)
MP33058a_I	2018 Watch on TV: basketball (NBA playoffs or finals): Index
MP33059a_B	2018 Watch on TV: basketball (WNBA)
MP33059a_I	2018 Watch on TV: basketball (WNBA): Index
MP33060a_B	2018 Watch on TV: bicycle racing
MP33060a_I	2018 Watch on TV: bicycle racing: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP33061a_B	2018 Watch on TV: bowling
MP33061a_I	2018 Watch on TV: bowling: Index
MP33062a_B	2018 Watch on TV: boxing
MP33062a_I	2018 Watch on TV: boxing: Index
MP33063a_B	2018 Watch on TV: bull riding (pro)
MP33063a_I	2018 Watch on TV: bull riding (pro): Index
MP33064a_B	2018 Watch on TV: Equestrian events
MP33064a_I	2018 Watch on TV: Equestrian events: Index
MP33065a_B	2018 Watch on TV: extreme sports (summer)
MP33065a_I	2018 Watch on TV: extreme sports (summer): Index
MP33066a_B	2018 Watch on TV: extreme sports (winter)
MP33066a_I	2018 Watch on TV: extreme sports (winter): Index
MP33067a_B	2018 Watch on TV: figure skating
MP33067a_I	2018 Watch on TV: figure skating: Index
MP33068a_B	2018 Watch on TV: fishing
MP33068a_I	2018 Watch on TV: fishing: Index
MP33069a_B	2018 Watch on TV: football (college)
MP33069a_I	2018 Watch on TV: football (college): Index
MP33070a_B	2018 Watch on TV: football (NFL Mon or Thurs night games)
MP33070a_I	2018 Watch on TV: football (NFL Mon or Thurs night games): Index
MP33071a_B	2018 Watch on TV: football (NFL weekend games)
MP33071a_I	2018 Watch on TV: football (NFL weekend games): Index
MP33072a_B	2018 Watch on TV: football (NFL playoffs or Super Bowl)
MP33072a_I	2018 Watch on TV: football (NFL playoffs or Super Bowl): Index
MP33073a_B	2018 Watch on TV: golf (PGA)
MP33073a_I	2018 Watch on TV: golf (PGA): Index
MP33074a_B	2018 Watch on TV: golf (LPGA)
MP33074a_I	2018 Watch on TV: golf (LPGA): Index
MP33075a_B	2018 Watch on TV: gymnastics
MP33075a_I	2018 Watch on TV: gymnastics: Index
MP33114a_B	2018 Watch on TV: high school sports
MP33114a_I	2018 Watch on TV: high school sports: Index
MP33076a_B	2018 Watch on TV: horse racing (at track or OTB)
MP33076a_I	2018 Watch on TV: horse racing (at track or OTB): Index
MP33077a_B	2018 Watch on TV: ice hockey (NHL regular season)
MP33077a_I	2018 Watch on TV: ice hockey (NHL regular season): Index
MP33078a_B	2018 Watch on TV: ice hockey (NHL playoffs or Stanley Cup)
MP33078a_I	2018 Watch on TV: ice hockey (NHL playoffs or Stanley Cup): Index
MP33080a_B	2017 Watch on TV: marathon/road running/triathlon
MP33080a_I	2017 Watch on TV: marathon/road running/triathlon: Index
MP33081a_B	2018 Watch on TV: mixed martial arts (MMA)
MP33081a_I	2018 Watch on TV: mixed martial arts (MMA): Index
MP33082a_B	2018 Watch on TV: motorcycle racing
MP33082a_I	2018 Watch on TV: motorcycle racing: Index
MP33083a_B	2018 Watch on TV: Olympics (summer)
MP33083a_I	2018 Watch on TV: Olympics (summer): Index
MP33084a_B	2018 Watch on TV: Olympics (winter)
MP33084a_I	2018 Watch on TV: Olympics (winter): Index
MP33086a_B	2018 Watch on TV: rodeo
MP33086a_I	2018 Watch on TV: rodeo: Index
MP33087a_B	2018 Watch on TV: soccer (MLS)
MP33087a_I	2018 Watch on TV: soccer (MLS): Index
MP33088a_B	2018 Watch on TV: soccer (World Cup)
MP33088a_I	2018 Watch on TV: soccer (World Cup): Index
MP33089a_B	2018 Watch on TV: tennis (men`s)
MP33089a_I	2018 Watch on TV: tennis (men`s): Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP33090a_B	2018 Watch on TV: tennis (women`s)
MP33090a_I	2018 Watch on TV: tennis (women`s): Index
MP33091a_B	2018 Watch on TV: track & field
MP33091a_I	2018 Watch on TV: track & field: Index
MP33093a_B	2018 Watch on TV: volleyball (pro beach)
MP33093a_I	2018 Watch on TV: volleyball (pro beach): Index
MP33095a_B	2018 Watch on TV: wrestling (WWE)
MP33095a_I	2018 Watch on TV: wrestling (WWE): Index
MP33100a_B	2018 Interest in sports: college basketball Super Fan
MP33100a_I	2018 Interest in sports: college basketball Super Fan: Index
MP33101a_B	2018 Interest in sports: college football Super Fan
MP33101a_I	2018 Interest in sports: college football Super Fan: Index
MP33102a_B	2018 Interest in sports: golf Super Fan
MP33102a_I	2018 Interest in sports: golf Super Fan: Index
MP33103a_B	2018 Interest in sports: high school sports Super Fan
MP33103a_I	2018 Interest in sports: high school sports Super Fan: Index
MP33104a_B	2018 Interest in sports: MLB Super Fan
MP33104a_I	2018 Interest in sports: MLB Super Fan: Index
MP33105a_B	2018 Interest in sports: NASCAR Super Fan
MP33105a_I	2018 Interest in sports: NASCAR Super Fan: Index
MP33106a_B	2018 Interest in sports: NBA Super Fan
MP33106a_I	2018 Interest in sports: NBA Super Fan: Index
MP33107a_B	2018 Interest in sports: NFL Super Fan
MP33107a_I	2018 Interest in sports: NFL Super Fan: Index
MP33108a_B	2018 Interest in sports: NHL Super Fan
MP33108a_I	2018 Interest in sports: NHL Super Fan: Index
MP33113a_B	2018 Interest in sports: soccer Super Fan
MP33113a_I	2018 Interest in sports: soccer Super Fan: Index
<b>Travel Market Potential</b>	
MP35001a_B	2018 Own a valid passport
MP35001a_I	2018 Own a valid passport: Index
MP35002a_B	2018 Member of any frequent flyer program
MP35002a_I	2018 Member of any frequent flyer program: Index
MP35003a_B	2018 Took 3+ round trips by plane in last 12 months
MP35003a_I	2018 Took 3+ round trips by plane in last 12 months: Index
MP35004a_B	2018 Member of any hotel rewards program
MP35004a_I	2018 Member of any hotel rewards program: Index
MP35005a_B	2018 Purchased luggage in last 12 months
MP35005a_I	2018 Purchased luggage in last 12 months: Index
MP35085a_B	2018 Used travel website or app in last 30 days: cheaptickets.com
MP35085a_I	2018 Used travel website or app in last 30 days: cheaptickets.com: Index
MP35006a_B	2018 Used travel website or app in last 30 days: expedia.com
MP35006a_I	2018 Used travel website or app in last 30 days: expedia.com: Index
MP35007a_B	2018 Used travel website or app in last 30 days: hotels.com
MP35007a_I	2018 Used travel website or app in last 30 days: hotels.com: Index
MP35008a_B	2018 Used travel website or app in last 30 days: hotwire.com
MP35008a_I	2018 Used travel website or app in last 30 days: hotwire.com: Index
MP35009a_B	2018 Used travel website or app in last 30 days: orbitz.com
MP35009a_I	2018 Used travel website or app in last 30 days: orbitz.com: Index
MP35010a_B	2018 Used travel website or app in last 30 days: priceline.com
MP35010a_I	2018 Used travel website or app in last 30 days: priceline.com: Index
MP35011a_B	2018 Used travel website or app in last 30 days: travelocity.com
MP35011a_I	2018 Used travel website or app in last 30 days: travelocity.com: Index
MP35012a_B	2018 Used travel website or app in last 30 days: tripadvisor.com
MP35012a_I	2018 Used travel website or app in last 30 days: tripadvisor.com: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP35013a_B	2018 Took domestic trip in continental US in last 12 months
MP35013a_I	2018 Took domestic trip in continental US in last 12 months: Index
MP35014a_B	2018 Took any domestic trip by plane (scheduled) in last 12 months
MP35014a_I	2018 Took any domestic trip by plane (scheduled) in last 12 months: Index
MP35015a_B	2018 Rented car on domestic trip in last 12 months
MP35015a_I	2018 Rented car on domestic trip in last 12 months: Index
MP35016a_B	2018 Took domestic business trip in last 12 months
MP35016a_I	2018 Took domestic business trip in last 12 months: Index
MP35017a_B	2018 Took 1 domestic non-business trip in last 12 months
MP35017a_I	2018 Took 1 domestic non-business trip in last 12 months: Index
MP35018a_B	2018 Took 2 domestic non-business trips in last 12 months
MP35018a_I	2018 Took 2 domestic non-business trips in last 12 months: Index
MP35019a_B	2018 Took 3+ domestic non-business trips in last 12 months
MP35019a_I	2018 Took 3+ domestic non-business trips in last 12 months: Index
MP35020a_B	2018 Used for domestic trip in last 12 months: airline website
MP35020a_I	2018 Used for domestic trip in last 12 months: airline website: Index
MP35021a_B	2018 Used for domestic trip in last 12 months: general travel site
MP35021a_I	2018 Used for domestic trip in last 12 months: general travel site: Index
MP35022a_B	2018 Used for domestic trip in last 12 months: travel agent
MP35022a_I	2018 Used for domestic trip in last 12 months: travel agent: Index
MP35023a_B	2018 Spent on domestic vacations in last 12 months: <\$1000
MP35023a_I	2018 Spent on domestic vacations in last 12 months: <\$1000: Index
MP35024a_B	2018 Spent on domestic vacations in last 12 months: \$1000-1499
MP35024a_I	2018 Spent on domestic vacations in last 12 months: \$1000-1499: Index
MP35025a_B	2018 Spent on domestic vacations in last 12 months: \$1500-1999
MP35025a_I	2018 Spent on domestic vacations in last 12 months: \$1500-1999: Index
MP35026a_B	2018 Spent on domestic vacations in last 12 months: \$2000-2999
MP35026a_I	2018 Spent on domestic vacations in last 12 months: \$2000-2999: Index
MP35027a_B	2018 Spent on domestic vacations in last 12 months: \$3000+
MP35027a_I	2018 Spent on domestic vacations in last 12 months: \$3000+: Index
MP35028a_B	2018 Went backpacking or hiking on domestic vacation in last 12 months
MP35028a_I	2018 Went backpacking or hiking on domestic vacation in last 12 months: Index
MP35029a_B	2018 Went to beach on domestic vacation in last 12 months
MP35029a_I	2018 Went to beach on domestic vacation in last 12 months: Index
MP35030a_B	2018 Did general sightseeing on domestic vacation in last 12 months
MP35030a_I	2018 Did general sightseeing on domestic vacation in last 12 months: Index
MP35031a_B	2018 Visited National Park on domestic vacation in last 12 months
MP35031a_I	2018 Visited National Park on domestic vacation in last 12 months: Index
MP35033a_B	2018 Visited on domestic trip in last 12 months: Northeast
MP35033a_I	2018 Visited on domestic trip in last 12 months: Northeast: Index
MP35034a_B	2018 Visited on domestic trip in last 12 months: South
MP35034a_I	2018 Visited on domestic trip in last 12 months: South: Index
MP35035a_B	2018 Visited on domestic trip in last 12 months: North Central
MP35035a_I	2018 Visited on domestic trip in last 12 months: North Central: Index
MP35036a_B	2018 Visited on domestic trip in last 12 months: West
MP35036a_I	2018 Visited on domestic trip in last 12 months: West: Index
MP35037a_B	2018 Flew on domestic trip in last 12 months: American or AmerEagle
MP35037a_I	2018 Flew on domestic trip in last 12 months: American or AmerEagle: Index
MP35038a_B	2018 Flew on domestic trip in last 12 months: Delta
MP35038a_I	2018 Flew on domestic trip in last 12 months: Delta: Index
MP35039a_B	2018 Flew on domestic trip in last 12 months: Southwest
MP35039a_I	2018 Flew on domestic trip in last 12 months: Southwest: Index
MP35040a_B	2018 Flew on domestic trip in last 12 months: United
MP35040a_I	2018 Flew on domestic trip in last 12 months: United: Index
MP35042a_B	2018 Took foreign trip (including Alaska & Hawaii) in last 3 years
MP35042a_I	2018 Took foreign trip (including Alaska & Hawaii) in last 3 years: Index



# Esri Demographic and Business Data List

## Market Potential

Table & Item	Description
MP35043a_B	2018 Took 1 foreign trip by plane in last 3 years
MP35043a_I	2018 Took 1 foreign trip by plane in last 3 years: Index
MP35044a_B	2018 Took 2 foreign trips by plane in last 3 years
MP35044a_I	2018 Took 2 foreign trips by plane in last 3 years: Index
MP35045a_B	2018 Took 3+ foreign trips by plane in last 3 years
MP35045a_I	2018 Took 3+ foreign trips by plane in last 3 years: Index
MP35046a_B	2018 Took 1 foreign non-business trip in last 3 years
MP35046a_I	2018 Took 1 foreign non-business trip in last 3 years: Index
MP35047a_B	2018 Took 2 foreign non-business trips in last 3 years
MP35047a_I	2018 Took 2 foreign non-business trips in last 3 years: Index
MP35048a_B	2018 Took 3+ foreign non-business trips in last 3 years
MP35048a_I	2018 Took 3+ foreign non-business trips in last 3 years: Index
MP35049a_B	2018 Took foreign trip with all-inclusive travel package in last 3 years
MP35049a_I	2018 Took foreign trip with all-inclusive travel package in last 3 years: Index
MP35050a_B	2018 Took foreign trip by cruise ship in last 3 years
MP35050a_I	2018 Took foreign trip by cruise ship in last 3 years: Index
MP35051a_B	2018 Used for foreign trip in last 3 years: airline-specific site
MP35051a_I	2018 Used for foreign trip in last 3 years: airline-specific site: Index
MP35052a_B	2018 Used for foreign trip in last 3 years: general travel site
MP35052a_I	2018 Used for foreign trip in last 3 years: general travel site: Index
MP35053a_B	2018 Used for foreign trip in last 3 years: travel agent
MP35053a_I	2018 Used for foreign trip in last 3 years: travel agent: Index
MP35054a_B	2018 Spent on foreign vacations in last 12 months: <\$1000
MP35054a_I	2018 Spent on foreign vacations in last 12 months: <\$1000: Index
MP35055a_B	2018 Spent on foreign vacations in last 12 months: \$1000-\$2999
MP35055a_I	2018 Spent on foreign vacations in last 12 months: \$1000-\$2999: Index
MP35056a_B	2018 Spent on foreign vacations in last 12 months: \$3000+
MP35056a_I	2018 Spent on foreign vacations in last 12 months: \$3000+: Index
MP35057a_B	2018 Flew on foreign trip in last 3 years: American or AmerEagle
MP35057a_I	2018 Flew on foreign trip in last 3 years: American or AmerEagle: Index
MP35059a_B	2018 Flew on foreign trip in last 3 years: Delta
MP35059a_I	2018 Flew on foreign trip in last 3 years: Delta: Index
MP35060a_B	2018 Flew on foreign trip in last 3 years: United
MP35060a_I	2018 Flew on foreign trip in last 3 years: United: Index
MP35061a_B	2017 Airline used on foreign trip/3 yrs: US Airways
MP35061a_I	2017 Airline used on foreign trip/3 yrs: US Airways: Index
MP35063a_B	2018 Visited on trip in last 3 years: Canada
MP35063a_I	2018 Visited on trip in last 3 years: Canada: Index
MP35064a_B	2018 Visited on trip in last 3 years: Hawaii
MP35064a_I	2018 Visited on trip in last 3 years: Hawaii: Index
MP35066a_B	2018 Visited on trip in last 3 years: Mexico
MP35066a_I	2018 Visited on trip in last 3 years: Mexico: Index
MP35067a_B	2018 Took cruise of more than one day in last 3 years
MP35067a_I	2018 Took cruise of more than one day in last 3 years: Index
MP35068a_B	2018 Used Carnival cruise line in last 3 years
MP35068a_I	2018 Used Carnival cruise line in last 3 years: Index
MP35069a_B	2018 Spent any night in hotel or motel in last 12 months
MP35069a_I	2018 Spent any night in hotel or motel in last 12 months: Index
MP35070a_B	2018 Spent 1 night in hotel or motel in last 12 months
MP35070a_I	2018 Spent 1 night in hotel or motel in last 12 months: Index
MP35071a_B	2018 Spent 2 nights in hotel or motel in last 12 months
MP35071a_I	2018 Spent 2 nights in hotel or motel in last 12 months: Index
MP35072a_B	2018 Spent 3-4 nights in hotel or motel in last 12 months
MP35072a_I	2018 Spent 3-4 nights in hotel or motel in last 12 months: Index
MP35073a_B	2018 Spent 5-7 nights in hotel or motel in last 12 months
MP35073a_I	2018 Spent 5-7 nights in hotel or motel in last 12 months: Index

