Release Notes
Esri® 2022 U.S.
Demographics

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Contents

Overview

This document describes what's new in Esri 2022/2027 U.S. Demographics released in ArcGIS in June 2022. Changes include:

- Changes to geographic boundaries including the first set of Esri US Demographics released in Census 2020 geographies.
- Additions of new data variables
- Removal of data variables
- Changes to data contained in standard reports

Geography

Quick Reference

Geography changes (additions, removals, renaming) from the last update cycle are indicated below.

	2022 Feature Count & Version	2021 Feature Count & Version
	2020 Census Geographies	2010 Census Geographies
Block Group (BG)	239,203 (TIGER 2021*)	217,210 (TIGER 2019*)
Tract (TR)	84,112 (TIGER 2021*)	72,757 (TIGER 2019*)
County (CY)	3,143 (TIGER 2021*)	3,142 (TIGER 2019*)
State (ST)	51 (TIGER 2021*)	51 (TIGER 2019*)
United States (US)	1 (TIGER 2021*)	1 (TIGER 2019*)
Census Correspondence		
County Subdivisions (CS)	35,545 (TIGER 2020*)	35,610 (TIGER 2010*)
Places (PL)	31,615 (TIGER 2021*)	29,320 (TIGER 2019*)
CBSA (CB)	927 (OMB/March 2020)	927 (Mar 2020)
DMA (DM)	210 (2021-2022 The Nielsen Company)	210 (2020-2021 The Nielsen Company)
Congressional Districts (CD)	436 (116th Congress) (TIGER 2020*)	436 (117th Congress) (TIGER 2018*)
Postal Geographies		
Residential ZIP Codes (ZP)	32,212 (HERE Q3 2021)	32,212 (HERE Q3 2020)
All ZIP Codes (Residential and Non-Residential)	41,472 (HERE Q3 2021)	41,484 (HERE Q3 2020)

*US Census Bureau TIGER/Line Geodatabases have been altered to better align with Esri Basemaps.

Designated Market Areas (DMA)

Designated Market Areas (DMA) reflect 2021-2022 definitions from The Nielsen Company. The number of DMAs (210) and names have not changed since the last update cycle. There were several DMA boundary changes:

COUNTY	DROPPED FROM OLD DMA	ADDED TO NEW DMA
Berrien County, GA (13019)	Albany, GA (525)	Tallahassee, FL-Thomasville, GA (530)
Bosque County, TX (48035)	Dallas-Ft. Worth, TX (623)	Waco-Temple-Bryan, TX (625)
Carroll County, IN (18015)	Indianapolis, IN (527)	Lafayette, IN (582)
Cloud County, KS (20029)	Topeka, KS (605)	Wichita-Hutchinson, KS Plus (678)
Crook County, OR (41013)	Portland, OR (820)	Bend, OR (821)
Eureka County, NV (32011)	Reno, NV (811)	Salt Lake City, UT (770)
Grenada County, MS (28043)	Greenwood-Greenville, MS (647)	Columbus-Tupelo-West Point, MS (673)
Hart County, KY (21099)	Bowling Green, KY (736)	Louisville, KY (529)
Jefferson County, MT (30043)	Butte-Bozeman, MT (754)	Helena, MT (766)
Jones County, SD (46075)	Sioux Falls(Mitchell), SD (725)	Rapid City, SD (764)
La Paz County, AZ (04012)	Phoenix (Prescott), AZ (753)	Yuma, AZ-El Centro, CA (771)
Okfuskee County, OK (40107)	Tulsa, OK (671)	Oklahoma City, OK (650)
Pemiscot County, MO (29155)	Paducah, KY-Cape Girardeau, MO-Harrisburg, IL (632)	Memphis, TN (640)
Pepin County, WI (55091)	La Crosse-Eau Claire, WI (702)	Minneapolis-St. Paul, MN (613)
Phillips County, KS (20147)	Wichita-Hutchinson, KS Plus (678)	Lincoln & Hastings-Kearney, NE (722)
Reynolds County, MO (29179)	Paducah, KY-Cape Girardeau, MO-Harrisburg, IL (632)	St. Louis, MO (609)
Smith County, KS (20183)	Wichita-Hutchinson, KS Plus (678)	Lincoln & Hastings-Kearney, NE (722)
Wallowa County, OR (41063)	Spokane, WA (881)	Portland, OR (820)
Wirt County, WV (54105)	Charleston-Huntington, WV (564)	Parkersburg, WV (597)

Esri Updated Demographics

Esri presents the 2022/2027 demographic estimates and forecasts. Esri Updated Demographics are point estimates representing July 1 of the current and forecast years. Topics include:

- Population—in Households, Group Quarters, Daytime
- Age—by Generations, Age Dependency Ratios
- Race and Hispanic origin—Diversity Index
- Age by Gender by Race and Hispanic origin
- Households and Families
- Labor Force, Employment by Industry and Occupation, Economic Dependency Ratios
- Marital Status
- Education
- Income—Household Income, Household Income by Age, Per Capita, Disposable.
- Housing by Occupancy, Tenure, Home Value
- Housing and Wealth—Total Housing Units, Housing Affordability Index, Percent of Income for Mortgage, Wealth Index

What's New

- Data are based on 2020 Census geography.
- New data variables describing growth rates
- Historical Time Series for Population, Households, and Housing Units resets to start with 2020 Census in Esri's 2022 Time Series. Data in the series include 2020, 2021, 2022.

ADDED	Number of variables
See Appendix: Updated Demographics – ADDED	9

REMOVED	Number of variables
See Appendix: Updated Demographics – REMOVED	36

Report Name	Updated Data	Variables Removed	Variables Added	No Change
Esri Updated Demographic Reports				
Age 50+ Profile	X			
Age by Sex Profile	X			
Age by Sex by Race Profile	X			
Civilian Labor Force Profile	X			
Community Profile	X	X	X	
Demographic & Income Profile	X			
Demographic & Income Comparison	X			
Detailed Age Profile	X			
Disposable Income Profile	X			
Executive Summary	X	X	X	

Graphic Profile	X			
Household Income Profile	X			
Housing Profile	X		X	
Market Profile	X	X	X	
Net Worth Profile	X			
Time Series	X	X	X	

Learn more:

- Variable List
- Methodology
- Other Resources

American Community Survey (ACS)

The ACS 2016-2020 5-year data has been released in new 2020 Census geographies. The American Community Survey (ACS) is the de facto replacement for sample data from the decennial census. Releases for all areas down to block groups represent averages over 60 months, or five years (2016–2020, inclusive).

What's New

- Data are based on 2020 Census geography.
- New data variables describing…occupants per room, population by relationship and household type, and poverty status.

ADDED	Number of variables
See Appendix - ACS Demographics– ADDED (59)	59

REMOVED	Number of variables
See Appendix - ACS Demographics– REMOVED (3)	3

Report Name	Updated Data	Variables Removed	Variables Added	No Change
ACS Demographic Reports				
ACS Population Summary	X		X	
ACS Key Population & Household Facts	X			
ACS Housing Summary	X	X	X	

Learn more:

— Variable Lists
— Methodology
— Other Resources

Census Demographics

Census 2020 Data— Esri has released the Census 2020 Redistricting data which includes information on population, households, race and Hispanic origin, group quarters, and occupancy status. In addition, we've built some shortcuts for working with this data:

- Calculated Items: Esri produces a set of derived statistics, including compound annual growth rates for all totals, vacant housing units, average household size, population density, and Esri's Diversity Index.
- Hispanic by Race: The Census Bureau releases data tables for the non-Hispanic population by race and non-Hispanic population by race for the population 18 years of age and older. Esri uses the released census data to calculate the residual Hispanic data tables. These include Hispanic population by race and Hispanic population by race for the population under the age of 18.

What's New

- **Census 2020—** Some of the 476 data variables have been renamed since being initially released as part of the Census PL94-171 Redistricting dataset in December 2021.
- **Census 2010 and 2000 Data—** Esri has recalibrated key items from prior censuses into Census 2020 geography. This enables you to make direct comparisons of Census 2000, Census 2010, Census 2020, and Esri 2022/2027 data.

ADDED	Number of variables
See Appendix: Census 2020 Demographics– ADDED/CHANGED	476

Report Name	Updated Data	Variables Removed	Variables Added	No Change
Census Demographic Reports				
Census 2020 PL 94-171 Profile		X	X	
2010 Census Profile				X

Learn more:

— Variable List
— Methodology
— Other Resources

Esri Tapestry Segmentation

Tapestry™ Segmentation—Tapestry Segmentation is a market segmentation system designed to identify consumer markets in the United States. Reflecting the increasing diversity among American consumers, Tapestry includes 67 distinct market segments and 14 summary groups.

What's New

- Data are based on 2020 Census geography.
- The Tapestry Segmentation data was updated for 2022 and includes one new Tapestry name.

Code	New name	Former name
12C	Small Town Sincerity	Small Town Simplicity

- The new names are present in Tapestry data, reports, infographics, and documentation.

CHANGED	Number of variables
See Appendix: Tapestry - CHANGED	2

Report Name	Updated Data	Variables Removed	Variables Added	No Change
Demographic Reports				
Tapestry Segmentation Area Profile	X			

Learn more:

— Variable List
— Methodology
— Other Resources

Esri Consumer Spending

Esri has combined the latest Consumer Expenditure Surveys (CEX), 2018−2019, from the Bureau of Labor Statistics (BLS) to estimate current spending patterns. Data is reported by product or service and includes total expenditures, average spending per household, and a Spending Potential Index (SPI). Current-year and five-year consumer spending forecast data is available.

What's New

- Data are based on 2020 Census geography.
- The Consumer Spending data has been updated for 2022 and 2027.

Report Name	Updated Data	Variables Removed	Variables Added
Consumer Spending Reports			
Automotive Aftermarket Expenditures	X		
Financial Expenditures	X		
House and Home Expenditures	X		
Household Budget Expenditures	X		
Medical Expenditures	X		
Recreation Expenditures	X		
Retail Goods and Services Expenditures	X		
Retail Demand Outlook	X		

Learn more:

— Variable List
— Methodology
— Other Resources

Esri Market Potential

Esri's 2022 Market Potential data measures the likely demand for a product or service in an area. With this release, Esri computes Market Potential by combining 2022 Tapestry™ Segmentation data with Doublebase® 2021 data from MRI-Simmons. Doublebase 2021 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.

What's New

- Data are based on 2020 Census geography.
- Esri expanded Market Potential to include over 800 new variables describing attitudes on food, lifestyle, media, and shopping.

With this change in surveys, some Esri product codes have been *removed* and some have been *added*. In addition, some product code descriptions have been changed.

ADDED	Number of variables
See Appendix: Market Potential Added	868

REMOVED	Number of variables
See Appendix: Market Potential Removed	139

Updated Reports—The following reports have been updated:

Report Name	Updated Data	Variables Removed	Variables Added
Market Potential Reports			
Electronics and Internet Market Potential	X	X	X
Finances Market Potential	X	X	X
Health and Beauty Market Potential	X	X	X
Pets and Products Market Potential	X	X	
Restaurant Market Potential	X	X	X
Retail Market Potential	X		X
Sports and Leisure Market Potential	X	X	X

Learn more:

— Variable List
— Methodology
— Other Resources

Esri Business Summary

Esri creates its business summary data from a comprehensive list of businesses licensed from Data Axle. This business list contains data on more than 13 million U.S. businesses--including the business name, location, franchise code, industry classification code, number of employees, and sales volume. The Data Axle business listings are summarized by sales volume and number of employees into various industry groups defined by SIC Codes and NAICS Codes.

What's New

- Data are based on 2020 Census geography.
- This release contains 2022 Esri Business Summary data based on Data Axle data (January 2022).

Learn more:

— [Variable List, Methodology, Other Resources](#)

Report Name	Updated Data	Variables Removed	Variables Added	No Change
Business Summary	X			

Crime Indexes

Crime Indexes provide a view of the relative risk of specific crime types. It is not a database of actual crimes, but rather the relative risk in an area compared to the United States in its entirety. The database includes indexes for several categories of personal and property crime.

What's New

- As of June 2022, the Crime Indexes data is available in the Esri 2021 US Demographics data which is based on Census 2010 geography. It is not available in the Esri 2022 US Demographics data release which is based on Census 2020 geography.
- **UPDATE: July 27, 2022 – The Crime Indexes data is now available in the Esri 2022 US Demographics data release which is based on Census 2020 geography.***

Learn more:

— [Variable List](#)
— [Methodology](#)
— [Other Resources](#)

Esri Retail MarketPlace "Supply & Demand" (deprecated)

The Retail MarketPlace data was deprecated in 2017 and is no longer being updated. While it remains available in Census 2010 geography, it is not available in Census 2020 geography.

Reports

Updated Reports—The following standard reports have been updated:

Report Name	Updated Data	Variables Removed	Variables Added	No Change
Demographic Reports				
2010 Census Profile				X
Census 2020 PL 94-171 Profile		X	X	
ACS Housing Summary	X	X	X	
ACS Key Population & Household Facts	X			
ACS Population Summary	X		X	
Age 50+ Profile	X			
Age by Sex Profile	X			
Age by Sex by Race Profile	X			
Civilian Labor Force	X			
Community Profile	X	X	X	
Demographic & Income Profile	X			
Demographic & Income Comparison	X			
Detailed Age Profile	X			
Disposable Income Profile	X			
Executive Summary	X	X	X	
Graphic Profile	X			
Household Income Profile	X			
Housing Profile	X		X	
Market Profile	X	X	X	
Net Worth Profile	X			
Tapestry Segmentation Area Profile	X			
Times Series	X	X	X	
Business & Locator Reports				
Business Locator	X			
Business Summary	X			
Retail MarketPlace Profile				X
Traffic Count Profile				X
Traffic Count Map				X
Traffic Count Map – Close Up				X
Consumer Spending Reports				
Automotive Aftermarket Expenditures	X			
Financial Expenditures	X			
House and Home Expenditures	X			
Household Budget Expenditures	X			
Medical Expenditures	X			
Recreation Expenditures	X			

Report Name	Updated Data	Variables Removed	Variables Added	No Change
Retail Goods and Services Expenditures	X			
Retail Demand Outlook	X			
Market Potential Reports				
Electronics and Internet Market Potential	X	X	X	
Finances Market Potential	X	X	X	
Health and Beauty Market Potential	X	X	X	
Pets and Products Market Potential	X	X		
Restaurant Market Potential	X	X	X	
Retail Market Potential	X		X	
Sports and Leisure Market Potential	X	X	X	

For more information about Esri U.S. Demographics, please see:

doc.arcgis.com/en/esri-demographics/data/us-intro.htm.

Appendix

Esri Updated Demographics – ADDED (9)

GQGRW20CY	Group Quarters Population: Compound Annual Growth Rate (Esri)
HHGRW20CY	Households: Compound Annual Growth Rate (Esri)
HHPGRW20CY	Household Population: Compound Annual Growth Rate (Esri)
HUGRW20CY	Housing Units: Compound Annual Growth Rate (Esri)
POPGRW20CY	Population: Compound Annual Growth Rate (Esri)
TSHH21_CY	Total Households (Esri 2022)
TSHU21_CY	Total Housing Units (Esri 2022)
TSPOP21_CY	Total Population (Esri 2022)
VACGRW20CY	Vacant Housing Units: Compound Annual Growth Rate (Esri)

Esri Updated Demographics – REMOVED (36)

FAMGRW0010	2000-2010 Growth Rate: Families
FAMGRW10CY	2010-2021 Growth Rate: Families
HHGRW0010	2000-2010 Growth Rate: Households
HHGRW10CY	2010-2021 Growth Rate: Households
POPGRW0010	2000-2010 Growth Rate: Population
POPGRW10CY	2010-2021 Growth Rate: Population
TSHH10_CY	2010 Households (Esri 2021)
TSHH11_CY	2011 Households (Esri 2021)
TSHH12_CY	2012 Households (Esri 2021)
TSHH13_CY	2013 Households (Esri 2021)
TSHH14_CY	2014 Households (Esri 2021)
TSHH15_CY	2015 Households (Esri 2021)
TSHH16_CY	2016 Households (Esri 2021)
TSHH17_CY	2017 Households (Esri 2021)
TSHH18_CY	2018 Households (Esri 2021)
TSHH19_CY	2019 Households (Esri 2021)
TSHU10_CY	2010 Housing Units (Esri 2021)
TSHU11_CY	2011 Housing Units (Esri 2021)
TSHU12_CY	2012 Housing Units (Esri 2021)
TSHU13_CY	2013 Housing Units (Esri 2021)
TSHU14_CY	2014 Housing Units (Esri 2021)
TSHU15_CY	2015 Housing Units (Esri 2021)
TSHU16_CY	2016 Housing Units (Esri 2021)
TSHU17_CY	2017 Housing Units (Esri 2021)
TSHU18_CY	2018 Housing Units (Esri 2021)
TSHU19_CY	2019 Housing Units (Esri 2021)
TSPOP10_CY	2010 Population (Esri 2021)
TSPOP11_CY	2011 Population (Esri 2021)
TSPOP12_CY	2012 Population (Esri 2021)
TSPOP13_CY	2013 Population (Esri 2021)
TSPOP14_CY	2014 Population (Esri 2021)
TSPOP15_CY	2015 Population (Esri 2021)
TSPOP16_CY	2016 Population (Esri 2021)
TSPOP17_CY	2017 Population (Esri 2021)
TSPOP18_CY	2018 Population (Esri 2021)
TSPOP19_CY	2019 Population (Esri 2021)

Esri Tapestry Segmentation– CHANGED (2)

THH	2022 HHs: Small Town Simplicity	--->	Small Town Sincerity
TADULT	2022 Adults: Small Town Simplicity	--->	Small Town Sincerity

ACS Demographics– ADDED (59)

ACS data include three components: ACS is the estimate; MOE is the margin of error; REL is the Esri Reliability Flag

ACSOMV2019	2020 Owner HHs by Year Moved In: 2019 or Later (ACS 5-Yr)
ACSRMV2019	2020 Renter HHs by Year Moved In: 2019 or Later (ACS 5-Yr)
ACSN2MTLN	2020 Owner Households with No 2nd Mortgage and No Home Equity Loan (ACS 5-Yr)
ACSMMULT	2020 Owner Households with Multiple Mortgages (ACS 5-Yr)
ACSOW50RM	2020 Owners w/0.50 or Less Occupants per Room (ACS 5-Yr)
ACSOW51RM	2020 Owners 0.51-1.00 Occupants per Room (ACS 5-Yr)
ACSOW101RM	2020 Owners 1.01 -1.50 Occupants per Room (ACS 5-Yr)
ACSOW151RM	2020 Owners 1.51-2.00 Occupants per Room (ACS 5-Yr)
ACSOW201RM	2020 Owners 2.01 or More Occupants per Room (ACS 5-Yr)
ACSRT50RM	2020 Renters w/0.50 or Less Occupants per Room (ACS 5-Yr)
ACSRT51RM	2020 Renters 0.51-1.00 Occupants per Room (ACS 5-Yr)
ACSRT101RM	2020 Renters 1.01 -1.50 Occupants per Room (ACS 5-Yr)
ACSRT151RM	2020 Renters 1.51-2.00 Occupants per Room (ACS 5-Yr)
ACSRT201RM	2020 Renters 2.01 or More Occupants per Room (ACS 5-Yr)
ACSFHHPOP	2020 Population in Family Households (ACS 5-Yr)
ACSFHHMARR	2020 Population in Married-Couple Family Households (ACS 5-Yr)
ACSFHHMCR	2020 Relatives in Married-Couple Family Households (ACS 5-Yr)
ACSFHHMCNR	2020 Nonrelatives in Married-Couple Family Households (ACS 5-Yr)
ACSFHMLHHL	2020 Population in Family HHs with Male HHr w/o Spouse (ACS 5-Yr)
ACSFHMLHHR	2020 Relatives in Family Households w/Male HHr w/o Spouse (ACS 5-Yr)
ACSFHMLHNR	2020 Nonrelatives in Family Households w/Male HHr w/o Spouse (ACS 5-Yr)
ACSFHFLHHL	2020 Population in Family HHs with Female HHr w/o Spouse (ACS 5-Yr)
ACSFHFLHHR	2020 Relatives in Family Households w/Female HHr w/o Spouse (ACS 5-Yr)
ACSFHFHHNR	2020 Nonrelatives in Family Households w/Female HHr w/o Spouse (ACS 5-Yr)
ACSNFHHPOP	2020 Population in Nonfamily Households (ACS 5-Yr)
ACSBLWPV	2020 Pop w/Income in the Past 12 Months Blw Poverty Lvl (ACS 5-Yr)
ACSFHHBP	2020 Pop in Family HHs w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSMCBP	2020 Pop in Married-Cpl Family HHs w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSMCRBP	2020 Relatives in Married Cpl Family HHs w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSMCNRBP	2020 Nonrelatives in Married Cpl Family HHs w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSOFBP	2020 Pop in Other Family HHs w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSOFMBP	2020 Pop in Other Family HHs w/Male HHr w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSOFMRBP	2020 Relatives in Family HHs w/Male HHr w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSOFMNRBP	2020 Nonrelatives in Family HHs w/Male HHr w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSOFFBP	2020 Pop in Other Family HHs w/Female HHr w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSOFFRBP	2020 Relatives in Family HHs w/Female HHr w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSOFFNRBP	2020 Nonrelatives in Family HHs w/Female HHr w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSNFBP	2020 Pop in Nonfamily HHs w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSNFHLRBP	2020 HHrs in Nonfamily HHs w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSNFHRABP	2020 HHrs Living Alone in Nonfamily HHs w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSNFHRNBP	2020 HHrs Not Living Alone in Nonfamily HHs w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSNFOLABP	2020 Pop in Nonfamily HHs w/Other Living Arr w/Income Blw Poverty Lvl (ACS 5-Yr)
ACSABVPV	2020 Pop w/Income in the Past 12 Months Abv Poverty Lvl (ACS 5-Yr)
ACSFHHAP	2020 Pop in Family HHs w/Income Abv Poverty Lvl (ACS 5-Yr)
ACSMCAP	2020 Pop in Married-Cpl Family HHs w/Income Abv Poverty Lvl (ACS 5-Yr)
ACSMCRAP	2020 Relatives in Married Cpl Family HHs w/Income Abv Poverty Lvl (ACS 5-Yr)
ACSMCNRAP	2020 Nonrelatives in Married Cpl Family HHs w/Income Abv Poverty Lvl (ACS 5-Yr)
ACSOFAP	2020 Pop in Other Family HHs w/Income Abv Poverty Lvl (ACS 5-Yr)
ACSOFMAP	2020 Pop in Other Family HHs w/Male HHr w/Income Abv Poverty Lvl (ACS 5-Yr)
ACSOFMRAP	2020 Relatives in Family HHs w/Male HHr w/Income Abv Poverty Lvl (ACS 5-Yr)
ACSOFMNRAP	2020 Nonrelatives in Family HHs w/Male HHr w/Income Abv Poverty Lvl (ACS 5-Yr)
ACSOFFAP	2020 Pop in Other Family HHs w/Female HHr w/Income Abv Poverty Lvl (ACS 5-Yr)
ACSOFFRAP	2020 Relatives in Family HHs w/Female HHr w/Income Abv Poverty Lvl (ACS 5-Yr)
ACSOFFNRAP	2020 Nonrelatives in Family HHs w/Female HHr w/Income Abv Poverty Lvl (ACS 5-Yr)
ACSNFAP	2020 Pop in Nonfamily HHs w/Income Abv Poverty Lvl (ACS 5-Yr)
ACSNFHLRAP	2020 HHrs in Nonfamily HHs w/Income Abv Poverty Lvl (ACS 5-Yr)
ACSNFHRAAP	2020 HHrs Living Alone in Nonfamily HHs w/Income Abv Poverty Lvl (ACS 5-Yr)
ACSNFHRNAP	2020 HHrs Not Living Alone in Nonfamily HHs w/Income Abv Poverty Lvl (ACS 5-Yr)
ACSNFOLAAP	2020 Pop in Nonfamily HHs w/Other Living Arr w/Income Abv Poverty Lvl (ACS 5-Yr)

ACS Demographics– REMOVED (3)

ACS data include three components: ACS is the estimate; MOE is the margin of error; REL is the Esri Reliability Flag

VAR_NAME10	Long Description	Replaced with
ACSM1ONLY	2019 OHHs: 1st Mortgage Only (ACS 5-Yr)	
ACSOMV2017	2019 OHHs/Moved In: 2017/Later (ACS 5-Yr)	ACSOMV2019
ACSRMV2017	2019 RHHs/Moved In: 2017/Later (ACS 5-Yr)	ACSRMV2019

Census 2020 Demographics– ADDED/CHANGED (476)

Census 2020 data variables were previously included in the Census 2020 PL4-171 dataset. They have now been integrated into the Esri 2022 dataset.

VAR_NAME10	Long Description	Former VAR_NAME10 (if different)
RACE1_20	Population of 1 Race (U.S. Census)	
ADLRCE3_20	Population Age 18+ of 3 Races (U.S. Census)	ADULTRACE3
ADLRCE4_20	Population Age 18+ of 4 Races (U.S. Census)	ADULTRACE4
ADLRCE5_20	Population Age 18+ of 5 Races (U.S. Census)	ADULTRACE5
ADLRCE6_20	Population Age 18+ of 6 Races (U.S. Census)	ADULTRACE6
ADLREC2_20	Population Age 18+ of 2 Races (U.S. Census)	ADULTRACE2
ADR4BAPO20	Pop Age 18+ of 4 Races: Black-Asian-Pacific-Other Race (U.S. Census)	ADRCE4BAPO
ADR4BIAO20	Pop Age 18+ of 4 Races: Black-Amer Indian-Asian-Other Race (U.S. Census)	ADRCE4BIAO
ADR4BIAP20	Pop Age 18+ of 4 Races: Black-Amer Indian-Asian-Pacific (U.S. Census)	ADRCE4BIAP
ADR4BIPO20	Pop Age 18+ of 4 Races: Black-Amer Indian-Pacific-Other Race (U.S. Census)	ADRCE4BIPO
ADR4IAPO20	Pop Age 18+ of 4 Races: Amer Indian-Asian-Pacific-Other Race (U.S. Census)	ADRCE4IAPO
ADR4WAPO20	Pop Age 18+ of 4 Races: White-Asian-Pacific-Other Race (U.S. Census)	ADRCE4WAPO
ADR4WBAO20	Pop Age 18+ of 4 Races: White-Black-Asian-Other Race (U.S. Census)	ADRCE4WBAO
ADR4WBAP20	Pop Age 18+ of 4 Races: White-Black-Asian-Pacific (U.S. Census)	ADRCE4WBAP
ADR4WBIA20	Pop Age 18+ of 4 Races: White-Black-Amer Indian-Asian (U.S. Census)	ADRCE4WBIA
ADR4WBIO20	Pop Age 18+ of 4 Races: White-Black-Amer Indian-Other Race (U.S. Census)	ADRCE4WBIO
ADR4WBIP20	Pop Age 18+ of 4 Races: White-Black-Amer Indian-Pacific (U.S. Census)	ADRCE4WBIP
ADR4WBPO20	Pop Age 18+ of 4 Races: White-Black-Pacific-Other Race (U.S. Census)	ADRCE4WBPO
ADR4WIAO20	Pop Age 18+ of 4 Races: White-Amer Indian-Asian-Other Race (U.S. Census)	ADRCE4WIAO
ADR4WIAP20	Pop Age 18+ of 4 Races: White-Amer Indian-Asian-Pacific (U.S. Census)	ADRCE4WIAP
ADR4WIPO20	Pop Age 18+ of 4 Races: White-Amer Indian-Pacific-Other Race (U.S. Census)	ADRCE4WIPO
ADRC3APO20	Pop Age 18+ of 3 Races: Asian-Pacific-Other Race (U.S. Census)	ADRACE3APO
ADRC3BAO20	Pop Age 18+ of 3 Races: Black-Asian-Other Race (U.S. Census)	ADRACE3BAO
ADRC3BAP20	Pop Age 18+ of 3 Races: Black-Asian-Pacific (U.S. Census)	ADRACE3BAP
ADRC3BIA20	Pop Age 18+ of 3 Races: Black-Amer Indian-Asian (U.S. Census)	ADRACE3BIA
ADRC3BIO20	Pop Age 18+ of 3 Races: Black-Amer Indian-Other Race (U.S. Census)	ADRACE3BIO
ADRC3BIP20	Pop Age 18+ of 3 Races: Black-Amer Indian-Pacific (U.S. Census)	ADRACE3BIP
ADRC3BPO20	Pop Age 18+ of 3 Races: Black-Pacific-Other Race (U.S. Census)	ADRACE3BPO
ADRC3IAO20	Pop Age 18+ of 3 Races: Amer Indian-Asian-Other Race (U.S. Census)	ADRACE3IAO
ADRC3IAP20	Pop Age 18+ of 3 Races: Amer Indian-Asian-Pacific (U.S. Census)	ADRACE3IAP
ADRC3IPO20	Pop Age 18+ of 3 Races: Amer Indian-Pacific-Other Race (U.S. Census)	ADRACE3IPO
ADRC3WAO20	Pop Age 18+ of 3 Races: White-Asian-Other Race (U.S. Census)	ADRACE3WAO
ADRC3WAP20	Pop Age 18+ of 3 Races: White-Asian-Pacific (U.S. Census)	ADRACE3WAP
ADRC3WBA20	Pop Age 18+ of 3 Races: White-Black-Asian (U.S. Census)	ADRACE3WBA
ADRC3WBI20	Pop Age 18+ of 3 Races: White-Black-Amer Indian (U.S. Census)	ADRACE3WBI
ADRC3WBO20	Pop Age 18+ of 3 Races: White-Black-Other Race (U.S. Census)	ADRACE3WBO
ADRC3WBP20	Pop Age 18+ of 3 Races: White-Black-Pacific (U.S. Census)	ADRACE3WBP
ADRC3WIA20	Pop Age 18+ of 3 Races: White-Amer Indian-Asian (U.S. Census)	ADRACE3WIA
ADRC3WIO20	Pop Age 18+ of 3 Races: White-Amer Indian-Other Race (U.S. Census)	ADRACE3WIO
ADRC3WIP20	Pop Age 18+ of 3 Races: White-Amer Indian-Pacific (U.S. Census)	ADRACE3WIP
ADRC3WPO20	Pop Age 18+ of 3 Races: White-Pacific-Other Race (U.S. Census)	ADRACE3WPO

VAR_NAME10	Long Description	Former VAR_NAME10 (if different)
ADRCE2AO20	Pop Age 18+ of 2 Races: Asian-Other Race (U.S. Census)	ADRACE2AO
ADRCE2AP20	Pop Age 18+ of 2 Races: Asian-Pacific (U.S. Census)	ADRACE2AP
ADRCE2BA20	Pop Age 18+ of 2 Races: Black-Asian (U.S. Census)	ADRACE2BA
ADRCE2BI20	Pop Age 18+ of 2 Races: Black-Amer Indian (U.S. Census)	ADRACE2BI
ADRCE2BO20	Pop Age 18+ of 2 Races: Black-Other Race (U.S. Census)	ADRACE2BO
ADRCE2BP20	Pop Age 18+ of 2 Races: Black-Pacific (U.S. Census)	ADRACE2BP
ADRCE2IA20	Pop Age 18+ of 2 Races: Amer Indian-Asian (U.S. Census)	ADRACE2IA
ADRCE2IO20	Pop Age 18+ of 2 Races: Amer Indian-Other Race (U.S. Census)	ADRACE2IO
ADRCE2IP20	Pop Age 18+ of 2 Races: Amer Indian-Pacific (U.S. Census)	ADRACE2IP
ADRCE2PO20	Pop Age 18+ of 2 Races: Pacific-Other Race (U.S. Census)	ADRACE2PO
ADRCE2WA20	Pop Age 18+ of 2 Races: White-Asian (U.S. Census)	ADRACE2WA
ADRCE2WB20	Pop Age 18+ of 2 Races: White-Black (U.S. Census)	ADRACE2WB
ADRCE2WI20	Pop Age 18+ of 2 Races: White-Amer Indian (U.S. Census)	ADRACE2WI
ADRCE2WO20	Pop Age 18+ of 2 Races: White-Other Race (U.S. Census)	ADRACE2WO
ADRCE2WP20	Pop Age 18+ of 2 Races: White-Pacific (U.S. Census)	ADRACE2WP
AR5BIAPO20	Pop Age 18+ of 5 Races: Black-Amer Indian-Asian-Pacific-Other Race (U.S. Census)	ADRC5BIAPO
AR5WBAPO20	Pop Age 18+ of 5 Races: White-Black-Asian-Pacific-Other Race (U.S. Census)	ADRC5WBAPO
AR5WBIAO20	Pop Age 18+ of 5 Races: White-Black-Amer Indian-Asian-Other Race (U.S. Census)	ADRC5WBIAO
AR5WBIAP20	Pop Age 18+ of 5 Races: White-Black-Amer Indian-Asian-Pacific (U.S. Census)	ADRC5WBIAP
AR5WBIPO20	Pop Age 18+ of 5 Races: White-Black-Amer Indian-Pacific-Other Race (U.S. Census)	ADRC5WBIPO
AR5WIAPO20	Pop Age 18+ of 5 Races: White-Amer Indian-Asian-Pacific-Other Race (U.S. Census)	ADRC5WIAPO
HA5BIAPO20	Hispanic Pop Age 18+ 5 Races: Black-Amer Indian-Asian-Pacific-Other Race (U.S. Census)	HAR5BIAPO
HA5WBAPO20	Hispanic Pop Age 18+ 5 Races: White-Black-Asian-Pacific-Other Race (U.S. Census)	HAR5WBAPO
HA5WBIAO20	Hispanic Pop Age 18+ 5 Races: White-Black-Amer Indian-Asian-Other Race (U.S. Census)	HAR5WBIAO
HA5WBIAP20	Hispanic Pop Age 18+ 5 Races: White-Black-Amer Indian-Asian-Pacific (U.S. Census)	HAR5WBIAP
HA5WBIPO20	Hispanic Pop Age 18+ 5 Races: White-Black-Amer Indian-Pacific-Other Race (U.S. Census)	HAR5WBIPO
HA5WIAPO20	Hispanic Pop Age 18+ 5 Races: White-Amer Indian-Asian-Pacific-Other Race (U.S. Census)	HAR5WIAPO
WHITE20	Population of 1 Race: White (U.S. Census)	
HADLRC2_20	Hispanic Population Age 18+ of 2 Races (U.S. Census)	HADLTRCE2
HADLRC3_20	Hispanic Population Age 18+ of 3 Races (U.S. Census)	HADLTRCE3
HADLRC4_20	Hispanic Population Age 18+ of 4 Races (U.S. Census)	HADLTRCE4
HADLRC5_20	Hispanic Population Age 18+ of 5 Races (U.S. Census)	HADLTRCE5
HADLRC6_20	Hispanic Population Age 18+ of 6 Races (U.S. Census)	HADLTRCE6
HADR3APO20	Hispanic Pop Age 18+ of 3 Races: Asian-Pacific-Other Race (U.S. Census)	HADRC3APO
HADR3BAO20	Hispanic Pop Age 18+ of 3 Races: Black-Asian-Other Race (U.S. Census)	HADRC3BAO
HADR3BAP20	Hispanic Pop Age 18+ of 3 Races: Black-Asian-Pacific (U.S. Census)	HADRC3BAP
HADR3BIA20	Hispanic Pop Age 18+ of 3 Races: Black-Amer Indian-Asian (U.S. Census)	HADRC3BIA
HADR3BIO20	Hispanic Pop Age 18+ of 3 Races: Black-Amer Indian-Other Race (U.S. Census)	HADRC3BIO
HADR3BIP20	Hispanic Pop Age 18+ of 3 Races: Black-Amer Indian-Pacific (U.S. Census)	HADRC3BIP
HADR3BPO20	Hispanic Pop Age 18+ of 3 Races: Black-Pacific-Other Race (U.S. Census)	HADRC3BPO
HADR3IAO20	Hispanic Pop Age 18+ of 3 Races: Amer Indian-Asian-Other Race (U.S. Census)	HADRC3IAO
HADR3IAP20	Hispanic Pop Age 18+ of 3 Races: Amer Indian-Asian-Pacific (U.S. Census)	HADRC3IAP
HADR3IPO20	Hispanic Pop Age 18+ of 3 Races: Amer Indian-Pacific-Other Race (U.S. Census)	HADRC3IPO
HADR3WAO20	Hispanic Pop Age 18+ of 3 Races: White-Asian-Other Race (U.S. Census)	HADRC3WAO
HADR3WAP20	Hispanic Pop Age 18+ of 3 Races: White-Asian-Pacific (U.S. Census)	HADRC3WAP
HADR3WBA20	Hispanic Pop Age 18+ of 3 Races: White-Black-Asian (U.S. Census)	HADRC3WBA
HADR3WBI20	Hispanic Pop Age 18+ of 3 Races: White-Black-Amer Indian (U.S. Census)	HADRC3WBI
HADR3WBO20	Hispanic Pop Age 18+ of 3 Races: White-Black-Other Race (U.S. Census)	HADRC3WBO
HADR3WBP20	Hispanic Pop Age 18+ of 3 Races: White-Black-Pacific (U.S. Census)	HADRC3WBP
HADR3WIA20	Hispanic Pop Age 18+ of 3 Races: White-Amer Indian-Asian (U.S. Census)	HADRC3WIA
HADR3WIO20	Hispanic Pop Age 18+ of 3 Races: White-Amer Indian-Other Race (U.S. Census)	HADRC3WIO
HADR3WIP20	Hispanic Pop Age 18+ of 3 Races: White-Amer Indian-Pacific (U.S. Census)	HADRC3WIP
HADR3WPO20	Hispanic Pop Age 18+ of 3 Races: White-Pacific-Other Race (U.S. Census)	HADRC3WPO
HADRC2AO20	Hispanic Pop Age 18+ of 2 Races: Asian-Other Race (U.S. Census)	HADRCE2AO
HADRC2AP20	Hispanic Pop Age 18+ of 2 Races: Asian-Pacific (U.S. Census)	HADRCE2AP
HADRC2BA20	Hispanic Pop Age 18+ of 2 Races: Black-Asian (U.S. Census)	HADRCE2BA
HADRC2BI20	Hispanic Pop Age 18+ of 2 Races: Black-Amer Indian (U.S. Census)	HADRCE2BI
HADRC2BO20	Hispanic Pop Age 18+ of 2 Races: Black-Other Race (U.S. Census)	HADRCE2BO
HADRC2BP20	Hispanic Pop Age 18+ of 2 Races: Black-Pacific (U.S. Census)	HADRCE2BP
HADRC2IA20	Hispanic Pop Age 18+ of 2 Races: Amer Indian-Asian (U.S. Census)	HADRCE2IA
HADRC2IO20	Hispanic Pop Age 18+ of 2 Races: Amer Indian-Other Race (U.S. Census)	HADRCE2IO

VAR_NAME10	Long Description	Former VAR_NAME10 (if different)
HADRC2IP20	Hispanic Pop Age 18+ of 2 Races: Amer Indian-Pacific (U.S. Census)	HADRCE2IP
HADRC2PO20	Hispanic Pop Age 18+ of 2 Races: Pacific-Other Race (U.S. Census)	HADRCE2PO
HADRC2WA20	Hispanic Pop Age 18+ of 2 Races: White-Asian (U.S. Census)	HADRCE2WA
HADRC2WB20	Hispanic Pop Age 18+ of 2 Races: White-Black (U.S. Census)	HADRCE2WB
HADRC2WI20	Hispanic Pop Age 18+ of 2 Races: White-Amer Indian (U.S. Census)	HADRCE2WI
HADRC2WO20	Hispanic Pop Age 18+ of 2 Races: White-Other Race (U.S. Census)	HADRCE2WO
HADRC2WP20	Hispanic Pop Age 18+ of 2 Races: White-Pacific (U.S. Census)	HADRCE2WP
HAR4BAPO20	Hispanic Pop Age 18+ of 4 Races: Black-Asian-Pacific-Other Race (U.S. Census)	HARC4BAPO
HAR4BIAO20	Hispanic Pop Age 18+ of 4 Races: Black-Amer Indian-Asian-Other Race (U.S. Census)	HARC4BIAO
HAR4BIAP20	Hispanic Pop Age 18+ of 4 Races: Black-Amer Indian-Asian-Pacific (U.S. Census)	HARC4BIAP
HAR4BIPO20	Hispanic Pop Age 18+ of 4 Races: Black-Amer Indian-Pacific-Other Race (U.S. Census)	HARC4BIPO
HAR4IAPO20	Hispanic Pop Age 18+ of 4 Races: Amer Indian-Asian-Pacific-Other Race (U.S. Census)	HARC4IAPO
HAR4WAPO20	Hispanic Pop Age 18+ of 4 Races: White-Asian-Pacific-Other Race (U.S. Census)	HARC4WAPO
HAR4WBAO20	Hispanic Pop Age 18+ of 4 Races: White-Black-Asian-Other Race (U.S. Census)	HARC4WBAO
HAR4WBAP20	Hispanic Pop Age 18+ of 4 Races: White-Black-Asian-Pacific (U.S. Census)	HARC4WBAP
HAR4WBIA20	Hispanic Pop Age 18+ of 4 Races: White-Black-Amer Indian-Asian (U.S. Census)	HARC4WBIA
HAR4WBIO20	Hispanic Pop Age 18+ of 4 Races: White-Black-Amer Indian-Other Race (U.S. Census)	HARC4WBIO
HAR4WBIP20	Hispanic Pop Age 18+ of 4 Races: White-Black-Amer Indian-Pacific (U.S. Census)	HARC4WBIP
HAR4WBPO20	Hispanic Pop Age 18+ of 4 Races: White-Black-Pacific-Other Race (U.S. Census)	HARC4WBPO
HAR4WIAO20	Hispanic Pop Age 18+ of 4 Races: White-Amer Indian-Asian-Other Race (U.S. Census)	HARC4WIAO
HAR4WIAP20	Hispanic Pop Age 18+ of 4 Races: White-Amer Indian-Asian-Pacific (U.S. Census)	HARC4WIAP
HAR4WIPO20	Hispanic Pop Age 18+ of 4 Races: White-Amer Indian-Pacific-Other Race (U.S. Census)	HARC4WIPO
HR5BIAPO20	Hispanic Pop of 5 Races: Black-Amer Ind-Asian-Pacific-Other Race (U.S. Census)	HRC5BIAPO
HR5WBAPO20	Hispanic Pop of 5 Races: White-Black-Asian-Pacific-Other Race (U.S. Census)	HRC5WBAPO
HR5WBIAO20	Hispanic Pop of 5 Races: White-Black-Amer Ind-Asian-Other Race (U.S. Census)	HRC5WBIAO
HR5WBIAP20	Hispanic Pop of 5 Races: White-Black-Amer Ind-Asian-Pacific (U.S. Census)	HRC5WBIAP
HR5WBIPO20	Hispanic Pop of 5 Races: White-Black-Amer Ind-Pacific-Other Race (U.S. Census)	HRC5WBIPO
HR5WIAPO20	Hispanic Pop of 5 Races: White-Amer Ind-Asian-Pacific-Other Race (U.S. Census)	HRC5WIAPO
BLACK20	Population of 1 Race: Black/African American (U.S. Census)	
HRACE2_20	Hispanic Population of 2 Races (U.S. Census)	HRACE2
HRACE3_20	Hispanic Population of 3 Races (U.S. Census)	HRACE3
HRACE4_20	Hispanic Population of 4 Races (U.S. Census)	HRACE4
HRACE5_20	Hispanic Population of 5 Races (U.S. Census)	HRACE5
HRACE6_20	Hispanic Population of 6 Races (U.S. Census)	HRACE6
HRC4BAPO20	Hispanic Pop of 4 Races: Black-Asian-Pacific-Other Race (U.S. Census)	HRCE4BAPO
HRC4BIAO20	Hispanic Pop of 4 Races: Black-Amer Indian-Asian-Other Race (U.S. Census)	HRCE4BIAO
HRC4BIAP20	Hispanic Pop of 4 Races: Black-Amer Indian-Asian-Pacific (U.S. Census)	HRCE4BIAP
HRC4BIPO20	Hispanic Pop of 4 Races: Black-Amer Indian-Pacific-Other Race (U.S. Census)	HRCE4BIPO
HRC4IAPO20	Hispanic Pop of 4 Races: Amer Indian-Asian-Pacific-Other Race (U.S. Census)	HRCE4IAPO
HRC4WAPO20	Hispanic Pop of 4 Races: White-Asian-Pacific-Other Race (U.S. Census)	HRCE4WAPO
HRC4WBAO20	Hispanic Pop of 4 Races: White-Black-Asian-Other Race (U.S. Census)	HRCE4WBAO
HRC4WBAP20	Hispanic Pop of 4 Races: White-Black-Asian-Pacific (U.S. Census)	HRCE4WBAP
HRC4WBIA20	Hispanic Pop of 4 Races: White-Black-Amer Indian-Asian (U.S. Census)	HRCE4WBIA
HRC4WBIO20	Hispanic Pop of 4 Races: White-Black-Amer Indian-Other Race (U.S. Census)	HRCE4WBIO
HRC4WBIP20	Hispanic Pop of 4 Races: White-Black-Amer Indian-Pacific (U.S. Census)	HRCE4WBIP
HRC4WBPO20	Hispanic Pop of 4 Races: White-Black-Pacific-Other Race (U.S. Census)	HRCE4WBPO
HRC4WIAO20	Hispanic Pop of 4 Races: White-Amer Indian-Asian-Other Race (U.S. Census)	HRCE4WIAO
HRC4WIAP20	Hispanic Pop of 4 Races: White-Amer Indian-Asian-Pacific (U.S. Census)	HRCE4WIAP
HRC4WIPO20	Hispanic Pop of 4 Races: White-Amer Indian-Pacific-Other Race (U.S. Census)	HRCE4WIPO
HRCE2AO20	Hispanic Pop of 2 Races: Asian-Other Race (U.S. Census)	HRACE2AO
HRCE2AP20	Hispanic Pop of 2 Races: Asian-Pacific (U.S. Census)	HRACE2AP
HRCE2BA20	Hispanic Pop of 2 Races: Black-Asian (U.S. Census)	HRACE2BA
HRCE2BI20	Hispanic Pop of 2 Races: Black-Amer Indian (U.S. Census)	HRACE2BI
HRCE2BO20	Hispanic Pop of 2 Races: Black-Other Race (U.S. Census)	HRACE2BO
HRCE2BP20	Hispanic Pop of 2 Races: Black-Pacific (U.S. Census)	HRACE2BP
HRCE2IA20	Hispanic Pop of 2 Races: Amer Indian-Asian (U.S. Census)	HRACE2IA
HRCE2IO20	Hispanic Pop of 2 Races: Amer Indian-Other Race (U.S. Census)	HRACE2IO
HRCE2IP20	Hispanic Pop of 2 Races: Amer Indian-Pacific (U.S. Census)	HRACE2IP
HRCE2PO20	Hispanic Pop of 2 Races: Pacific-Other Race (U.S. Census)	HRACE2PO
HRCE2WA20	Hispanic Pop of 2 Races: White-Asian (U.S. Census)	HRACE2WA
HRCE2WB20	Hispanic Pop of 2 Races: White-Black (U.S. Census)	HRACE2WB

VAR_NAME10	Long Description	Former VAR_NAME10 (if different)
HRCE2WI20	Hispanic Pop of 2 Races: White-Amer Indian (U.S. Census)	HRACE2WI
HRCE2WO20	Hispanic Pop of 2 Races: White-Other Race (U.S. Census)	HRACE2WO
HRCE2WP20	Hispanic Pop of 2 Races: White-Pacific (U.S. Census)	HRACE2WP
HRCE3APO20	Hispanic Pop of 3 Races: Asian-Pacific-Other Race (U.S. Census)	HRACE3APO
HRCE3BAO20	Hispanic Pop of 3 Races: Black-Asian-Other Race (U.S. Census)	HRACE3BAO
HRCE3BAP20	Hispanic Pop of 3 Races: Black-Asian-Pacific (U.S. Census)	HRACE3BAP
HRCE3BIA20	Hispanic Pop of 3 Races: Black-Amer Indian-Asian (U.S. Census)	HRACE3BIA
HRCE3BIO20	Hispanic Pop of 3 Races: Black-Amer Indian-Other Race (U.S. Census)	HRACE3BIO
HRCE3BIP20	Hispanic Pop of 3 Races: Black-Amer Indian-Pacific (U.S. Census)	HRACE3BIP
HRCE3BPO20	Hispanic Pop of 3 Races: Black-Pacific-Other Race (U.S. Census)	HRACE3BPO
HRCE3IAO20	Hispanic Pop of 3 Races: Amer Indian-Asian-Other Race (U.S. Census)	HRACE3IAO
HRCE3IAP20	Hispanic Pop of 3 Races: Amer Indian-Asian-Pacific (U.S. Census)	HRACE3IAP
HRCE3IPO20	Hispanic Pop of 3 Races: Amer Indian-Pacific-Other Race (U.S. Census)	HRACE3IPO
HRCE3WAO20	Hispanic Pop of 3 Races: White-Asian-Other Race (U.S. Census)	HRACE3WAO
HRCE3WAP20	Hispanic Pop of 3 Races: White-Asian-Pacific (U.S. Census)	HRACE3WAP
HRCE3WBA20	Hispanic Pop of 3 Races: White-Black-Asian (U.S. Census)	HRACE3WBA
HRCE3WBI20	Hispanic Pop of 3 Races: White-Black-Amer Indian (U.S. Census)	HRACE3WBI
HRCE3WBO20	Hispanic Pop of 3 Races: White-Black-Other Race (U.S. Census)	HRACE3WBO
HRCE3WBP20	Hispanic Pop of 3 Races: White-Black-Pacific (U.S. Census)	HRACE3WBP
HRCE3WIA20	Hispanic Pop of 3 Races: White-Amer Indian-Asian (U.S. Census)	HRACE3WIA
HRCE3WIO20	Hispanic Pop of 3 Races: White-Amer Indian-Other Race (U.S. Census)	HRACE3WIO
HRCE3WIP20	Hispanic Pop of 3 Races: White-Amer Indian-Pacific (U.S. Census)	HRACE3WIP
HRCE3WPO20	Hispanic Pop of 3 Races: White-Pacific-Other Race (U.S. Census)	HRACE3WPO
NA5BIAPO20	Non Hispanic Pop Age 18+ of 5 Races: Black-Amer Indian-Asian-Pacific-Other (U.S. Census)	NHAR5BIAPO
NA5WBAPO20	Non Hispanic Pop Age 18+ of 5 Races: White-Black-Asian-Pacific-Other Race (U.S. Census)	NHAR5WBAPO
NA5WBIAO20	Non Hispanic Pop Age 18+ of 5 Races: White-Black-Amer Indian-Asian-Other (U.S. Census)	NHAR5WBIAO
NA5WBIAP20	Non Hispanic Pop Age 18+ of 5 Races: White-Black-Amer Indian-Asian-Pacific (U.S. Census)	NHAR5WBIAP
NA5WBIPO20	Non Hispanic Pop Age 18+ of 5 Races: White-Black-Amer Indian-Pacific-Other (U.S. Census)	NHAR5WBIPO
NA5WIAPO20	Non Hispanic Pop Age 18+ of 5 Races: White-Amer Indian-Asian-Pacific-Other (U.S. Census)	NHAR5WIAPO
NAR4BAPO20	Non Hispanic Pop Age 18+ of 4 Races: Black-Asian-Pacific-Other Race (U.S. Census)	NHARC4BAPO
NAR4BIAO20	Non Hispanic Pop Age 18+ of 4 Races: Black-Amer Indian-Asian-Other Race (U.S. Census)	NHARC4BIAO
NAR4BIAP20	Non Hispanic Pop Age 18+ of 4 Races: Black-Amer Indian-Asian-Pacific (U.S. Census)	NHARC4BIAP
NAR4BIPO20	Non Hispanic Pop Age 18+ of 4 Races: Black-Amer Indian-Pacific-Other Race (U.S. Census)	NHARC4BIPO
NAR4IAPO20	Non Hispanic Pop Age 18+ of 4 Races: Amer Indian-Asian-Pacific-Other Race (U.S. Census)	NHARC4IAPO
NAR4WAPO20	Non Hispanic Pop Age 18+ of 4 Races: White-Asian-Pacific-Other Race (U.S. Census)	NHARC4WAPO
NAR4WBAO20	Non Hispanic Pop Age 18+ of 4 Races: White-Black-Asian-Other Race (U.S. Census)	NHARC4WBAO
NAR4WBAP20	Non Hispanic Pop Age 18+ of 4 Races: White-Black-Asian-Pacific (U.S. Census)	NHARC4WBAP
NAR4WBIA20	Non Hispanic Pop Age 18+ of 4 Races: White-Black-Amer Indian-Asian (U.S. Census)	NHARC4WBIA
NAR4WBIO20	Non Hispanic Pop Age 18+ of 4 Races: White-Black-Amer Indian-Other Race (U.S. Census)	NHARC4WBIO
NAR4WBIP20	Non Hispanic Pop Age 18+ of 4 Races: White-Black-Amer Indian-Pacific (U.S. Census)	NHARC4WBIP
NAR4WBPO20	Non Hispanic Pop Age 18+ of 4 Races: White-Black-Pacific-Other Race (U.S. Census)	NHARC4WBPO
NAR4WIAO20	Non Hispanic Pop Age 18+ of 4 Races: White-Amer Indian-Asian-Other Race (U.S. Census)	NHARC4WIAO
NAR4WIAP20	Non Hispanic Pop Age 18+ of 4 Races: White-Amer Indian-Asian-Pacific (U.S. Census)	NHARC4WIAP
NAR4WIPO20	Non Hispanic Pop Age 18+ of 4 Races: White-Amer Indian-Pacific-Other Race (U.S. Census)	NHARC4WIPO
NH5BIAPO20	Non Hispanic Pop of 5 Races:Black-Amer Ind-Asian-Pacific-Other Race (U.S. Census)	NHRC5BIAPO
NH5WBAPO20	Non Hispanic Pop of 5 Races: White-Black-Asian-Pacific-Other Race (U.S. Census)	NHRC5WBAPO
NH5WBIAO20	Non Hispanic Pop of 5 Races: White-Black-Amer Ind-Asian-Other Race (U.S. Census)	NHRC5WBIAO
NH5WBIAP20	Non Hispanic Pop of 5 Races: White-Black-Amer Ind-Asian-Pacific (U.S. Census)	NHRC5WBIAP
NH5WBIPO20	Non Hispanic Pop of 5 Races:White-Black-Amer Ind-Pacific-Other Race (U.S. Census)	NHRC5WBIPO
NH5WIAPO20	Non Hispanic Pop of 5 Races:White-Amer Ind-Asian-Pacific-Other Race (U.S. Census)	NHRC5WIAPO
AMERIND20	Population of 1 Race: American Indian/Alaska Native (U.S. Census)	
NHADLR2_20	Non Hispanic Population Age 18+ of 2 Races (U.S. Census)	NHADLTRCE2
NHADLR3_20	Non Hispanic Population Age 18+ of 3 Races (U.S. Census)	NHADLTRCE3
NHADLR4_20	Non Hispanic Population Age 18+ of 4 Races (U.S. Census)	NHADLTRCE4
NHADLR5_20	Non Hispanic Population Age 18+ of 5 Races (U.S. Census)	NHADLTRCE5
NHADLR6_20	Non Hispanic Population Age 18+ of 6 Races (U.S. Census)	NHADLTRCE6
NHAR3APO20	Non Hispanic Pop Age 18+ of 3 Races: Asian-Pacific-Other Race (U.S. Census)	NHADRC3APO
NHAR3BAO20	Non Hispanic Pop Age 18+ of 3 Races: Black-Asian-Other Race (U.S. Census)	NHADRC3BAO
NHAR3BAP20	Non Hispanic Pop Age 18+ of 3 Races: Black-Asian-Pacific (U.S. Census)	NHADRC3BAP
NHAR3BIA20	Non Hispanic Pop Age 18+ of 3 Races: Black-Amer Indian-Asian (U.S. Census)	NHADRC3BIA
NHAR3BIO20	Non Hispanic Pop Age 18+ of 3 Races: Black-Amer Indian-Other Race (U.S. Census)	NHADRC3BIO

VAR_NAME10	Long Description	Former VAR_NAME10 (if different)
NHAR3BIP20	Non Hispanic Pop Age 18+ of 3 Races: Black-Amer Indian-Pacific (U.S. Census)	NHADRC3BIP
NHAR3BPO20	Non Hispanic Pop Age 18+ of 3 Races: Black-Pacific-Other Race (U.S. Census)	NHADRC3BPO
NHAR3IAO20	Non Hispanic Pop Age 18+ of 3 Races: Amer Indian-Asian-Other Race (U.S. Census)	NHADRC3IAO
NHAR3IAP20	Non Hispanic Pop Age 18+ of 3 Races: Amer Indian-Asian-Pacific (U.S. Census)	NHADRC3IAP
NHAR3IPO20	Non Hispanic Pop Age 18+ of 3 Races: Amer Indian-Pacific-Other Race (U.S. Census)	NHADRC3IPO
NHAR3WAO20	Non Hispanic Pop Age 18+ of 3 Races: White-Asian-Other Race (U.S. Census)	NHADRC3WAO
NHAR3WAP20	Non Hispanic Pop Age 18+ of 3 Races: White-Asian-Pacific (U.S. Census)	NHADRC3WAP
NHAR3WBA20	Non Hispanic Pop Age 18+ of 3 Races: White-Black-Asian (U.S. Census)	NHADRC3WBA
NHAR3WBI20	Non Hispanic Pop Age 18+ of 3 Races: White-Black-Amer Indian (U.S. Census)	NHADRC3WBI
NHAR3WBO20	Non Hispanic Pop Age 18+ of 3 Races: White-Black-Other Race (U.S. Census)	NHADRC3WBO
NHAR3WBP20	Non Hispanic Pop Age 18+ of 3 Races: White-Black-Pacific (U.S. Census)	NHADRC3WBP
NHAR3WIA20	Non Hispanic Pop Age 18+ of 3 Races: White-Amer Indian-Asian (U.S. Census)	NHADRC3WIA
NHAR3WIO20	Non Hispanic Pop Age 18+ of 3 Races: White-Amer Indian-Other Race (U.S. Census)	NHADRC3WIO
NHAR3WIP20	Non Hispanic Pop Age 18+ of 3 Races: White-Amer Indian-Pacific (U.S. Census)	NHADRC3WIP
NHAR3WPO20	Non Hispanic Pop Age 18+ of 3 Races: White-Pacific-Other Race (U.S. Census)	NHADRC3WPO
NHARC2AO20	Non Hispanic Pop Age 18+ of 2 Races: Asian-Other Race (U.S. Census)	NHADRCE2AO
NHARC2AP20	Non Hispanic Pop Age 18+ of 2 Races: Asian-Pacific (U.S. Census)	NHADRCE2AP
NHARC2BA20	Non Hispanic Pop Age 18+ of 2 Races: Black-Asian (U.S. Census)	NHADRCE2BA
NHARC2BI20	Non Hispanic Pop Age 18+ of 2 Races: Black-Amer Indian (U.S. Census)	NHADRCE2BI
NHARC2BO20	Non Hispanic Pop Age 18+ of 2 Races: Black-Other Race (U.S. Census)	NHADRCE2BO
NHARC2BP20	Non Hispanic Pop Age 18+ of 2 Races: Black-Pacific (U.S. Census)	NHADRCE2BP
NHARC2IA20	Non Hispanic Pop Age 18+ of 2 Races: Amer Indian-Asian (U.S. Census)	NHADRCE2IA
NHARC2IO20	Non Hispanic Pop Age 18+ of 2 Races: Amer Indian-Other Race (U.S. Census)	NHADRCE2IO
NHARC2IP20	Non Hispanic Pop Age 18+ of 2 Races: Amer Indian-Pacific (U.S. Census)	NHADRCE2IP
NHARC2PO20	Non Hispanic Pop Age 18+ of 2 Races: Pacific-Other Race (U.S. Census)	NHADRCE2PO
NHARC2WA20	Non Hispanic Pop Age 18+ of 2 Races: White-Asian (U.S. Census)	NHADRCE2WA
NHARC2WB20	Non Hispanic Pop Age 18+ of 2 Races: White-Black (U.S. Census)	NHADRCE2WB
NHARC2WI20	Non Hispanic Pop Age 18+ of 2 Races: White-Amer Indian (U.S. Census)	NHADRCE2WI
NHARC2WO20	Non Hispanic Pop Age 18+ of 2 Races: White-Other Race (U.S. Census)	NHADRCE2WO
NHARC2WP20	Non Hispanic Pop Age 18+ of 2 Races: White-Pacific (U.S. Census)	NHADRCE2WP
NHR4BAPO20	Non Hispanic Pop of 4 Races: Black-Asian-Pacific-Other Race (U.S. Census)	NHRCE4BAPO
NHR4BIAO20	Non Hispanic Pop of 4 Races: Black-Amer Indian-Asian-Other Race (U.S. Census)	NHRCE4BIAO
NHR4BIAP20	Non Hispanic Pop of 4 Races: Black-Amer Indian-Asian-Pacific (U.S. Census)	NHRCE4BIAP
NHR4BIPO20	Non Hispanic Pop of 4 Races: Black-Amer Indian-Pacific-Other Race (U.S. Census)	NHRCE4BIPO
NHR4IAPO20	Non Hispanic Pop of 4 Races: Amer Indian-Asian-Pacific-Other Race (U.S. Census)	NHRCE4IAPO
NHR4WAPO20	Non Hispanic Pop of 4 Races: White-Asian-Pacific-Other Race (U.S. Census)	NHRCE4WAPO
NHR4WBAO20	Non Hispanic Pop of 4 Races: White-Black-Asian-Other Race (U.S. Census)	NHRCE4WBAO
NHR4WBAP20	Non Hispanic Pop of 4 Races: White-Black-Asian-Pacific (U.S. Census)	NHRCE4WBAP
NHR4WBIA20	Non Hispanic Pop of 4 Races: White-Black-Amer Indian-Asian (U.S. Census)	NHRCE4WBIA
NHR4WBIO20	Non Hispanic Pop of 4 Races: White-Black-Amer Indian-Other Race (U.S. Census)	NHRCE4WBIO
NHR4WBIP20	Non Hispanic Pop of 4 Races: White-Black-Amer Indian-Pacific (U.S. Census)	NHRCE4WBIP
NHR4WBPO20	Non Hispanic Pop of 4 Races: White-Black-Pacific-Other Race (U.S. Census)	NHRCE4WBPO
NHR4WIAO20	Non Hispanic Pop of 4 Races: White-Amer Indian-Asian-Other Race (U.S. Census)	NHRCE4WIAO
NHR4WIAP20	Non Hispanic Pop of 4 Races: White-Amer Indian-Asian-Pacific (U.S. Census)	NHRCE4WIAP
NHR4WIPO20	Non Hispanic Pop of 4 Races: White-Amer Indian-Pacific-Other Race (U.S. Census)	NHRCE4WIPO
ASIAN20	Population of 1 Race: Asian (U.S. Census)	
NHRACE2_20	Non Hispanic Population of 2 Races (U.S. Census)	NHRACE2
NHRACE3_20	Non Hispanic Population of 3 Races (U.S. Census)	NHRACE3
NHRACE4_20	Non Hispanic Population of 4 Races (U.S. Census)	NHRACE4
NHRACE5_20	Non Hispanic Population of 5 Races (U.S. Census)	NHRACE5
NHRACE6_20	Non Hispanic Population of 6 Races (U.S. Census)	NHRACE6
NHRC3APO20	Non Hispanic Pop of 3 Races: Asian-Pacific-Other Race (U.S. Census)	NHRACE3APO
NHRC3BAO20	Non Hispanic Pop of 3 Races: Black-Asian-Other Race (U.S. Census)	NHRACE3BAO
NHRC3BAP20	Non Hispanic Pop of 3 Races: Black-Asian-Pacific (U.S. Census)	NHRACE3BAP
NHRC3BIA20	Non Hispanic Pop of 3 Races: Black-Amer Indian-Asian (U.S. Census)	NHRACE3BIA
NHRC3BIO20	Non Hispanic Pop of 3 Races: Black-Amer Indian-Other Race (U.S. Census)	NHRACE3BIO
NHRC3BIP20	Non Hispanic Pop of 3 Races: Black-Amer Indian-Pacific (U.S. Census)	NHRACE3BIP
NHRC3BPO20	Non Hispanic Pop of 3 Races: Black-Pacific-Other Race (U.S. Census)	NHRACE3BPO
NHRC3IAO20	Non Hispanic Pop of 3 Races: Amer Indian-Asian-Other Race (U.S. Census)	NHRACE3IAO
NHRC3IAP20	Non Hispanic Pop of 3 Races: Amer Indian-Asian-Pacific (U.S. Census)	NHRACE3IAP
NHRC3IPO20	Non Hispanic Pop of 3 Races: Amer Indian-Pacific-Other Race (U.S. Census)	NHRACE3IPO

VAR_NAME10	Long Description	Former VAR_NAME10 (if different)
NHRC3WAO20	Non Hispanic Pop of 3 Races: White-Asian-Other Race (U.S. Census)	NHRACE3WAO
NHRC3WAP20	Non Hispanic Pop of 3 Races: White-Asian-Pacific (U.S. Census)	NHRACE3WAP
NHRC3WBA20	Non Hispanic Pop of 3 Races: White-Black-Asian (U.S. Census)	NHRACE3WBA
NHRC3WBI20	Non Hispanic Pop of 3 Races: White-Black-Amer Indian (U.S. Census)	NHRACE3WBI
NHRC3WBO20	Non Hispanic Pop of 3 Races: White-Black-Other Race (U.S. Census)	NHRACE3WBO
NHRC3WBP20	Non Hispanic Pop of 3 Races: White-Black-Pacific (U.S. Census)	NHRACE3WBP
NHRC3WIA20	Non Hispanic Pop of 3 Races: White-Amer Indian-Asian (U.S. Census)	NHRACE3WIA
NHRC3WIO20	Non Hispanic Pop of 3 Races: White-Amer Indian-Other Race (U.S. Census)	NHRACE3WIO
NHRC3WIP20	Non Hispanic Pop of 3 Races: White-Amer Indian-Pacific (U.S. Census)	NHRACE3WIP
NHRC3WPO20	Non Hispanic Pop of 3 Races: White-Pacific-Other Race (U.S. Census)	NHRACE3WPO
NHRCE2AO20	Non Hispanic Pop of 2 Races: Asian-Other Race (U.S. Census)	NHRACE2AO
NHRCE2AP20	Non Hispanic Pop of 2 Races: Asian-Pacific (U.S. Census)	NHRACE2AP
NHRCE2BA20	Non Hispanic Pop of 2 Races: Black-Asian (U.S. Census)	NHRACE2BA
NHRCE2BI20	Non Hispanic Pop of 2 Races: Black-Amer Indian (U.S. Census)	NHRACE2BI
NHRCE2BO20	Non Hispanic Pop of 2 Races: Black-Other Race (U.S. Census)	NHRACE2BO
NHRCE2BP20	Non Hispanic Pop of 2 Races: Black-Pacific (U.S. Census)	NHRACE2BP
NHRCE2IA20	Non Hispanic Pop of 2 Races: Amer Indian-Asian (U.S. Census)	NHRACE2IA
NHRCE2IO20	Non Hispanic Pop of 2 Races: Amer Indian-Other Race (U.S. Census)	NHRACE2IO
NHRCE2IP20	Non Hispanic Pop of 2 Races: Amer Indian-Pacific (U.S. Census)	NHRACE2IP
NHRCE2PO20	Non Hispanic Pop of 2 Races: Pacific-Other Race (U.S. Census)	NHRACE2PO
NHRCE2WA20	Non Hispanic Pop of 2 Races: White-Asian (U.S. Census)	NHRACE2WA
NHRCE2WB20	Non Hispanic Pop of 2 Races: White-Black (U.S. Census)	NHRACE2WB
NHRCE2WI20	Non Hispanic Pop of 2 Races: White-Amer Indian (U.S. Census)	NHRACE2WI
NHRCE2WO20	Non Hispanic Pop of 2 Races: White-Other Race (U.S. Census)	NHRACE2WO
NHRCE2WP20	Non Hispanic Pop of 2 Races: White-Pacific (U.S. Census)	NHRACE2WP
RACE2_20	Population of 2 Races (U.S. Census)	RACE2
RACE2AO20	Pop of 2 Races: Asian-Other Race (U.S. Census)	RACE2AO
RACE2AP20	Pop of 2 Races: Asian-Pacific (U.S. Census)	RACE2AP
RACE2BA20	Pop of 2 Races: Black-Asian (U.S. Census)	RACE2BA
RACE2BI20	Pop of 2 Races: Black-Amer Indian (U.S. Census)	RACE2BI
RACE2BO20	Pop of 2 Races: Black-Other Race (U.S. Census)	RACE2BO
RACE2BP20	Pop of 2 Races: Black-Pacific (U.S. Census)	RACE2BP
RACE2IA20	Pop of 2 Races: Amer Indian-Asian (U.S. Census)	RACE2IA
RACE2IO20	Pop of 2 Races: Amer Indian-Other Race (U.S. Census)	RACE2IO
RACE2IP20	Pop of 2 Races: Amer Indian-Pacific (U.S. Census)	RACE2IP
RACE2PO20	Pop of 2 Races: Pacific-Other Race (U.S. Census)	RACE2PO
RACE2WA20	Pop of 2 Races: White-Asian (U.S. Census)	RACE2WA
RACE2WB20	Pop of 2 Races: White-Black (U.S. Census)	RACE2WB
RACE2WI20	Pop of 2 Races: White-Amer Indian (U.S. Census)	RACE2WI
RACE2WO20	Pop of 2 Races: White-Other Race (U.S. Census)	RACE2WO
RACE2WP20	Pop of 2 Races: White-Pacific (U.S. Census)	RACE2WP
RACE3_20	Population of 3 Races (U.S. Census)	RACE3
RACE3APO20	Pop of 3 Races: Asian-Pacific-Other Race (U.S. Census)	RACE3APO
RACE3BAO20	Pop of 3 Races: Black-Asian-Other Race (U.S. Census)	RACE3BAO
RACE3BAP20	Pop of 3 Races: Black-Asian-Pacific (U.S. Census)	RACE3BAP
RACE3BIA20	Pop of 3 Races: Black-Amer Indian-Asian (U.S. Census)	RACE3BIA
RACE3BIO20	Pop of 3 Races: Black-Amer Indian-Other Race (U.S. Census)	RACE3BIO
RACE3BIP20	Pop of 3 Races: Black-Amer Indian-Pacific (U.S. Census)	RACE3BIP
RACE3BPO20	Pop of 3 Races: Black-Pacific-Other Race (U.S. Census)	RACE3BPO
RACE3IAO20	Pop of 3 Races: Amer Indian-Asian-Other Race (U.S. Census)	RACE3IAO
RACE3IAP20	Pop of 3 Races: Amer Indian-Asian-Pacific (U.S. Census)	RACE3IAP
RACE3IPO20	Pop of 3 Races: Amer Indian-Pacific-Other Race (U.S. Census)	RACE3IPO
RACE3WAO20	Pop of 3 Races: White-Asian-Other Race (U.S. Census)	RACE3WAO
RACE3WAP20	Pop of 3 Races: White-Asian-Pacific (U.S. Census)	RACE3WAP
RACE3WBA20	Pop of 3 Races: White-Black-Asian (U.S. Census)	RACE3WBA
RACE3WBI20	Pop of 3 Races: White-Black-Amer Indian (U.S. Census)	RACE3WBI
RACE3WBO20	Pop of 3 Races: White-Black-Other Race (U.S. Census)	RACE3WBO
RACE3WBP20	Pop of 3 Races: White-Black-Pacific (U.S. Census)	RACE3WBP
RACE3WIA20	Pop of 3 Races: White-Amer Indian-Asian (U.S. Census)	RACE3WIA
RACE3WIO20	Pop of 3 Races: White-Amer Indian-Other Race (U.S. Census)	RACE3WIO
RACE3WIP20	Pop of 3 Races: White-Amer Indian-Pacific (U.S. Census)	RACE3WIP

VAR_NAME10	Long Description	Former VAR_NAME10 (if different)
RACE3WPO20	Pop of 3 Races: White-Pacific-Other Race (U.S. Census)	RACE3WPO
RACE4_20	Population of 4 Races (U.S. Census)	RACE4
RACE5_20	Population of 5 Races (U.S. Census)	RACE5
RACE6_20	Population of 6 Races (U.S. Census)	RACE6
RC5BIAPO20	Pop of 5 Races: Black-Amer Indian-Asian-Pacific-Other Race (U.S. Census)	RACE5BIAPO
RC5WBAPO20	Pop of 5 Races: White-Black-Asian-Pacific-Other Race (U.S. Census)	RACE5WBAPO
RC5WBIAO20	Pop of 5 Races: White-Black-Amer Indian-Asian-Other Race (U.S. Census)	RACE5WBIAO
RC5WBIAP20	Pop of 5 Races: White-Black-Amer Indian-Asian-Pacific (U.S. Census)	RACE5WBIAP
RC5WBIPO20	Pop of 5 Races: White-Black-Amer Indian-Pacific-Other Race (U.S. Census)	RACE5WBIPO
RC5WIAPO20	Pop of 5 Races: White-Amer Indian-Asian-Pacific-Other Race (U.S. Census)	RACE5WIAPO
RCE4BAPO20	Pop of 4 Races: Black-Asian-Pacific-Other Race (U.S. Census)	RACE4BAPO
RCE4BIAO20	Pop of 4 Races: Black-Amer Indian-Asian-Other Race (U.S. Census)	RACE4BIAO
RCE4BIAP20	Pop of 4 Races: Black-Amer Indian-Asian-Pacific (U.S. Census)	RACE4BIAP
RCE4BIPO20	Pop of 4 Races: Black-Amer Indian-Pacific-Other Race (U.S. Census)	RACE4BIPO
RCE4IAPO20	Pop of 4 Races: Amer Indian-Asian-Pacific-Other Race (U.S. Census)	RACE4IAPO
RCE4WAPO20	Pop of 4 Races: White-Asian-Pacific-Other Race (U.S. Census)	RACE4WAPO
RCE4WBAO20	Pop of 4 Races: White-Black-Asian-Other Race (U.S. Census)	RACE4WBAO
RCE4WBAP20	Pop of 4 Races: White-Black-Asian-Pacific (U.S. Census)	RACE4WBAP
RCE4WBIA20	Pop of 4 Races: White-Black-Amer Indian-Asian (U.S. Census)	RACE4WBIA
RCE4WBIO20	Pop of 4 Races: White-Black-Amer Indian-Other Race (U.S. Census)	RACE4WBIO
RCE4WBIP20	Pop of 4 Races: White-Black-Amer Indian-Pacific (U.S. Census)	RACE4WBIP
RCE4WBPO20	Pop of 4 Races: White-Black-Pacific-Other Race (U.S. Census)	RACE4WBPO
RCE4WIAO20	Pop of 4 Races: White-Amer Indian-Asian-Other Race (U.S. Census)	RACE4WIAO
RCE4WIAP20	Pop of 4 Races: White-Amer Indian-Asian-Pacific (U.S. Census)	RACE4WIAP
RCE4WIPO20	Pop of 4 Races: White-Amer Indian-Pacific-Other Race (U.S. Census)	RACE4WIPO
PACIFIC20	Population of 1 Race: Pacific Islander (U.S. Census)	
ADULT2R20	Population Age 18+ of 2 or More Races (U.S. Census)	
OTHRACE20	Population of 1 Race: Other Race (U.S. Census)	
HRACE1_20	Hispanic Population of 1 Race (U.S. Census)	HRACE1
HWHITE20	Hispanic Population of 1 Race: White (U.S. Census)	
HBLACK20	Hispanic Population of 1 Race: Black/African American (U.S. Census)	
HAMIND20	Hispanic Population of 1 Race: Amer Indian/Alaska Native (U.S. Census)	
ADULTS20	Population Age 18+ (U.S. Census)	
HASIAN20	Hispanic Population of 1 Race: Asian (U.S. Census)	
HPACIF20	Hispanic Population of 1 Race: Pacific Islander (U.S. Census)	
HOTHRCE20	Hispanic Population of 1 Race: Other Race (U.S. Census)	
NHRACE1_20	Non Hispanic Population of 1 Race (U.S. Census)	NHRACE1
NHWHITE20	Non Hispanic Population of 1 Race: White (U.S. Census)	
AVGHHSZ20	Average Household Size (U.S. Census)	
NHBLACK20	Non Hispanic Population of 1 Race: Black/African American (U.S. Census)	
NHAMIND20	Non Hispanic Population of 1 Race: Amer Indian/Alaska Native (U.S. Census)	
DIVINDX20	Diversity Index (Esri)	
GQCOLL20	Group Quarters Pop: College Student Housing (NonInstitutionalized) (U.S. Census)	
GQGRW0020	Group Quarters Population: Compound Annual Growth Rate (U.S. Census)	
GQGRW1020	Group Quarters Population: Compound Annual Growth Rate (U.S. Census)	
GQINST20	Institutionalized Population in Group Quarters (U.S. Census)	
GQJUV20	Group Quarters Pop: Juvenile Facilities (Institutionalized) (U.S. Census)	
GQMIL20	Group Quarters Pop: Military Quarters (NonInstitutionalized) (U.S. Census)	
GQNINST20	Noninstitutionalized Population in Group Quarters (U.S. Census)	
GQNURS20	Group Quarters Pop: Nursing Facilities (Institutionalized) (U.S. Census)	
GQONINST20	Group Quarters Pop: Other (NonInstitutionalized) (U.S. Census)	
GQOTINST20	Group Quarters Pop: Other (Institutionalized) (U.S. Census)	
GQPOP20	Population in Group Quarters (U.S. Census)	
GQPRISON20	Group Quarters Pop: Adult Correctional (Institutionalized) (U.S. Census)	
HADULT2R20	Hispanic Population Age 18+ of 2 or More Races (U.S. Census)	
NHASIAN20	Non Hispanic Population of 1 Race: Asian (U.S. Census)	
NHPACIF20	Non Hispanic Population of 1 Race: Pacific Islander (U.S. Census)	
NHOTHRCE20	Non Hispanic Population of 1 Race: Other Race (U.S. Census)	
U18R1BAS20	Population Age <18 of 1 Race (U.S. Census)	
WHTU18C20	Population Age <18 of 1 Race: White (U.S. Census)	
HADULTS20	Hispanic Population Age 18+ (U.S. Census)	

VAR_NAME10	Long Description	Former VAR_NAME10 (if different)
BLKU18C20	Population Age <18 of 1 Race: Black/African American (U.S. Census)	
AIU18C20	Population Age <18 of 1 Race: American Indian/Alaska Native (U.S. Census)	
ASNU18C20	Population Age <18 of 1 Race: Asian (U.S. Census)	
PIU18C20	Population Age <18 of 1 Race: Pacific Islander (U.S. Census)	
OTHU18C20	Population Age <18 of 1 Race: Other Race (U.S. Census)	
ADLRCE1_20	Population Age 18+ of 1 Race (U.S. Census)	ADULTRACE1
ADULTWH20	Population Age 18+ of 1 Race: White (U.S. Census)	
HHGRW0020	Households: Compound Annual Growth Rate (U.S. Census)	
HHGRW1020	Households: Compound Annual Growth Rate (U.S. Census)	
HHPGRW0020	Household Population: Compound Annual Growth Rate (U.S. Census)	
HHPGRW1020	Household Population: Compound Annual Growth Rate (U.S. Census)	
HHPOP20	Household Population (U.S. Census)	
HISPPOP20	Hispanic Population (U.S. Census)	
HMU18C20	Hispanic Population Age <18 of 2 or More Races (U.S. Census)	
ADULTBL20	Population Age 18+ of 1 Race: Black/African American (U.S. Census)	
ADULTAI20	Population Age 18+ of 1 Race: American Indian/Alaska Native (U.S. Census)	
ADULTAS20	Population Age 18+ of 1 Race: Asian (U.S. Census)	
ADULTPI20	Population Age 18+ of 1 Race: Pacific Islander (U.S. Census)	
HRCE2UP20	Hispanic Population of 2 or More Races (U.S. Census)	
ADULTOT20	Population Age 18+ of 1 Race: Other Race (U.S. Census)	
HU18RBS20	Hispanic Population Age <18 (U.S. Census)	
HUGRW0020	Housing Units: Compound Annual Growth Rate (U.S. Census)	
HUGRW1020	Housing Units: Compound Annual Growth Rate (U.S. Census)	
NHU18R1B20	Non Hispanic Population Age <18 of 1 Race (U.S. Census)	
NHWU18C20	Non Hispanic Population Age <18 of 1 Race: White (U.S. Census)	
MLTU18C20	Population Age <18 of 2 or More Races (U.S. Census)	
NHADLT2R20	Non Hispanic Population Age 18+ of 2 or More Races (U.S. Census)	
NHBU18C20	Non Hispanic Population Age <18 of 1 Race: Black/African American (U.S. Census)	
NHAIU18C20	Non Hispanic Population Age <18 of 1 Race: Amer Ind/Alaska Native (U.S. Census)	
NHASU18C20	Non Hispanic Population Age <18 of 1 Race: Asian (U.S. Census)	
NHPIU18C20	Non Hispanic Population Age <18 of 1 Race: Pacific Islander (U.S. Census)	
NHOU18C20	Non Hispanic Population Age <18 of 1 Race: Other Race (U.S. Census)	
NHADLR1_20	Non Hispanic Population Age 18+ of 1 Race (U.S. Census)	NHADLTRCE1
NHADULTS20	Non Hispanic Population Age 18+ (U.S. Census)	
NHADLTWH20	Non Hispanic Population Age 18+ of 1 Race: White (U.S. Census)	
NHADLTBL20	Non Hispanic Population Age 18+ of 1 Race: Black/African American (U.S. Census)	
NHADLTAI20	Non Hispanic Population Age 18+ of 1 Race: Amer Ind/Alaska Native (U.S. Census)	
NHADLTAS20	Non Hispanic Population Age 18+ of 1 Race: Asian (U.S. Census)	
NHADLTPI20	Non Hispanic Population Age 18+ of 1 Race: Pacific Islander (U.S. Census)	
NHADLTOT20	Non Hispanic Population Age 18+ of 1 Race: Other Race (U.S. Census)	
NHISPPOP20	Non Hispanic Population (U.S. Census)	
NHMU18C20	Non Hispanic Population Age <18 of 2 or More Races (U.S. Census)	
HU18R1BS20	Hispanic Population Age <18 of 1 Race (U.S. Census)	
HWU18C20	Hispanic Population Age <18 of 1 Race: White (U.S. Census)	
HBU18C20	Hispanic Population Age <18 of 1 Race: Black/African American (U.S. Census)	
HAIU18C20	Hispanic Population Age <18 of 1 Race: Amer Indian/Alaska Native (U.S. Census)	
NHRCE2UP20	Non Hispanic Population of 2 or More Races (U.S. Census)	
HASU18C20	Hispanic Population Age <18 of 1 Race: Asian (U.S. Census)	
NHU18RBS20	Non Hispanic Population Age <18 (U.S. Census)	
HPIU18C20	Hispanic Population Age <18 of 1 Race: Pacific Islander (U.S. Census)	
HOU18C20	Hispanic Population Age <18 of 1 Race: Other Race (U.S. Census)	
HADLRC1_20	Hispanic Population Age 18+ of 1 Race (U.S. Census)	HADLTRCE1
HADULTWH20	Hispanic Population Age 18+ of 1 Race: White (U.S. Census)	
HADULTBL20	Hispanic Population Age 18+ of 1 Race: Black/African American (U.S. Census)	
HADULTAI20	Hispanic Population Age 18+ of 1 Race: Amer Indian/Alaska Native (U.S. Census)	
POPDENS20	Population Density (Pop per Square Mile) (U.S. Census)	
POPGRW0020	Population: Compound Annual Growth Rate (U.S. Census)	
POPGRW1020	Population: Compound Annual Growth Rate (U.S. Census)	
RACE2UP20	Population of 2 or More Races (U.S. Census)	
TOTHH20	Total Households (U.S. Census)	
TOTHU20	Total Housing Units (U.S. Census)	

VAR_NAME10	Long Description	Former VAR_NAME10 (if different)
TOTPOP20	Total Population (U.S. Census)	
HADULTAS20	Hispanic Population Age 18+ of 1 Race: Asian (U.S. Census)	
U18RBASE20	Population Age <18 (U.S. Census)	
VACANT20	Vacant Housing Units (U.S. Census)	
VACGRW0020	Vacant Housing Units: Compound Annual Growth Rate (U.S. Census)	
VACGRW1020	Vacant Housing Units: Compound Annual Growth Rate (U.S. Census)	
HADULTPI20	Hispanic Population Age 18+ of 1 Race: Pacific Islander (U.S. Census)	
HADULTOT20	Hispanic Population Age 18+ of 1 Race: Other Race (U.S. Census)	

Esri Market Potential – ADDED (868)

Includes _B (Total Buyers: Adults (a) or Households (h)), _I (Index) variables associated with each.

MP01048h_B	Buick: Most Recent HH Vehicle Purchase or Lease
MP01089h_B	BMW: Most Recent HH Vehicle Purchase or Lease
MP01090h_B	Mazda: Most Recent HH Vehicle Purchase or Lease
MP04043a_B	Drank Cognac or Brandy Last 6 Mo
MP04044a_B	Drank Irish Whiskey or Scotch Whisky Last 6 Mo
MP05030a_B	Bought Book from Barnes & Noble Store Last 12 Mo
MP05031a_B	Bought Book from Other Book Store Last 12 Mo
MP05032a_B	Bought Book from Amazon Website Online Last 12 Mo
MP05033a_B	Bought Book from Barnes & Noble Online Last 12 Mo
MP05034a_B	Bought Book from iTunes/Apple Books Last 12 Mo
MP05035a_B	Listened to Audiobook Last 6 Mo
MP07128a_B	Spent $1-$100 on Clothing Last 12 Mo
MP07129a_B	Spent $101-$200 on Clothing Last 12 Mo
MP07130a_B	Spent $201-$300 on Clothing Last 12 Mo
MP07131a_B	Spent $301-$400 on Clothing Last 12 Mo
MP07132a_B	Spent $401-$500 on Clothing Last 12 Mo
MP07133a_B	Spent $501-$600 on Clothing Last 12 Mo
MP07134a_B	Spent $601+ on Clothing Last 12 Mo
MP07135a_B	Spent $1-$100 on Men`s Clothing Last 12 Mo
MP07136a_B	Spent $101-$200 on Men`s Clothing Last 12 Mo
MP07137a_B	Spent $201-$300 on Men`s Clothing Last 12 Mo
MP07138a_B	Spent $301-$400 on Men`s Clothing Last 12 Mo
MP07139a_B	Spent $401-$500 on Men`s Clothing Last 12 Mo
MP07140a_B	Spent $501-$600 on Men`s Clothing Last 12 Mo
MP07141a_B	Spent $601+ on Men`s Clothing Last 12 Mo
MP07142a_B	Spent $1-$100 on Women`s Clothing Last 12 Mo
MP07143a_B	Spent $101-$200 on Women`s Clothing Last 12 Mo
MP07144a_B	Spent $201-$300 on Women`s Clothing Last 12 Mo
MP07145a_B	Spent $301-$400 on Women`s Clothing Last 12 Mo
MP07146a_B	Spent $401-$500 on Women`s Clothing Last 12 Mo
MP07147a_B	Spent $501-$600 on Women`s Clothing Last 12 Mo
MP07148a_B	Spent $601+ on Women`s Clothing Last 12 Mo
MP07149h_B	HH Subscribes to Stitch Fix Clothing Service
MP09087h_B	HH Owns Web Authoring Software
MP09180a_B	Own Garmin Wearable Technology
MP09181h_B	HH Owns OLED TV
MP09182h_B	HH Most Recent TV Purchase: 55-69 in (XXL)
MP09183h_B	HH Most Recent TV Purchase: 70+ in (XXXL)
MP09184h_B	HH Owns 55-69 in Screen TV (XXL)
MP09185h_B	HH Owns 70 in+ Screen TV (XXXL)
MP09186h_B	HH Owns Nintendo DS/2DS/3DS Video Game System
MP09187h_B	HH Owns Nintendo Wii/Wii U Video Game System
MP10129a_B	Used Citizens Bank Last 12 Mo
MP10130a_B	Average $1001-$2,000 in Debit Card Monthly Expenditures
MP10131a_B	Average $2,001+ in Debit Card Monthly Expenditures
MP10132a_B	Personally or Jointly Acquired a 401(k) or 403(b) Loan in Last 12 Mo

MP12228h_B	HH Used Soy/Other Plant/Nut Milk Last 6 Mo
MP12229h_B	HH Used Beef (Fresh or Frozen) Last 6 Mo
MP12230h_B	HH Used Pork (Fresh or Frozen) Last 6 Mo
MP12231h_B	HH Used Snack Cakes/Sweet Rolls/Pastries (Packaged) Last 6 Mo
MP12232a_B	Bought Regular Size Candy Last 6 Mo
MP12233a_B	Bought King Size Candy Last 6 Mo
MP12234h_B	HH Used Orange Juice Last 6 Mo
MP12235h_B	HH Used Tomato/Vegetable Juice Last 6 Mo
MP12236h_B	HH Used Other Fruit Juice/Drink Last 6 Mo
MP12237h_B	HH Subscribes to HelloFresh Meal Kits
MP13010a_B	Shopped at IGA Grocery Store Last 6 Mo
MP13013a_B	Shopped at Piggly Wiggly Grocery Store Last 6 Mo
MP14162a_B	Visited Acupuncturist Doctor Last 12 Mo
MP14163a_B	Visited Allergist Doctor Last 12 Mo
MP14164a_B	Visited Psychiatrist/Psychologist Doctor Last 12 Mo
MP14165a_B	Filled Prescription Online Last 12 Mos
MP15047h_B	HH Convert Garage/Attic/Basement to Living Space/12 Mo
MP15048h_B	HH Convert Room to Home Office Last 12 Mo
MP15049h_B	HH Spent $500-$999 on Home Improvements Last 12 Mo
MP15050h_B	HH Spent $1000+ on Home Improvements Last 12 Mo
MP16033h_B	HH Owns Central Oil Heating
MP16108h_B	HH Owns Ductless Cooling and Heating System
MP16109h_B	HH Owns `Smart` or Wi-Fi Connected Amazon Echo Speakers
MP16110h_B	HH Owns `Smart` or Wi-Fi Connected Google Home/Nest
MP16111h_B	HH Used `Smart` or Wi-Fi Connected Light Bulb Last 6 Mos
MP16112h_B	HH Owns `SmartHome` Video Doorbell Connected to Hub
MP18090a_B	Have Nationwide Home or Personal Property Insurance
MP18091a_B	Have Progressive Home or Personal Property Insurance
MP18092a_B	Have Travelers Home or Personal Property Insurance
MP19152a_B	Used Nintendo Switch Online Gaming Service Last 30 Days
MP19153a_B	IM/Video Chat Services: Slack Last 30 Days
MP19154a_B	Used MLB Sports Website or App Last 30 Days
MP19155a_B	Social Media: Follow Actors/Comedians
MP19156a_B	Social Media: Follow Artists/Photographers
MP19157a_B	Social Media: Follow Charitable Groups
MP19158a_B	Social Media: Follow Chefs/Restaurants
MP19159a_B	Social Media: Follow Companies/Brands
MP19160a_B	Social Media: Follow Gamers
MP19161a_B	Social Media: Follow Hobby-Related Groups
MP19162a_B	Social Media: Follow Local Groups
MP19163a_B	Social Media: Follow Magazines
MP19164a_B	Social Media: Follow Medical/Ailment Groups
MP19165a_B	Social Media: Follow Music Groups
MP19166a_B	Social Media: Follow Newspapers
MP19167a_B	Social Media: Follow Other Celebrities
MP19168a_B	Social Media: Follow Political Groups
MP19169a_B	Social Media: Follow Politicians
MP19170a_B	Social Media: Follow Religious Groups
MP19171a_B	Social Media: Follow School Groups
MP19172a_B	Social Media: Follow Sports/Athletes
MP19173a_B	Social Media: Follow Travel-Related Groups
MP19174a_B	Social Media: Follow TV Programs/Networks
MP23032a_B	Watch Game Shows (Primetime) Last Week
MP23044a_B	Watched FYI Last Week
MP23063a_B	Watched Fuse Last Week
MP23100a_B	Watched TeenNick Last Week
MP23116a_B	Watched Destination America Last Week
MP23138a_B	Watched American Heroes Channel Last Week
MP23141a_B	Watched Pop TV Last Week
MP23178a_B	Watched AXS TV Last Week
MP23179a_B	Watched BET (Black Entertainment TV) Her Last Week
MP23180a_B	Watched Bloomberg TV Last Week
MP23181a_B	Watched ESPN SEC Last Week
MP23182a_B	Watched Flix Last Week

MP23183a_B	Watched Laff Last Week
MP23184a_B	Watched MTV Live Last Week
MP23185a_B	Watched NHL Network Last Week
MP23186a_B	Watched Telemundo Last Week
MP23187a_B	Watched The CW Last Week
MP23188a_B	Watched Univision Last Week
MP23189a_B	Watched UPtv Last Week
MP25060a_B	Used Sensitive Toothpaste Last 6 Mo
MP26002h_B	HH Owns Any Bird
MP26049h_B	HH Spent $1-$99 on Pet Food Last 12 Mo
MP26050h_B	HH Spent $100 -$199 on Pet Food Last 12 Mo
MP26051h_B	HH Spent $200-$499 on Pet Food Last 12 Mo
MP26052h_B	HH Spent $500+ on Pet Food Last 12 Mo
MP26053h_B	HH Spent $1-$99 on Veterinarian Care Last 12 Mo
MP26054h_B	HH Spent $100-$199 on Veterinarian Care Last 12 Mo
MP26055h_B	HH Spent $200-$499 on Veterinarian Care Last 12 Mo
MP26056h_B	HH Spent $500-$799 on Veterinarian Care Last 12 Mo
MP26057h_B	HH Spent $800+ on Veterinarian Care Last 12 Mo
MP27051h_B	HH Has a Landline Telephone Only (No Cell Phone)
MP27101a_B	Used Cell/Tablet/E-Rdr: Play 1 Player Game Last 30 Days
MP27102a_B	Used Cell/Tablet/E-Rdr: Play 2+ Player Game Last 30 Days
MP28266a_B	Companies Creating Diverse Ads Important: 1-Disagree Completely
MP28267a_B	Companies Creating Diverse Ads Important: 2-Disagree Somewhat
MP28268a_B	Companies Creating Diverse Ads Important: 3-Agree Somewhat
MP28269a_B	Companies Creating Diverse Ads Important: 4-Agree Completely
MP28270a_B	Climate Change Is Too Political: 1-Disagree Completely
MP28271a_B	Climate Change Is Too Political: 2-Disagree Somewhat
MP28272a_B	Climate Change Is Too Political: 3-Agree Somewhat
MP28273a_B	Climate Change Is Too Political: 4-Agree Completely
MP28274a_B	Family/Friends Trust My Advice on Environmentally-Friendly Products
MP28275a_B	Feel Helpless to Protect the Environment: 1-Disagree Completely
MP28276a_B	Feel Helpless to Protect the Environment: 2-Disagree Somewhat
MP28277a_B	Feel Helpless to Protect the Environment: 3-Agree Somewhat
MP28278a_B	Feel Helpless to Protect the Environment: 4-Agree Completely
MP28279a_B	Impt to Be Seen as Environmentally Conscious: 1-Disagree Completely
MP28280a_B	Impt to Be Seen as Environmentally Conscious: 2-Disagree Somewhat
MP28281a_B	Impt to Be Seen as Environmentally Conscious: 3-Agree Somewhat
MP28282a_B	Impt to Be Seen as Environmentally Conscious: 4-Agree Completely
MP28283a_B	People Should Always Use Recycled Products: 1-Disagree Completely
MP28284a_B	People Should Always Use Recycled Products: 2-Disagree Somewhat
MP28285a_B	People Should Always Use Recycled Products: 3-Agree Somewhat
MP28286a_B	People Should Always Use Recycled Products: 4-Agree Completely
MP28287a_B	Very Knowledgeable on Environmentally-Friendly Products
MP28288a_B	Worrying About the Environ Is Overreacting: 1-Disagree Completely
MP28289a_B	Worrying About the Environ Is Overreacting: 2-Disagree Somewhat
MP28290a_B	Worrying About the Environ Is Overreacting: 3-Agree Somewhat
MP28291a_B	Worrying About the Environ Is Overreacting: 4-Agree Completely
MP28292a_B	Clothes Shopping: Get What I Need Then Leave: 1-Disagree Completely
MP28293a_B	Clothes Shopping: Get What I Need Then Leave: 2-Disagree Somewhat
MP28294a_B	Clothes Shopping: Get What I Need Then Leave: 3-Agree Somewhat
MP28295a_B	Clothes Shopping: Get What I Need Then Leave: 4-Agree Completely
MP28296a_B	Designer Clothes Are More Appealing: 1-Disagree Completely
MP28297a_B	Designer Clothes Are More Appealing: 2-Disagree Somewhat
MP28298a_B	Designer Clothes Are More Appealing: 3-Agree Somewhat
MP28299a_B	Designer Clothes Are More Appealing: 4-Agree Completely
MP28300a_B	Discount Dept Store Clothes Just as Good: 1-Disagree Completely
MP28301a_B	Discount Dept Store Clothes Just as Good: 2-Disagree Somewhat
MP28302a_B	Discount Dept Store Clothes Just as Good: 3-Agree Somewhat
MP28303a_B	Discount Dept Store Clothes Just as Good: 4-Agree Completely
MP28304a_B	Use Natural/Organic Beauty Products: 1-Disagree Completely
MP28305a_B	Use Natural/Organic Beauty Products: 2-Disagree Somewhat
MP28306a_B	Use Natural/Organic Beauty Products: 3-Agree Somewhat
MP28307a_B	Use Natural/Organic Beauty Products: 4-Agree Completely
MP28308a_B	Use Skincare Products with Sunscreen: 1-Disagree Completely

MP28309a_B	Use Skincare Products with Sunscreen: 2-Disagree Somewhat
MP28310a_B	Use Skincare Products with Sunscreen: 3-Agree Somewhat
MP28311a_B	Use Skincare Products with Sunscreen: 4-Agree Completely
MP28312a_B	Ask Others Financial Products/Services Advice: 1-Disagree Completely
MP28313a_B	Ask Others Financial Products/Services Advice: 2-Disagree Somewhat
MP28314a_B	Ask Others Financial Products/Services Advice: 3-Agree Somewhat
MP28315a_B	Ask Others Financial Products/Services Advice: 4-Agree Completely
MP28316a_B	Careful with My Money: 1-Disagree Completely
MP28317a_B	Careful with My Money: 2-Disagree Somewhat
MP28318a_B	Careful with My Money: 3-Agree Somewhat
MP28319a_B	Careful with My Money: 4-Agree Completely
MP28320a_B	Compare Prices for Finance/Investment Srvs: 1-Disagree Completely
MP28321a_B	Compare Prices for Finance/Investment Srvs: 2-Disagree Somewhat
MP28322a_B	Compare Prices for Finance/Investment Srvs: 3-Agree Somewhat
MP28323a_B	Compare Prices for Finance/Investment Srvs: 4-Agree Completely
MP28324a_B	Concerned About Credit Card Identity Theft: 1-Disagree Completely
MP28325a_B	Concerned About Credit Card Identity Theft: 2-Disagree Somewhat
MP28326a_B	Concerned About Credit Card Identity Theft: 3-Agree Somewhat
MP28327a_B	Concerned About Credit Card Identity Theft: 4-Agree Completely
MP28328a_B	Consider Economy in Making Financial Choices: 1-Disagree Completely
MP28329a_B	Consider Economy in Making Financial Choices: 2-Disagree Somewhat
MP28330a_B	Consider Economy in Making Financial Choices: 3-Agree Somewhat
MP28331a_B	Consider Economy in Making Financial Choices: 4-Agree Completely
MP28332a_B	Discuss Financial Knowledge with Others: 1-Disagree Completely
MP28333a_B	Discuss Financial Knowledge with Others: 2-Disagree Somewhat
MP28334a_B	Discuss Financial Knowledge with Others: 3-Agree Somewhat
MP28335a_B	Discuss Financial Knowledge with Others: 4-Agree Completely
MP28336a_B	Economy Directly Impacts Spending Habits: 1-Disagree Completely
MP28337a_B	Economy Directly Impacts Spending Habits: 2-Disagree Somewhat
MP28338a_B	Economy Directly Impacts Spending Habits: 3-Agree Somewhat
MP28339a_B	Economy Directly Impacts Spending Habits: 4-Agree Completely
MP28340a_B	Enjoy Learning About Finance from Others: 1-Disagree Completely
MP28341a_B	Enjoy Learning About Finance from Others: 2-Disagree Somewhat
MP28342a_B	Enjoy Learning About Finance from Others: 3-Agree Somewhat
MP28343a_B	Enjoy Learning About Finance from Others: 4-Agree Completely
MP28344a_B	Feel Financially Secure: 1-Disagree Completely
MP28345a_B	Feel Financially Secure: 2-Disagree Somewhat
MP28346a_B	Feel Financially Secure: 3-Agree Somewhat
MP28347a_B	Feel Financially Secure: 4-Agree Completely
MP28348a_B	Fin Security In Retirement Personal Resp: 1-Disagree Completely
MP28349a_B	Fin Security In Retirement Personal Resp: 2-Disagree Somewhat
MP28350a_B	Fin Security In Retirement Personal Resp: 3-Agree Somewhat
MP28351a_B	Fin Security In Retirement Personal Resp: 4-Agree Completely
MP28352a_B	Financial Planning Feels Complicated: 1-Disagree Completely
MP28353a_B	Financial Plng Feels Like Complicated: 2-Disagree Somewhat
MP28354a_B	Financial Planning Feels Complicated: 3-Agree Somewhat
MP28355a_B	Financial Planning Feels Complicated: 4-Agree Completely
MP28356a_B	Financial Service Ads Are Interesting: 1-Disagree Completely
MP28357a_B	Financial Service Ads Are Interesting: 2-Disagree Somewhat
MP28358a_B	Financial Service Ads Are Interesting: 3-Agree Somewhat
MP28359a_B	Financial Service Ads Are Interesting: 4-Agree Completely
MP28360a_B	Know My Credit Score: 1-Disagree Completely
MP28361a_B	Know My Credit Score: 2-Disagree Somewhat
MP28362a_B	Know My Credit Score: 3-Agree Somewhat
MP28363a_B	Know My Credit Score: 4-Agree Completely
MP28364a_B	Make Big Purchases After Getting Tax Refund: 1-Disagree Completely
MP28365a_B	Make Big Purchases After Getting Tax Refund: 2-Disagree Somewhat
MP28366a_B	Make Big Purchases After Getting Tax Refund: 3-Agree Somewhat
MP28367a_B	Make Big Purchases After Getting Tax Refund: 4-Agree Completely
MP28368a_B	Money Is Best Measure of Success: 1-Disagree Completely
MP28369a_B	Money Is Best Measure of Success: 2-Disagree Somewhat
MP28370a_B	Money Is Best Measure of Success: 3-Agree Somewhat
MP28371a_B	Money Is Best Measure of Success: 4-Agree Completely
MP28372a_B	Feel Overwhelmed by Financial Burdens: 1-Disagree Completely

MP28373a_B	Feel Overwhelmed by Financial Burdens: 2-Disagree Somewhat
MP28374a_B	Feel Overwhelmed by Financial Burdens: 3-Agree Somewhat
MP28375a_B	Feel Overwhelmed by Financial Burdens: 4-Agree Completely
MP28376a_B	Pay Any Price for Good Financial Advice: 1-Disagree Completely
MP28377a_B	Pay Any Price for Good Financial Advice: 2-Disagree Somewhat
MP28378a_B	Pay Any Price for Good Financial Advice: 3-Agree Somewhat
MP28379a_B	Pay Any Price for Good Financial Advice: 4-Agree Completely
MP28380a_B	Prefer to Pay Cash for Purchases: 1-Disagree Completely
MP28381a_B	Prefer to Pay Cash for Purchases: 2-Disagree Somewhat
MP28382a_B	Prefer to Pay Cash for Purchases: 3-Agree Somewhat
MP28383a_B	Prefer to Pay Cash for Purchases: 4-Agree Completely
MP28384a_B	Primarily Do Banking Online 1-Disagree Completely
MP28385a_B	Primarily Do Banking Online 2-Disagree Somewhat
MP28386a_B	Primarily Do Banking Online 3-Agree Somewhat
MP28387a_B	Primarily Do Banking Online 4-Agree Completely
MP28388a_B	Rather Save Than Borrow for Purchase: 1-Disagree Completely
MP28389a_B	Rather Save Than Borrow for Purchase: 2-Disagree Somewhat
MP28390a_B	Rather Save Than Borrow for Purchase: 3-Agree Somewhat
MP28391a_B	Rather Save Than Borrow for Purchase: 4-Agree Completely
MP28392a_B	Research Financial Services Beforehand: 1-Disagree Completely
MP28393a_B	Research Financial Services Beforehand: 2-Disagree Somewhat
MP28394a_B	Research Financial Services Beforehand: 3-Agree Somewhat
MP28395a_B	Research Financial Services Beforehand: 4-Agree Completely
MP28396a_B	Spend Money Without Thinking: 1-Disagree Completely
MP28397a_B	Spend Money Without Thinking: 2-Disagree Somewhat
MP28398a_B	Spend Money Without Thinking: 3-Agree Somewhat
MP28399a_B	Spend Money Without Thinking: 4-Agree Completely
MP28400a_B	Take Active Role in My Retirement Planning: 1-Disagree Completely
MP28401a_B	Take Active Role in My Retirement Planning: 2-Disagree Somewhat
MP28402a_B	Take Active Role in My Retirement Planning: 3-Agree Somewhat
MP28403a_B	Take Active Role in My Retirement Planning: 4-Agree Completely
MP28404a_B	Very Good at Managing Money: 1-Disagree Completely
MP28405a_B	Very Good at Managing Money: 2-Disagree Somewhat
MP28406a_B	Very Good at Managing Money: 3-Agree Somewhat
MP28407a_B	Very Good at Managing Money: 4-Agree Completely
MP28408a_B	Want to Look Financially Successful: 1-Disagree Completely
MP28409a_B	Want to Look Financially Successful: 2-Disagree Somewhat
MP28410a_B	Want to Look Financially Successful: 3-Agree Somewhat
MP28411a_B	Want to Look Financially Successful: 4-Agree Completely
MP28412a_B	Well-Covered with Life Insurance: 1-Disagree Completely
MP28413a_B	Well-Covered with Life Insurance: 2-Disagree Somewhat
MP28414a_B	Well-Covered with Life Insurance: 3-Agree Somewhat
MP28415a_B	Well-Covered with Life Insurance: 4-Agree Completely
MP28416a_B	Well-Covered with Renter/Homeowner Insurance: 1-Disagree Completely
MP28417a_B	Well-Covered with Renter/Homeowner Insurance: 2-Disagree Somewhat
MP28418a_B	Well-Covered with Renter/Homeowner Insurance: 3-Agree Somewhat
MP28419a_B	Well-Covered with Renter/Homeowner Insurance: 4-Agree Completely
MP28420a_B	Worry About Retiring When I Want: 1-Disagree Completely
MP28421a_B	Worry About Retiring When I Want: 2-Disagree Somewhat
MP28422a_B	Worry About Retiring When I Want: 3-Agree Somewhat
MP28423a_B	Worry About Retiring When I Want: 4-Agree Completely
MP28424a_B	Buy Many Units If Food Item on Sale: 1-Disagree Completely
MP28425a_B	Buy Many Units If Food Item on Sale: 2-Disagree Somewhat
MP28426a_B	Buy Many Units If Food Item on Sale: 3-Agree Somewhat
MP28427a_B	Buy Many Units If Food Item on Sale: 4-Agree Completely
MP28428a_B	Celebrity Chefs Inspire Me to Cook/Bake: 1-Disagree Completely
MP28429a_B	Celebrity Chefs Inspire Me to Cook/Bake: 2-Disagree Somewhat
MP28430a_B	Celebrity Chefs Inspire Me to Cook/Bake: 3-Agree Somewhat
MP28431a_B	Celebrity Chefs Inspire Me to Cook/Bake: 4-Agree Completely
MP28432a_B	Choose Foods Mostly for Nutritional Value: 1-Disagree Completely
MP28433a_B	Choose Foods Mostly for Nutritional Value: 2-Disagree Somewhat
MP28434a_B	Choose Foods Mostly for Nutritional Value: 3-Agree Somewhat
MP28435a_B	Choose Foods Mostly for Nutritional Value: 4-Agree Completely
MP28436a_B	Cook Meals Frequently Each Week: 1-Disagree Completely

MP28437a_B	Cook Meals Frequently Each Week: 2-Disagree Somewhat
MP28438a_B	Cook Meals Frequently Each Week: 3-Agree Somewhat
MP28439a_B	Cook Meals Frequently Each Week: 4-Agree Completely
MP28440a_B	Prefer to Cook w/Fresh Food vs Canned/Frozen: 1-Disagree Completely
MP28441a_B	Prefer to Cook w/Fresh Food vs Canned/Frozen: 2-Disagree Somewhat
MP28442a_B	Prefer to Cook w/Fresh Food vs Canned/Frozen: 3-Agree Somewhat
MP28443a_B	Prefer to Cook w/Fresh Food vs Canned/Frozen: 4-Agree Completely
MP28444a_B	Count Calories of the Foods I Eat: 1-Disagree Completely
MP28445a_B	Count Calories of the Foods I Eat: 2-Disagree Somewhat
MP28446a_B	Count Calories of the Foods I Eat: 3-Agree Somewhat
MP28447a_B	Count Calories of the Foods I Eat: 4-Agree Completely
MP28448a_B	Dinners in My Home Are Planned: 1-Disagree Completely
MP28449a_B	Dinners in My Home Are Planned: 2-Disagree Somewhat
MP28450a_B	Dinners in My Home Are Planned: 3-Agree Somewhat
MP28451a_B	Dinners in My Home Are Planned: 4-Agree Completely
MP28452a_B	Like Eating Foods from Different Cultures: 1-Disagree Completely
MP28453a_B	Like Eating Foods from Different Cultures: 2-Disagree Somewhat
MP28454a_B	Like Eating Foods from Different Cultures: 3-Agree Somewhat
MP28455a_B	Like Eating Foods from Different Cultures: 4-Agree Completely
MP28456a_B	Eat Foods I Like Regardless of Calories: 1-Disagree Completely
MP28457a_B	Eat Foods I Like Regardless of Calories: 2-Disagree Somewhat
MP28458a_B	Eat Foods I Like Regardless of Calories: 3-Agree Somewhat
MP28459a_B	Eat Foods I Like Regardless of Calories: 4-Agree Completely
MP28460a_B	Eat Gourmet Food Whenever Possible: 1-Disagree Completely
MP28461a_B	Eat Gourmet Food Whenever Possible: 2-Disagree Somewhat
MP28462a_B	Eat Gourmet Food Whenever Possible: 3-Agree Somewhat
MP28463a_B	Eat Gourmet Food Whenever Possible: 4-Agree Completely
MP28464a_B	Eat Many Small Meals Throughout the Day: 1-Disagree Completely
MP28465a_B	Eat Many Small Meals Throughout the Day: 2-Disagree Somewhat
MP28466a_B	Eat Many Small Meals Throughout the Day: 3-Agree Somewhat
MP28467a_B	Eat Many Small Meals Throughout the Day: 4-Agree Completely
MP28468a_B	Eat to Be Healthy vs to Lose Weight: 1-Disagree Completely
MP28469a_B	Eat to Be Healthy vs to Lose Weight: 2-Disagree Somewhat
MP28470a_B	Eat to Be Healthy vs to Lose Weight: 3-Agree Somewhat
MP28471a_B	Eat to Be Healthy vs to Lose Weight: 4-Agree Completely
MP28472a_B	Eating at Fast Food Restaurants Is Fun: 1-Disagree Completely
MP28473a_B	Eating at Fast Food Restaurants Is Fun: 2-Disagree Somewhat
MP28474a_B	Eating at Fast Food Restaurants Is Fun: 3-Agree Somewhat
MP28475a_B	Eating at Fast Food Restaurants Is Fun: 4-Agree Completely
MP28476a_B	Eating Out Is All About the Experience: 1-Disagree Completely
MP28477a_B	Eating Out Is All About the Experience: 2-Disagree Somewhat
MP28478a_B	Eating Out Is All About the Experience: 3-Agree Somewhat
MP28479a_B	Eating Out Is All About the Experience: 4-Agree Completely
MP28480a_B	Evaluate Nutrition of Restaurant Menu Items: 1-Disagree Completely
MP28481a_B	Evaluate Nutrition of Restaurant Menu Items: 2-Disagree Somewhat
MP28482a_B	Evaluate Nutrition of Restaurant Menu Items: 3-Agree Somewhat
MP28483a_B	Evaluate Nutrition of Restaurant Menu Items: 4-Agree Completely
MP28484a_B	Fast Food Fits My Busy Lifestyle: 1-Disagree Completely
MP28485a_B	Fast Food Fits My Busy Lifestyle: 2-Disagree Somewhat
MP28486a_B	Fast Food Fits My Busy Lifestyle: 3-Agree Somewhat
MP28487a_B	Fast Food Fits My Busy Lifestyle: 4-Agree Completely
MP28488a_B	Fast Food Helps Stay Within My Budget: 1-Disagree Completely
MP28489a_B	Fast Food Helps Stay Within My Budget: 2-Disagree Somewhat
MP28490a_B	Fast Food Helps Stay Within My Budget: 3-Agree Somewhat
MP28491a_B	Fast Food Helps Stay Within My Budget: 4-Agree Completely
MP28492a_B	Fast Food Is Junk Food: 1-Disagree Completely
MP28493a_B	Fast Food Is Junk Food: 2-Disagree Somewhat
MP28494a_B	Fast Food Is Junk Food: 3-Agree Somewhat
MP28495a_B	Fast Food Is Junk Food: 4-Agree Completely
MP28496a_B	Feel Guilty Eating Fattening Foods : 1-Disagree Completely
MP28497a_B	Feel Guilty Eating Fattening Foods : 2-Disagree Somewhat
MP28498a_B	Feel Guilty Eating Fattening Foods : 3-Agree Somewhat
MP28499a_B	Feel Guilty Eating Fattening Foods : 4-Agree Completely
MP28500a_B	Frequently Eat Sweets: 1-Disagree Completely

MP28501a_B	Frequently Eat Sweets: 2-Disagree Somewhat
MP28502a_B	Frequently Eat Sweets: 3-Agree Somewhat
MP28503a_B	Frequently Eat Sweets: 4-Agree Completely
MP28504a_B	Health Food Trends Affect Purchases: 1-Disagree Completely
MP28505a_B	Health Food Trends Affect Purchases: 2-Disagree Somewhat
MP28506a_B	Health Food Trends Affect Purchases: 3-Agree Somewhat
MP28507a_B	Health Food Trends Affect Purchases: 4-Agree Completely
MP28508a_B	Healthy Lifestyle Better Than Dieting: 1-Disagree Completely
MP28509a_B	Healthy Lifestyle Better Than Dieting: 2-Disagree Somewhat
MP28510a_B	Healthy Lifestyle Better Than Dieting: 3-Agree Somewhat
MP28511a_B	Healthy Lifestyle Better Than Dieting: 4-Agree Completely
MP28512a_B	Indulge Cravings for Foods I Like: 1-Disagree Completely
MP28513a_B	Indulge Cravings for Foods I Like: 2-Disagree Somewhat
MP28514a_B	Indulge Cravings for Foods I Like: 3-Agree Somewhat
MP28515a_B	Indulge Cravings for Foods I Like: 4-Agree Completely
MP28516a_B	Kitchen Is Most Important Room in Home: 1-Disagree Completely
MP28517a_B	Kitchen Is Most Important Room in Home: 2-Disagree Somewhat
MP28518a_B	Kitchen Is Most Important Room in Home: 3-Agree Somewhat
MP28519a_B	Kitchen Is Most Important Room in Home: 4-Agree Completely
MP28520a_B	Let My Kids Order at Restaurants: 1-Disagree Completely
MP28521a_B	Let My Kids Order at Restaurants: 2-Disagree Somewhat
MP28522a_B	Let My Kids Order at Restaurants: 3-Agree Somewhat
MP28523a_B	Let My Kids Order at Restaurants: 4-Agree Completely
MP28524a_B	Like to Celebrate at Restaurants: 1-Disagree Completely
MP28525a_B	Like to Celebrate at Restaurants: 2-Disagree Somewhat
MP28526a_B	Like to Celebrate at Restaurants: 3-Agree Somewhat
MP28527a_B	Like to Celebrate at Restaurants: 4-Agree Completely
MP28528a_B	Look for Quick and Easy to Prepare Meals: 1-Disagree Completely
MP28529a_B	Look for Quick and Easy to Prepare Meals: 2-Disagree Somewhat
MP28530a_B	Look for Quick and Easy to Prepare Meals: 3-Agree Somewhat
MP28531a_B	Look for Quick and Easy to Prepare Meals: 4-Agree Completely
MP28532a_B	Mostly Try to Lose Weight by Dieting: 1-Disagree Completely
MP28533a_B	Mostly Try to Lose Weight by Dieting: 2-Disagree Somewhat
MP28534a_B	Mostly Try to Lose Weight by Dieting: 3-Agree Somewhat
MP28535a_B	Mostly Try to Lose Weight by Dieting: 4-Agree Completely
MP28536a_B	Often Eat Pre-Cooked Meals from Store: 1-Disagree Completely
MP28537a_B	Often Eat Pre-Cooked Meals from Store: 2-Disagree Somewhat
MP28538a_B	Often Eat Pre-Cooked Meals from Store: 3-Agree Somewhat
MP28539a_B	Often Eat Pre-Cooked Meals from Store: 4-Agree Completely
MP28540a_B	Often Read Recipes on Products I Buy: 1-Disagree Completely
MP28541a_B	Often Read Recipes on Products I Buy: 2-Disagree Somewhat
MP28542a_B	Often Read Recipes on Products I Buy: 3-Agree Somewhat
MP28543a_B	Often Read Recipes on Products I Buy: 4-Agree Completely
MP28544a_B	Often Eat Frozen Dinners: 1-Disagree Completely
MP28545a_B	Often Eat Frozen Dinners: 2-Disagree Somewhat
MP28546a_B	Often Eat Frozen Dinners: 3-Agree Somewhat
MP28547a_B	Often Eat Frozen Dinners: 4-Agree Completely
MP28548a_B	Often Eat Meals on the Run: 1-Disagree Completely
MP28549a_B	Often Eat Meals on the Run: 2-Disagree Somewhat
MP28550a_B	Often Eat Meals on the Run: 3-Agree Somewhat
MP28551a_B	Often Eat Meals on the Run: 4-Agree Completely
MP28552a_B	Only Eat Fast Food When Rushed: 1-Disagree Completely
MP28553a_B	Only Eat Fast Food When Rushed: 2-Disagree Somewhat
MP28554a_B	Only Eat Fast Food When Rushed: 3-Agree Somewhat
MP28555a_B	Only Eat Fast Food When Rushed: 4-Agree Completely
MP28556a_B	Only Snack on Healthy Foods: 1-Disagree Completely
MP28557a_B	Only Snack on Healthy Foods: 2-Disagree Somewhat
MP28558a_B	Only Snack on Healthy Foods: 3-Agree Somewhat
MP28559a_B	Only Snack on Healthy Foods: 4-Agree Completely
MP28560a_B	Pay More for Food If Animals Treated Humanely: 1-Disagree Completely
MP28561a_B	Pay More for Food If Animals Treated Humanely: 2-Disagree Somewhat
MP28562a_B	Pay More for Food If Animals Treated Humanely: 3-Agree Somewhat
MP28563a_B	Pay More for Food If Animals Treated Humanely: 4-Agree Completely
MP28564a_B	Prefer Foods with Bold Flavors: 1-Disagree Completely

MP28565a_B	Prefer Foods with Bold Flavors: 2-Disagree Somewhat
MP28566a_B	Prefer Foods with Bold Flavors: 3-Agree Somewhat
MP28567a_B	Prefer Foods with Bold Flavors: 4-Agree Completely
MP28568a_B	Prefer Foods Without Artificial Ingredients: 1-Disagree Completely
MP28569a_B	Prefer Foods Without Artificial Ingredients: 2-Disagree Somewhat
MP28570a_B	Prefer Foods Without Artificial Ingredients: 3-Agree Somewhat
MP28571a_B	Prefer Foods Without Artificial Ingredients: 4-Agree Completely
MP28572a_B	Prefer Picking Up Meals to Cooking: 1-Disagree Completely
MP28573a_B	Prefer Picking Up Meals to Cooking: 2-Disagree Somewhat
MP28574a_B	Prefer Picking Up Meals to Cooking: 3-Agree Somewhat
MP28575a_B	Prefer Picking Up Meals to Cooking: 4-Agree Completely
MP28576a_B	Rather Cook Than Eat Out: 1-Disagree Completely
MP28577a_B	Rather Cook Than Eat Out: 2-Disagree Somewhat
MP28578a_B	Rather Cook Than Eat Out: 3-Agree Somewhat
MP28579a_B	Rather Cook Than Eat Out: 4-Agree Completely
MP28580a_B	Really Enjoy Cooking: 1-Disagree Completely
MP28581a_B	Really Enjoy Cooking: 2-Disagree Somewhat
MP28582a_B	Really Enjoy Cooking: 3-Agree Somewhat
MP28583a_B	Really Enjoy Cooking: 4-Agree Completely
MP28584a_B	Salty Snacks Are My Favorite: 1-Disagree Completely
MP28585a_B	Salty Snacks Are My Favorite: 2-Disagree Somewhat
MP28586a_B	Salty Snacks Are My Favorite: 3-Agree Somewhat
MP28587a_B	Salty Snacks Are My Favorite: 4-Agree Completely
MP28588a_B	Actively Seek Info on Nutrition/Healthy Diet: 1-Disagree Completely
MP28589a_B	Actively Seek Info on Nutrition/Healthy Diet: 2-Disagree Somewhat
MP28590a_B	Actively Seek Info on Nutrition/Healthy Diet: 3-Agree Somewhat
MP28591a_B	Actively Seek Info on Nutrition/Healthy Diet: 4-Agree Completely
MP28592a_B	Switch My Name-Brand for Generic If on Sale: 1-Disagree Completely
MP28593a_B	Switch My Name-Brand for Generic If on Sale: 2-Disagree Somewhat
MP28594a_B	Switch My Name-Brand for Generic If on Sale: 3-Agree Somewhat
MP28595a_B	Switch My Name-Brand for Generic If on Sale: 4-Agree Completely
MP28596a_B	Other Try New Food Prods Because of Coupons: 1-Disagree Completely
MP28597a_B	Other Try New Food Prods Because of Coupons: 2-Disagree Somewhat
MP28598a_B	Other Try New Food Prods Because of Coupons: 3-Agree Somewhat
MP28599a_B	Other Try New Food Prods Because of Coupons: 4-Agree Completely
MP28600a_B	Try to Buy Locally Sourced Foods: 1-Disagree Completely
MP28601a_B	Try to Buy Locally Sourced Foods: 2-Disagree Somewhat
MP28602a_B	Try to Buy Locally Sourced Foods: 3-Agree Somewhat
MP28603a_B	Try to Buy Locally Sourced Foods: 4-Agree Completely
MP28604a_B	Try to Eat a Healthy Breakfast Daily: 1-Disagree Completely
MP28605a_B	Try to Eat a Healthy Breakfast Daily: 2-Disagree Somewhat
MP28606a_B	Try to Eat a Healthy Breakfast Daily: 3-Agree Somewhat
MP28607a_B	Try to Eat a Healthy Breakfast Daily: 4-Agree Completely
MP28608a_B	Usually Try New Foods First Before Friends: 1-Disagree Completely
MP28609a_B	Usually Try New Foods First Before Friends: 2-Disagree Somewhat
MP28610a_B	Usually Try New Foods First Before Friends: 3-Agree Somewhat
MP28611a_B	Usually Try New Foods First Before Friends: 4-Agree Completely
MP28612a_B	When I Eat Out I Eat Unhealthy Foods: 1-Disagree Completely
MP28613a_B	When I Eat Out I Eat Unhealthy Foods: 2-Disagree Somewhat
MP28614a_B	When I Eat Out I Eat Unhealthy Foods: 3-Agree Somewhat
MP28615a_B	When I Eat Out I Eat Unhealthy Foods: 4-Agree Completely
MP28616a_B	When I Eat Out I Expect Leftovers: 1-Disagree Completely
MP28617a_B	When I Eat Out I Expect Leftovers: 2-Disagree Somewhat
MP28618a_B	When I Eat Out I Expect Leftovers: 3-Agree Somewhat
MP28619a_B	When I Eat Out I Expect Leftovers: 4-Agree Completely
MP28620a_B	Will Try Any New Diet: 1-Disagree Completely
MP28621a_B	Will Try Any New Diet: 2-Disagree Somewhat
MP28622a_B	Will Try Any New Diet: 3-Agree Somewhat
MP28623a_B	Will Try Any New Diet: 4-Agree Completely
MP28624a_B	Consider Diet to Be Very Healthy: 1-Disagree Completely
MP28625a_B	Consider Diet to Be Very Healthy: 2-Disagree Somewhat
MP28626a_B	Consider Diet to Be Very Healthy: 3-Agree Somewhat
MP28627a_B	Consider Diet to Be Very Healthy: 4-Agree Completely
MP28628a_B	Drag Myself to Work When Sick: 1-Disagree Completely

MP28629a_B	Drag Myself to Work When Sick: 2-Disagree Somewhat
MP28630a_B	Drag Myself to Work When Sick: 3-Agree Somewhat
MP28631a_B	Drag Myself to Work When Sick: 4-Agree Completely
MP28632a_B	Family/Friends Trust My Advice on Healthcare
MP28633a_B	Family/Friends Trust My Advice on Healthy Lifestyles
MP28634a_B	Family/Friends Trust My Advice on Prescription Drugs
MP28635a_B	Frequently Take Preventative Medicine: 1-Disagree Completely
MP28636a_B	Frequently Take Preventative Medicine: 2-Disagree Somewhat
MP28637a_B	Frequently Take Preventative Medicine: 3-Agree Somewhat
MP28638a_B	Frequently Take Preventative Medicine: 4-Agree Completely
MP28639a_B	Important to See Doctor When Sick: 1-Disagree Completely
MP28640a_B	Important to See Doctor When Sick: 2-Disagree Somewhat
MP28641a_B	Important to See Doctor When Sick: 3-Agree Somewhat
MP28642a_B	Important to See Doctor When Sick: 4-Agree Completely
MP28643a_B	Make Sure I Exercise Regularly: 1-Disagree Completely
MP28644a_B	Make Sure I Exercise Regularly: 2-Disagree Somewhat
MP28645a_B	Make Sure I Exercise Regularly: 3-Agree Somewhat
MP28646a_B	Make Sure I Exercise Regularly: 4-Agree Completely
MP28647a_B	More Fit and Active Others My Age: 1-Disagree Completely
MP28648a_B	More Fit and Active Others My Age: 2-Disagree Somewhat
MP28649a_B	More Fit and Active Others My Age: 3-Agree Somewhat
MP28650a_B	More Fit and Active Others My Age: 4-Agree Completely
MP28651a_B	Often Seek New Exercise Routines: 1-Disagree Completely
MP28652a_B	Often Seek New Exercise Routines: 2-Disagree Somewhat
MP28653a_B	Often Seek New Exercise Routines: 3-Agree Somewhat
MP28654a_B	Often Seek New Exercise Routines: 4-Agree Completely
MP28655a_B	Pay Just About Anything for My Health: 1-Disagree Completely
MP28656a_B	Pay Just About Anything for My Health: 2-Disagree Somewhat
MP28657a_B	Pay Just About Anything for My Health: 3-Agree Somewhat
MP28658a_B	Pay Just About Anything for My Health: 4-Agree Completely
MP28659a_B	Prefer Urgent Care vs Doctor`s Office: 1-Disagree Completely
MP28660a_B	Prefer Urgent Care vs Doctor`s Office: 2-Disagree Somewhat
MP28661a_B	Prefer Urgent Care vs Doctor`s Office: 3-Agree Somewhat
MP28662a_B	Prefer Urgent Care vs Doctor`s Office: 4-Agree Completely
MP28663a_B	Always Seek New Ways to Be More Healthy: 1-Disagree Completely
MP28664a_B	Always Seek New Ways to Be More Healthy: 2-Disagree Somewhat
MP28665a_B	Always Seek New Ways to Be More Healthy: 3-Agree Somewhat
MP28666a_B	Always Seek New Ways to Be More Healthy: 4-Agree Completely
MP28667a_B	Struggle with Health Care Costs: 1-Disagree Completely
MP28668a_B	Struggle with Health Care Costs: 2-Disagree Somewhat
MP28669a_B	Struggle with Health Care Costs: 3-Agree Somewhat
MP28670a_B	Struggle with Health Care Costs: 4-Agree Completely
MP28671a_B	Too Busy to Take Proper Care of Myself: 1-Disagree Completely
MP28672a_B	Too Busy to Take Proper Care of Myself: 2-Disagree Somewhat
MP28673a_B	Too Busy to Take Proper Care of Myself: 3-Agree Somewhat
MP28674a_B	Too Busy to Take Proper Care of Myself: 4-Agree Completely
MP28675a_B	Vaccine Benefits Outweigh Possible Risks: 1-Disagree Completely
MP28676a_B	Vaccine Benefits Outweigh Possible Risks: 2-Disagree Somewhat
MP28677a_B	Vaccine Benefits Outweigh Possible Risks: 3-Agree Somewhat
MP28678a_B	Vaccine Benefits Outweigh Possible Risks: 4-Agree Completely
MP28679a_B	Very Knowledgeable on Healthcare
MP28680a_B	Very Knowledgeable on Healthy Lifestyles
MP28681a_B	Very Knowledgeable on Prescription Drugs
MP28682a_B	Cells Phones Are Too Complicated: 1-Disagree Completely
MP28683a_B	Cells Phones Are Too Complicated: 2-Disagree Somewhat
MP28684a_B	Cells Phones Are Too Complicated: 3-Agree Somewhat
MP28685a_B	Cells Phones Are Too Complicated: 4-Agree Completely
MP28686a_B	Family/Friends Trust My Advice on Gardening
MP28687a_B	Family/Friends Trust My Advice on Restaurants
MP28688a_B	Try to Keep Up with Technology Developments: 1-Disagree Completely
MP28689a_B	Try to Keep Up with Technology Developments: 2-Disagree Somewhat
MP28690a_B	Try to Keep Up with Technology Developments: 3-Agree Somewhat
MP28691a_B	Try to Keep Up with Technology Developments: 4-Agree Completely
MP28692a_B	Very Knowledgeable on Gardening

MP28693a_B	Very Knowledgeable on Restaurants
MP28694a_B	Media: Enjoy Computer Ads
MP28695a_B	Media: Enjoy Magazine Ads
MP28696a_B	Media: Enjoy Mobile Ads
MP28697a_B	Media: Enjoy Newspaper Ads
MP28698a_B	Media: Enjoy Radio Ads
MP28699a_B	Media: Enjoy Television Ads
MP28700a_B	Media: Magazines Are Main Source of Entertainment
MP28701a_B	Media: Magazines Are Pure Entertainment
MP28702a_B	Media: Magazines Gives Me Good Ideas
MP28703a_B	Media: Magazines Is a Good Escape
MP28704a_B	Media: Magazines Is Good for Learning
MP28705a_B	Media Attitude: Magazines Keep Me Updated with Styles
MP28706a_B	Media: Magazines Keeps Me Informed
MP28707a_B	Media: Magazines Make Me Think
MP28708a_B	Media: Magazines Put Me in a Good Mood
MP28709a_B	Media: Magazines Relax Me
MP28710a_B	Media: Mobile Internet Puts Me in a Good Mood
MP28711a_B	Media: Mobile Internet Gives Me Good Ideas
MP28712a_B	Media: Mobile Internet Is a Good Escape
MP28713a_B	Media: Mobile Internet Is Good for Learning
MP28714a_B	Media: Mobile Internet Is Main Source of Entertainment
MP28715a_B	Media: Mobile Internet Is Pure Entertainment
MP28716a_B	Media: Mobile Internet Keeps Me Informed
MP28717a_B	Media: Mobile Internet Keeps Me Updated with Styles
MP28718a_B	Media: Mobile Internet Makes Me Think
MP28719a_B	Media: Mobile Internet Relaxes Me
MP28720a_B	Media: Newspapers Are Main Source of Entertainment
MP28721a_B	Media: Newspapers Are Pure Entertainment
MP28722a_B	Media: Newspapers Gives Me Good Ideas
MP28723a_B	Media: Newspapers Is a Good Escape
MP28724a_B	Media: Newspapers Is Good for Learning
MP28725a_B	Media Attitude: Newspapers Keep Me Updated with Styles
MP28726a_B	Media: Newspapers Keeps Me Informed
MP28727a_B	Media: Newspapers Make Me Think
MP28728a_B	Media: Newspapers Put Me in a Good Mood
MP28729a_B	Media: Newspapers Relax Me
MP28730a_B	Media: PC Internet Gives Me Good Ideas
MP28731a_B	Media: PC Internet Is a Good Escape
MP28732a_B	Media: PC Internet Is Good for Learning
MP28733a_B	Media: Computer Internet Is Main Source of Entertainment
MP28734a_B	Media: PC Internet Is Pure Entertainment
MP28735a_B	Media: PC Internet Keeps Me Informed
MP28736a_B	Media Attitude: PC Internet Keeps Me Updated with Styles
MP28737a_B	Media: PC Internet Makes Me Think
MP28738a_B	Media: PC Internet Puts Me in a Good Mood
MP28739a_B	Media: PC Internet Relaxes Me
MP28740a_B	Media: Radio Gives Me Good Ideas
MP28741a_B	Media: Radio Is a Good Escape
MP28742a_B	Media: Radio Is Good for Learning
MP28743a_B	Media: Radio Is Main Source of Entertainment
MP28744a_B	Media: Radio Is Pure Entertainment
MP28745a_B	Media: Radio Keeps Me Informed
MP28746a_B	Media: Radio Keeps Me Updated with Styles
MP28747a_B	Media: Radio Makes Me Think
MP28748a_B	Media: Radio Puts Me in a Good Mood
MP28749a_B	Media: Radio Relaxes Me
MP28750a_B	Media: Television Gives Me Good Ideas
MP28751a_B	Media: Television Is a Good Escape
MP28752a_B	Media: TV Is Good for Learning
MP28753a_B	Media: Television Is Main Source of Entertainment
MP28754a_B	Media: TV Is Pure Entertainment
MP28755a_B	Media: Television Keeps Me Informed
MP28756a_B	Media: TV Keeps Me Updated with Styles

MP28757a_B	Media: Television Makes Me Think
MP28758a_B	Media: Television Puts Me in a Good Mood
MP28759a_B	Media: Television Relaxes Me
MP28760a_B	Social Media Is My Primary News Source: 1-Disagree Completely
MP28761a_B	Social Media Is My Primary News Source: 2-Disagree Somewhat
MP28762a_B	Social Media Is My Primary News Source: 3-Agree Somewhat
MP28763a_B	Social Media Is My Primary News Source: 4-Agree Completely
MP28764a_B	Trust Social Media More the Most: 1-Disagree Completely
MP28765a_B	Trust Social Media More the Most: 2-Disagree Somewhat
MP28766a_B	Trust Social Media More the Most: 3-Agree Somewhat
MP28767a_B	Trust Social Media More the Most: 4-Agree Completely
MP28768a_B	Would Buy Eco-Friendly Products If Cheaper: 1-Disagree Completely
MP28769a_B	Would Buy Eco-Friendly Products If Cheaper: 2-Disagree Somewhat
MP28770a_B	Would Buy Eco-Friendly Products If Cheaper: 3-Agree Somewhat
MP28771a_B	Would Buy Eco-Friendly Products If Cheaper: 4-Agree Completely
MP28772a_B	Buy from Company Who Sponsor Sport Teams/Events: 1-Disagree Cmpl
MP28773a_B	Buy from Company Who Sponsor Sport Teams/Events: 2-Disagree Somewhat
MP28774a_B	Buy from Company Who Sponsor Sport Teams/Events: 3-Agree Somewhat
MP28775a_B	Buy from Company Who Sponsor Sport Teams/Events: 4-Agree Completely
MP28776a_B	Buy Natural Products for Family`s Health: 1-Disagree Completely
MP28777a_B	Buy Natural Products for Family`s Health: 2-Disagree Somewhat
MP28778a_B	Buy Natural Products for Family`s Health: 3-Agree Somewhat
MP28779a_B	Buy Natural Products for Family`s Health: 4-Agree Completely
MP28780a_B	Buy Products with Recycled Paper Packaging: 1-Disagree Completely
MP28781a_B	Buy Products with Recycled Paper Packaging: 2-Disagree Somewhat
MP28782a_B	Buy Products with Recycled Paper Packaging: 3-Agree Somewhat
MP28783a_B	Buy Products with Recycled Paper Packaging: 4-Agree Completely
MP28784a_B	Compare Online Prices Before Buying: 1-Disagree Completely
MP28785a_B	Compare Online Prices Before Buying: 2-Disagree Somewhat
MP28786a_B	Compare Online Prices Before Buying: 3-Agree Somewhat
MP28787a_B	Compare Online Prices Before Buying: 4-Agree Completely
MP28788a_B	Family/Friends Trust My Advice on Grocery Shopping
MP28789a_B	Generic Over Brand Names Just as Effective: 1-Disagree Completely
MP28790a_B	Generic Over Brand Names Just as Effective: 2-Disagree Somewhat
MP28791a_B	Generic Over Brand Names Just as Effective: 3-Agree Somewhat
MP28792a_B	Generic Over Brand Names Just as Effective: 4-Agree Completely
MP28793a_B	Go Out of My Way to Find New Stores: 1-Disagree Completely
MP28794a_B	Go Out of My Way to Find New Stores: 2-Disagree Somewhat
MP28795a_B	Go Out of My Way to Find New Stores: 3-Agree Somewhat
MP28796a_B	Go Out of My Way to Find New Stores: 4-Agree Completely
MP28797a_B	Go Out Way to Buy Environmentally-Safe Prod: 1-Disagree Completely
MP28798a_B	Go Out Way to Buy Environmentally-Safe Prod: 2-Disagree Somewhat
MP28799a_B	Go Out Way to Buy Environmentally-Safe Prod: 3-Agree Somewhat
MP28800a_B	Go Out Way to Buy Environmentally-Safe Prod: 4-Agree Completely
MP28801a_B	My Children Influence Brands I Buy: 1-Disagree Completely
MP28802a_B	My Children Influence Brands I Buy: 2-Disagree Somewhat
MP28803a_B	My Children Influence Brands I Buy: 3-Agree Somewhat
MP28804a_B	My Children Influence Brands I Buy: 4-Agree Completely
MP28805a_B	OK Buying Items Like Cars/Appliances Online: 1-Disagree Completely
MP28806a_B	OK Buying Items Like Cars/Appliances Online: 2-Disagree Somewhat
MP28807a_B	OK Buying Items Like Cars/Appliances Online: 3-Agree Somewhat
MP28808a_B	OK Buying Items Like Cars/Appliances Online: 4-Agree Completely
MP28809a_B	Only Shop at a Few Online Stores: 1-Disagree Completely
MP28810a_B	Only Shop at a Few Online Stores: 2-Disagree Somewhat
MP28811a_B	Only Shop at a Few Online Stores: 3-Agree Somewhat
MP28812a_B	Only Shop at a Few Online Stores: 4-Agree Completely
MP28813a_B	Post Reviews for Products Online: 1-Disagree Completely
MP28814a_B	Post Reviews for Products Online: 2-Disagree Somewhat
MP28815a_B	Post Reviews for Products Online: 3-Agree Somewhat
MP28816a_B	Post Reviews for Products Online: 4-Agree Completely
MP28817a_B	Prefer to Shop Local vs National Store Chains: 1-Disagree Completely
MP28818a_B	Prefer to Shop Local vs National Store Chains: 2-Disagree Somewhat
MP28819a_B	Prefer to Shop Local vs National Store Chains: 3-Agree Somewhat
MP28820a_B	Prefer to Shop Local vs National Store Chains: 4-Agree Completely

MP28821a_B	Prefer to Shop at Stores Located Nearby: 1-Disagree Completely
MP28822a_B	Prefer to Shop at Stores Located Nearby: 2-Disagree Somewhat
MP28823a_B	Prefer to Shop at Stores Located Nearby: 3-Agree Somewhat
MP28824a_B	Prefer to Shop at Stores Located Nearby: 4-Agree Completely
MP28825a_B	Prefer to Stick with Brands I Like: 1-Disagree Completely
MP28826a_B	Prefer to Stick with Brands I Like: 2-Disagree Somewhat
MP28827a_B	Prefer to Stick with Brands I Like: 3-Agree Somewhat
MP28828a_B	Prefer to Stick with Brands I Like: 4-Agree Completely
MP28829a_B	Usually Read Information on Product Labels: 1-Disagree Completely
MP28830a_B	Usually Read Information on Product Labels: 2-Disagree Somewhat
MP28831a_B	Usually Read Information on Product Labels: 3-Agree Somewhat
MP28832a_B	Usually Read Information on Product Labels: 4-Agree Completely
MP28833a_B	Research Online Before Buy Locally: 1-Disagree Completely
MP28834a_B	Research Online Before Buy Locally: 2-Disagree Somewhat
MP28835a_B	Research Online Before Buy Locally: 3-Agree Somewhat
MP28836a_B	Research Online Before Buy Locally: 4-Agree Completely
MP28837a_B	Shop Around for Specials and Bargains: 1-Disagree Completely
MP28838a_B	Shop Around for Specials and Bargains: 2-Disagree Somewhat
MP28839a_B	Shop Around for Specials and Bargains: 3-Agree Somewhat
MP28840a_B	Shop Around for Specials and Bargains: 4-Agree Completely
MP28841a_B	Shop Favorite Stores Because of Prices: 1-Disagree Completely
MP28842a_B	Shop Favorite Stores Because of Prices: 2-Disagree Somewhat
MP28843a_B	Shop Favorite Stores Because of Prices: 3-Agree Somewhat
MP28844a_B	Shop Favorite Stores Because of Prices: 4-Agree Completely
MP28845a_B	Shop Specialty Stores b/c More Knowledgeable: 1-Disagree Completely
MP28846a_B	Shop Specialty Stores b/c More Knowledgeable: 2-Disagree Somewhat
MP28847a_B	Shop Specialty Stores b/c More Knowledgeable: 3-Agree Somewhat
MP28848a_B	Shop Specialty Stores b/c More Knowledgeable: 4-Agree Completely
MP28849a_B	Very Knowledgeable on Grocery Shopping
MP28850a_B	Wait Until Sale to Buy Things: 1-Disagree Completely
MP28851a_B	Wait Until Sale to Buy Things: 2-Disagree Somewhat
MP28852a_B	Wait Until Sale to Buy Things: 3-Agree Somewhat
MP28853a_B	Wait Until Sale to Buy Things: 4-Agree Completely
MP28854a_B	Will Pay More for Product from Trusted Company: 1-Disagree Completely
MP28855a_B	Will Pay More for Product from Trusted Company: 2-Disagree Somewhat
MP28856a_B	Will Pay More for Product from Trusted Company: 3-Agree Somewhat
MP28857a_B	Will Pay More for Product from Trusted Company: 4-Agree Completely
MP28858a_B	Will Travel 1+ Hours to Shop Favorite Stores: 1-Disagree Completely
MP28859a_B	Will Travel 1+ Hours to Shop Favorite Stores: 2-Disagree Somewhat
MP28860a_B	Will Travel 1+ Hours to Shop Favorite Stores: 3-Agree Somewhat
MP28861a_B	Will Travel 1+ Hours to Shop Favorite Stores: 4-Agree Completely
MP28862a_B	Family/Friends Trust My Advice on Vacation Travel
MP28863a_B	Very Knowledgeable on Vacation Travel
MP28864a_B	Before Buying Car Get Safety Rating: 1-Disagree Completely
MP28865a_B	Before Buying Car Get Safety Rating: 2-Disagree Somewhat
MP28866a_B	Before Buying Car Get Safety Rating: 3-Agree Somewhat
MP28867a_B	Before Buying Car Get Safety Rating: 4-Agree Completely
MP28868a_B	Buy Self-Driving Car as Soon as Possible: 1-Disagree Completely
MP28869a_B	Buy Self-Driving Car as Soon as Possible: 2-Disagree Somewhat
MP28870a_B	Buy Self-Driving Car as Soon as Possible: 3-Agree Somewhat
MP28871a_B	Buy Self-Driving Car as Soon as Possible: 4-Agree Completely
MP28872a_B	Loyal to Vehicle Brand and Stick with Them: 1-Disagree Completely
MP28873a_B	Loyal to Vehicle Brand and Stick with Them: 2-Disagree Somewhat
MP28874a_B	Loyal to Vehicle Brand and Stick with Them: 3-Agree Somewhat
MP28875a_B	Loyal to Vehicle Brand and Stick with Them: 4-Agree Completely
MP28876a_B	Next Car Will Be More Eco-Friendly: 1-Disagree Completely
MP28877a_B	Next Car Will Be More Eco-Friendly: 2-Disagree Somewhat
MP28878a_B	Next Car Will Be More Eco-Friendly: 3-Agree Somewhat
MP28879a_B	Next Car Will Be More Eco-Friendly: 4-Agree Completely
MP28880a_B	Travel Options Lessen Need for Car Today: 1-Disagree Completely
MP28881a_B	Travel Options Lessen Need for Car Today: 2-Disagree Somewhat
MP28882a_B	Travel Options Lessen Need for Car Today: 3-Agree Somewhat
MP28883a_B	Travel Options Lessen Need for Car Today: 4-Agree Completely
MP28884a_B	Used Cars Just as Good as New Cars: 1-Disagree Completely

MP28885a_B	Used Cars Just as Good as New Cars: 2-Disagree Somewhat
MP28886a_B	Used Cars Just as Good as New Cars: 3-Agree Somewhat
MP28887a_B	Used Cars Just as Good as New Cars: 4-Agree Completely
MP28888a_B	Want the Cheapest to Maintain Car: 1-Disagree Completely
MP28889a_B	Want the Cheapest to Maintain Car: 2-Disagree Somewhat
MP28890a_B	Want the Cheapest to Maintain Car: 3-Agree Somewhat
MP28891a_B	Want the Cheapest to Maintain Car: 4-Agree Completely
MP28892a_B	Often Shop for Fashion Products Online: 1-Disagree Completely
MP28893a_B	Often Shop for Fashion Products Online: 2-Disagree Somewhat
MP28894a_B	Often Shop for Fashion Products Online: 3-Agree Somewhat
MP28895a_B	Often Shop for Fashion Products Online: 4-Agree Completely
MP29018a_B	Went to Carrabba`s Last 6 Mo
MP29108a_B	Bought Jersey Mike`s Last 6 Mo
MP29110a_B	Went to Fine Dining Restaurant 2+ Times Last Mo
MP30070a_B	Spent $1-$50 on Athletic Shoes Last 12 Mo
MP30071a_B	Spent $51-$100 on Athletic Shoes Last 12 Mo
MP30072a_B	Spent $101-$200 on Athletic Shoes Last 12 Mo
MP30073a_B	Spent $201-$300 on Athletic Shoes Last 12 Mo
MP30074a_B	Spent $301+ on Athletic Shoes Last 12 Mo
MP30075a_B	Spent $1-$50 on Other (Non-Athletic) Shoes Last 12 Mo
MP30076a_B	Spent $51-$100 on Other (Non-Athletic) Shoes Last 12 Mo
MP30077a_B	Spent $101-$200 on Other (Non-Athletic) Shoes Last 12 Mo
MP30078a_B	Spent $201-$300 on Other (Non-Athletic) Shoes Last 12 Mo
MP30079a_B	Spent $301+ on Other (Non-Athletic) Shoes Last 12 Mo
MP31049a_B	Shopped at Lane Bryant Store Last 3 Mo
MP31147a_B	Ordered Online: Barnes & Noble Last 6 Mo
MP31148a_B	Ordered Online: Bath & Body Works Last 6 Mo
MP31149a_B	Ordered Online: Bed Bath & Beyond Last 6 Mo
MP31150a_B	Ordered Online: Costco Last 6 Mo
MP31151a_B	Ordered Online: CVS Last 6 Mo
MP31152a_B	Ordered Online: Gap Last 6 Mo
MP31153a_B	Ordered Online: JCPenney Last 6 Mo
MP31154a_B	Ordered Online: Jo-Ann Last 6 Mo
MP31155a_B	Ordered Online: L.L. Bean Last 6 Mo
MP31156a_B	Ordered Online: Lands` End Last 6 Mo
MP31157a_B	Ordered Online: Macy`s Last 6 Mo
MP31158a_B	Ordered Online: Michaels Last 6 Mo
MP31159a_B	Ordered Online: Nordstrom Last 6 Mo
MP31160a_B	Ordered Online: Office Depot Last 6 Mo
MP31161a_B	Ordered Online: PetSmart Last 6 Mo
MP31162a_B	Ordered Online: QVC Last 6 Mo
MP31163a_B	Ordered Online: REI Last 6 Mo
MP31164a_B	Ordered Online: Sam`s Club Last 6 Mo
MP31165a_B	Ordered Online: Sephora Last 6 Mo
MP31166a_B	Ordered Online: Staples Last 6 Mo
MP31167a_B	Ordered Online: T.J. Maxx Last 6 Mo
MP31168a_B	Ordered Online: Victoria`s Secret Last 6 Mo
MP31169a_B	Ordered Online: Walgreens Last 6 Mo
MP31170a_B	Ordered Online: Zappos Last 6 Mo
MP31171a_B	Ordered Online: Zulily Last 6 Mo
MP31172a_B	Ordered Automotive Product Online Last 6 Mo
MP31173a_B	Ordered Baby Accessory Online Last 6 Mo
MP31174a_B	Ordered Banking Service Online Last 6 Mo
MP31175a_B	Ordered Bedding/Linens Online Last 6 Mo
MP31176a_B	Ordered Book Online Last 6 Mo
MP31177a_B	Ordered Camera/Equipment Online Last 6 Mo
MP31178a_B	Ordered Car/Vehicle Rental Reservation Online Last 6 Mo
MP31179a_B	Ordered CD Online Last 6 Mo
MP31180a_B	Ordered Cell Phone/Accessory Online Last 6 Mo
MP31181a_B	Ordered Clothing/Apparel Online Last 6 Mo
MP31182a_B	Ordered Coffee/Tea Online Last 6 Mo
MP31183a_B	Ordered Collector`s Item Online Last 6 Mo
MP31184a_B	Ordered Computer Online Last 6 Mo
MP31185a_B	Ordered Computer Software/Accessory Online Last 6 Mo

MP31186a_B	Ordered Cooking/Kitchen Accessory Online Last 6 Mo
MP31187a_B	Ordered Cosmetics/Toiletries Online Last 6 Mo
MP31188a_B	Ordered Credit Card Online Last 6 Mo
MP31189a_B	Ordered DVD or Blu-Ray Disc Online Last 6 Mo
MP31190a_B	Ordered Educational Program Online Last 6 Mo
MP31191a_B	Ordered Fitness Apparel/Equipment Online Last 6 Mo
MP31192a_B	Ordered Flowers Online Last 6 Mo
MP31193a_B	Ordered Food/Groceries Online Last 6 Mo
MP31194a_B	Ordered Garden Supplies Online Last 6 Mo
MP31195a_B	Ordered Gift Basket Online Last 6 Mo
MP31196a_B	Ordered Handbag/Accessory Online Last 6 Mo
MP31197a_B	Ordered Hobby/Craft Supplies Online Last 6 Mo
MP31198a_B	Ordered Home Furnishing Online Last 6 Mo
MP31199a_B	Ordered Home Improvement Item/Tool Online Last 6 Mo
MP31200a_B	Ordered Hotel Reservation Online Last 6 Mo
MP31201a_B	Ordered Household/Small Appliance Online Last 6 Mo
MP31202a_B	Ordered Houseware Online Last 6 Mo
MP31203a_B	Ordered Fishing/Camping Equipment Online Last 6 Mo
MP31204a_B	Ordered Jewelry/Watch Online Last 6 Mo
MP31205a_B	Ordered Office Supplies Online Last 6 Mo
MP31206a_B	Ordered Pet Products/Supplies Online Last 6 Mo
MP31207a_B	Ordered Prescription Drug Online Last 6 Mo
MP31208a_B	Ordered Religious Product Online Last 6 Mo
MP31209a_B	Ordered Shoes/Footwear Online Last 6 Mo
MP31210a_B	Ordered Sports Apparel/Memorabilia Online Last 6 Mo
MP31211a_B	Ordered Sports Equipment Online Last 6 Mo
MP31212a_B	Ordered Stereo/Audio Equipment Online Last 6 Mo
MP31213a_B	Ordered Concert/Show Ticket Online Last 6 Mo
MP31214a_B	Ordered Movie Ticket Online Last 6 Mo
MP31215a_B	Ordered Sports Event Ticket Online Last 6 Mo
MP31216a_B	Ordered Toys or Games Online Last 6 Mo
MP31217a_B	Ordered TV Online Last 6 Mo
MP31218a_B	Ordered Video Game/System Online Last 6 Mo
MP31219a_B	Ordered Vitamins Online Last 6 Mo
MP31220a_B	Ordered Wedding/Occasion Gift Online Last 6 Mo
MP31221a_B	Ordered Wine/Champagne Online Last 6 Mo
MP31222a_B	Used Coupons for Beverages Last 12 Mo
MP31223a_B	Used Coupons for Cleaning Products Last 12 Mo
MP31224a_B	Used Coupons for Cosmetics Last 12 Mo
MP31225a_B	Used Coupons for Food Products Last 12 Mo
MP31226a_B	Used Coupons for Tobacco Last 12 Mo
MP31227a_B	Used Coupons for Toiletry Items Last 12 Mo
MP33039a_B	Attend College Basketball Game Last 12 Mo
MP33086a_B	Watch Rodeo on TV
MP33110a_B	Participated in Rock Climbing Last 12 Mo
MP33111a_B	Participated in Roller Skating Last 12 Mo
MP33119a_B	International Soccer Super Fan (8-10 on 10 Scale)
MP33120a_B	MLS Soccer Super Fan (8-10 on 10 Scale)
MP33121a_B	Watch Esports on TV
MP35099a_B	Flew Southwest on Foreign Trip Last 3 Yrs
MP35100a_B	Stayed in Fairfield (by Marriott) Last 12 Mo
MP35101a_B	Stayed in La Quinta Last 12 Mo
MP35102a_B	Stayed in Wyndham Last 12 Mo
MP35103a_B	Stayed in VRBO Last 12 Mo

Esri Market Potential – REMOVED (139)

Includes _B (Total Buyers: Adults (a_B) or Households (h_B)) and _I (Index) variables associated with each.

MP02017a_B	Bought Vehicle Battery at Advance Auto Parts Last 12 Mo
MP02018a_B	Bought Vehicle Battery at Autozone Last 12 Mo
MP02020a_B	Bought Vehicle Battery at Walmart Last 12 Mo

MP02035a_B	Bought Motor Oil at Advance Auto Parts Last 12 Mo
MP02036a_B	Bought Motor Oil at AutoZone Last 12 Mo
MP02037a_B	Bought Motor Oil at Walmart Last 12 Mo
MP04016a_B	Drank Brandy Last 6 Mo
MP04019a_B	Drank Cognac Last 6 Mo
MP04022a_B	Drank Irish Whiskey Last 6 Mo
MP04023a_B	Drank Malt Liquor Last 6 Mo
MP04027a_B	Drank Scotch Whisky Last 6 Mo
MP05019a_B	Bought Book Online Last 12 Mo
MP05027a_B	Listened to or Purchased Audiobook Last 6 Mo
MP07001a_B	Spent $1-$99 On Clothing Last 12 Mo
MP07002a_B	Spent $100-$299 On Clothing Last 12 Mo
MP07003a_B	Spent $300-$499 On Clothing Last 12 Mo
MP07004a_B	Spent $500-$999 On Clothing Last 12 Mo
MP07005a_B	Spent $1,000-$1,999 On Clothing Last 12 Mo
MP07006a_B	Spent $2,000+ On Clothing Last 12 Mo
MP07016a_B	Bought Big Ticket Item Men`s Clothing Last 12 Mo
MP07018a_B	Spent $1-$99 On Big Ticket Men`s Clothing Last 12 Mo
MP07019a_B	Spent $100-$199 On Big Ticket Men`s Clothing Last 12 Mo
MP07020a_B	Spent $200-$299 On Big Ticket Men`s Clothing Last 12 Mo
MP07021a_B	Spent $300+ On Big Ticket Men`s Clothing Last 12 Mo
MP07022a_B	Bought Low Ticket Item Men`s Clothing Last 12 Mo
MP07024a_B	Spent $1-$49 On Low Ticket Men`s Clothing Last 12 Mo
MP07025a_B	Spent $50-$99 On Low Ticket Men`s Clothing Last 12 Mo
MP07026a_B	Spent $100-$199 On Low Ticket Men`s Clothing Last 12 Mo
MP07027a_B	Spent $200-$299 On Low Ticket Men`s Clothing Last 12 Mo
MP07028a_B	Spent $300-$499 On Low Ticket Men`s Clothing Last 12 Mo
MP07029a_B	Spent $500+ On Low Ticket Men`s Clothing Last 12 Mo
MP07032a_B	Bought Big Ticket Item Women`s Clothing Last 12 Mo
MP07034a_B	Spent $1-$99 On Big Ticket Women`s Clothing Last 12 Mo
MP07035a_B	Spent $100-$199 On Big Ticket Women`s Clothing Last 12 Mo
MP07038a_B	Bought Low Ticket Item Women`s Clothing Last 12 Mo
MP07040a_B	Spent $1-$49 On Low Ticket Women`s Clothing Last 12 Mo
MP07041a_B	Spent $50-$99 On Low Ticket Women`s Clothing Last 12 Mo
MP07042a_B	Spent $100-$199 On Low Ticket Women`s Clothing Last 12 Mo
MP07043a_B	Spent $200-$299 On Low Ticket Women`s Clothing Last 12 Mo
MP07044a_B	Spent $300-$499 On Low Ticket Women`s Clothing Last 12 Mo
MP07045a_B	Spent $500+ On Low Ticket Women`s Clothing Last 12 Mo
MP07087a_B	Bought Costume Jewelry Last 12 Mo
MP07092a_B	Spent $100+ On Costume Jewelry Last 12 Mo
MP07107a_B	Spent $200+ On Big Ticket Women`s Clothing Last 12 Mo
MP09123h_B	HH Owns Nintendo Wii Video Game System
MP09144h_B	HH Has 3D TV
MP09162h_B	HH Most Recent TV Purchase: XXL Screen (55 in+)
MP09163a_B	Own Apple iPod Portable MP3 Player
MP09164h_B	HH Owns 55 In+ (XXL) Screen TV
MP09168h_B	HH Owns Nintendo DS/DS Lite/DSi/DSi XL Video Game System
MP09169h_B	HH Owns Nintendo Wii U Video Game System
MP09179h_B	HH Owns Nintendo 3DS/3DS XL Video Game System
MP10067a_B	Average $1,001+ in Debit Card Monthly Expenditures
MP10073a_B	Have Credit/Debit Card With Gasoline Discount Rewards
MP10074a_B	Have Credit/Debit Card With Gifts Rewards
MP10091a_B	Paid Bills Online Last 12 Mo
MP10094a_B	Paid Bills By Mobile Device Last 12 Mo
MP12010h_B	HH Used Beef (Fresh or Frozen) Last 6 Mo
MP12012a_B	Drank Bottled Water or Seltzer Last 6 Mo
MP12039a_B	Bought Candy (Regular or King Size) Last 6 Mo
MP12112h_B	HH Used Frozen Orange Juice Last 6 Mo
MP12151h_B	HH Used Orange Juice (Not Frozen) Last 6 Mo
MP12180h_B	HH Used Snack Cakes Last 6 Mo
MP12188h_B	HH Used Sweet Rolls or Pastries (Ready-To-Eat) Last 6 Mo
MP15018h_B	HH Spent $500+ On Home Improvements Last 12 Mo
MP15035h_B	HH Spent $101+ On Paint or Stain Last 12 Mo
MP19125a_B	Used Tablet For Video Call Last 30 Days

MP20002a_B	Member of Charitable Organization
MP20077a_B	Participated in Word Games Last 12 Mo
MP20082a_B	Purchased DVD or Blu-Ray Disc Online Last 12 Mo
MP22095a_B	Listened to Google Play Music Audio Service Last 30 Days
MP23071a_B	Watched HSN (Home Shopping Network) Last Week
MP23081a_B	Watched Music Choice Last Week
MP23090a_B	Watched QVC Last Week
MP27044a_B	Sprint Service On Cell Phone Used Most Often
MP27058h_B	HH Owns An Answering Machine
MP27063h_B	HH Has Caller ID Phone Service
MP27066h_B	HH Has Voice Messaging or Voice Mail Phone Service
MP27088a_B	Used Cell Phone App Last 30 Days
MP28029a_B	Use Internet to Shop Fashion Products: 1-Disagree Completely
MP28030a_B	Use Internet to Shop Fashion Products: 2-Disagree Somewhat
MP28031a_B	Use Internet to Shop Fashion Products: 3-Agree Somewhat
MP28032a_B	Use Internet to Shop Fashion Products: 4-Agree Completely
MP28060a_B	Give Up Convenience For Environ Safe Prods: 1-Disagree Mostly
MP28061a_B	Give Up Convenience For Environ Safe Prods: 2-Disagree Somewhat
MP28062a_B	Give Up Convenience For Environ Safe Prods: 3-Agree Somewhat
MP28063a_B	Give Up Convenience For Environ Safe Prods: 4-Agree Mostly
MP28068a_B	Eat Healthy/Pay Attention to Nutrition: 1-Disagree Completely
MP28069a_B	Eat Healthy/Pay Attention to Nutrition: 2-Disagree Somewhat
MP28070a_B	Eat Healthy/Pay Attention to Nutrition: 3-Agree Somewhat
MP28071a_B	Eat Healthy/Pay Attention to Nutrition: 4-Agree Completely
MP28092a_B	Follow a Regular Exercise Routine: 4-Agree Strongly
MP28093a_B	Follow a Regular Exercise Routine: 3-Agree Somewhat
MP28094a_B	Follow a Regular Exercise Routine: 2-Disagree Somewhat
MP28095a_B	Follow a Regular Exercise Routine: 1-Disagree Strongly
MP28104a_B	More Likely Buy Brand Supports Charity: 1-Disagree Completely
MP28105a_B	More Likely Buy Brand Supports Charity: 2-Disagree Somewhat
MP28106a_B	More Likely Buy Brand Supports Charity: 3-Agree Somewhat
MP28107a_B	More Likely Buy Brand Supports Charity: 4-Agree Completely
MP28137a_B	Use Internet For Day to Day Banking: 1-Disagree Completely
MP28138a_B	Use Internet For Day to Day Banking: 2-Disagree Somewhat
MP28139a_B	Use Internet For Day to Day Banking: 3-Agree Somewhat
MP28140a_B	Use Internet For Day to Day Banking: 4-Agree Completely
MP28149a_B	Happy to Use Phone For Banking Transaction: 1-Disagree Completely
MP28150a_B	Happy to Use Phone For Banking Transaction: 2-Disagree Somewhat
MP28151a_B	Happy to Use Phone For Banking Transaction: 3-Agree Somewhat
MP28152a_B	Happy to Use Phone For Banking Transaction: 4-Agree Completely
MP28189a_B	Hate to Borrow Money: 4-Agree Completely
MP28190a_B	Hate to Borrow Money: 3-Agree Somewhat
MP28191a_B	Hate to Borrow Money: 1-Disagree Completely
MP28192a_B	Hate to Borrow Money: 2-Disagree Somewhat
MP28193a_B	Keep Personal Webpages Updated w Life Info: 4-Agree Completely
MP28194a_B	Keep Personal Webpages Updated w Life Info: 3-Agree Somewhat
MP28195a_B	Keep Personal Webpages Updated w Life Info: 1-Disagree Completely
MP28196a_B	Keep Personal Webpages Updated w Life Info: 2-Disagree Somewhat
MP28197a_B	Internet Little Impact On My Daily Life: 4-Agree Completely
MP28198a_B	Internet Little Impact On My Daily Life: 3-Agree Somewhat
MP28199a_B	Internet Little Impact On My Daily Life: 1-Disagree Completely
MP28200a_B	Internet Little Impact On My Daily Life: 2-Disagree Somewhat
MP28221a_B	Prefer to Shop Online vs in Store: 4-Agree Completely
MP28222a_B	Prefer to Shop Online vs in Store: 3-Agree Somewhat
MP28223a_B	Prefer to Shop Online vs in Store: 1-Disagree Completely
MP28224a_B	Prefer to Shop Online vs in Store: 2-Disagree Somewhat
MP29021a_B	Went to Cicis Pizza Last 6 Mo
MP29096a_B	Went to Fine Dining Restaurant 3+ Times Last Mo
MP30009a_B	Spent $1-$49 On Shoes Last 12 Mo
MP30010a_B	Spent $50-$99 On Shoes Last 12 Mo
MP30011a_B	Spent $100-$249 On Shoes Last 12 Mo
MP30012a_B	Spent $250+ On Shoes Last 12 Mo
MP30025a_B	Spent $1-$49 On Athletic Shoes Last 12 Mo
MP30026a_B	Spent $50-$74 On Athletic Shoes Last 12 Mo

MP30027a_B   Spent $75-$149 On Athletic Shoes Last 12 Mo
MP30028a_B   Spent $150+ On Athletic Shoes Last 12 Mo
MP31024a_B   Shopped at Sears Hardware Store Last 12 Mo
MP31056a_B   Shopped at Pier 1 Imports Store Last 3 Mo
MP31123a_B   Used Coupons Website or App Last 30 Days
MP33064a_B   Watch Equestrian Events On TV
MP33113a_B   Soccer Super Fan (8-10 On 10 Scale)
MP34007a_B   Bought Any Online Toys or Games Last 12 Mo