Methodology Statement: 2019 Esri Market Potential
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Esri's 2019 Market Potential data measures the likely demand for a product or service in an area. The database includes an expected number of consumers and a Market Potential Index (MPI) for each product or service. An MPI compares the demand for a specific product or service in an area with the national demand for that product or service. The MPI values at the US level are 100, representing overall demand. A value of more than 100 represents higher demand, and a value of less than 100 represents lower demand. For example, an index of 120 implies that demand in the area is likely to be 20 percent higher than the US average; an index of 85 implies a demand that is 15 percent lower.

How Esri Calculates Market Potential

Esri calculates Market Potential by combining 2019 Tapestry™ Segmentation data with the MRI Survey of the American Consumer, 2018 Doublebase® from MRI-Simmons. Doublebase 2018 is an integration of information from four consumer surveys. Each survey respondent can be identified by Tapestry segment, so a rate of consumption by Tapestry segment can be determined for a product or service for any area.

The Expected Number of Consumers (households or adults) for a product or service in an area is computed by applying the consumption rate for Tapestry market segment “n” to households or adults in the area belonging to Tapestry segment “n,” and summing across 67 Tapestry segments.

\[
\text{Expected Number of Consumers} = \sum_{n=1}^{67} (\text{Count}_n \times \text{Consumption Rate}_n)
\]

The Local Consumption Rate for a product or service for an area is computed as the ratio of the expected number of consumers for a product or service in the area to the total households or adults in the area.

\[
\text{Local Consumption Rate} = \frac{\text{Expected Number of Consumers}}{\text{Base Count}}
\]

The Market Potential Index for a product or service for an area is the ratio of the local consumption rate for a product or service for the area to the US consumption rate for the product or service, multiplied by 100.

\[
\text{Market Potential Index} = \frac{\text{Local Consumption Rate}}{\text{US Consumption Rate}} \times 100
\]
Esri's 2019 Market Potential database incorporates the next generation of Tapestry Segmentation with new and revised items from the Doublebase 2018 consumer surveys to provide a fresh outlook on local consumer preferences. Data for more than 2,300 items, organized into 35 categories, representing goods, services, attitudes, and activities collected from GfK MRI surveys, are included. Unless otherwise noted, each item refers to consumer spending or behavior in a 12-month period. The $a$ or $h$ following the five-digit product code denotes a consumer base of adults or households, respectively.

Products and services, such as apparel items and expenditures, electronics, civic activities and political affiliation, financial accounts and services, groceries and household products, health-related items, Internet activities, leisure activities, media-related items, personal care services, cell phones and service, shopping, sports, and travel activities are included. Information on consumer confidence, buying styles, values, and general attitudes are included as well. New items for 2019 include short-term rentals, rideshare usage, streaming audio and video services, recycling activities, new shopping and TV viewing preferences, and updated electronics.

For more information about the Market Potential data, call 1-800-447-9778.

### About Esri’s Data Development Team

Led by chief demographer Kyle R. Cassal, Esri’s data development team has a 35-year history of excellence in market intelligence. The team’s economists, statisticians, demographers, geographers, and analysts produce independent small-area demographic and socioeconomic estimates and forecasts for the United States. The team develops exclusive demographic models and methodologies to create market-proven datasets, many of which are now industry benchmarks such as Tapestry Segmentation, Consumer Spending, Market Potential, and annual Updated Demographics. Esri® demographics powers the ArcGIS® platform through dynamic web maps, data enrichment, reports, and infographics.
Esri, the global market leader in geographic information system (GIS) software, offers the most powerful mapping and spatial analytics technology available.

Since 1969, Esri has helped customers unlock the full potential of data to improve operational and business results. Today, Esri software is deployed in more than 350,000 organizations including the world’s largest cities, most national governments, 75 percent of Fortune 500 companies, and more than 7,000 colleges and universities. Esri engineers the most advanced solutions for digital transformation, the Internet of Things (IoT), and location analytics to inform the most authoritative maps in the world.

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