

# Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
<b>2020 Automobiles &amp; Other Vehicles (Market Potential)</b>		<b>New Table</b>
MP01001h_B	2020 Household owns or leases any vehicle	
MP01001h_I	2020 Household owns or leases any vehicle: Index	
MP01002h_B	2020 Household owns or leases 1 vehicle	
MP01002h_I	2020 Household owns or leases 1 vehicle: Index	
MP01003h_B	2020 Household owns or leases 2 vehicles	
MP01003h_I	2020 Household owns or leases 2 vehicles: Index	
MP01004h_B	2020 Household owns or leases 3+ vehicles	
MP01004h_I	2020 Household owns or leases 3+ vehicles: Index	
MP01005h_B	2020 Household owns or leases any domestic vehicle	
MP01005h_I	2020 Household owns or leases any domestic vehicle: Index	
MP01006h_B	2020 Household owns or leases any imported vehicle	
MP01006h_I	2020 Household owns or leases any imported vehicle: Index	
MP01007h_B	2020 Household owns or leases convertible	
MP01007h_I	2020 Household owns or leases convertible: Index	
MP01008h_B	2020 Household owns or leases 2 door coupe or sports coupe	
MP01008h_I	2020 Household owns or leases 2 door coupe or sports coupe: Index	
MP01009h_B	2020 Household owns or leases sedan or hard top or 4 door vehicle	
MP01009h_I	2020 Household owns or leases sedan or hard top or 4 door vehicle: Index	
MP01010h_B	2020 Household owns or leases sedan or hard top or 2 door vehicle	
MP01010h_I	2020 Household owns or leases sedan or hard top or 2 door vehicle: Index	
MP01011h_B	2020 Household owns or leases 5 door hatchback or station wagon	
MP01011h_I	2020 Household owns or leases 5 door hatchback or station wagon: Index	
MP01012h_B	2020 Household owns or leases minivan	
MP01012h_I	2020 Household owns or leases minivan: Index	
MP01013h_B	2020 Household owns or leases SUV	
MP01013h_I	2020 Household owns or leases SUV: Index	
MP01014h_B	2020 Household owns or leases truck	
MP01014h_I	2020 Household owns or leases truck: Index	
MP01081h_B	2020 Household owns or leases a diesel fuel vehicle	New
MP01081h_I	2020 Household owns or leases a diesel fuel vehicle: Index	New
MP01082h_B	2020 Household owns or leases a gasoline fuel vehicle	New
MP01082h_I	2020 Household owns or leases a gasoline fuel vehicle: Index	New
MP01083h_B	2020 Household owns or leases a hybrid vehicle	New
MP01083h_I	2020 Household owns or leases a hybrid vehicle: Index	New
MP01015h_B	2020 Household owns or leases vehicle with four or all wheel drive	
MP01015h_I	2020 Household owns or leases vehicle with four or all wheel drive: Index	
MP01017h_B	2020 Household has Bluetooth or hands-free vehicle phone capability	
MP01017h_I	2020 Household has Bluetooth or hands-free vehicle phone capability: Index	
MP01018h_B	2020 Household has built-in navigational system or GPS in vehicle	
MP01018h_I	2020 Household has built-in navigational system or GPS in vehicle: Index	
MP01019h_B	2020 Household has OnStar or other monitoring system in vehicle	
MP01019h_I	2020 Household has OnStar or other monitoring system in vehicle: Index	
MP01020h_B	2020 Household owns or leases subcompact car	
MP01020h_I	2020 Household owns or leases subcompact car: Index	
MP01021h_B	2020 Household owns or leases compact car	
MP01021h_I	2020 Household owns or leases compact car: Index	
MP01022h_B	2020 Household owns or leases intermediate car	
MP01022h_I	2020 Household owns or leases intermediate car: Index	
MP01023h_B	2020 Household owns or leases standard car	
MP01023h_I	2020 Household owns or leases standard car: Index	
MP01024h_B	2020 Household owns or leases luxury car	
MP01024h_I	2020 Household owns or leases luxury car: Index	
MP01025h_B	2020 Household owns or leases compact SUV	
MP01025h_I	2020 Household owns or leases compact SUV: Index	
MP01026h_B	2020 Household owns or leases mid-size SUV	
MP01026h_I	2020 Household owns or leases mid-size SUV: Index	
MP01027h_B	2020 Household owns or leases full-size SUV	
MP01027h_I	2020 Household owns or leases full-size SUV: Index	
MP01028h_B	2020 Household bought or leased any vehicle in last 12 months	
MP01028h_I	2020 Household bought or leased any vehicle in last 12 months: Index	
MP01029h_B	2020 Household bought or leased new vehicle last 12 months	
MP01029h_I	2020 Household bought or leased new vehicle last 12 months: Index	
MP01030h_B	2020 Household bought or leased used vehicle last 12 months	
MP01030h_I	2020 Household bought or leased used vehicle last 12 months: Index	
MP01035h_B	2020 Household bought most recent vehicle	
MP01035h_I	2020 Household bought most recent vehicle: Index	
MP01036h_B	2020 Household leased most recent vehicle	
MP01036h_I	2020 Household leased most recent vehicle: Index	
MP01037h_B	2020 Household bought or leased most recent vehicle 1-2 years ago	
MP01037h_I	2020 Household bought or leased most recent vehicle 1-2 years ago: Index	
MP01038h_B	2020 Household bought or leased most recent vehicle 3-4 years ago	
MP01038h_I	2020 Household bought or leased most recent vehicle 3-4 years ago: Index	
MP01039h_B	2020 Household bought or leased most recent vehicle 5+ years ago	
MP01039h_I	2020 Household bought or leased most recent vehicle 5+ years ago: Index	
MP01040h_B	2020 HH spent on most recent vehicle purchase or lease: \$1-19,999	Description Change
MP01040h_I	2020 HH spent on most recent vehicle purchase or lease: \$1-19,999: Index	Description Change
MP01041h_B	2020 HH spent on most recent vehicle purchase or lease: \$20,000-29,999	Description Change
MP01041h_I	2020 HH spent on most recent vehicle purchase or lease: \$20,000-29,999: Index	Description Change
MP01079h_B	2020 HH spent on most recent vehicle purchase or lease: \$30,000-39,999	Description Change
MP01079h_I	2020 HH spent on most recent vehicle purchase or lease: \$30,000-39,999: Index	Description Change
MP01077h_B	2020 HH spent on most recent vehicle purchase or lease: \$40,000-49,999	Description Change

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Data Table & Item Code	Data Item Description	Item Changes
MP01077h_I	2020 HH spent on most recent vehicle purchase or lease: \$40,000-49,999: Index	Description Change
MP01078h_B	2020 HH spent on most recent vehicle purchase or lease: \$50,000+	Description Change
MP01078h_I	2020 HH spent on most recent vehicle purchase or lease: \$50,000+: Index	Description Change
MP01043h_B	2020 HH purchased/leased most recent vehicle: bank/credit union loan	Description Change
MP01043h_I	2020 HH purchased/leased most recent vehicle: bank/credit union loan: Index	Description Change
MP01044h_B	2020 HH purchased/leased most recent vehicle: with cash	Description Change
MP01044h_I	2020 HH purchased/leased most recent vehicle: with cash: Index	Description Change
MP01045h_B	2020 HH purchased/leased most recent vehicle: dealer financing	Description Change
MP01045h_I	2020 HH purchased/leased most recent vehicle: dealer financing: Index	Description Change
MP01046h_B	2020 HH purchased/leased most recent vehicle: manufacturer financing	Description Change
MP01046h_I	2020 HH purchased/leased most recent vehicle: manufacturer financing: Index	Description Change
MP01047h_B	2020 HH purchased/leased most recent vehicle: with trade-in	Description Change
MP01047h_I	2020 HH purchased/leased most recent vehicle: with trade-in: Index	Description Change
MP01049h_B	2020 Most recent household vehicle purchase or lease: Chevrolet	
MP01049h_I	2020 Most recent household vehicle purchase or lease: Chevrolet: Index	
MP01051h_B	2020 Most recent household vehicle purchase or lease: Dodge	
MP01051h_I	2020 Most recent household vehicle purchase or lease: Dodge: Index	
MP01052h_B	2020 Most recent household vehicle purchase or lease: Ford	
MP01052h_I	2020 Most recent household vehicle purchase or lease: Ford: Index	
MP01053h_B	2020 Most recent household vehicle purchase or lease: Honda	
MP01053h_I	2020 Most recent household vehicle purchase or lease: Honda: Index	
MP01054h_B	2020 Most recent household vehicle purchase or lease: Hyundai	
MP01054h_I	2020 Most recent household vehicle purchase or lease: Hyundai: Index	
MP01055h_B	2020 Most recent household vehicle purchase or lease: Jeep	
MP01055h_I	2020 Most recent household vehicle purchase or lease: Jeep: Index	
MP01080h_B	2020 Most recent household vehicle purchase or lease: Kia	
MP01080h_I	2020 Most recent household vehicle purchase or lease: Kia: Index	
MP01056h_B	2020 Most recent household vehicle purchase or lease: Nissan	
MP01056h_I	2020 Most recent household vehicle purchase or lease: Nissan: Index	
MP01057h_B	2020 Most recent household vehicle purchase or lease: Toyota	
MP01057h_I	2020 Most recent household vehicle purchase or lease: Toyota: Index	
MP01058h_B	2020 Household owns any motorcycle	
MP01058h_I	2020 Household owns any motorcycle: Index	
MP01059h_B	2020 Household bought any motorcycle new	
MP01059h_I	2020 Household bought any motorcycle new: Index	
MP01060h_B	2020 Household bought any motorcycle used	
MP01060h_I	2020 Household bought any motorcycle used: Index	
MP01061a_B	2020 Miles driven in last 12 months: <5000	
MP01061a_I	2020 Miles driven in last 12 months: <5000: Index	
MP01062a_B	2020 Miles driven in last 12 months: 5000-9999	
MP01062a_I	2020 Miles driven in last 12 months: 5000-9999: Index	
MP01063a_B	2020 Miles driven in last 12 months: 10000-19999	
MP01063a_I	2020 Miles driven in last 12 months: 10000-19999: Index	
MP01064a_B	2020 Miles driven in last 12 months: 20000-29999	
MP01064a_I	2020 Miles driven in last 12 months: 20000-29999: Index	
MP01065a_B	2020 Miles driven in last 12 months: 30000+	
MP01065a_I	2020 Miles driven in last 12 months: 30000+: Index	
MP01066a_B	2020 Member of auto club or roadside assistance program	
MP01066a_I	2020 Member of auto club or roadside assistance program: Index	
MP01067a_B	2020 Member of AAA auto club or roadside assistance	
MP01067a_I	2020 Member of AAA auto club or roadside assistance: Index	
MP01068a_B	2020 Rented car for business use in last 12 months	
MP01068a_I	2020 Rented car for business use in last 12 months: Index	
MP01069a_B	2020 Rented car for personal use in last 12 months	
MP01069a_I	2020 Rented car for personal use in last 12 months: Index	
MP01071a_B	2020 Rented car (personal use) in last 12 months: Enterprise	
MP01071a_I	2020 Rented car (personal use) in last 12 months: Enterprise: Index	
MP01072a_B	2020 Rented car (personal use) in last 12 months: Hertz	
MP01072a_I	2020 Rented car (personal use) in last 12 months: Hertz: Index	
MP01073a_B	2020 Rented truck or trailer in last 12 months	
MP01073a_I	2020 Rented truck or trailer in last 12 months: Index	
MP01074a_B	2020 Rented U-Haul truck or trailer in last 12 months	
MP01074a_I	2020 Rented U-Haul truck or trailer in last 12 months: Index	
MP01075a_B	2020 Rented truck to move personal or household goods in last 12 months	
MP01075a_I	2020 Rented truck to move personal or household goods in last 12 months: Index	
MP09094h_B	2020 Household purchased portable GPS navigation device in last 12 months	Discontinued
MP09094h_I	2020 Household purchased portable GPS navigation device in last 12 months: Index	Discontinued
<b>2020 Automotive Products &amp; Maintenance (Market Potential)</b>		<b>New Table</b>
MP02001a_B	2020 Had alignment service or repair in last 12 months	
MP02001a_I	2020 Had alignment service or repair in last 12 months: Index	
MP02002a_B	2020 Had brakes serviced in last 12 months	
MP02002a_I	2020 Had brakes serviced in last 12 months: Index	
MP02003a_B	2020 Had brake lining or pad replacement in last 12 months	
MP02003a_I	2020 Had brake lining or pad replacement in last 12 months: Index	
MP02004a_B	2020 Had major engine repair in last 12 months	
MP02004a_I	2020 Had major engine repair in last 12 months: Index	
MP02005a_B	2020 Had minor engine repair in last 12 months	
MP02005a_I	2020 Had minor engine repair in last 12 months: Index	
MP02006a_B	2020 Had vehicle paint job done in last 12 months	
MP02006a_I	2020 Had vehicle paint job done in last 12 months: Index	
MP02007a_B	2020 Had transmission service in last 12 months	

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MP02007a_I	2020 Had transmission service in last 12 months: Index	
MP02008a_B	2020 Had tune-up in last 12 months	
MP02008a_I	2020 Had tune-up in last 12 months: Index	
MP02009a_B	2020 Vehicle serviced in last 12 months by: auto repair chain store	Description Change
MP02009a_I	2020 Vehicle serviced in last 12 months by: auto repair chain store: Index	Description Change
MP02010a_B	2020 Vehicle serviced in last 12 months by: car dealer	Description Change
MP02010a_I	2020 Vehicle serviced in last 12 months by: car dealer: Index	Description Change
MP02011a_B	2020 Vehicle serviced in last 12 months by: discount dept store	Description Change
MP02011a_I	2020 Vehicle serviced in last 12 months by: discount dept store: Index	Description Change
MP02012a_B	2020 Vehicle serviced in last 12 months by: gas station or garage	Description Change
MP02012a_I	2020 Vehicle serviced in last 12 months by: gas station or garage: Index	Description Change
MP02013a_B	2020 Vehicle serviced in last 12 months by: self	Description Change
MP02013a_I	2020 Vehicle serviced in last 12 months by: self: Index	Description Change
MP02014a_B	2020 Bought air filter in last 12 months	
MP02014a_I	2020 Bought air filter in last 12 months: Index	
MP02015a_B	2020 Bought anti-freeze or coolant in last 12 months	
MP02015a_I	2020 Bought anti-freeze or coolant in last 12 months: Index	
MP02016a_B	2020 Bought vehicle battery in last 12 months	
MP02016a_I	2020 Bought vehicle battery in last 12 months: Index	
MP02017a_B	2020 Bought vehicle battery in last 12 months: Advance Auto Parts	
MP02017a_I	2020 Bought vehicle battery in last 12 months: Advance Auto Parts: Index	
MP02018a_B	2020 Bought vehicle battery in last 12 months: AutoZone	
MP02018a_I	2020 Bought vehicle battery in last 12 months: AutoZone: Index	
MP02020a_B	2020 Bought vehicle battery in last 12 months: Walmart	
MP02020a_I	2020 Bought vehicle battery in last 12 months: Walmart: Index	
MP02021a_B	2020 Bought gasoline in last 6 months	
MP02021a_I	2020 Bought gasoline in last 6 months: Index	
MP02022a_B	2020 Bought gasoline in last 6 months: regular	
MP02022a_I	2020 Bought gasoline in last 6 months: regular: Index	
MP02023a_B	2020 Bought gasoline in last 6 months: mid-grade	
MP02023a_I	2020 Bought gasoline in last 6 months: mid-grade: Index	
MP02024a_B	2020 Bought gasoline in last 6 months: premium or super	
MP02024a_I	2020 Bought gasoline in last 6 months: premium or super: Index	
MP02025a_B	2020 Spent on gasoline in last 30 days: \$1-49	
MP02025a_I	2020 Spent on gasoline in last 30 days: \$1-49: Index	
MP02026a_B	2020 Spent on gasoline in last 30 days: \$50-\$99	
MP02026a_I	2020 Spent on gasoline in last 30 days: \$50-\$99: Index	
MP02027a_B	2020 Spent on gasoline in last 30 days: \$100-\$199	
MP02027a_I	2020 Spent on gasoline in last 30 days: \$100-\$199: Index	
MP02028a_B	2020 Spent on gasoline in last 30 days: \$200+	
MP02028a_I	2020 Spent on gasoline in last 30 days: \$200+: Index	
MP02029a_B	2020 Bought gas additives in last 12 months	
MP02029a_I	2020 Bought gas additives in last 12 months: Index	
MP02030a_B	2020 Bought leather or vinyl protectant in last 12 months	
MP02030a_I	2020 Bought leather or vinyl protectant in last 12 months: Index	
MP02031a_B	2020 Used leather or vinyl protectant 4+ times in last 12 months	
MP02031a_I	2020 Used leather or vinyl protectant 4+ times in last 12 months: Index	
MP02032a_B	2020 Bought muffler in last 12 months	
MP02032a_I	2020 Bought muffler in last 12 months: Index	
MP02033a_B	2020 Bought or changed motor oil in last 12 months	
MP02033a_I	2020 Bought or changed motor oil in last 12 months: Index	
MP02034a_B	2020 Bought 7+ quarts of motor oil in last 12 months	
MP02034a_I	2020 Bought 7+ quarts of motor oil in last 12 months: Index	
MP02035a_B	2020 Bought motor oil in last 12 months: at Advance Auto Parts	
MP02035a_I	2020 Bought motor oil in last 12 months: at Advance Auto Parts: Index	
MP02036a_B	2020 Bought motor oil in last 12 months: at AutoZone	
MP02036a_I	2020 Bought motor oil in last 12 months: at AutoZone: Index	
MP02037a_B	2020 Bought motor oil in last 12 months: at Walmart	
MP02037a_I	2020 Bought motor oil in last 12 months: at Walmart: Index	
MP02038a_B	2020 Add or change motor oil: auto repair chain store	
MP02038a_I	2020 Add or change motor oil: auto repair chain store: Index	
MP02039a_B	2020 Add or change motor oil: car dealer	
MP02039a_I	2020 Add or change motor oil: car dealer: Index	
MP02040a_B	2020 Add or change motor oil: gas station or garage	
MP02040a_I	2020 Add or change motor oil: gas station or garage: Index	
MP02041a_B	2020 Add or change motor oil: Jiffy Lube	
MP02041a_I	2020 Add or change motor oil: Jiffy Lube: Index	
MP02042a_B	2020 Add or change motor oil: self	
MP02042a_I	2020 Add or change motor oil: self: Index	
MP02043a_B	2020 Add or change motor oil: other household member	
MP02043a_I	2020 Add or change motor oil: other household member: Index	
MP02044a_B	2020 Bought motor oil additives in last 12 months	
MP02044a_I	2020 Bought motor oil additives in last 12 months: Index	
MP02045a_B	2020 Bought oil filter in last 12 months	
MP02045a_I	2020 Bought oil filter in last 12 months: Index	
MP02046a_B	2020 Bought shock absorbers or struts in last 12 months	
MP02046a_I	2020 Bought shock absorbers or struts in last 12 months: Index	
MP02047a_B	2020 Bought spark plugs in last 12 months	
MP02047a_I	2020 Bought spark plugs in last 12 months: Index	
MP02048a_B	2020 Bought tires in last 12 months	
MP02048a_I	2020 Bought tires in last 12 months: Index	
MP02060a_B	2020 Spent on tires in last 12 months: \$1-249	

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MP02060a_I	2020 Spent on tires in last 12 months: \$1-249: Index	
MP02054a_B	2020 Spent on tires in last 12 months: \$250-\$499	
MP02054a_I	2020 Spent on tires in last 12 months: \$250-\$499: Index	
MP02055a_B	2020 Spent on tires in last 12 months: \$500+	
MP02055a_I	2020 Spent on tires in last 12 months: \$500+: Index	
MP02056a_B	2020 Bought tires at Discount Tire Co. in last 12 months	
MP02056a_I	2020 Bought tires at Discount Tire Co. in last 12 months: Index	
MP02061a_B	2020 Bought tires at Walmart in last 12 months	
MP02061a_I	2020 Bought tires at Walmart in last 12 months: Index	
MP02057a_B	2020 Bought car wax or polish in last 12 months	
MP02057a_I	2020 Bought car wax or polish in last 12 months: Index	
MP02058a_B	2020 Used car wax or polish 4+ times in last 12 months	
MP02058a_I	2020 Used car wax or polish 4+ times in last 12 months: Index	
MP02059a_B	2020 Bought windshield wipers in last 12 months	
MP02059a_I	2020 Bought windshield wipers in last 12 months: Index	
<b>2020 Baby Products (Market Potential)</b>		<b>New Table</b>
MP03017h_B	2020 Household owns any baby furniture or equipment	
MP03017h_I	2020 Household owns any baby furniture or equipment: Index	
MP03018h_B	2020 Household bought baby furniture or equipment in last 6 months	
MP03018h_I	2020 Household bought baby furniture or equipment in last 6 months: Index	
MP03019h_B	2020 Household spent \$100+ on baby furniture or equipment in last 6 months	
MP03019h_I	2020 Household spent \$100+ on baby furniture or equipment in last 6 months: Index	
MP03020h_B	2020 Household owns baby car seat	
MP03020h_I	2020 Household owns baby car seat: Index	
MP03021h_B	2020 Household owns baby carrier (front or back)	
MP03021h_I	2020 Household owns baby carrier (front or back): Index	
MP03022h_B	2020 Household owns infant crib	
MP03022h_I	2020 Household owns infant crib: Index	
MP03023h_B	2020 Household owns high chair	
MP03023h_I	2020 Household owns high chair: Index	
MP03024h_B	2020 Household owns playpen	
MP03024h_I	2020 Household owns playpen: Index	
MP03025h_B	2020 Household owns stroller	
MP03025h_I	2020 Household owns stroller: Index	
MP03026h_B	2020 Household used baby food in last 6 months	
MP03026h_I	2020 Household used baby food in last 6 months: Index	
MP03027h_B	2020 Household used organic baby food in last 6 months	
MP03027h_I	2020 Household used organic baby food in last 6 months: Index	
MP03028h_B	2020 Household used Gerber baby food in last 6 months	
MP03028h_I	2020 Household used Gerber baby food in last 6 months: Index	
MP03029h_B	2020 Household used infant cereal in last 6 months	
MP03029h_I	2020 Household used infant cereal in last 6 months: Index	
MP03030h_B	2020 Household used prepared infant formula in last 6 months	
MP03030h_I	2020 Household used prepared infant formula in last 6 months: Index	
MP03031h_B	2020 Household used disposable diapers/underpants in last 6 months	
MP03031h_I	2020 Household used disposable diapers/underpants in last 6 months: Index	
MP03032h_B	2020 Household used baby bath/wash/soap product in last 6 months	
MP03032h_I	2020 Household used baby bath/wash/soap product in last 6 months: Index	
MP03033h_B	2020 Household used baby lotion in last 6 months	
MP03033h_I	2020 Household used baby lotion in last 6 months: Index	
MP03034h_B	2020 Household used baby nurser/bottle in last 6 months	
MP03034h_I	2020 Household used baby nurser/bottle in last 6 months: Index	
MP03035h_B	2020 Household used baby oil in last 6 months	
MP03035h_I	2020 Household used baby oil in last 6 months: Index	
MP03036h_B	2020 Household used baby ointment/cream in last 6 months	
MP03036h_I	2020 Household used baby ointment/cream in last 6 months: Index	
MP03037h_B	2020 Household used baby powder in last 6 months	
MP03037h_I	2020 Household used baby powder in last 6 months: Index	
MP03038h_B	2020 Household used baby shampoo in last 6 months	
MP03038h_I	2020 Household used baby shampoo in last 6 months: Index	
MP03039h_B	2020 Household used teething remedy in last 6 months	
MP03039h_I	2020 Household used teething remedy in last 6 months: Index	
MP03040h_B	2020 Household used pre-moistened baby wipes in last 6 months	
MP03040h_I	2020 Household used pre-moistened baby wipes in last 6 months: Index	
<b>2020 Beverage Consumption (Alcohol) (Market Potential)</b>		<b>New Table</b>
MP04001a_B	2020 Drank beer or ale in last 6 months	
MP04001a_I	2020 Drank beer or ale in last 6 months: Index	
MP04002a_B	2020 Drank imported beer or ale in last 6 months	
MP04002a_I	2020 Drank imported beer or ale in last 6 months: Index	
MP04003a_B	2020 Drank regular domestic beer or ale in last 6 months	
MP04003a_I	2020 Drank regular domestic beer or ale in last 6 months: Index	
MP04004a_B	2020 Drank premium domestic beer or ale in last 6 months	
MP04004a_I	2020 Drank premium domestic beer or ale in last 6 months: Index	
MP04005a_B	2020 Drank super premium domestic beer or ale in last 6 months	
MP04005a_I	2020 Drank super premium domestic beer or ale in last 6 months: Index	
MP04006a_B	2020 Drank low calorie domestic beer in last 6 months	
MP04006a_I	2020 Drank low calorie domestic beer in last 6 months: Index	
MP04008a_B	2020 Drank imported dinner or table wine in last 6 months	
MP04008a_I	2020 Drank imported dinner or table wine in last 6 months: Index	
MP04009a_B	2020 Drank domestic dinner or table wine in last 6 months	

## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP04009a_I	2020 Drank domestic dinner or table wine in last 6 months: Index	
MP04010a_B	2020 Drank domestic wine in last 6 months: Cabernet Sauvignon	
MP04010a_I	2020 Drank domestic wine in last 6 months: Cabernet Sauvignon: Index	
MP04011a_B	2020 Drank domestic wine in last 6 months: Chardonnay	
MP04011a_I	2020 Drank domestic wine in last 6 months: Chardonnay: Index	
MP04012a_B	2020 Drank domestic wine in last 6 months: Merlot	
MP04012a_I	2020 Drank domestic wine in last 6 months: Merlot: Index	
MP04013a_B	2020 Drank domestic wine in last 6 months: Pinot Grigio	
MP04013a_I	2020 Drank domestic wine in last 6 months: Pinot Grigio: Index	
MP04014a_B	2020 Drank domestic wine in last 6 months: Pinot Noir	
MP04014a_I	2020 Drank domestic wine in last 6 months: Pinot Noir: Index	
MP04015a_B	2020 Drank bourbon in last 6 months	
MP04015a_I	2020 Drank bourbon in last 6 months: Index	
MP04016a_B	2020 Drank brandy in last 6 months	
MP04016a_I	2020 Drank brandy in last 6 months: Index	
MP04017a_B	2020 Drank Canadian whisky in last 6 months	
MP04017a_I	2020 Drank Canadian whisky in last 6 months: Index	
MP04018a_B	2020 Drank champagne or sparkling wine in last 6 months	
MP04018a_I	2020 Drank champagne or sparkling wine in last 6 months: Index	
MP04019a_B	2020 Drank cognac in last 6 months	
MP04019a_I	2020 Drank cognac in last 6 months: Index	
MP04020a_B	2020 Drank cordial or liqueur in last 6 months	
MP04020a_I	2020 Drank cordial or liqueur in last 6 months: Index	
MP04021a_B	2020 Drank gin in last 6 months	
MP04021a_I	2020 Drank gin in last 6 months: Index	
MP04022a_B	2020 Drank hard cider in last 6 months	
MP04022a_I	2020 Drank hard cider in last 6 months: Index	
MP04022a_B	2020 Drank Irish whiskey in last 6 months	
MP04022a_I	2020 Drank Irish whiskey in last 6 months: Index	
MP04023a_B	2020 Drank malt liquor in last 6 months	
MP04023a_I	2020 Drank malt liquor in last 6 months: Index	
MP04024a_B	2020 Drank port or sherry or dessert wine in last 6 months	
MP04024a_I	2020 Drank port or sherry or dessert wine in last 6 months: Index	
MP04025a_B	2020 Drank rum in last 6 months	
MP04025a_I	2020 Drank rum in last 6 months: Index	
MP04026a_B	2020 Drank rye or blended whiskey in last 6 months	
MP04026a_I	2020 Drank rye or blended whiskey in last 6 months: Index	
MP04027a_B	2020 Drank scotch whisky in last 6 months	
MP04027a_I	2020 Drank scotch whisky in last 6 months: Index	
MP04028a_B	2020 Drank tequila in last 6 months	
MP04028a_I	2020 Drank tequila in last 6 months: Index	
MP04029a_B	2020 Drank vermouth in last 6 months	
MP04029a_I	2020 Drank vermouth in last 6 months: Index	
MP04030a_B	2020 Drank vodka in last 6 months	
MP04030a_I	2020 Drank vodka in last 6 months: Index	
MP04031a_B	2020 Drank flavored alcoholic beverage or cooler in last 6 months	
MP04031a_I	2020 Drank flavored alcoholic beverage or cooler in last 6 months: Index	
MP04032a_B	2020 Drank prepared mixed drink with liquor in last 6 months	
MP04032a_I	2020 Drank prepared mixed drink with liquor in last 6 months: Index	
MP04033a_B	2020 Consumed beer in last 30 days at bar or club	
MP04033a_I	2020 Consumed beer in last 30 days at bar or club: Index	
MP04034a_B	2020 Consumed wine in last 30 days at bar or club	
MP04034a_I	2020 Consumed wine in last 30 days at bar or club: Index	
MP04035a_B	2020 Consumed liquor in last 30 days at bar or club	
MP04035a_I	2020 Consumed liquor in last 30 days at bar or club: Index	
MP04036a_B	2020 Consumed beer in last 30 days at restaurant	
MP04036a_I	2020 Consumed beer in last 30 days at restaurant: Index	
MP04037a_B	2020 Consumed wine in last 30 days at restaurant	
MP04037a_I	2020 Consumed wine in last 30 days at restaurant: Index	
MP04038a_B	2020 Consumed liquor in last 30 days at restaurant	
MP04038a_I	2020 Consumed liquor in last 30 days at restaurant: Index	
MP04039a_B	2020 Consumed beer in last 30 days at home	
MP04039a_I	2020 Consumed beer in last 30 days at home: Index	
MP04040a_B	2020 Consumed wine in last 30 days at home	
MP04040a_I	2020 Consumed wine in last 30 days at home: Index	
MP04041a_B	2020 Consumed liquor in last 30 days at home	
MP04041a_I	2020 Consumed liquor in last 30 days at home: Index	
<b>2020 Books &amp; Cards (Market Potential)</b>		<b>New Table</b>
MP05001a_B	2020 Bought digital book in last 12 months	
MP05001a_I	2020 Bought digital book in last 12 months: Index	
MP05002a_B	2020 Bought hardcover book in last 12 months	
MP05002a_I	2020 Bought hardcover book in last 12 months: Index	
MP05003a_B	2020 Bought paperback book in last 12 months	
MP05003a_I	2020 Bought paperback book in last 12 months: Index	
MP05004a_B	2020 Bought 1-3 books in last 12 months	
MP05004a_I	2020 Bought 1-3 books in last 12 months: Index	
MP05005a_B	2020 Bought 4-6 books in last 12 months	
MP05005a_I	2020 Bought 4-6 books in last 12 months: Index	
MP05006a_B	2020 Bought 7+ books in last 12 months	
MP05006a_I	2020 Bought 7+ books in last 12 months: Index	
MP05007a_B	2020 Bought book (fiction) in last 12 months	

## Esri Market Potential Data Variable List



**DATA VINTAGE: 2020**  
**NUMBER OF VARIABLES: 4,836**

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Data Table & Item Code	Data Item Description	Item Changes
MP05007a_I	2020 Bought book (fiction) in last 12 months: Index	
MP05008a_B	2020 Bought book (non-fiction) in last 12 months	
MP05008a_I	2020 Bought book (non-fiction) in last 12 months: Index	
MP05009a_B	2020 Bought biography in last 12 months	
MP05009a_I	2020 Bought biography in last 12 months: Index	
MP05010a_B	2020 Bought children's book in last 12 months	
MP05010a_I	2020 Bought children's book in last 12 months: Index	
MP05011a_B	2020 Bought cookbook in last 12 months	
MP05011a_I	2020 Bought cookbook in last 12 months: Index	
MP05012a_B	2020 Bought history book in last 12 months	
MP05012a_I	2020 Bought history book in last 12 months: Index	
MP05013a_B	2020 Bought mystery book in last 12 months	
MP05013a_I	2020 Bought mystery book in last 12 months: Index	
MP05028a_B	2020 Bought novel in last 12 months	
MP05028a_I	2020 Bought novel in last 12 months: Index	
MP05014a_B	2020 Bought religious book (not Bible) in last 12 months	
MP05014a_I	2020 Bought religious book (not Bible) in last 12 months: Index	
MP05015a_B	2020 Bought romance book in last 12 months	
MP05015a_I	2020 Bought romance book in last 12 months: Index	
MP05016a_B	2020 Bought science fiction book in last 12 months	
MP05016a_I	2020 Bought science fiction book in last 12 months: Index	
MP05017a_B	2020 Bought personal or business self-help book in last 12 months	
MP05017a_I	2020 Bought personal or business self-help book in last 12 months: Index	
MP05018a_B	2020 Bought travel book in last 12 months	
MP05018a_I	2020 Bought travel book in last 12 months: Index	
MP05019a_B	2020 Bought book online in last 12 months	
MP05019a_I	2020 Bought book online in last 12 months: Index	
MP05027a_B	2020 Listened to or purchased audiobook in last 6 months	
MP05027a_I	2020 Listened to or purchased audiobook in last 6 months: Index	
MP05029a_B	2020 Purchased greeting card in last 6 months	
MP05029a_I	2020 Purchased greeting card in last 6 months: Index	
MP05020a_B	2020 Bought book in last 12 months: amazon.com	Discontinued
MP05020a_I	2020 Bought book in last 12 months: amazon.com: Index	Discontinued
MP05021a_B	2020 Bought book in last 12 months: barnes&noble.com	Discontinued
MP05021a_I	2020 Bought book in last 12 months: barnes&noble.com: Index	Discontinued
MP05022a_B	2020 Bought book in last 12 months: Barnes & Noble book store	Discontinued
MP05022a_I	2020 Bought book in last 12 months: Barnes & Noble book store: Index	Discontinued
MP05023a_B	2020 Bought book in last 12 months: other book store (not B&N)	Discontinued
MP05023a_I	2020 Bought book in last 12 months: other book store (not B&N): Index	Discontinued
MP05025a_B	2020 Bought book in last 12 months: mail order	Discontinued
MP05025a_I	2020 Bought book in last 12 months: mail order: Index	Discontinued
<b>2020 Civic Activities &amp; Political Affiliation (Market Potential)</b>		
MP06001a_B	2020 Participated in any public activity in last 12 months	
MP06001a_I	2020 Participated in any public activity in last 12 months: Index	
MP06002a_B	2020 Attended public meeting on town or school affairs in last 12 months	Description Change
MP06002a_I	2020 Attended public meeting on town or school affairs in last 12 months: Index	Description Change
MP06003a_B	2020 Served on committee for local organization in last 12 months	Description Change
MP06003a_I	2020 Served on committee for local organization in last 12 months: Index	Description Change
MP06004a_B	2020 Engaged in fundraising in last 12 months	
MP06004a_I	2020 Engaged in fundraising in last 12 months: Index	
MP06005a_B	2020 Volunteered for a charitable organization in last 12 months	
MP06005a_I	2020 Volunteered for a charitable organization in last 12 months: Index	
MP06006a_B	2020 Made a speech in last 12 months	
MP06006a_I	2020 Made a speech in last 12 months: Index	
MP06007a_B	2020 Wrote something that was published in last 12 months	
MP06007a_I	2020 Wrote something that was published in last 12 months: Index	
MP06008a_B	2020 Wrote to news/magazine editor or called radio/TV last 12 months	Description Change
MP06008a_I	2020 Wrote to news/magazine editor or called radio/TV last 12 months: Index	Description Change
MP06009a_B	2020 Wrote or called a politician in last 12 months	
MP06009a_I	2020 Wrote or called a politician in last 12 months: Index	
MP06010a_B	2020 Voted in federal or state or local election in last 12 months	
MP06010a_I	2020 Voted in federal or state or local election in last 12 months: Index	
MP06011a_B	2020 Attended political rally/speech/organized protest in last 12 months	Description Change
MP06011a_I	2020 Attended political rally/speech/organized protest in last 12 months: Index	Description Change
MP06032a_B	2020 Signed a petition in last 12 months	
MP06032a_I	2020 Signed a petition in last 12 months: Index	
MP06012a_B	2020 Participated in environmental group or cause in last 12 months	
MP06012a_I	2020 Participated in environmental group or cause in last 12 months: Index	
MP06013a_B	2020 Recycled products in last 12 months	
MP06013a_I	2020 Recycled products in last 12 months: Index	
MP06015a_B	2020 Made contribution to NPR in last 12 months	
MP06015a_I	2020 Made contribution to NPR in last 12 months: Index	
MP06016a_B	2020 Made contribution to PBS in last 12 months	
MP06016a_I	2020 Made contribution to PBS in last 12 months: Index	
MP06017a_B	2020 Contributed to arts or cultural organization in last 12 months	
MP06017a_I	2020 Contributed to arts or cultural organization in last 12 months: Index	
MP06018a_B	2020 Contributed to educational organization in last 12 months	
MP06018a_I	2020 Contributed to educational organization in last 12 months: Index	
MP06019a_B	2020 Contributed to environmental organization in last 12 months	
MP06019a_I	2020 Contributed to environmental organization in last 12 months: Index	
MP06020a_B	2020 Contributed to health organization in last 12 months	

## Esri Market Potential Data Variable List



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**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP06020a_I	2020 Contributed to health organization in last 12 months: Index	
MP06021a_B	2020 Contributed to political organization in last 12 months	
MP06021a_I	2020 Contributed to political organization in last 12 months: Index	
MP06022a_B	2020 Contributed to religious organization in last 12 months	
MP06022a_I	2020 Contributed to religious organization in last 12 months: Index	
MP06023a_B	2020 Contributed to social services organization in last 12 months	
MP06023a_I	2020 Contributed to social services organization in last 12 months: Index	
MP06024a_B	2020 Political party affiliated with: Democratic	
MP06024a_I	2020 Political party affiliated with: Democratic: Index	
MP06025a_B	2020 Political party affiliated with: Republican	
MP06025a_I	2020 Political party affiliated with: Republican: Index	
MP06026a_B	2020 Political party affiliated with: Independent or none	
MP06026a_I	2020 Political party affiliated with: Independent or none: Index	
MP06027a_B	2020 Political outlook: very conservative	
MP06027a_I	2020 Political outlook: very conservative: Index	
MP06028a_B	2020 Political outlook: somewhat conservative	
MP06028a_I	2020 Political outlook: somewhat conservative: Index	
MP06029a_B	2020 Political outlook: middle of the road	
MP06029a_I	2020 Political outlook: middle of the road: Index	
MP06030a_B	2020 Political outlook: somewhat liberal	
MP06030a_I	2020 Political outlook: somewhat liberal: Index	
MP06031a_B	2020 Political outlook: very liberal	
MP06031a_I	2020 Political outlook: very liberal: Index	
<b>2020 Clothing &amp; Accessories (Market Potential)</b>		<b>New Table</b>
MP07001a_B	2020 Spent on clothing in last 12 months: \$1-99	
MP07001a_I	2020 Spent on clothing in last 12 months: \$1-99: Index	
MP07002a_B	2020 Spent on clothing in last 12 months: \$100-\$299	
MP07002a_I	2020 Spent on clothing in last 12 months: \$100-\$299: Index	
MP07003a_B	2020 Spent on clothing in last 12 months: \$300-\$499	
MP07003a_I	2020 Spent on clothing in last 12 months: \$300-\$499: Index	
MP07004a_B	2020 Spent on clothing in last 12 months: \$500-\$999	
MP07004a_I	2020 Spent on clothing in last 12 months: \$500-\$999: Index	
MP07005a_B	2020 Spent on clothing in last 12 months: \$1000-\$1999	
MP07005a_I	2020 Spent on clothing in last 12 months: \$1000-\$1999: Index	
MP07006a_B	2020 Spent on clothing in last 12 months: \$2000+	
MP07006a_I	2020 Spent on clothing in last 12 months: \$2000+: Index	
MP07007a_B	2020 Bought clothing in dept. store in last 6 months	Description Change
MP07007a_I	2020 Bought clothing in dept. store in last 6 months: Index	Description Change
MP07008a_B	2020 Bought clothing in discount store in last 6 months	
MP07008a_I	2020 Bought clothing in discount store in last 6 months: Index	
MP07009a_B	2020 Bought clothing online in last 6 months	
MP07009a_I	2020 Bought clothing online in last 6 months: Index	
MP07011a_B	2020 Spent on sports clothing in last 12 months: \$1-99	
MP07011a_I	2020 Spent on sports clothing in last 12 months: \$1-99: Index	
MP07012a_B	2020 Spent on sports clothing in last 12 months: \$100-\$149	
MP07012a_I	2020 Spent on sports clothing in last 12 months: \$100-\$149: Index	
MP07108a_B	2020 Spent on sports clothing in last 12 months: \$150-\$299	New
MP07108a_I	2020 Spent on sports clothing in last 12 months: \$150-\$299: Index	New
MP07109a_B	2020 Spent on sports clothing in last 12 months: \$300+	New
MP07109a_I	2020 Spent on sports clothing in last 12 months: \$300+: Index	New
MP07014a_B	2020 Bought any men's clothing in last 12 months	
MP07014a_I	2020 Bought any men's clothing in last 12 months: Index	
MP07016a_B	2020 Bought men's clothing in last 12 months: big ticket item	
MP07016a_I	2020 Bought men's clothing in last 12 months: big ticket item: Index	
MP07018a_B	2020 Spent on big ticket men's clothing in last 12 months: \$1-99	
MP07018a_I	2020 Spent on big ticket men's clothing in last 12 months: \$1-99: Index	
MP07019a_B	2020 Spent on big ticket men's clothing in last 12 months: \$100-199	
MP07019a_I	2020 Spent on big ticket men's clothing in last 12 months: \$100-199: Index	
MP07020a_B	2020 Spent on big ticket men's clothing in last 12 months: \$200-299	
MP07020a_I	2020 Spent on big ticket men's clothing in last 12 months: \$200-299: Index	
MP07021a_B	2020 Spent on big ticket men's clothing in last 12 months: \$300+	
MP07021a_I	2020 Spent on big ticket men's clothing in last 12 months: \$300+: Index	
MP07022a_B	2020 Bought men's clothing in last 12 months: low ticket item	
MP07022a_I	2020 Bought men's clothing in last 12 months: low ticket item: Index	
MP07024a_B	2020 Spent on low ticket men's clothing in last 12 months: \$1-49	
MP07024a_I	2020 Spent on low ticket men's clothing in last 12 months: \$1-49: Index	
MP07025a_B	2020 Spent on low ticket men's clothing in last 12 months: \$50-99	
MP07025a_I	2020 Spent on low ticket men's clothing in last 12 months: \$50-99: Index	
MP07026a_B	2020 Spent on low ticket men's clothing in last 12 months: \$100-199	
MP07026a_I	2020 Spent on low ticket men's clothing in last 12 months: \$100-199: Index	
MP07027a_B	2020 Spent on low ticket men's clothing in last 12 months: \$200-299	
MP07027a_I	2020 Spent on low ticket men's clothing in last 12 months: \$200-299: Index	
MP07028a_B	2020 Spent on low ticket men's clothing in last 12 months: \$300-499	
MP07028a_I	2020 Spent on low ticket men's clothing in last 12 months: \$300-499: Index	
MP07029a_B	2020 Spent on low ticket men's clothing in last 12 months: \$500+	
MP07029a_I	2020 Spent on low ticket men's clothing in last 12 months: \$500+: Index	
MP07030a_B	2020 Bought any women's clothing in last 12 months	
MP07030a_I	2020 Bought any women's clothing in last 12 months: Index	
MP07032a_B	2020 Bought women's clothing in last 12 months: big ticket item	
MP07032a_I	2020 Bought women's clothing in last 12 months: big ticket item: Index	
MP07034a_B	2020 Spent on big ticket women's clothing in last 12 months: \$1-99	



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**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP07034a_I	2020 Spent on big ticket women's clothing in last 12 months: \$1-99: Index	
MP07035a_B	2020 Spent on big ticket women's clothing in last 12 months: \$100-199	Description Change
MP07035a_I	2020 Spent on big ticket women's clothing in last 12 months: \$100-199: Index	Description Change
MP07107a_B	2020 Spent on big ticket women's clothing in last 12 months: \$200+	Description Change
MP07107a_I	2020 Spent on big ticket women's clothing in last 12 months: \$200+: Index	Description Change
MP07038a_B	2020 Bought women's clothing in last 12 months: low ticket item	
MP07038a_I	2020 Bought women's clothing in last 12 months: low ticket item: Index	
MP07040a_B	2020 Spent on low ticket women's clothing in last 12 months: \$1-49	
MP07040a_I	2020 Spent on low ticket women's clothing in last 12 months: \$1-49: Index	
MP07041a_B	2020 Spent on low ticket women's clothing in last 12 months: \$50-99	
MP07041a_I	2020 Spent on low ticket women's clothing in last 12 months: \$50-99: Index	
MP07042a_B	2020 Spent on low ticket women's clothing in last 12 months: \$100-199	
MP07042a_I	2020 Spent on low ticket women's clothing in last 12 months: \$100-199: Index	
MP07043a_B	2020 Spent on low ticket women's clothing in last 12 months: \$200-299	
MP07043a_I	2020 Spent on low ticket women's clothing in last 12 months: \$200-299: Index	
MP07044a_B	2020 Spent on low ticket women's clothing in last 12 months: \$300-499	
MP07044a_I	2020 Spent on low ticket women's clothing in last 12 months: \$300-499: Index	
MP07045a_B	2020 Spent on low ticket women's clothing in last 12 months: \$500+	
MP07045a_I	2020 Spent on low ticket women's clothing in last 12 months: \$500+: Index	
MP07046a_B	2020 Bought clothing for child <13 years in last 6 months	
MP07046a_I	2020 Bought clothing for child <13 years in last 6 months: Index	
MP07047a_B	2020 Spent on clothing for child <13 in last 6 months: \$1-50	
MP07047a_I	2020 Spent on clothing for child <13 in last 6 months: \$1-50: Index	
MP07048a_B	2020 Spent on clothing for child <13 in last 6 months: \$51-99	
MP07048a_I	2020 Spent on clothing for child <13 in last 6 months: \$51-99: Index	
MP07049a_B	2020 Spent on clothing for child <13 in last 6 months: \$100-199	
MP07049a_I	2020 Spent on clothing for child <13 in last 6 months: \$100-199: Index	
MP07050a_B	2020 Spent on clothing for child <13 in last 6 months: \$200-399	
MP07050a_I	2020 Spent on clothing for child <13 in last 6 months: \$200-399: Index	
MP07051a_B	2020 Spent on clothing for child <13 in last 6 months: \$400+	
MP07051a_I	2020 Spent on clothing for child <13 in last 6 months: \$400+: Index	
MP07052a_B	2020 Bought clothing for baby <1 year in last 6 months	
MP07052a_I	2020 Bought clothing for baby <1 year in last 6 months: Index	
MP07056a_B	2020 Bought clothing for child 1-2 years in last 6 months	
MP07056a_I	2020 Bought clothing for child 1-2 years in last 6 months: Index	
MP07064a_B	2020 Bought clothing for child 3-5 years in last 6 months	
MP07064a_I	2020 Bought clothing for child 3-5 years in last 6 months: Index	
MP07072a_B	2020 Bought clothing for child 6-12 years in last 6 months	
MP07072a_I	2020 Bought clothing for child 6-12 years in last 6 months: Index	
MP07082a_B	2020 Bought watch in last 12 months	
MP07082a_I	2020 Bought watch in last 12 months: Index	
MP07086a_B	2020 Spent \$100+ on watches in last 12 months	
MP07086a_I	2020 Spent \$100+ on watches in last 12 months: Index	
MP07087a_B	2020 Bought costume jewelry in last 12 months	
MP07087a_I	2020 Bought costume jewelry in last 12 months: Index	
MP07092a_B	2020 Spent \$100+ on costume jewelry in last 12 months	
MP07092a_I	2020 Spent \$100+ on costume jewelry in last 12 months: Index	
MP07093a_B	2020 Bought fine jewelry in last 12 months	
MP07093a_I	2020 Bought fine jewelry in last 12 months: Index	
MP07098a_B	2020 Bought fine jewelry in last 12 months: diamond	
MP07098a_I	2020 Bought fine jewelry in last 12 months: diamond: Index	
MP07099a_B	2020 Bought fine jewelry in last 12 months: gold	
MP07099a_I	2020 Bought fine jewelry in last 12 months: gold: Index	
MP07100a_B	2020 Bought fine jewelry in last 12 months: sterling	
MP07100a_I	2020 Bought fine jewelry in last 12 months: sterling: Index	
MP07101a_B	2020 Spent on fine jewelry in last 12 months: \$1-99	
MP07101a_I	2020 Spent on fine jewelry in last 12 months: \$1-99: Index	
MP07102a_B	2020 Spent on fine jewelry in last 12 months: \$100-\$399	
MP07102a_I	2020 Spent on fine jewelry in last 12 months: \$100-\$399: Index	
MP07103a_B	2020 Spent on fine jewelry in last 12 months: \$400-\$749	
MP07103a_I	2020 Spent on fine jewelry in last 12 months: \$400-\$749: Index	
MP07104a_B	2020 Spent on fine jewelry in last 12 months: \$750+	
MP07104a_I	2020 Spent on fine jewelry in last 12 months: \$750+: Index	
MP07105a_B	2020 Purchased fine jewelry from department store in last 12 months	
MP07105a_I	2020 Purchased fine jewelry from department store in last 12 months: Index	
MP07106a_B	2020 Purchased fine jewelry from independent jeweler in last 12 months	
MP07106a_I	2020 Purchased fine jewelry from independent jeweler in last 12 months: Index	
MP07013a_B	2020 Spent on sports clothing in last 12 months: \$150+	Discontinued
MP07013a_I	2020 Spent on sports clothing in last 12 months: \$150+: Index	Discontinued
<b>2020 Convenience Stores (Market Potential)</b>		<b>New Table</b>
MP08032a_B	2020 Shopped at convenience store in last 6 months	
MP08032a_I	2020 Shopped at convenience store in last 6 months: Index	
MP08001a_B	2020 Used at convenience store in last 30 days: ATM/financial service	Description Change
MP08001a_I	2020 Used at convenience store in last 30 days: ATM/financial service: Index	Description Change
MP08002a_B	2020 Bought at convenience store in last 30 days: bread	
MP08002a_I	2020 Bought at convenience store in last 30 days: bread: Index	
MP08003a_B	2020 Bought at convenience store in last 30 days: breakfast sandwich	
MP08003a_I	2020 Bought at convenience store in last 30 days: breakfast sandwich: Index	
MP08004a_B	2020 Bought at convenience store in last 30 days: candy	
MP08004a_I	2020 Bought at convenience store in last 30 days: candy: Index	
MP08005a_B	2020 Bought at convenience store in last 30 days: cigarettes	



## Esri Market Potential Data Variable List



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Data Table & Item Code	Data Item Description	Item Changes
MP08005a_I	2020 Bought at convenience store in last 30 days: cigarettes: Index	
MP08006a_B	2020 Bought at convenience store in last 30 days: brewed coffee	
MP08006a_I	2020 Bought at convenience store in last 30 days: brewed coffee: Index	
MP08007a_B	2020 Bought at convenience store in last 30 days: gas	
MP08007a_I	2020 Bought at convenience store in last 30 days: gas: Index	
MP08008a_B	2020 Bought at convenience store in last 30 days: ice cream	
MP08008a_I	2020 Bought at convenience store in last 30 days: ice cream: Index	
MP08009a_B	2020 Bought at convenience store in last 30 days: juice drink	
MP08009a_I	2020 Bought at convenience store in last 30 days: juice drink: Index	
MP08010a_B	2020 Bought at convenience store in last 30 days: lottery ticket	
MP08010a_I	2020 Bought at convenience store in last 30 days: lottery ticket: Index	
MP08011a_B	2020 Bought at convenience store in last 30 days: lunch sandwich	
MP08011a_I	2020 Bought at convenience store in last 30 days: lunch sandwich: Index	
MP08012a_B	2020 Bought at convenience store in last 30 days: milk	
MP08012a_I	2020 Bought at convenience store in last 30 days: milk: Index	
MP08013a_B	2020 Bought at convenience store in last 30 days: nonprescription drug	
MP08013a_I	2020 Bought at convenience store in last 30 days: nonprescription drug: Index	
MP08014a_B	2020 Bought at convenience store in last 30 days: snack food	
MP08014a_I	2020 Bought at convenience store in last 30 days: snack food: Index	
MP08015a_B	2020 Bought at convenience store in last 30 days: soft drink (bottle/can)	Description Change
MP08015a_I	2020 Bought at convenience store in last 30 days: soft drink (bottle/can): Index	Description Change
MP08016a_B	2020 Bought at convenience store in last 30 days: soft drink (fountain)	
MP08016a_I	2020 Bought at convenience store in last 30 days: soft drink (fountain): Index	
MP08033a_B	2020 Spent at convenience store in last 30 days: \$1-19	
MP08033a_I	2020 Spent at convenience store in last 30 days: \$1-19: Index	
MP08019a_B	2020 Spent at convenience store in last 30 days: \$20-\$39	
MP08019a_I	2020 Spent at convenience store in last 30 days: \$20-\$39: Index	
MP08020a_B	2020 Spent at convenience store in last 30 days: \$40-\$50	
MP08020a_I	2020 Spent at convenience store in last 30 days: \$40-\$50: Index	
MP08021a_B	2020 Spent at convenience store in last 30 days: \$51-\$99	
MP08021a_I	2020 Spent at convenience store in last 30 days: \$51-\$99: Index	
MP08022a_B	2020 Spent at convenience store in last 30 days: \$100+	
MP08022a_I	2020 Spent at convenience store in last 30 days: \$100+: Index	
MP08023a_B	2020 Shopped at ampm in last 6 months	
MP08023a_I	2020 Shopped at ampm in last 6 months: Index	
MP08024a_B	2020 Shopped at BP Food Mart in last 6 months	
MP08024a_I	2020 Shopped at BP Food Mart in last 6 months: Index	
MP08025a_B	2020 Shopped at Circle K in last 6 months	
MP08025a_I	2020 Shopped at Circle K in last 6 months: Index	
MP08026a_B	2020 Shopped at Citgo in last 6 months	
MP08026a_I	2020 Shopped at Citgo in last 6 months: Index	
MP08027a_B	2020 Shopped at ExxonMobil On the Run in last 6 months	
MP08027a_I	2020 Shopped at ExxonMobil On the Run in last 6 months: Index	
MP08028a_B	2020 Shopped at 7-Eleven in last 6 months	
MP08028a_I	2020 Shopped at 7-Eleven in last 6 months: Index	
MP08036a_B	2020 Shopped at Sheetz in last 6 months	
MP08036a_I	2020 Shopped at Sheetz in last 6 months: Index	
MP08034a_B	2020 Shopped at Shell in last 6 months	
MP08034a_I	2020 Shopped at Shell in last 6 months: Index	
MP08035a_B	2020 Shopped at Speedway in last 6 months	
MP08035a_I	2020 Shopped at Speedway in last 6 months: Index	
MP08031a_B	2020 Shopped at Wawa in last 6 months	
MP08031a_I	2020 Shopped at Wawa in last 6 months: Index	
<b>2020 Electronics (Market Potential)</b>		<b>New Table</b>
MP09147a_B	2020 Own any tablet	
MP09147a_I	2020 Own any tablet: Index	
MP09148a_B	2020 Own any e-reader	
MP09148a_I	2020 Own any e-reader: Index	
MP09132a_B	2020 Own e-reader or tablet: iPad	
MP09132a_I	2020 Own e-reader or tablet: iPad: Index	
MP09134a_B	2020 Own e-reader or tablet: Amazon Kindle	
MP09134a_I	2020 Own e-reader or tablet: Amazon Kindle: Index	
MP09002a_B	2020 Own any portable MP3 player	
MP09002a_I	2020 Own any portable MP3 player: Index	
MP09163a_B	2020 Own portable MP3 player: Apple iPod	
MP09163a_I	2020 Own portable MP3 player: Apple iPod: Index	
MP09172a_B	2020 Own wearable technology: Apple Watch	
MP09172a_I	2020 Own wearable technology: Apple Watch: Index	
MP09173a_B	2020 Own wearable technology: FitBit	
MP09173a_I	2020 Own wearable technology: FitBit: Index	
MP09152a_B	2020 Own digital camcorder	Description Change
MP09152a_I	2020 Own digital camcorder: Index	Description Change
MP09149a_B	2020 Own digital point and shoot camera or camcorder	
MP09149a_I	2020 Own digital point and shoot camera or camcorder: Index	
MP09150a_B	2020 Own digital SLR camera or camcorder	
MP09150a_I	2020 Own digital SLR camera or camcorder: Index	
MP09151a_B	2020 Own 35mm camera or camcorder	
MP09151a_I	2020 Own 35mm camera or camcorder: Index	
MP09022a_B	2020 Own telephoto or zoom lens	
MP09022a_I	2020 Own telephoto or zoom lens: Index	
MP09023a_B	2020 Own wide angle lens	

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Data Table & Item Code	Data Item Description	Item Changes
MP09023a_I	2020 Own wide angle lens: Index	
MP09174a_B	2020 Own a selfie stick	
MP09174a_I	2020 Own a selfie stick: Index	
MP09028a_B	2020 Printed digital photos in last 12 months	
MP09028a_I	2020 Printed digital photos in last 12 months: Index	
MP09030a_B	2020 Use a computer at work	
MP09030a_I	2020 Use a computer at work: Index	
MP09031a_B	2020 Use desktop computer at work	
MP09031a_I	2020 Use desktop computer at work: Index	
MP09032a_B	2020 Use laptop or notebook at work	
MP09032a_I	2020 Use laptop or notebook at work: Index	
MP09033h_B	2020 Household owns a computer	
MP09033h_I	2020 Household owns a computer: Index	
MP09034h_B	2020 Household purchased computer in last 12 months	
MP09034h_I	2020 Household purchased computer in last 12 months: Index	
MP09035h_B	2020 Household owns desktop computer	
MP09035h_I	2020 Household owns desktop computer: Index	
MP09036h_B	2020 Household owns laptop or notebook	
MP09036h_I	2020 Household owns laptop or notebook: Index	
MP09038h_B	2020 Household with child (under 18 years) using home computer	
MP09038h_I	2020 Household with child (under 18 years) using home computer: Index	
MP09039h_B	2020 Household owns any Apple or Mac brand computer	
MP09039h_I	2020 Household owns any Apple or Mac brand computer: Index	
MP09040h_B	2020 Household owns any PC or non-Apple brand computer	
MP09040h_I	2020 Household owns any PC or non-Apple brand computer: Index	
MP09048h_B	2020 Household purchased most recent computer 1-2 years ago	
MP09048h_I	2020 Household purchased most recent computer 1-2 years ago: Index	
MP09049h_B	2020 Household purchased most recent computer 3-4 years ago	
MP09049h_I	2020 Household purchased most recent computer 3-4 years ago: Index	
MP09050h_B	2020 Household purchased most recent computer 5+ years ago	
MP09050h_I	2020 Household purchased most recent computer 5+ years ago: Index	
MP09141h_B	2020 Household purchased most recent computer in a store	
MP09141h_I	2020 Household purchased most recent computer in a store: Index	
MP09142h_B	2020 Household purchased most recent computer online	
MP09142h_I	2020 Household purchased most recent computer online: Index	
MP09051h_B	2020 Household spent \$1-499 on most recent home computer	
MP09051h_I	2020 Household spent \$1-499 on most recent home computer: Index	
MP09052h_B	2020 Household spent \$500-\$999 on most recent home computer	
MP09052h_I	2020 Household spent \$500-\$999 on most recent home computer: Index	
MP09053h_B	2020 Household spent \$1,000-\$1,499 on most recent home computer	
MP09053h_I	2020 Household spent \$1,000-\$1,499 on most recent home computer: Index	
MP09054h_B	2020 Household spent \$1,500-\$1,999 on most recent home computer	
MP09054h_I	2020 Household spent \$1,500-\$1,999 on most recent home computer: Index	
MP09055h_B	2020 Household spent \$2,000+ on most recent home computer	
MP09055h_I	2020 Household spent \$2,000+ on most recent home computer: Index	
MP09071h_B	2020 Household owns webcam	
MP09071h_I	2020 Household owns webcam: Index	
MP09072h_B	2020 Household owns wireless router	
MP09072h_I	2020 Household owns wireless router: Index	
MP09166h_B	2020 Household owns all-in-one printer (print copy scan)	
MP09166h_I	2020 Household owns all-in-one printer (print copy scan): Index	
MP09073h_B	2020 Household owns software: accounting	
MP09073h_I	2020 Household owns software: accounting: Index	
MP09074h_B	2020 Household owns software: communications or fax	
MP09074h_I	2020 Household owns software: communications or fax: Index	
MP09075h_B	2020 Household owns software: database or filing	
MP09075h_I	2020 Household owns software: database or filing: Index	
MP09076h_B	2020 Household owns software: desktop publishing	
MP09076h_I	2020 Household owns software: desktop publishing: Index	
MP09077h_B	2020 Household owns software: education or training	
MP09077h_I	2020 Household owns software: education or training: Index	
MP09078h_B	2020 Household owns software: entertainment or games	
MP09078h_I	2020 Household owns software: entertainment or games: Index	
MP09079h_B	2020 Household owns software: personal finance or tax preparation	
MP09079h_I	2020 Household owns software: personal finance or tax preparation: Index	
MP09080h_B	2020 Household owns software: presentation graphics	
MP09080h_I	2020 Household owns software: presentation graphics: Index	
MP09081h_B	2020 Household owns software: multimedia	
MP09081h_I	2020 Household owns software: multimedia: Index	
MP09082h_B	2020 Household owns software: networking	
MP09082h_I	2020 Household owns software: networking: Index	
MP09083h_B	2020 Household owns software: online meeting or conference	
MP09083h_I	2020 Household owns software: online meeting or conference: Index	
MP09175h_B	2020 Household owns software: online or remote backup	New
MP09175h_I	2020 Household owns software: online or remote backup: Index	New
MP09084h_B	2020 Household owns software: security or anti-virus	
MP09084h_I	2020 Household owns software: security or anti-virus: Index	
MP09085h_B	2020 Household owns software: spreadsheet	
MP09085h_I	2020 Household owns software: spreadsheet: Index	
MP09086h_B	2020 Household owns software: utility	
MP09086h_I	2020 Household owns software: utility: Index	
MP09088h_B	2020 Household owns software: word processing	

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Data Table & Item Code	Data Item Description	Item Changes
MP09088h_I	2020 Household owns software: word processing: Index	
MP09135h_B	2020 Household owns CD player	
MP09135h_I	2020 Household owns CD player: Index	
MP09093h_B	2020 Household owns portable GPS device	Description Change
MP09093h_I	2020 Household owns portable GPS device: Index	Description Change
MP09136h_B	2020 Household owns headphones (ear buds)	
MP09136h_I	2020 Household owns headphones (ear buds): Index	
MP09137h_B	2020 Household owns noise reduction headphones	
MP09137h_I	2020 Household owns noise reduction headphones: Index	
MP09165h_B	2020 Household owns Bluetooth or wireless headphones	
MP09165h_I	2020 Household owns Bluetooth or wireless headphones: Index	
MP09138h_B	2020 Household owns home theater or entertainment system	
MP09138h_I	2020 Household owns home theater or entertainment system: Index	
MP09095h_B	2020 Household owns 1 TV	
MP09095h_I	2020 Household owns 1 TV: Index	
MP09096h_B	2020 Household owns 2 TVs	
MP09096h_I	2020 Household owns 2 TVs: Index	
MP09097h_B	2020 Household owns 3 TVs	
MP09097h_I	2020 Household owns 3 TVs: Index	
MP09098h_B	2020 Household owns 4+ TVs	
MP09098h_I	2020 Household owns 4+ TVs: Index	
MP09100h_B	2020 Household owns LCD TV	
MP09100h_I	2020 Household owns LCD TV: Index	
MP09143h_B	2020 Household owns LED TV	
MP09143h_I	2020 Household owns LED TV: Index	
MP09101h_B	2020 Household owns plasma TV	
MP09101h_I	2020 Household owns plasma TV: Index	
MP09144h_B	2020 Household has 3D TV	
MP09144h_I	2020 Household has 3D TV: Index	
MP09103h_B	2020 Household has HDTV	
MP09103h_I	2020 Household has HDTV: Index	
MP09167h_B	2020 Household has 4K Ultra HDTV	
MP09167h_I	2020 Household has 4K Ultra HDTV: Index	
MP09104h_B	2020 Household has Internet connectable TV	
MP09104h_I	2020 Household has Internet connectable TV: Index	
MP09106h_B	2020 Household owns small screen TV (<27 in)	
MP09106h_I	2020 Household owns small screen TV (<27 in): Index	
MP09107h_B	2020 Household owns medium screen TV (27-35 in)	
MP09107h_I	2020 Household owns medium screen TV (27-35 in): Index	
MP09108h_B	2020 Household owns large screen TV (36-42 in)	
MP09108h_I	2020 Household owns large screen TV (36-42 in): Index	
MP09109h_B	2020 Household owns XLarge screen TV (43-54 in)	
MP09109h_I	2020 Household owns XLarge screen TV (43-54 in): Index	
MP09164h_B	2020 Household owns XXL screen TV (55 in+)	
MP09164h_I	2020 Household owns XXL screen TV (55 in+): Index	
MP09111h_B	2020 Household most recent TV purchase: small screen (<27 in)	
MP09111h_I	2020 Household most recent TV purchase: small screen (<27 in): Index	
MP09112h_B	2020 Household most recent TV purchase: medium screen (27-35 in)	
MP09112h_I	2020 Household most recent TV purchase: medium screen (27-35 in): Index	
MP09113h_B	2020 Household most recent TV purchase: large screen (36-42 in)	
MP09113h_I	2020 Household most recent TV purchase: large screen (36-42 in): Index	
MP09114h_B	2020 Household most recent TV purchase: Xlarge screen (43-54 in)	
MP09114h_I	2020 Household most recent TV purchase: Xlarge screen (43-54 in): Index	
MP09162h_B	2020 Household most recent TV purchase: XXL screen (55 in+)	
MP09162h_I	2020 Household most recent TV purchase: XXL screen (55 in+): Index	
MP09140h_B	2020 Household owns any internet video device for TV	
MP09140h_I	2020 Household owns any internet video device for TV: Index	
MP09156h_B	2020 Household owns internet device for TV - Amazon Fire	
MP09156h_I	2020 Household owns internet device for TV - Amazon Fire: Index	
MP09157h_B	2020 Household owns internet device for TV - Apple TV	
MP09157h_I	2020 Household owns internet device for TV - Apple TV: Index	
MP09158h_B	2020 Household owns internet device for TV - Google Chromecast	
MP09158h_I	2020 Household owns internet device for TV - Google Chromecast: Index	
MP09159h_B	2020 Household owns internet device for TV - Roku	
MP09159h_I	2020 Household owns internet device for TV - Roku: Index	
MP09116h_B	2020 Household purchased video game system in last 12 months	
MP09116h_I	2020 Household purchased video game system in last 12 months: Index	
MP09117h_B	2020 Household owns video game system: handheld	
MP09117h_I	2020 Household owns video game system: handheld: Index	
MP09118h_B	2020 Household owns video game system: attached to TV or computer	
MP09118h_I	2020 Household owns video game system: attached to TV or computer: Index	
MP09168h_B	2020 Household owns video game system: Nintendo DS/Lite DSi/XL	
MP09168h_I	2020 Household owns video game system: Nintendo DS/Lite DSi/XL: Index	
MP09145h_B	2020 Household owns video game system: Nintendo 3DS	
MP09145h_I	2020 Household owns video game system: Nintendo 3DS: Index	
MP09176h_B	2020 Household owns video game system: Nintendo Switch	New
MP09176h_I	2020 Household owns video game system: Nintendo Switch: Index	New
MP09123h_B	2020 Household owns video game system: Nintendo Wii	
MP09123h_I	2020 Household owns video game system: Nintendo Wii: Index	
MP09169h_B	2020 Household owns video game system: Nintendo Wii U	
MP09169h_I	2020 Household owns video game system: Nintendo Wii U: Index	
MP09125h_B	2020 Household owns video game system: PlayStation 2 (PS2)	

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MP09125h_I	2020 Household owns video game system: PlayStation 2 (PS2): Index	
MP09126h_B	2020 Household owns video game system: PlayStation 3 (PS3)	
MP09126h_I	2020 Household owns video game system: PlayStation 3 (PS3): Index	
MP09170h_B	2020 Household owns video game system: Playstation 4 (PS 4)	
MP09170h_I	2020 Household owns video game system: Playstation 4 (PS 4): Index	
MP09129h_B	2020 Household owns video game system: Xbox 360	
MP09129h_I	2020 Household owns video game system: Xbox 360: Index	
MP09171h_B	2020 Household owns video game system: Xbox One	
MP09171h_I	2020 Household owns video game system: Xbox One: Index	
MP09130h_B	2020 Household purchased 5+ video games in last 12 months	
MP09130h_I	2020 Household purchased 5+ video games in last 12 months: Index	
MP09131h_B	2020 Household spent \$101+ on video games in last 12 months	
MP09131h_I	2020 Household spent \$101+ on video games in last 12 months: Index	
<b>2020 Finances (Market Potential)</b>		<b>New Table</b>
MP10001a_B	2020 Did banking in person in last 12 months	
MP10001a_I	2020 Did banking in person in last 12 months: Index	
MP10002a_B	2020 Bank or financial institution used: Bank of America	
MP10002a_I	2020 Bank or financial institution used: Bank of America: Index	
MP10003a_B	2020 Bank or financial institution used: Capital One	
MP10003a_I	2020 Bank or financial institution used: Capital One: Index	
MP10004a_B	2020 Bank or financial institution used: Chase	
MP10004a_I	2020 Bank or financial institution used: Chase: Index	
MP10005a_B	2020 Bank or financial institution used: Citibank	
MP10005a_I	2020 Bank or financial institution used: Citibank: Index	
MP10007a_B	2020 Bank or financial institution used: PNC	
MP10007a_I	2020 Bank or financial institution used: PNC: Index	
MP10008a_B	2020 Bank or financial institution used: U.S. Bank	
MP10008a_I	2020 Bank or financial institution used: U.S. Bank: Index	
MP10009a_B	2020 Bank or financial institution used: Wells Fargo	
MP10009a_I	2020 Bank or financial institution used: Wells Fargo: Index	
MP10010a_B	2020 Bank or financial institution used: credit union	
MP10010a_I	2020 Bank or financial institution used: credit union: Index	
MP10108a_B	2020 Bank or financial institution used: local or community bank	
MP10108a_I	2020 Bank or financial institution used: local or community bank: Index	
MP10011a_B	2020 Did banking by mail in last 12 months	
MP10011a_I	2020 Did banking by mail in last 12 months: Index	
MP10012a_B	2020 Did banking by phone in last 12 months	
MP10012a_I	2020 Did banking by phone in last 12 months: Index	
MP10013a_B	2020 Did banking online in last 12 months	
MP10013a_I	2020 Did banking online in last 12 months: Index	
MP10014a_B	2020 Did banking on mobile device in last 12 months	
MP10014a_I	2020 Did banking on mobile device in last 12 months: Index	
MP10015a_B	2020 Used ATM or cash machine in last 12 months	
MP10015a_I	2020 Used ATM or cash machine in last 12 months: Index	
MP10016a_B	2020 Used direct deposit of paycheck in last 12 months	
MP10016a_I	2020 Used direct deposit of paycheck in last 12 months: Index	
MP10017a_B	2020 Did banking with paperless statements in last 12 months	
MP10017a_I	2020 Did banking with paperless statements in last 12 months: Index	
MP10018a_B	2020 Have interest checking account	
MP10018a_I	2020 Have interest checking account: Index	
MP10019a_B	2020 Have non-interest checking account	
MP10019a_I	2020 Have non-interest checking account: Index	
MP10020a_B	2020 Have savings account	
MP10020a_I	2020 Have savings account: Index	
MP10021a_B	2020 Have overdraft protection	
MP10021a_I	2020 Have overdraft protection: Index	
MP10022a_B	2020 Have auto loan	
MP10022a_I	2020 Have auto loan: Index	
MP10023a_B	2020 Have personal loan for education (student loan)	
MP10023a_I	2020 Have personal loan for education (student loan): Index	
MP10024a_B	2020 Have personal loan - not for education	
MP10024a_I	2020 Have personal loan - not for education: Index	
MP10025a_B	2020 Have home mortgage (1st)	
MP10025a_I	2020 Have home mortgage (1st): Index	
MP10026a_B	2020 Have 2nd mortgage (home equity loan)	
MP10026a_I	2020 Have 2nd mortgage (home equity loan): Index	
MP10027a_B	2020 Have home equity line of credit	
MP10027a_I	2020 Have home equity line of credit: Index	
MP10028a_B	2020 Have personal line of credit	
MP10028a_I	2020 Have personal line of credit: Index	
MP10029a_B	2020 Have 401(k) retirement savings plan	
MP10029a_I	2020 Have 401(k) retirement savings plan: Index	
MP10030a_B	2020 Have 403(b) retirement savings plan	
MP10030a_I	2020 Have 403(b) retirement savings plan: Index	
MP10117a_B	2020 Have Roth IRA retirement savings plan	
MP10117a_I	2020 Have Roth IRA retirement savings plan: Index	
MP10109a_B	2020 Have Traditional IRA retirement savings plan	
MP10109a_I	2020 Have Traditional IRA retirement savings plan: Index	
MP10032a_B	2020 Own any securities investment	
MP10032a_I	2020 Own any securities investment: Index	
MP10033a_B	2020 Own any annuity	

# Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP10033a_I	2020 Own any annuity: Index	
MP10034a_B	2020 Own certificate of deposit (more than 6 months)	
MP10034a_I	2020 Own certificate of deposit (more than 6 months): Index	
MP10035a_B	2020 Own shares in money market fund	
MP10035a_I	2020 Own shares in money market fund: Index	
MP10036a_B	2020 Own shares in mutual fund (bonds)	
MP10036a_I	2020 Own shares in mutual fund (bonds): Index	
MP10037a_B	2020 Own shares in mutual fund (stock)	
MP10037a_I	2020 Own shares in mutual fund (stock): Index	
MP10038a_B	2020 Own any stock	
MP10038a_I	2020 Own any stock: Index	
MP10040a_B	2020 Own common stock in company you don't work for	
MP10040a_I	2020 Own common stock in company you don't work for: Index	
MP10041a_B	2020 Own U.S. savings bond	
MP10041a_I	2020 Own U.S. savings bond: Index	
MP10042a_B	2020 Own investment real estate	
MP10042a_I	2020 Own investment real estate: Index	
MP10043a_B	2020 Own vacation or weekend home	
MP10043a_I	2020 Own vacation or weekend home: Index	
MP10119a_B	2020 Used a lawyer in last 12 months	New
MP10119a_I	2020 Used a lawyer in last 12 months: Index	New
MP10044a_B	2020 Used a real estate agent in last 12 months	
MP10044a_I	2020 Used a real estate agent in last 12 months: Index	
MP10045a_B	2020 Used financial planner in last 12 months	
MP10045a_I	2020 Used financial planner in last 12 months: Index	
MP10046a_B	2020 Own 1 credit card	
MP10046a_I	2020 Own 1 credit card: Index	
MP10047a_B	2020 Own 2 credit cards	
MP10047a_I	2020 Own 2 credit cards: Index	
MP10048a_B	2020 Own 3 credit cards	
MP10048a_I	2020 Own 3 credit cards: Index	
MP10049a_B	2020 Own 4 credit cards	
MP10049a_I	2020 Own 4 credit cards: Index	
MP10050a_B	2020 Own 5 credit cards	
MP10050a_I	2020 Own 5 credit cards: Index	
MP10051a_B	2020 Own 6+ credit cards	
MP10051a_I	2020 Own 6+ credit cards: Index	
MP10114a_B	2020 Credit cards: Never or rarely carry a balance	
MP10114a_I	2020 Credit cards: Never or rarely carry a balance: Index	
MP10115a_B	2020 Credit cards: Sometimes carry a balance	
MP10115a_I	2020 Credit cards: Sometimes carry a balance: Index	
MP10116a_B	2020 Credit cards: Usually or always carry a balance	
MP10116a_I	2020 Credit cards: Usually or always carry a balance: Index	
MP10052a_B	2020 Average monthly credit card expenditures: \$1-\$110	
MP10052a_I	2020 Average monthly credit card expenditures: \$1-\$110: Index	
MP10053a_B	2020 Average monthly credit card expenditures: \$111-\$225	
MP10053a_I	2020 Average monthly credit card expenditures: \$111-\$225: Index	
MP10054a_B	2020 Average monthly credit card expenditures: \$226-\$450	
MP10054a_I	2020 Average monthly credit card expenditures: \$226-\$450: Index	
MP10055a_B	2020 Average monthly credit card expenditures: \$451-\$700	
MP10055a_I	2020 Average monthly credit card expenditures: \$451-\$700: Index	
MP10056a_B	2020 Average monthly credit card expenditures: \$701-\$1,000	
MP10056a_I	2020 Average monthly credit card expenditures: \$701-\$1,000: Index	
MP10057a_B	2020 Average monthly credit card expenditures: \$1,001+	
MP10057a_I	2020 Average monthly credit card expenditures: \$1,001+: Index	
MP10058a_B	2020 Own 1 debit card	
MP10058a_I	2020 Own 1 debit card: Index	
MP10059a_B	2020 Own 2 debit cards	
MP10059a_I	2020 Own 2 debit cards: Index	
MP10061a_B	2020 Average monthly debit card expenditures: \$1-\$90	
MP10061a_I	2020 Average monthly debit card expenditures: \$1-\$90: Index	
MP10062a_B	2020 Average monthly debit card expenditures: \$91-\$180	
MP10062a_I	2020 Average monthly debit card expenditures: \$91-\$180: Index	
MP10063a_B	2020 Average monthly debit card expenditures: \$181-\$225	
MP10063a_I	2020 Average monthly debit card expenditures: \$181-\$225: Index	
MP10064a_B	2020 Average monthly debit card expenditures: \$226-\$450	
MP10064a_I	2020 Average monthly debit card expenditures: \$226-\$450: Index	
MP10065a_B	2020 Average monthly debit card expenditures: \$451-\$700	
MP10065a_I	2020 Average monthly debit card expenditures: \$451-\$700: Index	
MP10066a_B	2020 Average monthly debit card expenditures: \$701-\$1,000	
MP10066a_I	2020 Average monthly debit card expenditures: \$701-\$1,000: Index	
MP10067a_B	2020 Average monthly debit card expenditures: \$1,001+	
MP10067a_I	2020 Average monthly debit card expenditures: \$1,001+: Index	
MP10068a_B	2020 Own or used in last 12 months: any credit or debit card	
MP10068a_I	2020 Own or used in last 12 months: any credit or debit card: Index	
MP10069a_B	2020 Own or used in last 12 months: any major credit or debit card	
MP10069a_I	2020 Own or used in last 12 months: any major credit or debit card: Index	
MP10070a_B	2020 Own or used in last 12 months: any store credit card	
MP10070a_I	2020 Own or used in last 12 months: any store credit card: Index	
MP10071a_B	2020 Credit or debit card rewards: airline miles	
MP10071a_I	2020 Credit or debit card rewards: airline miles: Index	
MP10072a_B	2020 Credit or debit card rewards: cash back	

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Data Table & Item Code	Data Item Description	Item Changes
MP10072a_I	2020 Credit or debit card rewards: cash back: Index	
MP10073a_B	2020 Credit or debit card rewards: gasoline discounts	
MP10073a_I	2020 Credit or debit card rewards: gasoline discounts: Index	
MP10074a_B	2020 Credit or debit card rewards: gifts	
MP10074a_I	2020 Credit or debit card rewards: gifts: Index	
MP10075a_B	2020 Credit or debit card rewards: hotel or car rental awards	
MP10075a_I	2020 Credit or debit card rewards: hotel or car rental awards: Index	
MP10076a_B	2020 Have American Express Green card in own name	
MP10076a_I	2020 Have American Express Green card in own name: Index	
MP10077a_B	2020 Have American Express Gold card in own name	
MP10077a_I	2020 Have American Express Gold card in own name: Index	
MP10079a_B	2020 Have American Express Blue card in own name	
MP10079a_I	2020 Have American Express Blue card in own name: Index	
MP10080a_B	2020 Have Discover card in own name	
MP10080a_I	2020 Have Discover card in own name: Index	
MP10081a_B	2020 Have MasterCard Standard card in own name	
MP10081a_I	2020 Have MasterCard Standard card in own name: Index	
MP10082a_B	2020 Have MasterCard Gold card in own name	
MP10082a_I	2020 Have MasterCard Gold card in own name: Index	
MP10083a_B	2020 Have MasterCard Platinum card in own name	
MP10083a_I	2020 Have MasterCard Platinum card in own name: Index	
MP10084a_B	2020 Have MasterCard debit card in own name	
MP10084a_I	2020 Have MasterCard debit card in own name: Index	
MP10085a_B	2020 Have Visa Regular or Classic card in own name	
MP10085a_I	2020 Have Visa Regular or Classic card in own name: Index	
MP10086a_B	2020 Have Visa Gold card in own name	
MP10086a_I	2020 Have Visa Gold card in own name: Index	
MP10087a_B	2020 Have Visa Platinum card in own name	
MP10087a_I	2020 Have Visa Platinum card in own name: Index	
MP10088a_B	2020 Have Visa Signature card in own name	
MP10088a_I	2020 Have Visa Signature card in own name: Index	
MP10089a_B	2020 Have Visa debit card in own name	
MP10089a_I	2020 Have Visa debit card in own name: Index	
MP10090a_B	2020 Paid bills in last 12 months: by mail	
MP10090a_I	2020 Paid bills in last 12 months: by mail: Index	
MP10091a_B	2020 Paid bills in last 12 months: online	
MP10091a_I	2020 Paid bills in last 12 months: online: Index	
MP10092a_B	2020 Paid bills in last 12 months: in person	
MP10092a_I	2020 Paid bills in last 12 months: in person: Index	
MP10093a_B	2020 Paid bills in last 12 months: by phone using credit card	
MP10093a_I	2020 Paid bills in last 12 months: by phone using credit card: Index	
MP10094a_B	2020 Paid bills in last 12 months: by mobile phone	
MP10094a_I	2020 Paid bills in last 12 months: by mobile phone: Index	
MP10095a_B	2020 Paid bills in last 12 months: charged to credit card	
MP10095a_I	2020 Paid bills in last 12 months: charged to credit card: Index	
MP10096a_B	2020 Paid bills in last 12 months: deducted from bank account	
MP10096a_I	2020 Paid bills in last 12 months: deducted from bank account: Index	
MP10097a_B	2020 Wired or sent money in last 6 months	
MP10097a_I	2020 Wired or sent money in last 6 months: Index	
MP10098a_B	2020 Wired or sent money in last 6 months: using MoneyGram	
MP10098a_I	2020 Wired or sent money in last 6 months: using MoneyGram: Index	
MP10100a_B	2020 Wired or sent money in last 6 months: using Western Union	
MP10100a_I	2020 Wired or sent money in last 6 months: using Western Union: Index	
MP10101a_B	2020 Wired or sent money in last 6 months: bank wire transfer	
MP10101a_I	2020 Wired or sent money in last 6 months: bank wire transfer: Index	
MP10110a_B	2020 Used Apple Pay digital payment service in last 30 days	
MP10110a_I	2020 Used Apple Pay digital payment service in last 30 days: Index	
MP10120a_B	2020 Used Google Pay digital payment service in last 30 days	New
MP10120a_I	2020 Used Google Pay digital payment service in last 30 days: Index	New
MP10099a_B	2020 Used PayPal digital payment service in last 30 days	
MP10099a_I	2020 Used PayPal digital payment service in last 30 days: Index	
MP10118a_B	2020 Used Venmo digital payment service in last 30 days	
MP10118a_I	2020 Used Venmo digital payment service in last 30 days: Index	
MP10113a_B	2020 Used Visa Checkout digital payment service in last 30 days	
MP10113a_I	2020 Used Visa Checkout digital payment service in last 30 days: Index	
MP10112a_B	2020 Used other digital payment service in last 30 days	
MP10112a_I	2020 Used other digital payment service in last 30 days: Index	
MP10102a_B	2020 Tax preparation: did manually	
MP10102a_I	2020 Tax preparation: did manually: Index	
MP10103a_B	2020 Tax preparation: used software (TurboTax)	
MP10103a_I	2020 Tax preparation: used software (TurboTax): Index	
MP10104a_B	2020 Tax preparation: used online tax service (TurboTax)	
MP10104a_I	2020 Tax preparation: used online tax service (TurboTax): Index	
MP10105a_B	2020 Tax preparation: used H&R Block on-site	
MP10105a_I	2020 Tax preparation: used H&R Block on-site: Index	
MP10106a_B	2020 Tax preparation: used CPA or other tax professional	
MP10106a_I	2020 Tax preparation: used CPA or other tax professional: Index	
<b>2020 Garden/Lawn &amp; Tools (Market Potential)</b>		<b>New Table</b>
MP11001a_B	2020 Have a garden	
MP11001a_I	2020 Have a garden: Index	
MP11002a_B	2020 Participated in outdoor gardening in last 12 months	

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Data Table & Item Code	Data Item Description	Item Changes
MP11002a_I	2020 Participated in outdoor gardening in last 12 months: Index	
MP11003h_B	2020 Household purchased lawn maintenance service in last 12 months	
MP11003h_I	2020 Household purchased lawn maintenance service in last 12 months: Index	
MP11004h_B	2020 Household used service for property/garden maintenance in last 12 months	
MP11004h_I	2020 Household used service for property/garden maintenance in last 12 months: Index	
MP11005h_B	2020 Household spent on property/garden maintenance in last 12 mo: \$1-\$299	
MP11005h_I	2020 Household spent on property/garden maintenance in last 12 mo: \$1-\$299: Index	
MP11006h_B	2020 Household spent on property/garden maintenance in last 12 mo: \$300-\$499	
MP11006h_I	2020 Household spent on property/garden maintenance in last 12 mo: \$300-\$499: Index	
MP11007h_B	2020 Household spent on property/garden maintenance in last 12 mo: \$500+	
MP11007h_I	2020 Household spent on property/garden maintenance in last 12 mo: \$500+: Index	
MP11008h_B	2020 Household purchased bulbs in last 12 months	
MP11008h_I	2020 Household purchased bulbs in last 12 months: Index	
MP11009h_B	2020 Household purchased flower seeds in last 12 months	
MP11009h_I	2020 Household purchased flower seeds in last 12 months: Index	
MP11010h_B	2020 Household purchased garden fertilizer in last 12 months	
MP11010h_I	2020 Household purchased garden fertilizer in last 12 months: Index	
MP11011h_B	2020 Household purchased garden insecticide in last 12 months	
MP11011h_I	2020 Household purchased garden insecticide in last 12 months: Index	
MP11012h_B	2020 Household bought lawn fertilizer with weed control in last 12 months	
MP11012h_I	2020 Household bought lawn fertilizer with weed control in last 12 months: Index	
MP11013h_B	2020 Household bought lawn fertilizer with no weed control in last 12 months	
MP11013h_I	2020 Household bought lawn fertilizer with no weed control in last 12 months: Index	
MP11014h_B	2020 Household purchased lawn insecticide in last 12 months	
MP11014h_I	2020 Household purchased lawn insecticide in last 12 months: Index	
MP11015h_B	2020 Household purchased lawn seed in last 12 months	
MP11015h_I	2020 Household purchased lawn seed in last 12 months: Index	
MP11016h_B	2020 Household purchased organic soil additives in last 12 months	
MP11016h_I	2020 Household purchased organic soil additives in last 12 months: Index	
MP11017h_B	2020 Household purchased outdoor plant food in last 12 months	
MP11017h_I	2020 Household purchased outdoor plant food in last 12 months: Index	
MP11019h_B	2020 Household purchased outdoor shrub or plant in last 12 months	
MP11019h_I	2020 Household purchased outdoor shrub or plant in last 12 months: Index	
MP11020h_B	2020 Household purchased tree in last 12 months	
MP11020h_I	2020 Household purchased tree in last 12 months: Index	
MP11021h_B	2020 Household purchased vegetable plants in last 12 months	
MP11021h_I	2020 Household purchased vegetable plants in last 12 months: Index	
MP11022h_B	2020 Household purchased vegetable seeds in last 12 months	
MP11022h_I	2020 Household purchased vegetable seeds in last 12 months: Index	
MP11024h_B	2020 Household owns garden tiller	
MP11024h_I	2020 Household owns garden tiller: Index	
MP11025h_B	2020 Household owns walk behind lawn mower (electric)	
MP11025h_I	2020 Household owns walk behind lawn mower (electric): Index	
MP11026h_B	2020 Household owns walk behind lawn mower (gas)	
MP11026h_I	2020 Household owns walk behind lawn mower (gas): Index	
MP11027h_B	2020 Household owns riding lawn mower	
MP11027h_I	2020 Household owns riding lawn mower: Index	
MP11029h_B	2020 Household owns lawn or garden tractor	
MP11029h_I	2020 Household owns lawn or garden tractor: Index	
MP11030h_B	2020 Household owns outdoor blower (electric)	
MP11030h_I	2020 Household owns outdoor blower (electric): Index	
MP11031h_B	2020 Household owns outdoor blower (gas)	
MP11031h_I	2020 Household owns outdoor blower (gas): Index	
MP11034h_B	2020 Household owns trimmer or edger (electric)	
MP11034h_I	2020 Household owns trimmer or edger (electric): Index	
MP11035h_B	2020 Household owns trimmer or edger (gas)	
MP11035h_I	2020 Household owns trimmer or edger (gas): Index	
MP11036h_B	2020 Household purchased any tool in last 12 months	
MP11036h_I	2020 Household purchased any tool in last 12 months: Index	
MP11037h_B	2020 Household owns automotive tools	
MP11037h_I	2020 Household owns automotive tools: Index	
MP11038h_B	2020 Household owns chain saw (electric)	
MP11038h_I	2020 Household owns chain saw (electric): Index	
MP11039h_B	2020 Household owns chain saw (gas)	
MP11039h_I	2020 Household owns chain saw (gas): Index	
MP11040h_B	2020 Household owns circular saw (portable)	
MP11040h_I	2020 Household owns circular saw (portable): Index	
MP11042h_B	2020 Household owns electric drill (corded)	
MP11042h_I	2020 Household owns electric drill (corded): Index	
MP11043h_B	2020 Household owns electric drill (cordless)	
MP11043h_I	2020 Household owns electric drill (cordless): Index	
MP11044h_B	2020 Household owns electric router	
MP11044h_I	2020 Household owns electric router: Index	
MP11045h_B	2020 Household owns electric sander	
MP11045h_I	2020 Household owns electric sander: Index	
MP11046h_B	2020 Household owns electric screwdriver (cordless)	
MP11046h_I	2020 Household owns electric screwdriver (cordless): Index	
MP11049h_B	2020 Household owns jig or sabre saw (portable)	
MP11049h_I	2020 Household owns jig or sabre saw (portable): Index	
MP11051h_B	2020 Household owns power ratchet (cordless)	
MP11051h_I	2020 Household owns power ratchet (cordless): Index	
MP11052h_B	2020 Household owns staple gun	



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Data Table & Item Code	Data Item Description	Item Changes
MP11052h_I	2020 Household owns staple gun: Index	
MP11053h_B	2020 Household owns stationary band saw	
MP11053h_I	2020 Household owns stationary band saw: Index	
MP11054h_B	2020 Household owns stationary drill press	
MP11054h_I	2020 Household owns stationary drill press: Index	
MP11055h_B	2020 Household owns stationary radial arm saw	
MP11055h_I	2020 Household owns stationary radial arm saw: Index	
MP11056h_B	2020 Household owns stationary table saw	
MP11056h_I	2020 Household owns stationary table saw: Index	
MP11057h_B	2020 Household owns welder	
MP11057h_I	2020 Household owns welder: Index	
<b>2020 Groceries (Market Potential)</b>		<b>New Table</b>
MP12001h_B	2020 Household used organic food in last 6 months	
MP12001h_I	2020 Household used organic food in last 6 months: Index	
MP12003h_B	2020 Household used bacon or breakfast strips in last 6 months	
MP12003h_I	2020 Household used bacon or breakfast strips in last 6 months: Index	
MP12004h_B	2020 Household used bagels in last 6 months	
MP12004h_I	2020 Household used bagels in last 6 months: Index	
MP12010h_B	2020 Household used beef (fresh or frozen) in last 6 months	
MP12010h_I	2020 Household used beef (fresh or frozen) in last 6 months: Index	
MP12012a_B	2020 Drank bottled water or seltzer in last 6 months	
MP12012a_I	2020 Drank bottled water or seltzer in last 6 months: Index	
MP12013h_B	2020 Household used bread in last 6 months	
MP12013h_I	2020 Household used bread in last 6 months: Index	
MP12033h_B	2020 Household used breakfast cereal (cold) in last 6 months	
MP12033h_I	2020 Household used breakfast cereal (cold) in last 6 months: Index	
MP12034h_B	2020 Household used breakfast cereal (hot) in last 6 months	
MP12034h_I	2020 Household used breakfast cereal (hot) in last 6 months: Index	
MP12035h_B	2020 Household used breakfast or cereal or granola bars in last 6 months	
MP12035h_I	2020 Household used breakfast or cereal or granola bars in last 6 months: Index	
MP12038a_B	2020 Bought any candy in last 6 months	
MP12038a_I	2020 Bought any candy in last 6 months: Index	
MP12039a_B	2020 Bought candy (regular or king size) in last 6 months	
MP12039a_I	2020 Bought candy (regular or king size) in last 6 months: Index	
MP12040a_B	2020 Bought packages of miniature or loose candy in last 6 months	
MP12040a_I	2020 Bought packages of miniature or loose candy in last 6 months: Index	
MP12041a_B	2020 Bought hard roll candy in last 6 months	
MP12041a_I	2020 Bought hard roll candy in last 6 months: Index	
MP12042a_B	2020 Bought boxed chocolates in last 6 months	
MP12042a_I	2020 Bought boxed chocolates in last 6 months: Index	
MP12199a_B	2020 Bought boxed chocolates as a gift in last 6 months	
MP12199a_I	2020 Bought boxed chocolates as a gift in last 6 months: Index	
MP12046h_B	2020 Household used canned or jarred fruit in last 6 months	
MP12046h_I	2020 Household used canned or jarred fruit in last 6 months: Index	
MP12047h_B	2020 Household used canned or jarred soup or broth in last 6 months	
MP12047h_I	2020 Household used canned or jarred soup or broth in last 6 months: Index	
MP12049h_B	2020 Household used canned or jarred vegetables in last 6 months	
MP12049h_I	2020 Household used canned or jarred vegetables in last 6 months: Index	
MP12052h_B	2020 Household used canned tuna in last 6 months	
MP12052h_I	2020 Household used canned tuna in last 6 months: Index	
MP12053h_B	2020 Household used cheese (Amer pasteurized processed) in last 6 months	
MP12053h_I	2020 Household used cheese (Amer pasteurized processed) in last 6 months: Index	
MP12055h_B	2020 Household used cheese (natural or imported) in last 6 months	
MP12055h_I	2020 Household used cheese (natural or imported) in last 6 months: Index	
MP12200h_B	2020 Household used chicken (fresh or frozen) in last 6 months	
MP12200h_I	2020 Household used chicken (fresh or frozen) in last 6 months: Index	
MP12060h_B	2020 Household used ground coffee in last 6 months	
MP12060h_I	2020 Household used ground coffee in last 6 months: Index	
MP12061h_B	2020 Household used flavored ground coffee in last 6 months	
MP12061h_I	2020 Household used flavored ground coffee in last 6 months: Index	
MP12062h_B	2020 Household used unflavored ground coffee in last 6 months	
MP12062h_I	2020 Household used unflavored ground coffee in last 6 months: Index	
MP12063h_B	2020 Household used decaffeinated ground coffee in last 6 months	
MP12063h_I	2020 Household used decaffeinated ground coffee in last 6 months: Index	
MP12202h_B	2020 Household used ground coffee in last 6 months: Dunkin' Donuts	
MP12202h_I	2020 Household used ground coffee in last 6 months: Dunkin' Donuts: Index	
MP12064h_B	2020 Household used ground coffee in last 6 months: Folgers Brkfst Blend	
MP12064h_I	2020 Household used ground coffee in last 6 months: Folgers Brkfst Blend: Index	
MP12065h_B	2020 Household used ground coffee in last 6 months: Folgers Classic Roast	
MP12065h_I	2020 Household used ground coffee in last 6 months: Folgers Classic Roast: Index	
MP12066h_B	2020 Household used ground coffee in last 6 months: Folgers 100% Colombian	
MP12066h_I	2020 Household used ground coffee in last 6 months: Folgers 100% Colombian: Index	
MP12067h_B	2020 Household used ground coffee in last 6 months: Folgers French Roast	
MP12067h_I	2020 Household used ground coffee in last 6 months: Folgers French Roast: Index	
MP12068h_B	2020 Household used ground coffee in last 6 months: Green Mountain	
MP12068h_I	2020 Household used ground coffee in last 6 months: Green Mountain: Index	
MP12069h_B	2020 Household used ground coffee in last 6 months: Maxwell Hse Mstr Blend	
MP12069h_I	2020 Household used ground coffee in last 6 months: Maxwell Hse Mstr Blend: Index	
MP12070h_B	2020 Household used ground coffee in last 6 months: Maxwell Hse Original	
MP12070h_I	2020 Household used ground coffee in last 6 months: Maxwell Hse Original: Index	
MP12071h_B	2020 Household used ground coffee in last 6 months: Maxwell Hse Colombian	

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Data Table & Item Code	Data Item Description	Item Changes
MP12071h_I	2020 Household used ground coffee in last 6 months: Maxwell Hse Colombian: Index	
MP12072h_B	2020 Household used ground coffee in last 6 months: Starbucks	
MP12072h_I	2020 Household used ground coffee in last 6 months: Starbucks: Index	
MP12203h_B	2020 Household used ground coffee in last 6 months: single serve pod/K-Cup	Description Change
MP12203h_I	2020 Household used ground coffee in last 6 months: single serve pod/K-Cup: Index	Description Change
MP12073h_B	2020 Household used flavored instant coffee in last 6 months	
MP12073h_I	2020 Household used flavored instant coffee in last 6 months: Index	
MP12074h_B	2020 Household used instant or freeze-dried coffee in last 6 months	
MP12074h_I	2020 Household used instant or freeze-dried coffee in last 6 months: Index	
MP12075h_B	2020 Household used whole coffee beans in last 6 months	
MP12075h_I	2020 Household used whole coffee beans in last 6 months: Index	
MP12076h_B	2020 Household used Starbucks whole coffee beans in last 6 months	
MP12076h_I	2020 Household used Starbucks whole coffee beans in last 6 months: Index	
MP12077a_B	2020 Drank cola (regular) in last 6 months	
MP12077a_I	2020 Drank cola (regular) in last 6 months: Index	
MP12078a_B	2020 Drank diet cola in last 6 months	
MP12078a_I	2020 Drank diet cola in last 6 months: Index	
MP12079h_B	2020 Household used cold cuts in last 6 months	
MP12079h_I	2020 Household used cold cuts in last 6 months: Index	
MP12080h_B	2020 Household used cooked ham in last 6 months	
MP12080h_I	2020 Household used cooked ham in last 6 months: Index	
MP12081h_B	2020 Household used cookies (ready-to-eat) in last 6 months	
MP12081h_I	2020 Household used cookies (ready-to-eat) in last 6 months: Index	
MP12082h_B	2020 Household used corn or tortilla or other chips or cheese snacks in last 6 months	
MP12082h_I	2020 Household used corn or tortilla or other chips or cheese snacks in last 6 months: Index	
MP12083h_B	2020 Household used cottage cheese in last 6 months	
MP12083h_I	2020 Household used cottage cheese in last 6 months: Index	
MP12084h_B	2020 Household used crackers in last 6 months	
MP12084h_I	2020 Household used crackers in last 6 months: Index	
MP12090h_B	2020 Household used doughnuts (ready-to-eat) in last 6 months	
MP12090h_I	2020 Household used doughnuts (ready-to-eat) in last 6 months: Index	
MP12091h_B	2020 Household used dried fruit in last 6 months	
MP12091h_I	2020 Household used dried fruit in last 6 months: Index	
MP12095h_B	2020 Household used eggs in last 6 months	
MP12095h_I	2020 Household used eggs in last 6 months: Index	
MP12097a_B	2020 Drank energy drink in last 6 months	
MP12097a_I	2020 Drank energy drink in last 6 months: Index	
MP12205a_B	2020 Drank energy drink in last 6 months: 5-Hour Energy	
MP12205a_I	2020 Drank energy drink in last 6 months: 5-Hour Energy: Index	
MP12206a_B	2020 Drank energy drink in last 6 months: Monster	
MP12206a_I	2020 Drank energy drink in last 6 months: Monster: Index	
MP12207a_B	2020 Drank energy drink in last 6 months: Red Bull	
MP12207a_I	2020 Drank energy drink in last 6 months: Red Bull: Index	
MP12208a_B	2020 Drank energy drink in last 6 months: Rockstar	
MP12208a_I	2020 Drank energy drink in last 6 months: Rockstar: Index	
MP12098h_B	2020 Household used English muffins in last 6 months	
MP12098h_I	2020 Household used English muffins in last 6 months: Index	
MP12101h_B	2020 Household used fish or seafood (fresh or frozen) in last 6 months	
MP12101h_I	2020 Household used fish or seafood (fresh or frozen) in last 6 months: Index	
MP12103h_B	2020 Household used frankfurters or hot dogs in last 6 months	
MP12103h_I	2020 Household used frankfurters or hot dogs in last 6 months: Index	
MP12104h_B	2020 Household used fresh fruit or vegetables in last 6 months	
MP12104h_I	2020 Household used fresh fruit or vegetables in last 6 months: Index	
MP12107h_B	2020 Household used frozen breakfast in last 6 months	
MP12107h_I	2020 Household used frozen breakfast in last 6 months: Index	
MP12108h_B	2020 Household used frozen complete dinner in last 6 months	
MP12108h_I	2020 Household used frozen complete dinner in last 6 months: Index	
MP12109h_B	2020 Household used frozen dessert in last 6 months	
MP12109h_I	2020 Household used frozen dessert in last 6 months: Index	
MP12110h_B	2020 Household used frozen hot snack in last 6 months	
MP12110h_I	2020 Household used frozen hot snack in last 6 months: Index	
MP12111h_B	2020 Household used frozen main course (entree or casserole) in last 6 months	
MP12111h_I	2020 Household used frozen main course (entree or casserole) in last 6 months: Index	
MP12112h_B	2020 Household used frozen orange juice in last 6 months	
MP12112h_I	2020 Household used frozen orange juice in last 6 months: Index	
MP12114h_B	2020 Household used frozen pizza in last 6 months	
MP12114h_I	2020 Household used frozen pizza in last 6 months: Index	
MP12116h_B	2020 Household used frozen snack (not yogurt or ice cream) in last 6 months	
MP12116h_I	2020 Household used frozen snack (not yogurt or ice cream) in last 6 months: Index	
MP12117h_B	2020 Household used frozen vegetables in last 6 months	
MP12117h_I	2020 Household used frozen vegetables in last 6 months: Index	
MP12209h_B	2020 Household used frozen vegetarian burgers in last 6 months	New
MP12209h_I	2020 Household used frozen vegetarian burgers in last 6 months: Index	New
MP12118h_B	2020 Household used frozen waffles in last 6 months	
MP12118h_I	2020 Household used frozen waffles in last 6 months: Index	
MP12119h_B	2020 Household used frozen yogurt in last 6 months	
MP12119h_I	2020 Household used frozen yogurt in last 6 months: Index	
MP12120h_B	2020 Household used fruit snacks in last 6 months	
MP12120h_I	2020 Household used fruit snacks in last 6 months: Index	
MP12126h_B	2020 Household used ice cream bars or sandwiches or bon-bons in last 6 months	
MP12126h_I	2020 Household used ice cream bars or sandwiches or bon-bons in last 6 months: Index	
MP12127h_B	2020 Household used ice cream or gelato or sherbet in last 6 months	

## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP12127h_I	2020 Household used ice cream or gelato or sherbet in last 6 months: Index	
MP12204a_B	2020 Drank coffee (ready-to-drink) in last 6 months	
MP12204a_I	2020 Drank coffee (ready-to-drink) in last 6 months: Index	
MP12129a_B	2020 Drank iced tea (ready-to-drink) in last 6 months	
MP12129a_I	2020 Drank iced tea (ready-to-drink) in last 6 months: Index	
MP12139h_B	2020 Household used fresh milk in last 6 months	
MP12139h_I	2020 Household used fresh milk in last 6 months: Index	
MP12142h_B	2020 Household used muffins (ready-to-eat) in last 6 months	
MP12142h_I	2020 Household used muffins (ready-to-eat) in last 6 months: Index	
MP12145a_B	2020 Drank non-cola soft drink (regular) in last 6 months	
MP12145a_I	2020 Drank non-cola soft drink (regular) in last 6 months: Index	
MP12146a_B	2020 Drank diet non-cola soft drink in last 6 months	
MP12146a_I	2020 Drank diet non-cola soft drink in last 6 months: Index	
MP12148h_B	2020 Household used nutrition or energy bar in last 6 months	
MP12148h_I	2020 Household used nutrition or energy bar in last 6 months: Index	
MP12149h_B	2020 Household bought nuts in last 6 months	
MP12149h_I	2020 Household bought nuts in last 6 months: Index	
MP12151h_B	2020 Household used orange juice (not frozen) in last 6 months	
MP12151h_I	2020 Household used orange juice (not frozen) in last 6 months: Index	
MP12156h_B	2020 Household used peanut butter or other nut spread in last 6 months	
MP12156h_I	2020 Household used peanut butter or other nut spread in last 6 months: Index	
MP12161h_B	2020 Household used popping corn or popcorn snack in last 6 months	
MP12161h_I	2020 Household used popping corn or popcorn snack in last 6 months: Index	
MP12162h_B	2020 Household used potato chips in last 6 months	
MP12162h_I	2020 Household used potato chips in last 6 months: Index	
MP12165h_B	2020 Household used pretzels in last 6 months	
MP12165h_I	2020 Household used pretzels in last 6 months: Index	
MP12167h_B	2020 Household used rice in last 6 months	
MP12167h_I	2020 Household used rice in last 6 months: Index	
MP12168h_B	2020 Household used rice (flavored or seasoned) in last 6 months	
MP12168h_I	2020 Household used rice (flavored or seasoned) in last 6 months: Index	
MP12170h_B	2020 Household used packaged fresh salad in last 6 months	
MP12170h_I	2020 Household used packaged fresh salad in last 6 months: Index	
MP12177h_B	2020 Household used sausage in last 6 months	
MP12177h_I	2020 Household used sausage in last 6 months: Index	
MP12180h_B	2020 Household used snack cakes in last 6 months	
MP12180h_I	2020 Household used snack cakes in last 6 months: Index	
MP12184a_B	2020 Drank sports drink or thirst quencher in last 6 months	
MP12184a_I	2020 Drank sports drink or thirst quencher in last 6 months: Index	
MP12186h_B	2020 Household used stuffing mix or product in last 6 months	
MP12186h_I	2020 Household used stuffing mix or product in last 6 months: Index	
MP12188h_B	2020 Household used sweet rolls or pastries (ready-to-eat) in last 6 months	
MP12188h_I	2020 Household used sweet rolls or pastries (ready-to-eat) in last 6 months: Index	
MP12190h_B	2020 Household used regular tea in last 6 months	
MP12190h_I	2020 Household used regular tea in last 6 months: Index	
MP12201h_B	2020 Household used turkey (fresh or frozen) in last 6 months	
MP12201h_I	2020 Household used turkey (fresh or frozen) in last 6 months: Index	
MP12198h_B	2020 Household used yogurt in last 6 months	
MP12198h_I	2020 Household used yogurt in last 6 months: Index	
<b>2020 Grocery Shopping (Market Potential)</b>		<b>New Table</b>
MP13001h_B	2020 Household average spent per week at food stores: \$1-\$99	
MP13001h_I	2020 Household average spent per week at food stores: \$1-\$99: Index	
MP13002h_B	2020 Household average spent per week at food stores: \$100-\$149	
MP13002h_I	2020 Household average spent per week at food stores: \$100-\$149: Index	
MP13003h_B	2020 Household average spent per week at food stores: \$150+	
MP13003h_I	2020 Household average spent per week at food stores: \$150+: Index	
MP13005a_B	2020 Shopped at grocery store in last 6 months: Albertsons	
MP13005a_I	2020 Shopped at grocery store in last 6 months: Albertsons: Index	
MP13006a_B	2020 Shopped at grocery store in last 6 months: Aldi	
MP13006a_I	2020 Shopped at grocery store in last 6 months: Aldi: Index	
MP13007a_B	2020 Shopped at grocery store in last 6 months: Food Lion	
MP13007a_I	2020 Shopped at grocery store in last 6 months: Food Lion: Index	
MP13008a_B	2020 Shopped at grocery store in last 6 months: GNC	
MP13008a_I	2020 Shopped at grocery store in last 6 months: GNC: Index	
MP13009a_B	2020 Shopped at grocery store in last 6 months: Giant	
MP13009a_I	2020 Shopped at grocery store in last 6 months: Giant: Index	
MP13011a_B	2020 Shopped at grocery store in last 6 months: Kroger	
MP13011a_I	2020 Shopped at grocery store in last 6 months: Kroger: Index	
MP13012a_B	2020 Shopped at grocery store in last 6 months: Meijer	
MP13012a_I	2020 Shopped at grocery store in last 6 months: Meijer: Index	
MP13014a_B	2020 Shopped at grocery store in last 6 months: Publix	
MP13014a_I	2020 Shopped at grocery store in last 6 months: Publix: Index	
MP13016a_B	2020 Shopped at grocery store in last 6 months: Safeway	
MP13016a_I	2020 Shopped at grocery store in last 6 months: Safeway: Index	
MP13017a_B	2020 Shopped at grocery store in last 6 months: Save-A-Lot	
MP13017a_I	2020 Shopped at grocery store in last 6 months: Save-A-Lot: Index	
MP13018a_B	2020 Shopped at grocery store in last 6 months: Stop & Shop	
MP13018a_I	2020 Shopped at grocery store in last 6 months: Stop & Shop: Index	
MP13019a_B	2020 Shopped at grocery store in last 6 months: Trader Joe's	
MP13019a_I	2020 Shopped at grocery store in last 6 months: Trader Joe's: Index	
MP13021a_B	2020 Shopped at grocery store in last 6 months: Walmart Supercenter	

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MP13021a_I	2020 Shopped at grocery store in last 6 months: Walmart Supercenter: Index	
MP13022a_B	2020 Shopped at grocery store in last 6 months: Wegmans	
MP13022a_I	2020 Shopped at grocery store in last 6 months: Wegmans: Index	
MP13023a_B	2020 Shopped at grocery store in last 6 months: Whole Foods Market	
MP13023a_I	2020 Shopped at grocery store in last 6 months: Whole Foods Market: Index	
MP13024a_B	2020 Shopped at grocery store in last 6 months: Winn-Dixie	
MP13024a_I	2020 Shopped at grocery store in last 6 months: Winn-Dixie: Index	
MP13025a_B	2020 Shopped at warehouse or club store in last 6 months: BJ's	
MP13025a_I	2020 Shopped at warehouse or club store in last 6 months: BJ's: Index	
MP13026a_B	2020 Shopped at warehouse or club store in last 6 months: Costco	
MP13026a_I	2020 Shopped at warehouse or club store in last 6 months: Costco: Index	
MP13027a_B	2020 Shopped at warehouse or club store in last 6 months: Sam's Club	
MP13027a_I	2020 Shopped at warehouse or club store in last 6 months: Sam's Club: Index	
MP13028a_B	2020 Purchased groceries online in last 30 days	
MP13028a_I	2020 Purchased groceries online in last 30 days: Index	
MP13013a_B	<i>2020 Shopped at grocery store in last 6 months: Piggly Wiggly</i>	<i>Discontinued</i>
MP13013a_I	<i>2020 Shopped at grocery store in last 6 months: Piggly Wiggly: Index</i>	<i>Discontinued</i>
<b>2020 Health (Market Potential)</b>		<b>New Table</b>
MP14127a_B	2020 Typically spend 7+ hours exercising per week	
MP14127a_I	2020 Typically spend 7+ hours exercising per week: Index	
MP14128a_B	2020 Typically spend 4-6 hours exercising per week	
MP14128a_I	2020 Typically spend 4-6 hours exercising per week: Index	
MP14129a_B	2020 Typically spend 1-3 hours exercising per week	
MP14129a_I	2020 Typically spend 1-3 hours exercising per week: Index	
MP14001a_B	2020 Exercise at home 2+ times per week	
MP14001a_I	2020 Exercise at home 2+ times per week: Index	
MP14002a_B	2020 Exercise at club 2+ times per week	
MP14002a_I	2020 Exercise at club 2+ times per week: Index	
MP14003a_B	2020 Exercise at other facility (not club) 2+ times per week	
MP14003a_I	2020 Exercise at other facility (not club) 2+ times per week: Index	
MP14004a_B	2020 Own elliptical	
MP14004a_I	2020 Own elliptical: Index	
MP14005a_B	2020 Own stationary bicycle	
MP14005a_I	2020 Own stationary bicycle: Index	
MP14006a_B	2020 Own treadmill	
MP14006a_I	2020 Own treadmill: Index	
MP14007a_B	2020 Own weight lifting equipment	
MP14007a_I	2020 Own weight lifting equipment: Index	
MP14009a_B	2020 Control diet for blood sugar level	
MP14009a_I	2020 Control diet for blood sugar level: Index	
MP14010a_B	2020 Control diet for cholesterol level	
MP14010a_I	2020 Control diet for cholesterol level: Index	
MP14146a_B	2020 Control diet for food allergies	
MP14146a_I	2020 Control diet for food allergies: Index	
MP14011a_B	2020 Control diet to maintain weight	
MP14011a_I	2020 Control diet to maintain weight: Index	
MP14012a_B	2020 Control diet for physical fitness	
MP14012a_I	2020 Control diet for physical fitness: Index	
MP14013a_B	2020 Control diet for salt restriction	
MP14013a_I	2020 Control diet for salt restriction: Index	
MP14014a_B	2020 Control diet for weight loss	
MP14014a_I	2020 Control diet for weight loss: Index	
MP14015a_B	2020 Used doctor's care or diet for diet method	
MP14015a_I	2020 Used doctor's care or diet for diet method: Index	
MP14016a_B	2020 Used exercise program for diet method	
MP14016a_I	2020 Used exercise program for diet method: Index	
MP14018a_B	2020 Buy foods specifically labeled as fat-free	
MP14018a_I	2020 Buy foods specifically labeled as fat-free: Index	
MP14019a_B	2020 Buy foods specifically labeled as gluten-free	
MP14019a_I	2020 Buy foods specifically labeled as gluten-free: Index	
MP14020a_B	2020 Buy foods specifically labeled as high fiber	
MP14020a_I	2020 Buy foods specifically labeled as high fiber: Index	
MP14021a_B	2020 Buy foods specifically labeled as high protein	
MP14021a_I	2020 Buy foods specifically labeled as high protein: Index	
MP14151a_B	<i>2020 Buy foods specifically labeled as hormone-free</i>	<b>New</b>
MP14151a_I	<i>2020 Buy foods specifically labeled as hormone-free: Index</i>	<b>New</b>
MP14022a_B	2020 Buy foods specifically labeled as lactose-free	
MP14022a_I	2020 Buy foods specifically labeled as lactose-free: Index	
MP14023a_B	2020 Buy foods specifically labeled as low-calorie	
MP14023a_I	2020 Buy foods specifically labeled as low-calorie: Index	
MP14024a_B	2020 Buy foods specifically labeled as low-carb	
MP14024a_I	2020 Buy foods specifically labeled as low-carb: Index	
MP14025a_B	2020 Buy foods specifically labeled as low-cholesterol	
MP14025a_I	2020 Buy foods specifically labeled as low-cholesterol: Index	
MP14026a_B	2020 Buy foods specifically labeled as low-fat	
MP14026a_I	2020 Buy foods specifically labeled as low-fat: Index	
MP14027a_B	2020 Buy foods specifically labeled as low-sodium	
MP14027a_I	2020 Buy foods specifically labeled as low-sodium: Index	
MP14028a_B	2020 Buy foods specifically labeled as natural or organic	
MP14028a_I	2020 Buy foods specifically labeled as natural or organic: Index	
MP14145a_B	2020 Buy foods specifically labeled as probiotic	

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MP14145a_I	2020 Buy foods specifically labeled as probiotic: Index	
MP14029a_B	2020 Buy foods specifically labeled as sugar-free	
MP14029a_I	2020 Buy foods specifically labeled as sugar-free: Index	
MP14152a_B	2020 Consider self to be semi-vegetarian	New
MP14152a_I	2020 Consider self to be semi-vegetarian: Index	New
MP14030a_B	2020 Used meal or dietary or weight loss supplement in last 6 months	
MP14030a_I	2020 Used meal or dietary or weight loss supplement in last 6 months: Index	
MP14031a_B	2020 Used vitamins or dietary supplements in last 6 months	
MP14031a_I	2020 Used vitamins or dietary supplements in last 6 months: Index	
MP14050a_B	2020 Provide services as a primary caregiver or caretaker	
MP14050a_I	2020 Provide services as a primary caregiver or caretaker: Index	
MP14051a_B	2020 Visited doctor in last 12 months	
MP14051a_I	2020 Visited doctor in last 12 months: Index	
MP14052a_B	2020 Visited doctor in last 12 months: 1-2 times	
MP14052a_I	2020 Visited doctor in last 12 months: 1-2 times: Index	
MP14053a_B	2020 Visited doctor in last 12 months: 3-5 times	
MP14053a_I	2020 Visited doctor in last 12 months: 3-5 times: Index	
MP14054a_B	2020 Visited doctor in last 12 months: 6+ times	
MP14054a_I	2020 Visited doctor in last 12 months: 6+ times: Index	
MP14056a_B	2020 Visited doctor in last 12 months: cardiologist	
MP14056a_I	2020 Visited doctor in last 12 months: cardiologist: Index	
MP14057a_B	2020 Visited doctor in last 12 months: chiropractor	
MP14057a_I	2020 Visited doctor in last 12 months: chiropractor: Index	
MP14058a_B	2020 Visited doctor in last 12 months: dentist	
MP14058a_I	2020 Visited doctor in last 12 months: dentist: Index	
MP14059a_B	2020 Visited doctor in last 12 months: dermatologist	
MP14059a_I	2020 Visited doctor in last 12 months: dermatologist: Index	
MP14060a_B	2020 Visited doctor in last 12 months: ear or nose or throat	
MP14060a_I	2020 Visited doctor in last 12 months: ear or nose or throat: Index	
MP14061a_B	2020 Visited doctor in last 12 months: eye	
MP14061a_I	2020 Visited doctor in last 12 months: eye: Index	
MP14062a_B	2020 Visited doctor in last 12 months: gastroenterologist	
MP14062a_I	2020 Visited doctor in last 12 months: gastroenterologist: Index	
MP14063a_B	2020 Visited doctor in last 12 months: general or family	
MP14063a_I	2020 Visited doctor in last 12 months: general or family: Index	
MP14064a_B	2020 Visited doctor in last 12 months: internist	
MP14064a_I	2020 Visited doctor in last 12 months: internist: Index	
MP14065a_B	2020 Visited doctor in last 12 months: physical therapist	
MP14065a_I	2020 Visited doctor in last 12 months: physical therapist: Index	
MP14066a_B	2020 Visited doctor in last 12 months: podiatrist	
MP14066a_I	2020 Visited doctor in last 12 months: podiatrist: Index	
MP14067a_B	2020 Visited doctor in last 12 months: urologist	
MP14067a_I	2020 Visited doctor in last 12 months: urologist: Index	
MP14068a_B	2020 Visited nurse practitioner in last 12 months	
MP14068a_I	2020 Visited nurse practitioner in last 12 months: Index	
MP14069a_B	2020 Wear regular or sun or tinted prescription eyeglasses	
MP14069a_I	2020 Wear regular or sun or tinted prescription eyeglasses: Index	
MP14070a_B	2020 Wear bifocals	
MP14070a_I	2020 Wear bifocals: Index	
MP14071a_B	2020 Wear disposable contact lenses	
MP14071a_I	2020 Wear disposable contact lenses: Index	
MP14072a_B	2020 Wear soft contact lenses	
MP14072a_I	2020 Wear soft contact lenses: Index	
MP14073a_B	2020 Wear transition lenses	
MP14073a_I	2020 Wear transition lenses: Index	
MP14074a_B	2020 Spent on eyeglasses in last 12 months: \$1-99	
MP14074a_I	2020 Spent on eyeglasses in last 12 months: \$1-99: Index	
MP14075a_B	2020 Spent on eyeglasses in last 12 months: \$100-\$199	
MP14075a_I	2020 Spent on eyeglasses in last 12 months: \$100-\$199: Index	
MP14076a_B	2020 Spent on eyeglasses in last 12 months: \$200-\$249	
MP14076a_I	2020 Spent on eyeglasses in last 12 months: \$200-\$249: Index	
MP14077a_B	2020 Spent on eyeglasses in last 12 months: \$250+	
MP14077a_I	2020 Spent on eyeglasses in last 12 months: \$250+: Index	
MP14079a_B	2020 Spent on contact lenses in last 12 months: \$100-\$199	
MP14079a_I	2020 Spent on contact lenses in last 12 months: \$100-\$199: Index	
MP14080a_B	2020 Spent on contact lenses in last 12 months: \$200+	
MP14080a_I	2020 Spent on contact lenses in last 12 months: \$200+: Index	
MP14081a_B	2020 Bought prescription eyewear: discount optical center	
MP14081a_I	2020 Bought prescription eyewear: discount optical center: Index	
MP14082a_B	2020 Bought prescription eyewear: private eye doctor	
MP14082a_I	2020 Bought prescription eyewear: private eye doctor: Index	
MP14083a_B	2020 Bought prescription eyewear: retail optical chain	
MP14083a_I	2020 Bought prescription eyewear: retail optical chain: Index	
MP14134a_B	2020 Bought prescription eyewear: online	
MP14134a_I	2020 Bought prescription eyewear: online: Index	
MP14142a_B	2020 Used prescription drug for acne	
MP14142a_I	2020 Used prescription drug for acne: Index	
MP14084a_B	2020 Used prescription drug for allergy or hay fever	
MP14084a_I	2020 Used prescription drug for allergy or hay fever: Index	
MP14085a_B	2020 Used prescription drug for anxiety or panic	
MP14085a_I	2020 Used prescription drug for anxiety or panic: Index	
MP14086a_B	2020 Used prescription drug for arthritis or osteoarthritis	

## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP14086a_I	2020 Used prescription drug for arthritis or osteoarthritis: Index	
MP14087a_B	2020 Used prescription drug for rheumatoid arthritis	
MP14087a_I	2020 Used prescription drug for rheumatoid arthritis: Index	
MP14088a_B	2020 Used prescription drug for asthma	
MP14088a_I	2020 Used prescription drug for asthma: Index	
MP14089a_B	2020 Used prescription drug for backache or back pain	
MP14089a_I	2020 Used prescription drug for backache or back pain: Index	
MP14090a_B	2020 Used prescription drug for depression	
MP14090a_I	2020 Used prescription drug for depression: Index	
MP14091a_B	2020 Used prescription drug for diabetes (insulin dependent Type-1)	Description Change
MP14091a_I	2020 Used prescription drug for diabetes (insulin dependent Type-1): Index	Description Change
MP14092a_B	2020 Used prescription drug for diabetes (non-insulin dependent Type-2)	Description Change
MP14092a_I	2020 Used prescription drug for diabetes (non-insulin dependent Type-2): Index	Description Change
MP14094a_B	2020 Used prescription drug for heartburn or acid reflux	
MP14094a_I	2020 Used prescription drug for heartburn or acid reflux: Index	
MP14095a_B	2020 Used prescription drug for high blood pressure	
MP14095a_I	2020 Used prescription drug for high blood pressure: Index	
MP14096a_B	2020 Used prescription drug for high cholesterol	
MP14096a_I	2020 Used prescription drug for high cholesterol: Index	
MP14143a_B	2020 Used prescription drug for insomnia	
MP14143a_I	2020 Used prescription drug for insomnia: Index	
MP14097a_B	2020 Used prescription drug for migraine headache	
MP14097a_I	2020 Used prescription drug for migraine headache: Index	
MP14098a_B	2020 Used prescription drug for sinus congestion or headache	
MP14098a_I	2020 Used prescription drug for sinus congestion or headache: Index	
MP14099a_B	2020 Used prescription drug for urinary tract infection	
MP14099a_I	2020 Used prescription drug for urinary tract infection: Index	
MP14130a_B	2020 Filled prescription in last 12 months: at discount or department store	
MP14130a_I	2020 Filled prescription in last 12 months: at discount or department store: Index	
MP14131a_B	2020 Filled prescription in last 12 months: at drug store or pharmacy	
MP14131a_I	2020 Filled prescription in last 12 months: at drug store or pharmacy: Index	
MP14132a_B	2020 Filled prescription in last 12 months: at supermarket	
MP14132a_I	2020 Filled prescription in last 12 months: at supermarket: Index	
MP14133a_B	2020 Filled prescription in last 12 months: by mail order	
MP14133a_I	2020 Filled prescription in last 12 months: by mail order: Index	
MP14135a_B	2020 Spent out of pocket on prescription drugs in last 30 days: \$1-\$9	
MP14135a_I	2020 Spent out of pocket on prescription drugs in last 30 days: \$1-\$9: Index	
MP14136a_B	2020 Spent out of pocket on prescription drugs in last 30 days: \$10-\$19	
MP14136a_I	2020 Spent out of pocket on prescription drugs in last 30 days: \$10-\$19: Index	
MP14137a_B	2020 Spent out of pocket on prescription drugs in last 30 days: \$20-\$29	
MP14137a_I	2020 Spent out of pocket on prescription drugs in last 30 days: \$20-\$29: Index	
MP14138a_B	2020 Spent out of pocket on prescription drugs in last 30 days: \$30-\$49	
MP14138a_I	2020 Spent out of pocket on prescription drugs in last 30 days: \$30-\$49: Index	
MP14139a_B	2020 Spent out of pocket on prescription drugs in last 30 days: \$50-\$99	
MP14139a_I	2020 Spent out of pocket on prescription drugs in last 30 days: \$50-\$99: Index	
MP14140a_B	2020 Spent out of pocket on prescription drugs in last 30 days: \$100-\$149	
MP14140a_I	2020 Spent out of pocket on prescription drugs in last 30 days: \$100-\$149: Index	
MP14141a_B	2020 Spent out of pocket on prescription drugs in last 30 days: \$150+	
MP14141a_I	2020 Spent out of pocket on prescription drugs in last 30 days: \$150+: Index	
MP14103a_B	2020 Used in last 6 months: cold or sinus or allergy med (nonprescr)	Description Change
MP14103a_I	2020 Used in last 6 months: cold or sinus or allergy med (nonprescr): Index	Description Change
MP14107a_B	2020 Used in last 6 months: cough syrup or suppressant(nonprescr)	Description Change
MP14107a_I	2020 Used in last 6 months: cough syrup or suppressant(nonprescr): Index	Description Change
MP14114a_B	2020 Used in last 6 months: medicated skin cream or lotion or spray	
MP14114a_I	2020 Used in last 6 months: medicated skin cream or lotion or spray: Index	
MP14115a_B	2020 Used in last 6 months: non-medicated nasal spray	
MP14115a_I	2020 Used in last 6 months: non-medicated nasal spray: Index	
MP14117a_B	2020 Used in last 6 months: pain relieving rub or liquid or patch	
MP14117a_I	2020 Used in last 6 months: pain relieving rub or liquid or patch: Index	
MP14118a_B	2020 Used in last 6 months: sleeping aid or snore relief	
MP14118a_I	2020 Used in last 6 months: sleeping aid or snore relief: Index	
MP14119a_B	2020 Used in last 6 months: sore throat remedy or cough drops	
MP14119a_I	2020 Used in last 6 months: sore throat remedy or cough drops: Index	
MP14120a_B	2020 Used sunburn remedy in last 12 months	
MP14120a_I	2020 Used sunburn remedy in last 12 months: Index	
MP14121a_B	2020 Used suntan or sunscreen product in last 12 months	
MP14121a_I	2020 Used suntan or sunscreen product in last 12 months: Index	
MP14125a_B	2020 Used in last 6 months: toothache or gum or canker sore remedy	
MP14125a_I	2020 Used in last 6 months: toothache or gum or canker sore remedy: Index	
MP14147h_B	2020 Household used in last 6 months: children's cold tablets/liquids	
MP14147h_I	2020 Household used in last 6 months: children's cold tablets/liquids: Index	
MP14148h_B	2020 Household used in last 6 months: children's cough syrup	
MP14148h_I	2020 Household used in last 6 months: children's cough syrup: Index	
MP14149h_B	2020 Household used kids pain reliever/fever reducer in last 6 months	
MP14149h_I	2020 Household used kids pain reliever/fever reducer in last 6 months: Index	
MP14150h_B	2020 Household used kids vitamins/nutritional supplements in last 6 months	
MP14150h_I	2020 Household used kids vitamins/nutritional supplements in last 6 months: Index	
MP14078a_B	2020 Spent on contact lenses in last 12 months: \$1-99	Discontinued
MP14078a_I	2020 Spent on contact lenses in last 12 months: \$1-99: Index	Discontinued
MP14144a_B	2020 Used prescription remedy for sleep apnea	Discontinued
MP14144a_I	2020 Used prescription remedy for sleep apnea: Index	Discontinued

## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
<b>2020 Home Improvement &amp; Services (Market Potential)</b>		<b>New Table</b>
MP15001h_B	2020 Household did any home remodeling in last 12 months	
MP15001h_I	2020 Household did any home remodeling in last 12 months: Index	
MP15002h_B	2020 Household used any green product with home remodeling work	Description Change
MP15002h_I	2020 Household used any green product with home remodeling work: Index	Description Change
MP15003h_B	2020 Household spent on home remodeling in last 12 months: \$1-\$499	
MP15003h_I	2020 Household spent on home remodeling in last 12 months: \$1-\$499: Index	
MP15004h_B	2020 Household spent on home remodeling in last 12 months: \$500-\$2,499	
MP15004h_I	2020 Household spent on home remodeling in last 12 months: \$500-\$2,499: Index	
MP15005h_B	2020 Household spent on home remodeling in last 12 months: \$2,500-\$4,999	
MP15005h_I	2020 Household spent on home remodeling in last 12 months: \$2,500-\$4,999: Index	
MP15006h_B	2020 Household spent on home remodeling in last 12 months: \$5,000+	
MP15006h_I	2020 Household spent on home remodeling in last 12 months: \$5,000+: Index	
MP15007h_B	2020 Home remodeling done by household member in last 12 months	
MP15007h_I	2020 Home remodeling done by household member in last 12 months: Index	
MP15008h_B	2020 Household used contractor for home remodeling work last 12 months	Description Change
MP15008h_I	2020 Household used contractor for home remodeling work last 12 months: Index	Description Change
MP15009h_B	2020 Household has done bathroom remodeling in last 12 months	Description Change
MP15009h_I	2020 Household has done bathroom remodeling in last 12 months: Index	Description Change
MP15010h_B	2020 Household has done bedroom remodeling in last 12 months	Description Change
MP15010h_I	2020 Household has done bedroom remodeling in last 12 months: Index	Description Change
MP15011h_B	2020 Household has done kitchen remodeling in last 12 months	Description Change
MP15011h_I	2020 Household has done kitchen remodeling in last 12 months: Index	Description Change
MP15012h_B	2020 Household has done home remodeling in last 12 months: carpeting	Description Change
MP15012h_I	2020 Household has done home remodeling in last 12 months: carpeting: Index	Description Change
MP15013h_B	2020 Household has done home remodeling in last 12 months: roofing	Description Change
MP15013h_I	2020 Household has done home remodeling in last 12 months: roofing: Index	Description Change
MP15014h_B	2020 Household did any home improvements in last 12 months	
MP15014h_I	2020 Household did any home improvements in last 12 months: Index	
MP15015h_B	2020 Household used any green product with home improvement work	
MP15015h_I	2020 Household used any green product with home improvement work: Index	
MP15016h_B	2020 Households spent on home improvements in last 12 months: \$1-\$149	
MP15016h_I	2020 Households spent on home improvements in last 12 months: \$1-\$149: Index	
MP15017h_B	2020 Households spent on home improvements in last 12 months: \$150-\$499	
MP15017h_I	2020 Households spent on home improvements in last 12 months: \$150-\$499: Index	
MP15018h_B	2020 Households spent on home improvements in last 12 months: \$500+	
MP15018h_I	2020 Households spent on home improvements in last 12 months: \$500+: Index	
MP15019h_B	2020 Home improvement done by household member in last 12 months	
MP15019h_I	2020 Home improvement done by household member in last 12 months: Index	
MP15020h_B	2020 Household used contractor for home improvement work last 12 months	Description Change
MP15020h_I	2020 Household used contractor for home improvement work last 12 months: Index	Description Change
MP15027h_B	2020 Household did exterior painting in last 12 months	
MP15027h_I	2020 Household did exterior painting in last 12 months: Index	
MP15028h_B	2020 Exterior painting done by household member in last 12 months	
MP15028h_I	2020 Exterior painting done by household member in last 12 months: Index	
MP15029h_B	2020 Household did interior painting in last 12 months	
MP15029h_I	2020 Household did interior painting in last 12 months: Index	
MP15030h_B	2020 Interior painting done by household member in last 12 months	
MP15030h_I	2020 Interior painting done by household member in last 12 months: Index	
MP15031h_B	2020 Household bought paint or stain in last 12 months	
MP15031h_I	2020 Household bought paint or stain in last 12 months: Index	
MP15032h_B	2020 Household bought paint or stain in last 12 months: 1-3 gallons	
MP15032h_I	2020 Household bought paint or stain in last 12 months: 1-3 gallons: Index	
MP15033h_B	2020 Household bought paint or stain in last 12 months: 4-7 gallons	
MP15033h_I	2020 Household bought paint or stain in last 12 months: 4-7 gallons: Index	
MP15034h_B	2020 Household bought paint or stain in last 12 months: 8+ gallons	
MP15034h_I	2020 Household bought paint or stain in last 12 months: 8+ gallons: Index	
MP15035h_B	2020 Household spent \$101+ on paint or stain in last 12 months	
MP15035h_I	2020 Household spent \$101+ on paint or stain in last 12 months: Index	
MP15036h_B	2020 Household bought exterior paint or stain in last 12 months	
MP15036h_I	2020 Household bought exterior paint or stain in last 12 months: Index	
MP15039h_B	2020 Household bought interior paint or stain in last 12 months	
MP15039h_I	2020 Household bought interior paint or stain in last 12 months: Index	
MP15043h_B	2020 Household used professional exterminator in last 12 months	
MP15043h_I	2020 Household used professional exterminator in last 12 months: Index	
MP15044h_B	2020 HH used any maid/prof cleaning service last 12 mo (incl furn/carpet)	Description Change
MP15044h_I	2020 HH used any maid/prof cleaning service last 12 mo (incl furn/carpet): Index	Description Change
MP15045h_B	2020 HH used housekeeper or maid in last 12 months	Description Change
MP15045h_I	2020 HH used housekeeper or maid in last 12 months: Index	Description Change
MP15046h_B	2020 HH used prof cleaning service in last 12 mo (not incl furn/carpet)	Description Change
MP15046h_I	2020 HH used prof cleaning service in last 12 mo (not incl furn/carpet): Index	Description Change
MP15042h_B	2020 Household used professional carpet cleaning service in last 12 months	
MP15042h_I	2020 Household used professional carpet cleaning service in last 12 months: Index	
<b>2020 Household Furnishings &amp; Appliances (Market Potential)</b>		<b>New Table</b>
MP16004h_B	2020 Household purchased low ticket household furnishing in last 12 months	
MP16004h_I	2020 Household purchased low ticket household furnishing in last 12 months: Index	
MP16005h_B	2020 Household purchased curtains in last 12 months	
MP16005h_I	2020 Household purchased curtains in last 12 months: Index	
MP16007h_B	2020 Household purchased table or floor lamp in last 12 months	
MP16007h_I	2020 Household purchased table or floor lamp in last 12 months: Index	



## Esri Market Potential Data Variable List



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**NUMBER OF VARIABLES: 4,836**

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Data Table & Item Code	Data Item Description	Item Changes
MP16008h_B	2020 Household purchased area rug in last 12 months	
MP16008h_I	2020 Household purchased area rug in last 12 months: Index	
MP16009h_B	2020 Household purchased lawn or porch furniture in last 12 months	
MP16009h_I	2020 Household purchased lawn or porch furniture in last 12 months: Index	
MP16010h_B	2020 Household purchased big ticket household furnishing last 12 months	
MP16010h_I	2020 Household purchased big ticket household furnishing last 12 months: Index	
MP16011h_B	2020 Household purchased bedroom furniture in last 12 months	
MP16011h_I	2020 Household purchased bedroom furniture in last 12 months: Index	
MP16012h_B	2020 Household purchased bed frame or headboard in last 12 months	
MP16012h_I	2020 Household purchased bed frame or headboard in last 12 months: Index	
MP16013h_B	2020 Household purchased box spring in last 12 months	
MP16013h_I	2020 Household purchased box spring in last 12 months: Index	
MP16014h_B	2020 Household purchased mattress in last 12 months	
MP16014h_I	2020 Household purchased mattress in last 12 months: Index	
MP16015h_B	2020 Household purchased dining room furniture in last 12 months	
MP16015h_I	2020 Household purchased dining room furniture in last 12 months: Index	
MP16016h_B	2020 Household purchased kitchen furniture in last 12 months	
MP16016h_I	2020 Household purchased kitchen furniture in last 12 months: Index	
MP16017h_B	2020 Household purchased living room furniture in last 12 months	
MP16017h_I	2020 Household purchased living room furniture in last 12 months: Index	
MP16018h_B	2020 Household purchased recliner in last 12 months	
MP16018h_I	2020 Household purchased recliner in last 12 months: Index	
MP16019h_B	2020 Household purchased sofa or sectional in last 12 months	
MP16019h_I	2020 Household purchased sofa or sectional in last 12 months: Index	
MP16020h_B	2020 Household bought any climate control appliance in last 12 months	
MP16020h_I	2020 Household bought any climate control appliance in last 12 months: Index	
MP16021h_B	2020 Household owns air cleaner (electric)	
MP16021h_I	2020 Household owns air cleaner (electric): Index	
MP16022h_B	2020 Household owns air conditioner (separate room)	
MP16022h_I	2020 Household owns air conditioner (separate room): Index	
MP16023h_B	2020 Household owns dehumidifier	
MP16023h_I	2020 Household owns dehumidifier: Index	
MP16024h_B	2020 Household owns attic or whole house fan	
MP16024h_I	2020 Household owns attic or whole house fan: Index	
MP16025h_B	2020 Household owns ceiling fan (not bathroom vent)	
MP16025h_I	2020 Household owns ceiling fan (not bathroom vent): Index	
MP16026h_B	2020 Household owns fireplace	
MP16026h_I	2020 Household owns fireplace: Index	
MP16027h_B	2020 Household owns heat pump	
MP16027h_I	2020 Household owns heat pump: Index	
MP16028h_B	2020 Household owns humidifier	
MP16028h_I	2020 Household owns humidifier: Index	
MP16029h_B	2020 Household owns space heater (electric)	
MP16029h_I	2020 Household owns space heater (electric): Index	
MP16098h_B	2020 Household owns "Smart" or Wi-Fi connected thermostat	New
MP16098h_I	2020 Household owns "Smart" or Wi-Fi connected thermostat: Index	New
MP16030h_B	2020 Household has central air conditioner	
MP16030h_I	2020 Household has central air conditioner: Index	
MP16031h_B	2020 Household has central heating (electric)	
MP16031h_I	2020 Household has central heating (electric): Index	
MP16032h_B	2020 Household has central heating (natural gas)	Description Change
MP16032h_I	2020 Household has central heating (natural gas): Index	Description Change
MP16034h_B	2020 Household bought any small kitchen appliance in last 12 months	
MP16034h_I	2020 Household bought any small kitchen appliance in last 12 months: Index	
MP16036h_B	2020 Household owns bread making machine	
MP16036h_I	2020 Household owns bread making machine: Index	
MP16038h_B	2020 Household owns electric coffee grinder	
MP16038h_I	2020 Household owns electric coffee grinder: Index	
MP16041h_B	2020 Household owns coffee maker (single cup or pod brewing)	
MP16041h_I	2020 Household owns coffee maker (single cup or pod brewing): Index	
MP16043h_B	2020 Household owns espresso or cappuccino maker	
MP16043h_I	2020 Household owns espresso or cappuccino maker: Index	
MP16044h_B	2020 Household owns electric food processor	
MP16044h_I	2020 Household owns electric food processor: Index	
MP16047h_B	2020 Household owns ice cream maker	
MP16047h_I	2020 Household owns ice cream maker: Index	
MP16046h_B	2020 Household owns electric indoor grill	
MP16046h_I	2020 Household owns electric indoor grill: Index	
MP16048h_B	2020 Household owns electric juicer	
MP16048h_I	2020 Household owns electric juicer: Index	
MP16052h_B	2020 Household owns pasta machine	
MP16052h_I	2020 Household owns pasta machine: Index	
MP16059h_B	2020 Household owns vacuum sealer	
MP16059h_I	2020 Household owns vacuum sealer: Index	
MP16061h_B	2020 Household bought any large kitchen appliance in last 12 months	
MP16061h_I	2020 Household bought any large kitchen appliance in last 12 months: Index	
MP16062h_B	2020 Household owns cooktop	
MP16062h_I	2020 Household owns cooktop: Index	
MP16099h_B	2020 Household owns dishwasher	New
MP16099h_I	2020 Household owns dishwasher: Index	New
MP16065h_B	2020 Household owns separate freezer	
MP16065h_I	2020 Household owns separate freezer: Index	

# Esri Market Potential Data Variable List



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Data Table & Item Code	Data Item Description	Item Changes
MP16067h_B	2020 Household owns grill (charcoal)	
MP16067h_I	2020 Household owns grill (charcoal): Index	
MP16068h_B	2020 Household owns grill (electric outdoor)	
MP16068h_I	2020 Household owns grill (electric outdoor): Index	
MP16069h_B	2020 Household owns grill (gas)	
MP16069h_I	2020 Household owns grill (gas): Index	
MP16100h_B	2020 Household owns microwave	New
MP16100h_I	2020 Household owns microwave: Index	New
MP16071h_B	2020 Household owns oven (continuous cleaning)	
MP16071h_I	2020 Household owns oven (continuous cleaning): Index	
MP16072h_B	2020 Household owns oven (convection)	
MP16072h_I	2020 Household owns oven (convection): Index	
MP16073h_B	2020 Household owns range or oven (built-in electric)	
MP16073h_I	2020 Household owns range or oven (built-in electric): Index	
MP16074h_B	2020 Household owns range or oven (built-in gas)	
MP16074h_I	2020 Household owns range or oven (built-in gas): Index	
MP16075h_B	2020 Household owns combination range or microwave	
MP16075h_I	2020 Household owns combination range or microwave: Index	
MP16077h_B	2020 Household owns stove or range (electric)	
MP16077h_I	2020 Household owns stove or range (electric): Index	
MP16078h_B	2020 Household owns stove or range (gas)	
MP16078h_I	2020 Household owns stove or range (gas): Index	
MP16101h_B	2020 Household owns refrigerator	New
MP16101h_I	2020 Household owns refrigerator: Index	New
MP16079h_B	2020 Household owns trash compactor	
MP16079h_I	2020 Household owns trash compactor: Index	
MP16080h_B	2020 Household bought any appliance in last 12 months	
MP16080h_I	2020 Household bought any appliance in last 12 months: Index	
MP16083h_B	2020 Household owns clothes dryer (electric)	
MP16083h_I	2020 Household owns clothes dryer (electric): Index	
MP16084h_B	2020 Household owns clothes dryer (gas)	
MP16084h_I	2020 Household owns clothes dryer (gas): Index	
MP16087h_B	2020 Household owns generator (portable)	
MP16087h_I	2020 Household owns generator (portable): Index	
MP16088h_B	2020 Household owns hot tub or whirlpool spa	
MP16088h_I	2020 Household owns hot tub or whirlpool spa: Index	
MP16090h_B	2020 Household owns sewing machine	
MP16090h_I	2020 Household owns sewing machine: Index	
MP16102h_B	2020 Household owns standard or wired home security system	New
MP16102h_I	2020 Household owns standard or wired home security system: Index	New
MP16103h_B	2020 Household owns 'Smart' or Wi-Fi connected home security system	New
MP16103h_I	2020 Household owns 'Smart' or Wi-Fi connected home security system: Index	New
MP16091h_B	2020 Household owns smoke or fire detector	
MP16091h_I	2020 Household owns smoke or fire detector: Index	
MP16095h_B	2020 Household owns washing machine (high efficiency)	
MP16095h_I	2020 Household owns washing machine (high efficiency): Index	
MP16096h_B	2020 Household owns washing machine (standard)	
MP16096h_I	2020 Household owns washing machine (standard): Index	
MP16097h_B	2020 Household owns washer or dryer (stacked)	
MP16097h_I	2020 Household owns washer or dryer (stacked): Index	
MP16081h_B	2020 Household owns residential security system	Discontinued
MP16081h_I	2020 Household owns residential security system: Index	Discontinued
<b>2020 Household Products (Market Potential)</b>		<b>New Table</b>
MP17057h_B	2020 Household recycled aluminum beverage cans in last 30 days	
MP17057h_I	2020 Household recycled aluminum beverage cans in last 30 days: Index	
MP17058h_B	2020 Household recycled batteries in last 30 days	
MP17058h_I	2020 Household recycled batteries in last 30 days: Index	
MP17059h_B	2020 Household recycled electronic equipment in last 30 days	
MP17059h_I	2020 Household recycled electronic equipment in last 30 days: Index	
MP17060h_B	2020 Household recycled glass bottles in last 30 days	
MP17060h_I	2020 Household recycled glass bottles in last 30 days: Index	
MP17061h_B	2020 Household recycled newspapers in last 30 days	
MP17061h_I	2020 Household recycled newspapers in last 30 days: Index	
MP17062h_B	2020 Household recycled plastic bags in last 30 days	
MP17062h_I	2020 Household recycled plastic bags in last 30 days: Index	
MP17063h_B	2020 Household recycled plastic bottles in last 30 days	
MP17063h_I	2020 Household recycled plastic bottles in last 30 days: Index	
MP17001h_B	2020 Household used environment friendly or green product in last 6 months	
MP17001h_I	2020 Household used environment friendly or green product in last 6 months: Index	
MP17002h_B	2020 Household used biodegradable dishwashing liquid in last 6 months	
MP17002h_I	2020 Household used biodegradable dishwashing liquid in last 6 months: Index	
MP17003h_B	2020 Household used biodegradable general household cleaner in last 6 months	
MP17003h_I	2020 Household used biodegradable general household cleaner in last 6 months: Index	
MP17004h_B	2020 Household used biodegradable glass or surface cleaner in last 6 months	
MP17004h_I	2020 Household used biodegradable glass or surface cleaner in last 6 months: Index	
MP17005h_B	2020 Household used biodegradable laundry detergent in last 6 months	
MP17005h_I	2020 Household used biodegradable laundry detergent in last 6 months: Index	
MP17006h_B	2020 Household used environment friendly light bulbs in last 6 months	
MP17006h_I	2020 Household used environment friendly light bulbs in last 6 months: Index	
MP17007h_B	2020 Household used recycled facial tissues in last 6 months	
MP17007h_I	2020 Household used recycled facial tissues in last 6 months: Index	

## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP17008h_B	2020 Household used recycled paper napkins in last 6 months	
MP17008h_I	2020 Household used recycled paper napkins in last 6 months: Index	
MP17009h_B	2020 Household used recycled paper plates in last 6 months	
MP17009h_I	2020 Household used recycled paper plates in last 6 months: Index	
MP17010h_B	2020 Household used recycled paper towels in last 6 months	
MP17010h_I	2020 Household used recycled paper towels in last 6 months: Index	
MP17011h_B	2020 Household used recycled toilet paper in last 6 months	
MP17011h_I	2020 Household used recycled toilet paper in last 6 months: Index	
<b>2020 Insurance (Market Potential)</b>		<b>New Table</b>
MP18076h_B	2020 Household has auto insurance: any vehicle in household covered	
MP18076h_I	2020 Household has auto insurance: any vehicle in household covered: Index	
MP18001h_B	2020 Household has auto insurance: 1 vehicle in household covered	
MP18001h_I	2020 Household has auto insurance: 1 vehicle in household covered: Index	
MP18002h_B	2020 Household has auto insurance: 2 vehicles in household covered	
MP18002h_I	2020 Household has auto insurance: 2 vehicles in household covered: Index	
MP18003h_B	2020 Household has auto insurance: 3+ vehicles in household covered	
MP18003h_I	2020 Household has auto insurance: 3+ vehicles in household covered: Index	
MP18004a_B	2020 Have auto insurance: collision	
MP18004a_I	2020 Have auto insurance: collision: Index	
MP18005a_B	2020 Have auto insurance: comprehensive	
MP18005a_I	2020 Have auto insurance: comprehensive: Index	
MP18006a_B	2020 Have auto insurance: liability - bodily injury	
MP18006a_I	2020 Have auto insurance: liability - bodily injury: Index	
MP18007a_B	2020 Have auto insurance: liability - property damage	
MP18007a_I	2020 Have auto insurance: liability - property damage: Index	
MP18008a_B	2020 Have auto insurance: medical payments	
MP18008a_I	2020 Have auto insurance: medical payments: Index	
MP18009a_B	2020 Have auto insurance: towing	
MP18009a_I	2020 Have auto insurance: towing: Index	
MP18010a_B	2020 Have auto insurance: uninsured motorist	
MP18010a_I	2020 Have auto insurance: uninsured motorist: Index	
MP18011a_B	2020 Have auto insurance: AAA	
MP18011a_I	2020 Have auto insurance: AAA: Index	
MP18012a_B	2020 Have auto insurance: Allstate	
MP18012a_I	2020 Have auto insurance: Allstate: Index	
MP18013a_B	2020 Have auto insurance: Farmers	
MP18013a_I	2020 Have auto insurance: Farmers: Index	
MP18014a_B	2020 Have auto insurance: GEICO	
MP18014a_I	2020 Have auto insurance: GEICO: Index	
MP18015a_B	2020 Have auto insurance: Liberty Mutual	
MP18015a_I	2020 Have auto insurance: Liberty Mutual: Index	
MP18016a_B	2020 Have auto insurance: Nationwide	
MP18016a_I	2020 Have auto insurance: Nationwide: Index	
MP18017a_B	2020 Have auto insurance: Progressive	
MP18017a_I	2020 Have auto insurance: Progressive: Index	
MP18018a_B	2020 Have auto insurance: State Farm	
MP18018a_I	2020 Have auto insurance: State Farm: Index	
MP18019a_B	2020 Have auto insurance: USAA	
MP18019a_I	2020 Have auto insurance: USAA: Index	
MP18020a_B	2020 Acquired auto insurance from agent	
MP18020a_I	2020 Acquired auto insurance from agent: Index	
MP18021a_B	2020 Acquired auto insurance direct via phone	
MP18021a_I	2020 Acquired auto insurance direct via phone: Index	
MP18022a_B	2020 Acquired auto insurance direct via website	
MP18022a_I	2020 Acquired auto insurance direct via website: Index	
MP18023a_B	2020 Homeowner carries insurance on home/personal belongings	Description Change
MP18023a_I	2020 Homeowner carries insurance on home/personal belongings: Index	Description Change
MP18077a_B	2020 Renter carries insurance on home/personal belongings	Description Change
MP18077a_I	2020 Renter carries insurance on home/personal belongings: Index	Description Change
MP18024a_B	2020 Have combined home and auto insurance policy	
MP18024a_I	2020 Have combined home and auto insurance policy: Index	
MP18025a_B	2020 Have home insurance coverage for earthquake or flood	
MP18025a_I	2020 Have home insurance coverage for earthquake or flood: Index	
MP18026a_B	2020 Have any homeowners or personal property insurance	
MP18026a_I	2020 Have any homeowners or personal property insurance: Index	
MP18028a_B	2020 Have home or personal property insurance: Allstate	
MP18028a_I	2020 Have home or personal property insurance: Allstate: Index	
MP18029a_B	2020 Have home or personal property insurance: Farmers	
MP18029a_I	2020 Have home or personal property insurance: Farmers: Index	
MP18031a_B	2020 Have home or personal property insurance: State Farm	
MP18031a_I	2020 Have home or personal property insurance: State Farm: Index	
MP18033a_B	2020 Have home or personal property insurance: USAA	
MP18033a_I	2020 Have home or personal property insurance: USAA: Index	
MP18034a_B	2020 Acquired home or personal property insurance from agent	
MP18034a_I	2020 Acquired home or personal property insurance from agent: Index	
MP18035a_B	2020 Acquired home or personal property insurance direct via phone	
MP18035a_I	2020 Acquired home or personal property insurance direct via phone: Index	
MP18078a_B	2020 Acquired home or personal property insurance via website	
MP18078a_I	2020 Acquired home or personal property insurance via website: Index	
MP18036a_B	2020 Currently carry life insurance	
MP18036a_I	2020 Currently carry life insurance: Index	

## Esri Market Potential Data Variable List



**DATA VINTAGE: 2020**  
**NUMBER OF VARIABLES: 4,836**

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Data Table & Item Code	Data Item Description	Item Changes
MP18037a_B	2020 Have life insurance: separate term policy	
MP18037a_I	2020 Have life insurance: separate term policy: Index	
MP18038a_B	2020 Have life insurance: separate whole life policy	
MP18038a_I	2020 Have life insurance: separate whole life policy: Index	
MP18039a_B	2020 Have life insurance: combination term/whole life policy	
MP18039a_I	2020 Have life insurance: combination term/whole life policy: Index	
MP18040a_B	2020 Have life insurance: universal life	
MP18040a_I	2020 Have life insurance: universal life: Index	
MP18041a_B	2020 Have life insurance through place of work	
MP18041a_I	2020 Have life insurance through place of work: Index	
MP18042a_B	2020 Have life insurance through a union	
MP18042a_I	2020 Have life insurance through a union: Index	
MP18043a_B	2020 Have life insurance with total value: \$1-\$19,999	
MP18043a_I	2020 Have life insurance with total value: \$1-\$19,999: Index	
MP18044a_B	2020 Have life insurance with total value: \$20,000-\$49,999	
MP18044a_I	2020 Have life insurance with total value: \$20,000-\$49,999: Index	
MP18045a_B	2020 Have life insurance with total value: \$50,000-\$99,999	
MP18045a_I	2020 Have life insurance with total value: \$50,000-\$99,999: Index	
MP18046a_B	2020 Have life insurance with total value: \$100,000-\$149,999	
MP18046a_I	2020 Have life insurance with total value: \$100,000-\$149,999: Index	
MP18047a_B	2020 Have life insurance with total value: \$150,000-\$249,999	
MP18047a_I	2020 Have life insurance with total value: \$150,000-\$249,999: Index	
MP18048a_B	2020 Have life insurance with total value: \$250,000-\$499,999	
MP18048a_I	2020 Have life insurance with total value: \$250,000-\$499,999: Index	
MP18049a_B	2020 Have life insurance with total value: \$500,000+	
MP18049a_I	2020 Have life insurance with total value: \$500,000+: Index	
MP18050a_B	2020 Carry medical or hospital or accident insurance	
MP18050a_I	2020 Carry medical or hospital or accident insurance: Index	
MP18051a_B	2020 Medical insurance covers you alone	
MP18051a_I	2020 Medical insurance covers you alone: Index	
MP18052a_B	2020 Medical insurance covers you and other household or family members	
MP18052a_I	2020 Medical insurance covers you and other household or family members: Index	
MP18053a_B	2020 Have medical insurance: EPO (Exclusive Provider Org)	
MP18053a_I	2020 Have medical insurance: EPO (Exclusive Provider Org): Index	
MP18054a_B	2020 Have medical insurance: HMO (Health Maintenance Org)	
MP18054a_I	2020 Have medical insurance: HMO (Health Maintenance Org): Index	
MP18055a_B	2020 Have medical insurance: POS (Point-of-Service)	
MP18055a_I	2020 Have medical insurance: POS (Point-of-Service): Index	
MP18056a_B	2020 Have medical insurance: PPO (Preferred Provider Org)	
MP18056a_I	2020 Have medical insurance: PPO (Preferred Provider Org): Index	
MP18079a_B	2020 Have medical insurance: AARP	
MP18079a_I	2020 Have medical insurance: AARP: Index	
MP18057a_B	2020 Have medical insurance: Aetna	
MP18057a_I	2020 Have medical insurance: Aetna: Index	
MP18058a_B	2020 Have medical insurance: Blue Cross or Blue Shield	
MP18058a_I	2020 Have medical insurance: Blue Cross or Blue Shield: Index	
MP18059a_B	2020 Have medical insurance: Cigna	
MP18059a_I	2020 Have medical insurance: Cigna: Index	
MP18060a_B	2020 Have medical insurance: Humana	
MP18060a_I	2020 Have medical insurance: Humana: Index	
MP18062a_B	2020 Have medical insurance: United Healthcare	
MP18062a_I	2020 Have medical insurance: United Healthcare: Index	
MP18085a_B	2020 Obtained medical insurance through agent representing one company	New
MP18085a_I	2020 Obtained medical insurance through agent representing one company: Index	New
MP18081a_B	2020 Obtained medical insurance through government exchange	
MP18081a_I	2020 Obtained medical insurance through government exchange: Index	
MP18084a_B	2020 Obtained medical insurance through other government source	
MP18084a_I	2020 Obtained medical insurance through other government source: Index	
MP18063a_B	2020 Obtained medical insurance through place of work	
MP18063a_I	2020 Obtained medical insurance through place of work: Index	
MP18064a_B	2020 Obtained medical insurance through a union	
MP18064a_I	2020 Obtained medical insurance through a union: Index	
MP18065a_B	2020 Have Medicaid	
MP18065a_I	2020 Have Medicaid: Index	
MP18066a_B	2020 Have Medicare	
MP18066a_I	2020 Have Medicare: Index	
MP18067a_B	2020 Personally carry accidental death and dismemberment insurance	Description Change
MP18067a_I	2020 Personally carry accidental death and dismemberment insurance: Index	Description Change
MP18082a_B	2020 Personally carry dental insurance: Delta Dental	Description Change
MP18082a_I	2020 Personally carry dental insurance: Delta Dental: Index	Description Change
MP18083a_B	2020 Personally carry dental insurance: Other Dental	Description Change
MP18083a_I	2020 Personally carry dental insurance: Other Dental: Index	Description Change
MP18069a_B	2020 Personally carry disability insurance	Description Change
MP18069a_I	2020 Personally carry disability insurance: Index	Description Change
MP18071a_B	2020 Personally carry long term care insurance	Description Change
MP18071a_I	2020 Personally carry long term care insurance: Index	Description Change
MP18072a_B	2020 Personally carry mortgage insurance	Description Change
MP18072a_I	2020 Personally carry mortgage insurance: Index	Description Change
MP18073a_B	2020 Personally carry liability insurance (not auto or home)	Description Change
MP18073a_I	2020 Personally carry liability insurance (not auto or home): Index	Description Change
MP18074a_B	2020 Personally carry prescription drug insurance	Description Change
MP18074a_I	2020 Personally carry prescription drug insurance: Index	Description Change

## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP18075a_B	2020 Personally carry vision insurance	Description Change
MP18075a_I	2020 Personally carry vision insurance: Index	Description Change
<b>2020 Internet (Market Potential)</b>		<b>New Table</b>
MP19001a_B	2020 Have access to Internet at home	
MP19001a_I	2020 Have access to Internet at home: Index	
MP19007a_B	2020 Connect to Internet at home via broadband or high speed connection	Description Change
MP19007a_I	2020 Connect to Internet at home via broadband or high speed connection: Index	Description Change
MP19003a_B	2020 Connect to Internet at home via cable modem	
MP19003a_I	2020 Connect to Internet at home via cable modem: Index	
MP19004a_B	2020 Connect to Internet at home via DSL	
MP19004a_I	2020 Connect to Internet at home via DSL: Index	
MP19005a_B	2020 Connect to Internet at home via fiber optic	
MP19005a_I	2020 Connect to Internet at home via fiber optic: Index	
MP19137a_B	2020 Connect to Internet at home via satellite service	New
MP19137a_I	2020 Connect to Internet at home via satellite service: Index	New
MP19066a_B	2020 Spend 10+ hours online (excl email or IM time) daily	
MP19066a_I	2020 Spend 10+ hours online (excl email or IM time) daily: Index	
MP19067a_B	2020 Spend 5-9.9 hours online (excl email or IM time) daily	
MP19067a_I	2020 Spend 5-9.9 hours online (excl email or IM time) daily: Index	
MP19068a_B	2020 Spend 2-4.9 hours online (excl email or IM time) daily	
MP19068a_I	2020 Spend 2-4.9 hours online (excl email or IM time) daily: Index	
MP19069a_B	2020 Spend 1-1.9 hours online (excl email or IM time) daily	
MP19069a_I	2020 Spend 1-1.9 hours online (excl email or IM time) daily: Index	
MP19070a_B	2020 Spend 0.5-0.9 hours online(excl email or IM time) daily	
MP19070a_I	2020 Spend 0.5-0.9 hours online(excl email or IM time) daily: Index	
MP19071a_B	2020 Spend <0.5 hours online (excl email or IM time) daily	
MP19071a_I	2020 Spend <0.5 hours online (excl email or IM time) daily: Index	
MP19008a_B	2020 Used Internet in last 30 days	
MP19008a_I	2020 Used Internet in last 30 days: Index	
MP19009a_B	2020 Used Internet in last 30 days: at home	
MP19009a_I	2020 Used Internet in last 30 days: at home: Index	
MP19010a_B	2020 Used Internet in last 30 days: at work	
MP19010a_I	2020 Used Internet in last 30 days: at work: Index	
MP19011a_B	2020 Used Internet in last 30 days: at school or library	
MP19011a_I	2020 Used Internet in last 30 days: at school or library: Index	
MP19012a_B	2020 Used Internet in last 30 days: not home or work or school or library	
MP19012a_I	2020 Used Internet in last 30 days: not home or work or school or library: Index	
MP19013a_B	2020 Accessed Internet in last 30 days using computer	
MP19013a_I	2020 Accessed Internet in last 30 days using computer: Index	
MP19014a_B	2020 Accessed Internet in last 30 days using cell phone	
MP19014a_I	2020 Accessed Internet in last 30 days using cell phone: Index	
MP19084a_B	2020 Accessed Internet in last 30 days using tablet	
MP19084a_I	2020 Accessed Internet in last 30 days using tablet: Index	
MP19085a_B	2020 Accessed Internet in last 30 days w gaming console	
MP19085a_I	2020 Accessed Internet in last 30 days w gaming console: Index	
MP19086a_B	2020 Accessed Internet in last 30 days using television	
MP19086a_I	2020 Accessed Internet in last 30 days using television: Index	
MP19125a_B	2020 Used tablet in last 30 days for video call	
MP19125a_I	2020 Used tablet in last 30 days for video call: Index	
MP19017a_B	2020 Internet in last 30 days: used email	
MP19017a_I	2020 Internet in last 30 days: used email: Index	
MP19018a_B	2020 Internet in last 30 days: used IM	
MP19018a_I	2020 Internet in last 30 days: used IM: Index	
MP19019a_B	2020 Internet in last 30 days: made personal purchase	
MP19019a_I	2020 Internet in last 30 days: made personal purchase: Index	
MP19020a_B	2020 Internet in last 30 days: made business purchase	
MP19020a_I	2020 Internet in last 30 days: made business purchase: Index	
MP19021a_B	2020 Internet in last 30 days: paid bills online	
MP19021a_I	2020 Internet in last 30 days: paid bills online: Index	
MP19079a_B	2020 Internet in last 30 days: took online class	
MP19079a_I	2020 Internet in last 30 days: took online class: Index	
MP19022a_B	2020 Internet in last 30 days: looked for employment	
MP19022a_I	2020 Internet in last 30 days: looked for employment: Index	
MP19023a_B	2020 Internet in last 30 days: traded or tracked investments	
MP19023a_I	2020 Internet in last 30 days: traded or tracked investments: Index	
MP19024a_B	2020 Internet in last 30 days: made travel plans	
MP19024a_I	2020 Internet in last 30 days: made travel plans: Index	
MP19025a_B	2020 Internet in last 30 days: obtained auto info	
MP19025a_I	2020 Internet in last 30 days: obtained auto info: Index	
MP19026a_B	2020 Internet in last 30 days: obtained financial info	
MP19026a_I	2020 Internet in last 30 days: obtained financial info: Index	
MP19027a_B	2020 Internet in last 30 days: obtained medical info	
MP19027a_I	2020 Internet in last 30 days: obtained medical info: Index	
MP19028a_B	2020 Internet in last 30 days: checked movie listing or times	
MP19028a_I	2020 Internet in last 30 days: checked movie listing or times: Index	
MP19029a_B	2020 Internet in last 30 days: obtained latest news	
MP19029a_I	2020 Internet in last 30 days: obtained latest news: Index	
MP19072a_B	2020 Internet in last 30 days: obtained parenting info	
MP19072a_I	2020 Internet in last 30 days: obtained parenting info: Index	
MP19030a_B	2020 Internet in last 30 days: obtained real estate info	
MP19030a_I	2020 Internet in last 30 days: obtained real estate info: Index	

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MP19031a_B	2020 Internet in last 30 days: obtained sports news or info	
MP19031a_I	2020 Internet in last 30 days: obtained sports news or info: Index	
MP19032a_B	2020 Internet in last 30 days: visited online blog	
MP19032a_I	2020 Internet in last 30 days: visited online blog: Index	
MP19033a_B	2020 Internet in last 30 days: wrote online blog	
MP19033a_I	2020 Internet in last 30 days: wrote online blog: Index	
MP19034a_B	2020 Internet in last 30 days: used online dating website	
MP19034a_I	2020 Internet in last 30 days: used online dating website: Index	
MP19138a_B	2020 Internet in last 30 days: used video chat	New
MP19138a_I	2020 Internet in last 30 days: used video chat: Index	New
MP19016a_B	2020 Internet in last 30 days: visited a chat room	
MP19016a_I	2020 Internet in last 30 days: visited a chat room: Index	
MP19035a_B	2020 Internet in last 30 days: played games online	
MP19035a_I	2020 Internet in last 30 days: played games online: Index	
MP19036a_B	2020 Internet in last 30 days: sent greeting card	
MP19036a_I	2020 Internet in last 30 days: sent greeting card: Index	
MP19037a_B	2020 Internet in last 30 days: made phone call	
MP19037a_I	2020 Internet in last 30 days: made phone call: Index	
MP19038a_B	2020 Internet in last 30 days: shared photos via website	
MP19038a_I	2020 Internet in last 30 days: shared photos via website: Index	
MP19039a_B	2020 Internet in last 30 days: looked for recipes	
MP19039a_I	2020 Internet in last 30 days: looked for recipes: Index	
MP19040a_B	2020 Internet in last 30 days: added video to website	
MP19040a_I	2020 Internet in last 30 days: added video to website: Index	
MP19041a_B	2020 Internet in last 30 days: downloaded a movie	
MP19041a_I	2020 Internet in last 30 days: downloaded a movie: Index	
MP19042a_B	2020 Internet in last 30 days: downloaded music	
MP19042a_I	2020 Internet in last 30 days: downloaded music: Index	
MP19044a_B	2020 Internet in last 30 days: downloaded TV program	
MP19044a_I	2020 Internet in last 30 days: downloaded TV program: Index	
MP19045a_B	2020 Internet in last 30 days: downloaded a video game	
MP19045a_I	2020 Internet in last 30 days: downloaded a video game: Index	
MP19046a_B	2020 Internet in last 30 days: watched movie online	
MP19046a_I	2020 Internet in last 30 days: watched movie online: Index	
MP19047a_B	2020 Internet in last 30 days: watched TV program online	
MP19047a_I	2020 Internet in last 30 days: watched TV program online: Index	
MP19081a_B	2020 Used online gaming service in last 30 days: PlayStation Network	
MP19081a_I	2020 Used online gaming service in last 30 days: PlayStation Network: Index	
MP19082a_B	2020 Used online gaming service in last 30 days: Xbox Live	
MP19082a_I	2020 Used online gaming service in last 30 days: Xbox Live: Index	
MP19083a_B	2020 Played Massive Multi-Player Online game in last 30 days	
MP19083a_I	2020 Played Massive Multi-Player Online game in last 30 days: Index	
MP19048a_B	2020 Used Spanish language website in last app in last 30 days	Description Change
MP19048a_I	2020 Used Spanish language website in last app in last 30 days: Index	Description Change
MP19049a_B	2020 Social Media in last 30 days: facebook.com	
MP19049a_I	2020 Social Media in last 30 days: facebook.com: Index	
MP19126a_B	2020 Social Media in last 30 days: instagram.com	
MP19126a_I	2020 Social Media in last 30 days: instagram.com: Index	
MP19050a_B	2020 Social Media in last 30 days: linkedin.com	
MP19050a_I	2020 Social Media in last 30 days: linkedin.com: Index	
MP19053a_B	2020 Social Media in last 30 days: shutterfly.com	
MP19053a_I	2020 Social Media in last 30 days: shutterfly.com: Index	
MP19139a_B	2020 Social Media in last 30 days: snapchat.com	New
MP19139a_I	2020 Social Media in last 30 days: snapchat.com: Index	New
MP19077a_B	2020 Social Media in last 30 days: tumblr.com	
MP19077a_I	2020 Social Media in last 30 days: tumblr.com: Index	
MP19054a_B	2020 Social Media in last 30 days: twitter.com	
MP19054a_I	2020 Social Media in last 30 days: twitter.com: Index	
MP19078a_B	2020 Social Media in last 30 days: yelp.com	
MP19078a_I	2020 Social Media in last 30 days: yelp.com: Index	
MP19055a_B	2020 Social Media in last 30 days: youtube.com	
MP19055a_I	2020 Social Media in last 30 days: youtube.com: Index	
MP19088a_B	2020 Social Media in last 30 days: pinterest.com	
MP19088a_I	2020 Social Media in last 30 days: pinterest.com: Index	
MP19089a_B	2020 Social network: updated status in last 30 days	
MP19089a_I	2020 Social network: updated status in last 30 days: Index	
MP19090a_B	2020 Social network: updated profile in last 30 days	
MP19090a_I	2020 Social network: updated profile in last 30 days: Index	
MP19091a_B	2020 Social network: posted picture in last 30 days	
MP19091a_I	2020 Social network: posted picture in last 30 days: Index	
MP19092a_B	2020 Social network: posted video in last 30 days	
MP19092a_I	2020 Social network: posted video in last 30 days: Index	
MP19093a_B	2020 Social network: posted link in last 30 days	
MP19093a_I	2020 Social network: posted link in last 30 days: Index	
MP19094a_B	2020 Social network: saw friend's page in last 30 days	
MP19094a_I	2020 Social network: saw friend's page in last 30 days: Index	
MP19095a_B	2020 Social network: commented on post in last 30 days	
MP19095a_I	2020 Social network: commented on post in last 30 days: Index	
MP19096a_B	2020 Social network: posted a blog in last 30 days	
MP19096a_I	2020 Social network: posted a blog in last 30 days: Index	
MP19097a_B	2020 Social network: rated a product in last 30 days	
MP19097a_I	2020 Social network: rated a product in last 30 days: Index	

## Esri Market Potential Data Variable List



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**NUMBER OF VARIABLES: 4,836**

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[Learn more about Esri Demographics](#)

Data Table & Item Code	Data Item Description	Item Changes
MP19098a_B	2020 Social network: sent email message in last 30 days	
MP19098a_I	2020 Social network: sent email message in last 30 days: Index	
MP19099a_B	2020 Social network: sent IM in last 30 days	
MP19099a_I	2020 Social network: sent IM in last 30 days: Index	
MP19100a_B	2020 Social network: played a game in last 30 days	
MP19100a_I	2020 Social network: played a game in last 30 days: Index	
MP19101a_B	2020 Social network: invited to event in last 30 days	
MP19101a_I	2020 Social network: invited to event in last 30 days: Index	
MP19102a_B	2020 Social network: liked something in last 30 days	
MP19102a_I	2020 Social network: liked something in last 30 days: Index	
MP19103a_B	2020 Social network: followed something in last 30 days	
MP19103a_I	2020 Social network: followed something in last 30 days: Index	
MP19104a_B	2020 Social network: clicked on an ad in last 30 days	
MP19104a_I	2020 Social network: clicked on an ad in last 30 days: Index	
MP19105a_B	2020 Social network: watched video in last 30 days	
MP19105a_I	2020 Social network: watched video in last 30 days: Index	
MP19106a_B	2020 Social network: posted location in last 30 days	
MP19106a_I	2020 Social network: posted location in last 30 days: Index	
MP19124a_B	2020 Social network: sent real or virtual gift in last 30 days	
MP19124a_I	2020 Social network: sent real or virtual gift in last 30 days: Index	
MP19107a_B	2020 Social network: used to keep in touch with friends	
MP19107a_I	2020 Social network: used to keep in touch with friends: Index	
MP19108a_B	2020 Social network: used to reconnect with old friends	
MP19108a_I	2020 Social network: used to reconnect with old friends: Index	
MP19109a_B	2020 Social network: used to meet new friends	
MP19109a_I	2020 Social network: used to meet new friends: Index	
MP19110a_B	2020 Social network: used to follow friends activities	
MP19110a_I	2020 Social network: used to follow friends activities: Index	
MP19111a_B	2020 Social network: used to find out about new prod.	
MP19111a_I	2020 Social network: used to find out about new prod.: Index	
MP19112a_B	2020 Social network: used to review product or service	
MP19112a_I	2020 Social network: used to review product or service: Index	
MP19113a_B	2020 Social network: used for professional contacts	
MP19113a_I	2020 Social network: used for professional contacts: Index	
MP19114a_B	2020 Social network: used to find mutual interests	
MP19114a_I	2020 Social network: used to find mutual interests: Index	
MP19115a_B	2020 Social network: used to track current events	
MP19115a_I	2020 Social network: used to track current events: Index	
MP19116a_B	2020 Social network: used to find info on TV or movie	
MP19116a_I	2020 Social network: used to find info on TV or movie: Index	
MP19117a_B	2020 Social network: used to find local information	
MP19117a_I	2020 Social network: used to find local information: Index	
MP19118a_B	2020 Social network: used for gaming	
MP19118a_I	2020 Social network: used for gaming: Index	
MP19119a_B	2020 Social network: used to support favorite brands	
MP19119a_I	2020 Social network: used to support favorite brands: Index	
MP19120a_B	2020 Social network: used to get coupons or discounts	
MP19120a_I	2020 Social network: used to get coupons or discounts: Index	
MP19121a_B	2020 Social network: used to gain access to VIP events	
MP19121a_I	2020 Social network: used to gain access to VIP events: Index	
MP19057a_B	2020 Used website or search engine in last 30 days: bing.com	
MP19057a_I	2020 Used website or search engine in last 30 days: bing.com: Index	
MP19058a_B	2020 Used website or search engine in last 30 days: google.com	
MP19058a_I	2020 Used website or search engine in last 30 days: google.com: Index	
MP19059a_B	2020 Used website or search engine in last 30 days: yahoo.com	
MP19059a_I	2020 Used website or search engine in last 30 days: yahoo.com: Index	
MP19131a_B	2020 Used entrnmt website or app in last 30 days: BuzzFeed	
MP19131a_I	2020 Used entrnmt website or app in last 30 days: BuzzFeed: Index	
MP19130a_B	2020 Used entrnmt website or app in last 30 days: Fandango	
MP19130a_I	2020 Used entrnmt website or app in last 30 days: Fandango: Index	
MP19060a_B	2020 Used news website or app in last 30 days: abcnews.com	
MP19060a_I	2020 Used news website or app in last 30 days: abcnews.com: Index	
MP19122a_B	2020 Used news website or app in last 30 days: bbc.com	
MP19122a_I	2020 Used news website or app in last 30 days: bbc.com: Index	
MP19061a_B	2020 Used news website or app in last 30 days: cbsnews.com	
MP19061a_I	2020 Used news website or app in last 30 days: cbsnews.com: Index	
MP19062a_B	2020 Used news website or app in last 30 days: cnn.com	
MP19062a_I	2020 Used news website or app in last 30 days: cnn.com: Index	
MP19063a_B	2020 Used news website or app in last 30 days: foxnews.com	
MP19063a_I	2020 Used news website or app in last 30 days: foxnews.com: Index	
MP19123a_B	2020 Used news website or app in last 30 days: huffpost.com	Description Change
MP19123a_I	2020 Used news website or app in last 30 days: huffpost.com: Index	Description Change
MP19064a_B	2020 Used news website or app in last 30 days: nbcnews.com	
MP19064a_I	2020 Used news website or app in last 30 days: nbcnews.com: Index	
MP19065a_B	2020 Used news website or app in last 30 days: yahooonews.com	
MP19065a_I	2020 Used news website or app in last 30 days: yahooonews.com: Index	
MP19128a_B	2020 Used sports website or app in last 30 days: ESPN	
MP19128a_I	2020 Used sports website or app in last 30 days: ESPN: Index	
MP19129a_B	2020 Used sports website or app in last 30 days: FoxSports	
MP19129a_I	2020 Used sports website or app in last 30 days: FoxSports: Index	
MP19135a_B	2020 Used sports website or app in last 30 days: NBA.com	
MP19135a_I	2020 Used sports website or app in last 30 days: NBA.com: Index	



## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP19127a_B	2020 Used sports website or app in last 30 days: NFL.com	
MP19127a_I	2020 Used sports website or app in last 30 days: NFL.com: Index	
MP19136a_B	2020 Used website or app in last 30 days: PBS	
MP19136a_I	2020 Used website or app in last 30 days: PBS: Index	
MP19015a_B	2020 Used Wi-Fi or wireless connection outside home in last 30 days	<i>Discontinued</i>
MP19015a_I	2020 Used Wi-Fi or wireless connection outside home in last 30 days: Index	<i>Discontinued</i>
MP19043a_B	2020 Internet in last 30 days: download or listen to podcast	<i>Discontinued</i>
MP19043a_I	2020 Internet in last 30 days: download or listen to podcast: Index	<i>Discontinued</i>
MP19087a_B	2020 Social Media in last 30 days: plus.google.com	<i>Discontinued</i>
MP19087a_I	2020 Social Media in last 30 days: plus.google.com: Index	<i>Discontinued</i>
MP19056a_B	2020 Used website or search engine in last 30 days: ask.com	<i>Discontinued</i>
MP19056a_I	2020 Used website or search engine in last 30 days: ask.com: Index	<i>Discontinued</i>
<b>2020 Leisure Activities/Lifestyle (Market Potential)</b>		
MP20001a_B	2020 Member of AARP	
MP20001a_I	2020 Member of AARP: Index	
MP20002a_B	2020 Member of charitable organization	
MP20002a_I	2020 Member of charitable organization: Index	
MP20003a_B	2020 Member of church board	
MP20003a_I	2020 Member of church board: Index	
MP20004a_B	2020 Member of fraternal order	
MP20004a_I	2020 Member of fraternal order: Index	
MP20005a_B	2020 Member of religious club	
MP20005a_I	2020 Member of religious club: Index	
MP20006a_B	2020 Member of union	
MP20006a_I	2020 Member of union: Index	
MP20007a_B	2020 Member of veterans club	
MP20007a_I	2020 Member of veterans club: Index	
MP20008a_B	2020 Attended adult education course in last 12 months	
MP20008a_I	2020 Attended adult education course in last 12 months: Index	
MP20112a_B	2020 Visited an aquarium in last 12 months	<b>New</b>
MP20112a_I	2020 Visited an aquarium in last 12 months: Index	<b>New</b>
MP20009a_B	2020 Went to art gallery in last 12 months	
MP20009a_I	2020 Went to art gallery in last 12 months: Index	
MP20010a_B	2020 Attended auto show in last 12 months	
MP20010a_I	2020 Attended auto show in last 12 months: Index	
MP20011a_B	2020 Did baking in last 12 months	
MP20011a_I	2020 Did baking in last 12 months: Index	
MP20106a_B	2020 Barbecued in last 12 months	
MP20106a_I	2020 Barbecued in last 12 months: Index	
MP20012a_B	2020 Went to bar or night club in last 12 months	
MP20012a_I	2020 Went to bar or night club in last 12 months: Index	
MP20013a_B	2020 Went to beach in last 12 months	
MP20013a_I	2020 Went to beach in last 12 months: Index	
MP20014a_B	2020 Played billiards or pool in last 12 months	
MP20014a_I	2020 Played billiards or pool in last 12 months: Index	
MP20015a_B	2020 Played bingo in last 12 months	
MP20015a_I	2020 Played bingo in last 12 months: Index	
MP20016a_B	2020 Did birdwatching in last 12 months	
MP20016a_I	2020 Did birdwatching in last 12 months: Index	
MP20017a_B	2020 Played board game in last 12 months	
MP20017a_I	2020 Played board game in last 12 months: Index	
MP20018a_B	2020 Read book in last 12 months	
MP20018a_I	2020 Read book in last 12 months: Index	
MP20019a_B	2020 Participated in book club in last 12 months	
MP20019a_I	2020 Participated in book club in last 12 months: Index	
MP20020a_B	2020 Went on overnight camping trip in last 12 months	
MP20020a_I	2020 Went on overnight camping trip in last 12 months: Index	
MP20021a_B	2020 Played cards in last 12 months	
MP20021a_I	2020 Played cards in last 12 months: Index	
MP20022a_B	2020 Played chess in last 12 months	
MP20022a_I	2020 Played chess in last 12 months: Index	
MP20023a_B	2020 Played computer game (offline with software) in last 12 months	
MP20023a_I	2020 Played computer game (offline with software) in last 12 months: Index	
MP20025a_B	2020 Played computer game (online without software) in last 12 months	
MP20025a_I	2020 Played computer game (online without software) in last 12 months: Index	
MP20026a_B	2020 Cooked for fun in last 12 months	
MP20026a_I	2020 Cooked for fun in last 12 months: Index	
MP20027a_B	2020 Did crossword puzzle in last 12 months	
MP20027a_I	2020 Did crossword puzzle in last 12 months: Index	
MP20028a_B	2020 Danced or went dancing in last 12 months	
MP20028a_I	2020 Danced or went dancing in last 12 months: Index	
MP20029a_B	2020 Attended dance performance in last 12 months	
MP20029a_I	2020 Attended dance performance in last 12 months: Index	
MP20030a_B	2020 Dined out in last 12 months	
MP20030a_I	2020 Dined out in last 12 months: Index	
MP20111a_B	2020 Flew a drone in last 12 months	<b>New</b>
MP20111a_I	2020 Flew a drone in last 12 months: Index	<b>New</b>
MP20107a_B	2020 Attended state or county fair in last 12 months	<b>New</b>
MP20107a_I	2020 Attended state or county fair in last 12 months: Index	<b>New</b>
MP20031a_B	2020 Participated in fantasy sports league in last 12 months	
MP20031a_I	2020 Participated in fantasy sports league in last 12 months: Index	

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MP20032a_B	2020 Did furniture refinishing in last 12 months	
MP20032a_I	2020 Did furniture refinishing in last 12 months: Index	
MP20033a_B	2020 Gambled at casino in last 12 months	
MP20033a_I	2020 Gambled at casino in last 12 months: Index	
MP20035a_B	2020 Gambled in Las Vegas in last 12 months	
MP20035a_I	2020 Gambled in Las Vegas in last 12 months: Index	
MP20036a_B	2020 Participate in indoor gardening or plant care	
MP20036a_I	2020 Participate in indoor gardening or plant care: Index	
MP20110a_B	2020 Participated in genealogy in last 12 months	New
MP20110a_I	2020 Participated in genealogy in last 12 months: Index	New
MP20037a_B	2020 Attended horse races in last 12 months	
MP20037a_I	2020 Attended horse races in last 12 months: Index	
MP20038a_B	2020 Participated in karaoke in last 12 months	
MP20038a_I	2020 Participated in karaoke in last 12 months: Index	
MP20039a_B	2020 Bought lottery ticket in last 12 months	
MP20039a_I	2020 Bought lottery ticket in last 12 months: Index	
MP20040a_B	2020 Played lottery 6+ times in last 30 days	
MP20040a_I	2020 Played lottery 6+ times in last 30 days: Index	
MP20041a_B	2020 Bought lottery ticket in last 12 months: Daily Drawing	
MP20041a_I	2020 Bought lottery ticket in last 12 months: Daily Drawing: Index	
MP20042a_B	2020 Bought lottery ticket in last 12 months: Instant Game	
MP20042a_I	2020 Bought lottery ticket in last 12 months: Instant Game: Index	
MP20103a_B	2020 Bought lottery ticket in last 12 months: Mega Millions	
MP20103a_I	2020 Bought lottery ticket in last 12 months: Mega Millions: Index	
MP20104a_B	2020 Bought lottery ticket in last 12 months: Powerball	
MP20104a_I	2020 Bought lottery ticket in last 12 months: Powerball: Index	
MP20044a_B	2020 Attended a movie in last 6 months	
MP20044a_I	2020 Attended a movie in last 6 months: Index	
MP20045a_B	2020 Attended movie in last 90 days: once a week or more	
MP20045a_I	2020 Attended movie in last 90 days: once a week or more: Index	
MP20046a_B	2020 Attended movie in last 90 days: 2-3 times a month	
MP20046a_I	2020 Attended movie in last 90 days: 2-3 times a month: Index	
MP20047a_B	2020 Attended movie in last 90 days: once a month	
MP20047a_I	2020 Attended movie in last 90 days: once a month: Index	
MP20048a_B	2020 Attended movie in last 90 days: < once a month	
MP20048a_I	2020 Attended movie in last 90 days: < once a month: Index	
MP20049a_B	2020 Saw movie at theater in last 6 months: action genre	
MP20049a_I	2020 Saw movie at theater in last 6 months: action genre: Index	
MP20050a_B	2020 Saw movie at theater in last 6 months: adventure genre	
MP20050a_I	2020 Saw movie at theater in last 6 months: adventure genre: Index	
MP20108a_B	2020 Saw movie at theater in last 6 months: animation genre	New
MP20108a_I	2020 Saw movie at theater in last 6 months: animation genre: Index	New
MP20109a_B	2020 Saw movie at theater in last 6 months: biography genre	New
MP20109a_I	2020 Saw movie at theater in last 6 months: biography genre: Index	New
MP20051a_B	2020 Saw movie at theater in last 6 months: comedy genre	
MP20051a_I	2020 Saw movie at theater in last 6 months: comedy genre: Index	
MP20052a_B	2020 Saw movie at theater in last 6 months: crime genre	
MP20052a_I	2020 Saw movie at theater in last 6 months: crime genre: Index	
MP20053a_B	2020 Saw movie at theater in last 6 months: drama genre	
MP20053a_I	2020 Saw movie at theater in last 6 months: drama genre: Index	
MP20054a_B	2020 Saw movie at theater in last 6 months: family genre	
MP20054a_I	2020 Saw movie at theater in last 6 months: family genre: Index	
MP20055a_B	2020 Saw movie at theater in last 6 months: fantasy genre	
MP20055a_I	2020 Saw movie at theater in last 6 months: fantasy genre: Index	
MP20056a_B	2020 Saw movie at theater in last 6 months: horror genre	
MP20056a_I	2020 Saw movie at theater in last 6 months: horror genre: Index	
MP20057a_B	2020 Saw movie at theater in last 6 months: romance genre	
MP20057a_I	2020 Saw movie at theater in last 6 months: romance genre: Index	
MP20058a_B	2020 Saw movie at theater in last 6 months: science fiction genre	
MP20058a_I	2020 Saw movie at theater in last 6 months: science fiction genre: Index	
MP20059a_B	2020 Saw movie at theater in last 6 months: thriller genre	
MP20059a_I	2020 Saw movie at theater in last 6 months: thriller genre: Index	
MP20060a_B	2020 Went to museum in last 12 months	
MP20060a_I	2020 Went to museum in last 12 months: Index	
MP20061a_B	2020 Attended classical music or opera performance in last 12 months	
MP20061a_I	2020 Attended classical music or opera performance in last 12 months: Index	
MP20062a_B	2020 Attended country music performance in last 12 months	
MP20062a_I	2020 Attended country music performance in last 12 months: Index	
MP20063a_B	2020 Attended rock music performance in last 12 months	
MP20063a_I	2020 Attended rock music performance in last 12 months: Index	
MP20064a_B	2020 Played musical instrument in last 12 months	
MP20064a_I	2020 Played musical instrument in last 12 months: Index	
MP20065a_B	2020 Did painting or drawing in last 12 months	
MP20065a_I	2020 Did painting or drawing in last 12 months: Index	
MP20066a_B	2020 Did photo album or scrapbooking in last 12 months	
MP20066a_I	2020 Did photo album or scrapbooking in last 12 months: Index	
MP20067a_B	2020 Did photography in last 12 months	
MP20067a_I	2020 Did photography in last 12 months: Index	
MP20068a_B	2020 Did Sudoku puzzle in last 12 months	
MP20068a_I	2020 Did Sudoku puzzle in last 12 months: Index	
MP20105a_B	2020 Participated in tailgating in last 12 months	
MP20105a_I	2020 Participated in tailgating in last 12 months: Index	

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MP20069a_B	2020 Went to live theater in last 12 months	
MP20069a_I	2020 Went to live theater in last 12 months: Index	
MP20070a_B	2020 Visited a theme park in last 12 months	
MP20070a_I	2020 Visited a theme park in last 12 months: Index	
MP20071a_B	2020 Visited a theme park 5+ times in last 12 months	
MP20071a_I	2020 Visited a theme park 5+ times in last 12 months: Index	
MP20072a_B	2020 Participated in trivia games in last 12 months	
MP20072a_I	2020 Participated in trivia games in last 12 months: Index	
MP20073a_B	2020 Played video or electronic game (console) in last 12 months	
MP20073a_I	2020 Played video or electronic game (console) in last 12 months: Index	
MP20074a_B	2020 Played video or electronic game (portable) in last 12 months	
MP20074a_I	2020 Played video or electronic game (portable) in last 12 months: Index	
MP20075a_B	2020 Visited an indoor water park in last 12 months	
MP20075a_I	2020 Visited an indoor water park in last 12 months: Index	
MP20076a_B	2020 Did woodworking in last 12 months	
MP20076a_I	2020 Did woodworking in last 12 months: Index	
MP20077a_B	2020 Participated in word games in last 12 months	
MP20077a_I	2020 Participated in word games in last 12 months: Index	
MP20078a_B	2020 Went to zoo in last 12 months	
MP20078a_I	2020 Went to zoo in last 12 months: Index	
MP20082a_B	2020 Purchased DVD or Blu-ray disc online in last 12 months	
MP20082a_I	2020 Purchased DVD or Blu-ray disc online in last 12 months: Index	
MP20083a_B	2020 Rented DVDs (movie or other video) in last 30 days: 1	
MP20083a_I	2020 Rented DVDs (movie or other video) in last 30 days: 1: Index	
MP20084a_B	2020 Rented DVDs (movie or other video) in last 30 days: 2	
MP20084a_I	2020 Rented DVDs (movie or other video) in last 30 days: 2: Index	
MP20085a_B	2020 Rented DVDs (movie or other video) in last 30 days: 3+	
MP20085a_I	2020 Rented DVDs (movie or other video) in last 30 days: 3+: Index	
MP20086a_B	2020 Rented movie or other video in last 30 days: action or adventure	
MP20086a_I	2020 Rented movie or other video in last 30 days: action or adventure: Index	
MP20087a_B	2020 Rented movie or other video in last 30 days: classics	
MP20087a_I	2020 Rented movie or other video in last 30 days: classics: Index	
MP20088a_B	2020 Rented movie or other video in last 30 days: comedy	
MP20088a_I	2020 Rented movie or other video in last 30 days: comedy: Index	
MP20089a_B	2020 Rented movie or other video in last 30 days: drama	
MP20089a_I	2020 Rented movie or other video in last 30 days: drama: Index	
MP20090a_B	2020 Rented movie or other video in last 30 days: family or children	
MP20090a_I	2020 Rented movie or other video in last 30 days: family or children: Index	
MP20091a_B	2020 Rented movie or other video in last 30 days: foreign	
MP20091a_I	2020 Rented movie or other video in last 30 days: foreign: Index	
MP20092a_B	2020 Rented movie or other video in last 30 days: horror	
MP20092a_I	2020 Rented movie or other video in last 30 days: horror: Index	
MP20093a_B	2020 Rented movie or other video in last 30 days: musical	
MP20093a_I	2020 Rented movie or other video in last 30 days: musical: Index	
MP20094a_B	2020 Rented movie or other video in last 30 days: news or documentary	
MP20094a_I	2020 Rented movie or other video in last 30 days: news or documentary: Index	
MP20095a_B	2020 Rented movie or other video in last 30 days: romance	
MP20095a_I	2020 Rented movie or other video in last 30 days: romance: Index	
MP20096a_B	2020 Rented movie or other video in last 30 days: science fiction	
MP20096a_I	2020 Rented movie or other video in last 30 days: science fiction: Index	
MP20097a_B	2020 Rented movie or other video in last 30 days: TV show	
MP20097a_I	2020 Rented movie or other video in last 30 days: TV show: Index	
MP20098a_B	2020 Rented movie or other video in last 30 days: western	
MP20098a_I	2020 Rented movie or other video in last 30 days: western: Index	
MP20099a_B	2020 Rented or purchased DVD or Blu-ray from amazon.com in last 30 days	
MP20099a_I	2020 Rented or purchased DVD or Blu-ray from amazon.com in last 30 days: Index	
MP20100a_B	2020 Rented DVD or Blu-ray from netflix.com in last 30 days	
MP20100a_I	2020 Rented DVD or Blu-ray from netflix.com in last 30 days: Index	
MP20101a_B	2020 Rented or purchased DVD or Blu-ray from Redbox in last 30 days	
MP20101a_I	2020 Rented or purchased DVD or Blu-ray from Redbox in last 30 days: Index	
MP20102h_B	2020 Household owns ATV or UTV	
MP20102h_I	2020 Household owns ATV or UTV: Index	
<b>2020 Media - Magazines &amp; Newspapers (Market Potential)</b>		
MP21001a_B	2020 Read any magazine (paper or electronic version) in last 6 months	
MP21001a_I	2020 Read any magazine (paper or electronic version) in last 6 months: Index	
MP21003a_B	2020 Read magazine (hard copy) in last 6 months: airline	
MP21003a_I	2020 Read magazine (hard copy) in last 6 months: airline: Index	
MP21004a_B	2020 Read magazine (hard copy) in last 6 months: automotive	
MP21004a_I	2020 Read magazine (hard copy) in last 6 months: automotive: Index	
MP21006a_B	2020 Read magazine (hard copy) in last 6 months: bridal	
MP21006a_I	2020 Read magazine (hard copy) in last 6 months: bridal: Index	
MP21007a_B	2020 Read magazine (hard copy) in last 6 months: business or finance	
MP21007a_I	2020 Read magazine (hard copy) in last 6 months: business or finance: Index	
MP21009a_B	2020 Read magazine (hard copy) in last 6 months: Epicurean	
MP21009a_I	2020 Read magazine (hard copy) in last 6 months: Epicurean: Index	
MP21010a_B	2020 Read magazine (hard copy) in last 6 months: fishing or hunting	
MP21010a_I	2020 Read magazine (hard copy) in last 6 months: fishing or hunting: Index	
MP21011a_B	2020 Read magazine (hard copy) in last 6 months: general editorial	
MP21011a_I	2020 Read magazine (hard copy) in last 6 months: general editorial: Index	
MP21012a_B	2020 Read magazine (hard copy) in last 6 months: health	
MP21012a_I	2020 Read magazine (hard copy) in last 6 months: health: Index	

## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP21013a_B	2020 Read magazine (hard copy) in last 6 months: home service	
MP21013a_I	2020 Read magazine (hard copy) in last 6 months: home service: Index	
MP21014a_B	2020 Read magazine (hard copy) in last 6 months: motorcycle	
MP21014a_I	2020 Read magazine (hard copy) in last 6 months: motorcycle: Index	
MP21016a_B	2020 Read magazine (hard copy) in last 6 months: news or entertainment	
MP21016a_I	2020 Read magazine (hard copy) in last 6 months: news or entertainment: Index	
MP21017a_B	2020 Read magazine (hard copy) in last 6 months: parenthood	
MP21017a_I	2020 Read magazine (hard copy) in last 6 months: parenthood: Index	
MP21018a_B	2020 Read magazine (hard copy) in last 6 months: science or technology	
MP21018a_I	2020 Read magazine (hard copy) in last 6 months: science or technology: Index	
MP21019a_B	2020 Read magazine (hard copy) in last 6 months: sports	
MP21019a_I	2020 Read magazine (hard copy) in last 6 months: sports: Index	
MP21020a_B	2020 Read magazine (hard copy) in last 6 months: travel	
MP21020a_I	2020 Read magazine (hard copy) in last 6 months: travel: Index	
MP21022a_B	2020 Read magazine (hard copy) in last 6 months: women's fashion	
MP21022a_I	2020 Read magazine (hard copy) in last 6 months: women's fashion: Index	
MP21052a_B	2020 Read any Spanish language magazine in last 6 months	
MP21052a_I	2020 Read any Spanish language magazine in last 6 months: Index	
MP21023a_B	2020 Read any daily newspaper (paper version)	
MP21023a_I	2020 Read any daily newspaper (paper version): Index	
MP21024a_B	2020 Read 1 daily newspaper (paper version)	
MP21024a_I	2020 Read 1 daily newspaper (paper version): Index	
MP21025a_B	2020 Read 2+ daily newspapers (paper version)	
MP21025a_I	2020 Read 2+ daily newspapers (paper version): Index	
MP21026a_B	2020 Read any Sunday newspaper (paper version)	
MP21026a_I	2020 Read any Sunday newspaper (paper version): Index	
MP21027a_B	2020 Read 1 Sunday newspaper (paper version)	
MP21027a_I	2020 Read 1 Sunday newspaper (paper version): Index	
MP21028a_B	2020 Read 2+ Sunday newspapers (paper version)	
MP21028a_I	2020 Read 2+ Sunday newspapers (paper version): Index	
MP21030a_B	2020 Read newspaper: main news or front page	
MP21030a_I	2020 Read newspaper: main news or front page: Index	
MP21031a_B	2020 Read newspaper: international or national news	
MP21031a_I	2020 Read newspaper: international or national news: Index	
MP21032a_B	2020 Read newspaper: local news	
MP21032a_I	2020 Read newspaper: local news: Index	
MP21033a_B	2020 Read newspaper: business or finance section	
MP21033a_I	2020 Read newspaper: business or finance section: Index	
MP21034a_B	2020 Read newspaper: classified section	
MP21034a_I	2020 Read newspaper: classified section: Index	
MP21035a_B	2020 Read newspaper: comics	
MP21035a_I	2020 Read newspaper: comics: Index	
MP21036a_B	2020 Read newspaper: editorial page	
MP21036a_I	2020 Read newspaper: editorial page: Index	
MP21037a_B	2020 Read newspaper: entertainment or lifestyle section	
MP21037a_I	2020 Read newspaper: entertainment or lifestyle section: Index	
MP21038a_B	2020 Read newspaper: fashion section	
MP21038a_I	2020 Read newspaper: fashion section: Index	
MP21039a_B	2020 Read newspaper: food or cooking section	
MP21039a_I	2020 Read newspaper: food or cooking section: Index	
MP21040a_B	2020 Read newspaper: health section	
MP21040a_I	2020 Read newspaper: health section: Index	
MP21041a_B	2020 Read newspaper: home or furnishings or gardening section	
MP21041a_I	2020 Read newspaper: home or furnishings or gardening section: Index	
MP21042a_B	2020 Read newspaper: movie listings or reviews	
MP21042a_I	2020 Read newspaper: movie listings or reviews: Index	
MP21043a_B	2020 Read newspaper: science & technology section	
MP21043a_I	2020 Read newspaper: science & technology section: Index	
MP21044a_B	2020 Read newspaper: sports section	
MP21044a_I	2020 Read newspaper: sports section: Index	
MP21045a_B	2020 Read newspaper: travel section	
MP21045a_I	2020 Read newspaper: travel section: Index	
MP21046a_B	2020 Read newspaper: TV listings	
MP21046a_I	2020 Read newspaper: TV listings: Index	
MP21056a_B	2020 Read newspaper: weather	
MP21056a_I	2020 Read newspaper: weather: Index	
MP21047a_B	2020 Read newspaper: advertisements	
MP21047a_I	2020 Read newspaper: advertisements: Index	
MP21048a_B	2020 Read newspaper: circulars or inserts or fliers	
MP21048a_I	2020 Read newspaper: circulars or inserts or fliers: Index	
MP21053a_B	2020 Read any digital newspaper in last 30 days	
MP21053a_I	2020 Read any digital newspaper in last 30 days: Index	
MP21049a_B	2020 Used news website or app in last 30 days: nytimes.com	
MP21049a_I	2020 Used news website or app in last 30 days: nytimes.com: Index	
MP21050a_B	2020 Used news website or app in last 30 days: usatoday.com	
MP21050a_I	2020 Used news website or app in last 30 days: usatoday.com: Index	
MP21051a_B	2020 Used news website or app in last 30 days: wsj.com	
MP21051a_I	2020 Used news website or app in last 30 days: wsj.com: Index	
MP21054a_B	2020 Read digital magazine via website	Discontinued
MP21054a_I	2020 Read digital magazine via website: Index	Discontinued
MP21055a_B	2020 Read digital magazine via app	Discontinued
MP21055a_I	2020 Read digital magazine via app: Index	Discontinued

# Esri Market Potential Data Variable List



**DATA VINTAGE: 2020**  
**NUMBER OF VARIABLES: 4,836**

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Data Table & Item Code	Data Item Description	Item Changes
<b>2020 Media - Radio &amp; Other Audio (Market Potential)</b>		
MP22002a_B	2020 Listen to radio on typical weekday at home	
MP22002a_I	2020 Listen to radio on typical weekday at home: Index	
MP22003a_B	2020 Listen to radio on typical weekday in car	
MP22003a_I	2020 Listen to radio on typical weekday in car: Index	
MP22004a_B	2020 Listen to radio on typical weekday at work	
MP22004a_I	2020 Listen to radio on typical weekday at work: Index	
MP22005a_B	2020 Listen to radio on typical weekend at home	
MP22005a_I	2020 Listen to radio on typical weekend at home: Index	
MP22006a_B	2020 Listen to radio on typical weekend in car	
MP22006a_I	2020 Listen to radio on typical weekend in car: Index	
MP22007a_B	2020 Listen to radio on typical weekend at work	
MP22007a_I	2020 Listen to radio on typical weekend at work: Index	
MP22008a_B	2020 Listen to radio: adult contemporary format	
MP22008a_I	2020 Listen to radio: adult contemporary format: Index	
MP22009a_B	2020 Listen to radio: all news format	
MP22009a_I	2020 Listen to radio: all news format: Index	
MP22011a_B	2020 Listen to radio: alternative format	
MP22011a_I	2020 Listen to radio: alternative format: Index	
MP22012a_B	2020 Listen to radio: contemporary hit radio format	
MP22012a_I	2020 Listen to radio: contemporary hit radio format: Index	
MP22013a_B	2020 Listen to radio: classic hits format	
MP22013a_I	2020 Listen to radio: classic hits format: Index	
MP22014a_B	2020 Listen to radio: classic rock format	
MP22014a_I	2020 Listen to radio: classic rock format: Index	
MP22015a_B	2020 Listen to radio: classical format	
MP22015a_I	2020 Listen to radio: classical format: Index	
MP22016a_B	2020 Listen to radio: country format	
MP22016a_I	2020 Listen to radio: country format: Index	
MP22017a_B	2020 Listen to radio: Hispanic format	
MP22017a_I	2020 Listen to radio: Hispanic format: Index	
MP22019a_B	2020 Listen to radio: news or talk format	
MP22019a_I	2020 Listen to radio: news or talk format: Index	
MP22020a_B	2020 Listen to radio: oldies format	Description Change
MP22020a_I	2020 Listen to radio: oldies format: Index	Description Change
MP22021a_B	2020 Listen to radio: public format	
MP22021a_I	2020 Listen to radio: public format: Index	
MP22022a_B	2020 Listen to radio: religious format	
MP22022a_I	2020 Listen to radio: religious format: Index	
MP22023a_B	2020 Listen to radio: rhythmic format	
MP22023a_I	2020 Listen to radio: rhythmic format: Index	
MP22024a_B	2020 Listen to radio: rock format	
MP22024a_I	2020 Listen to radio: rock format: Index	
MP22025a_B	2020 Listen to radio: soft adult contemporary format	
MP22025a_I	2020 Listen to radio: soft adult contemporary format: Index	
MP22026a_B	2020 Listen to radio: sports format	
MP22026a_I	2020 Listen to radio: sports format: Index	
MP22027a_B	2020 Listen to radio: urban format	
MP22027a_I	2020 Listen to radio: urban format: Index	
MP22028a_B	2020 Listen to radio 6:00 am - 10:00 am weekday	
MP22028a_I	2020 Listen to radio 6:00 am - 10:00 am weekday: Index	
MP22029a_B	2020 Listen to radio 10:00 am - 3:00 pm weekday	
MP22029a_I	2020 Listen to radio 10:00 am - 3:00 pm weekday: Index	
MP22030a_B	2020 Listen to radio 3:00 pm - 7:00 pm weekday	
MP22030a_I	2020 Listen to radio 3:00 pm - 7:00 pm weekday: Index	
MP22031a_B	2020 Listen to radio 7:00 pm - midnight weekday	
MP22031a_I	2020 Listen to radio 7:00 pm - midnight weekday: Index	
MP22032a_B	2020 Listen to radio midnight - 6:00 am weekday	
MP22032a_I	2020 Listen to radio midnight - 6:00 am weekday: Index	
MP22033a_B	2020 Listen to radio 6:00 am - 10:00 am weekend	
MP22033a_I	2020 Listen to radio 6:00 am - 10:00 am weekend: Index	
MP22034a_B	2020 Listen to radio 10:00 am - 3:00 pm weekend	
MP22034a_I	2020 Listen to radio 10:00 am - 3:00 pm weekend: Index	
MP22035a_B	2020 Listen to radio 3:00 pm - 7:00 pm weekend	
MP22035a_I	2020 Listen to radio 3:00 pm - 7:00 pm weekend: Index	
MP22036a_B	2020 Listen to radio 7:00 pm - midnight weekend	
MP22036a_I	2020 Listen to radio 7:00 pm - midnight weekend: Index	
MP22037a_B	2020 Listen to radio midnight - 6:00 am weekend	
MP22037a_I	2020 Listen to radio midnight - 6:00 am weekend: Index	
MP22098a_B	2020 Listened to any podcast in last 30 days	New
MP22098a_I	2020 Listened to any podcast in last 30 days: Index	New
MP22093a_B	2020 Listened to online only radio or music service in last 30 days	
MP22093a_I	2020 Listened to online only radio or music service in last 30 days: Index	
MP22092a_B	2020 Listened to streaming AM/FM radio stations in last 30 days	
MP22092a_I	2020 Listened to streaming AM/FM radio stations in last 30 days: Index	
MP22094a_B	2020 Listened to streaming audio in last 30 days: Amazon Prime	
MP22094a_I	2020 Listened to streaming audio in last 30 days: Amazon Prime: Index	
MP22088a_B	2020 Listened to streaming audio in last 30 days: Apple Music	
MP22088a_I	2020 Listened to streaming audio in last 30 days: Apple Music: Index	
MP22095a_B	2020 Listened to streaming audio in last 30 days: Google Play	
MP22095a_I	2020 Listened to streaming audio in last 30 days: Google Play: Index	

## Esri Market Potential Data Variable List



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**NUMBER OF VARIABLES: 4,836**

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Data Table & Item Code	Data Item Description	Item Changes
MP22089a_B	2020 Listened to streaming audio in last 30 days: iHeartRadio	
MP22089a_I	2020 Listened to streaming audio in last 30 days: iHeartRadio: Index	
MP22096a_B	2020 Listened to streaming audio in last 30 days: iTunes	
MP22096a_I	2020 Listened to streaming audio in last 30 days: iTunes: Index	
MP22090a_B	2020 Listened to streaming audio in last 30 days: Pandora	
MP22090a_I	2020 Listened to streaming audio in last 30 days: Pandora: Index	
MP22097a_B	2020 Listened to streaming audio in last 30 days: SoundCloud	
MP22097a_I	2020 Listened to streaming audio in last 30 days: SoundCloud: Index	
MP22091a_B	2020 Listened to streaming audio in last 30 days: Spotify	
MP22091a_I	2020 Listened to streaming audio in last 30 days: Spotify: Index	
MP22075h_B	2020 Household subscribes to SiriusXM satellite radio	
MP22075h_I	2020 Household subscribes to SiriusXM satellite radio: Index	
MP22040a_B	2020 Downloaded any individual song in last 6 months	
MP22040a_I	2020 Downloaded any individual song in last 6 months: Index	
MP22080a_B	2020 Downloaded <10 individual songs in last 6 months	
MP22080a_I	2020 Downloaded <10 individual songs in last 6 months: Index	Description Change
MP22043a_B	2020 Downloaded 10-29 individual songs in last 6 months	Description Change
MP22043a_I	2020 Downloaded 10-29 individual songs in last 6 months: Index	
MP22044a_B	2020 Downloaded 30+ individual songs in last 6 months	
MP22044a_I	2020 Downloaded 30+ individual songs in last 6 months: Index	
MP22045a_B	2020 Downloaded any album in last 6 months	
MP22045a_I	2020 Downloaded any album in last 6 months: Index	
MP22046a_B	2020 Downloaded 1 album in last 6 months	
MP22046a_I	2020 Downloaded 1 album in last 6 months: Index	
MP22047a_B	2020 Downloaded 2-4 albums in last 6 months	
MP22047a_I	2020 Downloaded 2-4 albums in last 6 months: Index	
MP22048a_B	2020 Downloaded 5+ albums in last 6 months	
MP22048a_I	2020 Downloaded 5+ albums in last 6 months: Index	
MP22049a_B	2020 Purchased any CD in last 6 months	
MP22049a_I	2020 Purchased any CD in last 6 months: Index	
MP22050a_B	2020 Purchased 1 CD in last 6 months	
MP22050a_I	2020 Purchased 1 CD in last 6 months: Index	
MP22051a_B	2020 Purchased 2-4 CDs in last 6 months	
MP22051a_I	2020 Purchased 2-4 CDs in last 6 months: Index	
MP22053a_B	2020 Listened to or purchased in last 6 months: alternative music	
MP22053a_I	2020 Listened to or purchased in last 6 months: alternative music: Index	
MP22054a_B	2020 Listened to or purchased in last 6 months: blues	
MP22054a_I	2020 Listened to or purchased in last 6 months: blues: Index	
MP22055a_B	2020 Listened to or purchased in last 6 months: classic rock	
MP22055a_I	2020 Listened to or purchased in last 6 months: classic rock: Index	
MP22056a_B	2020 Listened to or purchased in last 6 months: classical music	
MP22056a_I	2020 Listened to or purchased in last 6 months: classical music: Index	
MP22057a_B	2020 Listened to or purchased in last 6 months: contemporary Christian	
MP22057a_I	2020 Listened to or purchased in last 6 months: contemporary Christian: Index	
MP22058a_B	2020 Listened to or purchased in last 6 months: country music	
MP22058a_I	2020 Listened to or purchased in last 6 months: country music: Index	
MP22059a_B	2020 Listened to or purchased in last 6 months: dance music	
MP22059a_I	2020 Listened to or purchased in last 6 months: dance music: Index	
MP22060a_B	2020 Listened to or purchased in last 6 months: easy listening music	
MP22060a_I	2020 Listened to or purchased in last 6 months: easy listening music: Index	
MP22076a_B	2020 Listened to or purchased in last 6 months: 80's pop	
MP22076a_I	2020 Listened to or purchased in last 6 months: 80's pop: Index	
MP22061a_B	2020 Listened to or purchased in last 6 months: faith & inspiration	
MP22061a_I	2020 Listened to or purchased in last 6 months: faith & inspiration: Index	
MP22062a_B	2020 Listened to or purchased in last 6 months: folk music	
MP22062a_I	2020 Listened to or purchased in last 6 months: folk music: Index	
MP22063a_B	2020 Listened to or purchased in last 6 months: gospel music	
MP22063a_I	2020 Listened to or purchased in last 6 months: gospel music: Index	
MP22064a_B	2020 Listened to or purchased in last 6 months: hard rock	
MP22064a_I	2020 Listened to or purchased in last 6 months: hard rock: Index	
MP22065a_B	2020 Listened to or purchased in last 6 months: hip hop music	
MP22065a_I	2020 Listened to or purchased in last 6 months: hip hop music: Index	
MP22077a_B	2020 Listened to or purchased in last 6 months: indie	
MP22077a_I	2020 Listened to or purchased in last 6 months: indie: Index	
MP22066a_B	2020 Listened to or purchased in last 6 months: jazz	
MP22066a_I	2020 Listened to or purchased in last 6 months: jazz: Index	
MP22067a_B	2020 Listened to or purchased in last 6 months: New Age music	
MP22067a_I	2020 Listened to or purchased in last 6 months: New Age music: Index	
MP22078a_B	2020 Listened to or purchased in last 6 months: oldies (50's & 60's)	
MP22078a_I	2020 Listened to or purchased in last 6 months: oldies (50's & 60's): Index	
MP22068a_B	2020 Listened to or purchased in last 6 months: pop or top 40 music	
MP22068a_I	2020 Listened to or purchased in last 6 months: pop or top 40 music: Index	
MP22069a_B	2020 Listened to or purchased in last 6 months: R&B music	
MP22069a_I	2020 Listened to or purchased in last 6 months: R&B music: Index	
MP22070a_B	2020 Listened to or purchased in last 6 months: rap music	
MP22070a_I	2020 Listened to or purchased in last 6 months: rap music: Index	
MP22071a_B	2020 Listened to or purchased in last 6 months: reggae	
MP22071a_I	2020 Listened to or purchased in last 6 months: reggae: Index	
MP22072a_B	2020 Listened to or purchased in last 6 months: soft rock	
MP22072a_I	2020 Listened to or purchased in last 6 months: soft rock: Index	
MP22079a_B	2020 Listened to or purchased in last 6 months: soundtracks	
MP22079a_I	2020 Listened to or purchased in last 6 months: soundtracks: Index	

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Data Table & Item Code	Data Item Description	Item Changes
MP22073a_B	2020 Listened to or purchased in last 6 months: Spanish or Latin music	
MP22073a_I	2020 Listened to or purchased in last 6 months: Spanish or Latin music: Index	
MP22082a_B	2020 Purchased music at discount department store	
MP22082a_I	2020 Purchased music at discount department store: Index	
MP22083a_B	2020 Purchased music at music store	
MP22083a_I	2020 Purchased music at music store: Index	
MP22084a_B	2020 Purchased music through amazon prime	
MP22084a_I	2020 Purchased music through amazon prime: Index	
MP22085a_B	2020 Purchased music through google play	
MP22085a_I	2020 Purchased music through google play: Index	
MP22086a_B	2020 Purchased music through iTunes	
MP22086a_I	2020 Purchased music through iTunes: Index	
MP22087a_B	2020 Purchased music through other online site	
MP22087a_I	2020 Purchased music through other online site: Index	
MP22001a_B	2020 Listen to radio 30 minutes or more in typical week	<i>Discontinued</i>
MP22001a_I	2020 Listen to radio 30 minutes or more in typical week: Index	<i>Discontinued</i>
MP22081a_B	2020 Purchased music at electronics store	<i>Discontinued</i>
MP22081a_I	2020 Purchased music at electronics store: Index	<i>Discontinued</i>
<b>2020 Media - TV Viewing (Market Potential)</b>		
MP23001h_B	2020 Household subscribes to cable TV	
MP23001h_I	2020 Household subscribes to cable TV: Index	
MP23002h_B	2020 Household subscribes to fiber optic	
MP23002h_I	2020 Household subscribes to fiber optic: Index	
MP23158h_B	2020 Household subscribes to streaming video service: Google Play	<b>New</b>
MP23158h_I	2020 Household subscribes to streaming video service: Google Play: Index	<b>New</b>
MP23155h_B	2020 Household subscribes to streaming video service: Hulu	
MP23155h_I	2020 Household subscribes to streaming video service: Hulu: Index	
MP23159h_B	2020 Household subscribes to streaming video service: iTunes	<b>New</b>
MP23159h_I	2020 Household subscribes to streaming video service: iTunes: Index	<b>New</b>
MP23156h_B	2020 Household subscribes to streaming video service: Netflix	
MP23156h_I	2020 Household subscribes to streaming video service: Netflix: Index	
MP23157h_B	2020 Household subscribes to streaming video service: Prime Video	<i>Description Change</i>
MP23157h_I	2020 Household subscribes to streaming video service: Prime Video: Index	<i>Description Change</i>
MP23160h_B	2020 Household subscribes to streaming video service: Sling TV	<b>New</b>
MP23160h_I	2020 Household subscribes to streaming video service: Sling TV: Index	<b>New</b>
MP23004h_B	2020 Household has satellite dish: DirecTV	
MP23004h_I	2020 Household has satellite dish: DirecTV: Index	
MP23005h_B	2020 Household has satellite dish: Dish Network	
MP23005h_I	2020 Household has satellite dish: Dish Network: Index	
MP23006h_B	2020 Household has bundled services (TV or Internet or phone)	
MP23006h_I	2020 Household has bundled services (TV or Internet or phone): Index	
MP23007h_B	2020 Household has digital video recorder (DVR)	
MP23007h_I	2020 Household has digital video recorder (DVR): Index	
MP23009h_B	2020 Household subscribes to premium channel: Cinemax	
MP23009h_I	2020 Household subscribes to premium channel: Cinemax: Index	
MP23010h_B	2020 Household subscribes to premium channel: Starz Encore	
MP23010h_I	2020 Household subscribes to premium channel: Starz Encore: Index	
MP23128h_B	2020 Household subscribes to premium channel: EPIX	
MP23128h_I	2020 Household subscribes to premium channel: EPIX: Index	
MP23011h_B	2020 Household subscribes to premium channel: HBO	
MP23011h_I	2020 Household subscribes to premium channel: HBO: Index	
MP23012h_B	2020 Household subscribes to premium channel: The Movie Channel	
MP23012h_I	2020 Household subscribes to premium channel: The Movie Channel: Index	
MP23013h_B	2020 Household subscribes to premium channel: Showtime	
MP23013h_I	2020 Household subscribes to premium channel: Showtime: Index	
MP23014h_B	2020 Household subscribes to premium channel: Starz	
MP23014h_I	2020 Household subscribes to premium channel: Starz: Index	
MP23015a_B	2020 Watch TV (including cable) 30 min or more in typical week	
MP23015a_I	2020 Watch TV (including cable) 30 min or more in typical week: Index	
MP23016a_B	2020 Viewed any program on Spanish TV network in last 12 months	
MP23016a_I	2020 Viewed any program on Spanish TV network in last 12 months: Index	
MP23152a_B	2020 Viewed any program on Telemundo in last 12 months	
MP23152a_I	2020 Viewed any program on Telemundo in last 12 months: Index	
MP23153a_B	2020 Viewed any program on Unimas in last 12 months	
MP23153a_I	2020 Viewed any program on Unimas in last 12 months: Index	
MP23154a_B	2020 Viewed any program on Univision in last 12 months	
MP23154a_I	2020 Viewed any program on Univision in last 12 months: Index	
MP23018a_B	2020 Viewed movie (video-on-demand) in last 30 days	
MP23018a_I	2020 Viewed movie (video-on-demand) in last 30 days: Index	
MP23019a_B	2020 Viewed TV show (video-on-demand) in last 30 days	
MP23019a_I	2020 Viewed TV show (video-on-demand) in last 30 days: Index	
MP23020a_B	2020 Watched any pay-per-view TV in last 12 months	
MP23020a_I	2020 Watched any pay-per-view TV in last 12 months: Index	
MP23021a_B	2020 Watched pay-per-view TV in last 12 months: movies	
MP23021a_I	2020 Watched pay-per-view TV in last 12 months: movies: Index	
MP23022a_B	2020 Watched pay-per-view TV in last 12 months: sports events	
MP23022a_I	2020 Watched pay-per-view TV in last 12 months: sports events: Index	
MP23161a_B	2020 Watch on TV: daytime talk or variety	<b>New</b>
MP23161a_I	2020 Watch on TV: daytime talk or variety: Index	<b>New</b>
MP23025a_B	2020 Watch on TV: documentary or informational (primetime)	
MP23025a_I	2020 Watch on TV: documentary or informational (primetime): Index	



## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP23026a_B	2020 Watch on TV: early evening network news (Mon-Fri)	
MP23026a_I	2020 Watch on TV: early evening network news (Mon-Fri): Index	
MP23027a_B	2020 Watch on TV: early evening network news (weekend)	
MP23027a_I	2020 Watch on TV: early evening network news (weekend): Index	
MP23028a_B	2020 Watch on TV: early morning news	
MP23028a_I	2020 Watch on TV: early morning news: Index	
MP23029a_B	2020 Watch on TV: early morning talk or informational or news	
MP23029a_I	2020 Watch on TV: early morning talk or informational or news: Index	
MP23144a_B	2020 Watch on TV: early evening local news (Mon-Fri)	
MP23144a_I	2020 Watch on TV: early evening local news (Mon-Fri): Index	
MP23145a_B	2020 Watch on TV: late evening local news (Mon-Fri)	
MP23145a_I	2020 Watch on TV: late evening local news (Mon-Fri): Index	
MP23162a_B	2020 Watch on TV: late night talk or variety	New
MP23162a_I	2020 Watch on TV: late night talk or variety: Index	New
MP23031a_B	2020 Watch on TV: game shows (daytime)	
MP23031a_I	2020 Watch on TV: game shows (daytime): Index	
MP23033a_B	2020 Watch on TV: news specials	
MP23033a_I	2020 Watch on TV: news specials: Index	
MP23034a_B	2020 Watch on TV: pageants (specials)	
MP23034a_I	2020 Watch on TV: pageants (specials): Index	
MP23163a_B	2020 Watch on TV: reality-based	New
MP23163a_I	2020 Watch on TV: reality-based: Index	New
MP23036a_B	2020 Watch on TV: Sunday news or interview programs	
MP23036a_I	2020 Watch on TV: Sunday news or interview programs: Index	
MP23038a_B	2020 Watched last week: A&E Television Network	
MP23038a_I	2020 Watched last week: A&E Television Network: Index	
MP23039a_B	2020 Watched last week: Freeform Channel	
MP23039a_I	2020 Watched last week: Freeform Channel: Index	
MP23137a_B	2020 Watched last week: Adult Swim	
MP23137a_I	2020 Watched last week: Adult Swim: Index	
MP23040a_B	2020 Watched last week: AMC (American Movie Classics)	
MP23040a_I	2020 Watched last week: AMC (American Movie Classics): Index	
MP23041a_B	2020 Watched last week: Animal Planet	
MP23041a_I	2020 Watched last week: Animal Planet: Index	
MP23042a_B	2020 Watched last week: BBC America	
MP23042a_I	2020 Watched last week: BBC America: Index	
MP23146a_B	2020 Watched last week: BBC World News	
MP23146a_I	2020 Watched last week: BBC World News: Index	
MP23043a_B	2020 Watched last week: BET (Black Entertainment TV)	
MP23043a_I	2020 Watched last week: BET (Black Entertainment TV): Index	
MP23164a_B	2020 Watched last week: Bounce	New
MP23164a_I	2020 Watched last week: Bounce: Index	New
MP23045a_B	2020 Watched last week: Bravo	
MP23045a_I	2020 Watched last week: Bravo: Index	
MP23046a_B	2020 Watched last week: Cartoon Network	
MP23046a_I	2020 Watched last week: Cartoon Network: Index	
MP23114a_B	2020 Watched last week: CBS Sports Network	
MP23114a_I	2020 Watched last week: CBS Sports Network: Index	
MP23047a_B	2020 Watched last week: CMT (Country Music Television)	
MP23047a_I	2020 Watched last week: CMT (Country Music Television): Index	
MP23048a_B	2020 Watched last week: CNBC	
MP23048a_I	2020 Watched last week: CNBC: Index	
MP23049a_B	2020 Watched last week: CNN (Cable News Network)	
MP23049a_I	2020 Watched last week: CNN (Cable News Network): Index	
MP23050a_B	2020 Watched last week: Comedy Central	
MP23050a_I	2020 Watched last week: Comedy Central: Index	
MP23115a_B	2020 Watched last week: Cooking Channel	
MP23115a_I	2020 Watched last week: Cooking Channel: Index	
MP23116a_B	2020 Watched last week: Destination America	
MP23116a_I	2020 Watched last week: Destination America: Index	
MP23051a_B	2020 Watched last week: Discovery Channel	
MP23051a_I	2020 Watched last week: Discovery Channel: Index	
MP23147a_B	2020 Watched last week: Discovery Family	
MP23147a_I	2020 Watched last week: Discovery Family: Index	
MP23140a_B	2020 Watched last week: Discovery Life Channel	
MP23140a_I	2020 Watched last week: Discovery Life Channel: Index	
MP23052a_B	2020 Watched last week: Disney Channel	
MP23052a_I	2020 Watched last week: Disney Channel: Index	
MP23148a_B	2020 Watched last week: Disney Junior	
MP23148a_I	2020 Watched last week: Disney Junior: Index	
MP23053a_B	2020 Watched last week: Disney XD	
MP23053a_I	2020 Watched last week: Disney XD: Index	
MP23054a_B	2020 Watched last week: DIY Network	
MP23054a_I	2020 Watched last week: DIY Network: Index	
MP23055a_B	2020 Watched last week: E! (Entertainment Television)	
MP23055a_I	2020 Watched last week: E! (Entertainment Television): Index	
MP23056a_B	2020 Watched last week: ESPN	
MP23056a_I	2020 Watched last week: ESPN: Index	
MP23057a_B	2020 Watched last week: ESPN2	
MP23057a_I	2020 Watched last week: ESPN2: Index	
MP23059a_B	2020 Watched last week: ESPNews	
MP23059a_I	2020 Watched last week: ESPNews: Index	

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Data Table & Item Code	Data Item Description	Item Changes
MP23129a_B	2020 Watched last week: ESPN	
MP23129a_I	2020 Watched last week: ESPN: Index	
MP23060a_B	2020 Watched last week: Food Network	
MP23060a_I	2020 Watched last week: Food Network: Index	
MP23130a_B	2020 Watched last week: Fox Business Network	
MP23130a_I	2020 Watched last week: Fox Business Network: Index	
MP23061a_B	2020 Watched last week: Fox News Channel	
MP23061a_I	2020 Watched last week: Fox News Channel: Index	
MP23092a_B	2020 Watched last week: Fox Sports 1	
MP23092a_I	2020 Watched last week: Fox Sports 1: Index	
MP23131a_B	2020 Watched last week: Fox Sports 2	
MP23131a_I	2020 Watched last week: Fox Sports 2: Index	
MP23064a_B	2020 Watched last week: FX	
MP23064a_I	2020 Watched last week: FX: Index	
MP23149a_B	2020 Watched last week: FXM (FX Movie Channel)	
MP23149a_I	2020 Watched last week: FXM (FX Movie Channel): Index	
MP23150a_B	2020 Watched last week: FXX	
MP23150a_I	2020 Watched last week: FXX: Index	
MP23065a_B	2020 Watched last week: Golf Channel	
MP23065a_I	2020 Watched last week: Golf Channel: Index	
MP23066a_B	2020 Watched last week: GSN (Game Show Network)	
MP23066a_I	2020 Watched last week: GSN (Game Show Network): Index	
MP23067a_B	2020 Watched last week: Hallmark Channel	
MP23067a_I	2020 Watched last week: Hallmark Channel: Index	
MP23132a_B	2020 Watched last week: Hallmark Movies and Mysteries	
MP23132a_I	2020 Watched last week: Hallmark Movies and Mysteries: Index	
MP23068a_B	2020 Watched last week: HGTV (Home & Garden Television)	
MP23068a_I	2020 Watched last week: HGTV (Home & Garden Television): Index	
MP23069a_B	2020 Watched last week: History Channel	
MP23069a_I	2020 Watched last week: History Channel: Index	
MP23070a_B	2020 Watched last week: HLN	
MP23070a_I	2020 Watched last week: HLN: Index	
MP23071a_B	2020 Watched last week: HSN (Home Shopping Network)	
MP23071a_I	2020 Watched last week: HSN (Home Shopping Network): Index	
MP23072a_B	2020 Watched last week: IFC TV	
MP23072a_I	2020 Watched last week: IFC TV: Index	
MP23073a_B	2020 Watched last week: Investigation Discovery	
MP23073a_I	2020 Watched last week: Investigation Discovery: Index	
MP23133a_B	2020 Watched last week: Ion	
MP23133a_I	2020 Watched last week: Ion: Index	
MP23074a_B	2020 Watched last week: Lifetime	
MP23074a_I	2020 Watched last week: Lifetime: Index	
MP23075a_B	2020 Watched last week: LMN (Lifetime Movie Network)	
MP23075a_I	2020 Watched last week: LMN (Lifetime Movie Network): Index	
MP23151a_B	2020 Watched last week: MeTV	
MP23151a_I	2020 Watched last week: MeTV: Index	
MP23077a_B	2020 Watched last week: MLB Network	
MP23077a_I	2020 Watched last week: MLB Network: Index	
MP23078a_B	2020 Watched last week: MSNBC	
MP23078a_I	2020 Watched last week: MSNBC: Index	
MP23079a_B	2020 Watched last week: MTV	
MP23079a_I	2020 Watched last week: MTV: Index	
MP23080a_B	2020 Watched last week: MTV2	
MP23080a_I	2020 Watched last week: MTV2: Index	
MP23081a_B	2020 Watched last week: Music Choice	
MP23081a_I	2020 Watched last week: Music Choice: Index	
MP23082a_B	2020 Watched last week: Nat Geo Wild	
MP23082a_I	2020 Watched last week: Nat Geo Wild: Index	
MP23083a_B	2020 Watched last week: National Geographic Channel	
MP23083a_I	2020 Watched last week: National Geographic Channel: Index	
MP23134a_B	2020 Watched last week: NBA TV	
MP23134a_I	2020 Watched last week: NBA TV: Index	
MP23118a_B	2020 Watched last week: NBC Sports Network	
MP23118a_I	2020 Watched last week: NBC Sports Network: Index	
MP23084a_B	2020 Watched last week: NFL Network	
MP23084a_I	2020 Watched last week: NFL Network: Index	
MP23085a_B	2020 Watched last week: Nick at Nite	
MP23085a_I	2020 Watched last week: Nick at Nite: Index	
MP23086a_B	2020 Watched last week: Nickelodeon	
MP23086a_I	2020 Watched last week: Nickelodeon: Index	
MP23135a_B	2020 Watched last week: Nick Jr.	
MP23135a_I	2020 Watched last week: Nick Jr.: Index	
MP23087a_B	2020 Watched last week: Outdoor Channel	
MP23087a_I	2020 Watched last week: Outdoor Channel: Index	
MP23119a_B	2020 Watched last week: OWN (Oprah Winfrey Network)	
MP23119a_I	2020 Watched last week: OWN (Oprah Winfrey Network): Index	
MP23088a_B	2020 Watched last week: Oxygen	
MP23088a_I	2020 Watched last week: Oxygen: Index	
MP23093a_B	2020 Watched last week: Paramount Network	
MP23093a_I	2020 Watched last week: Paramount Network: Index	
MP23165a_B	2020 Watched last week: PBS Kids	New
MP23165a_I	2020 Watched last week: PBS Kids: Index	New

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Data Table & Item Code	Data Item Description	Item Changes
MP23090a_B	2020 Watched last week: QVC	
MP23090a_I	2020 Watched last week: QVC: Index	
MP23136a_B	2020 Watched last week: Reelz Channel	
MP23136a_I	2020 Watched last week: Reelz Channel: Index	
MP23120a_B	2020 Watched last week: SCI	
MP23120a_I	2020 Watched last week: SCI: Index	
MP23142a_B	2020 Watched last week: Smithsonian Channel	
MP23142a_I	2020 Watched last week: Smithsonian Channel: Index	
MP23095a_B	2020 Watched last week: Sundance TV	
MP23095a_I	2020 Watched last week: Sundance TV: Index	
MP23096a_B	2020 Watched last week: Syfy	
MP23096a_I	2020 Watched last week: Syfy: Index	
MP23098a_B	2020 Watched last week: TBS	
MP23098a_I	2020 Watched last week: TBS: Index	
MP23099a_B	2020 Watched last week: TCM (Turner Classic Movies)	
MP23099a_I	2020 Watched last week: TCM (Turner Classic Movies): Index	
MP23101a_B	2020 Watched last week: TLC (The Learning Channel)	
MP23101a_I	2020 Watched last week: TLC (The Learning Channel): Index	
MP23102a_B	2020 Watched last week: TNT (Turner Network Television)	
MP23102a_I	2020 Watched last week: TNT (Turner Network Television): Index	
MP23103a_B	2020 Watched last week: Travel Channel	
MP23103a_I	2020 Watched last week: Travel Channel: Index	
MP23104a_B	2020 Watched last week: truTV	
MP23104a_I	2020 Watched last week: truTV: Index	
MP23106a_B	2020 Watched last week: TV Land	
MP23106a_I	2020 Watched last week: TV Land: Index	
MP23166a_B	2020 Watched last week: TV Land Classic	New
MP23166a_I	2020 Watched last week: TV Land Classic: Index	New
MP23107a_B	2020 Watched last week: TV One	
MP23107a_I	2020 Watched last week: TV One: Index	
MP23108a_B	2020 Watched last week: USA Network	
MP23108a_I	2020 Watched last week: USA Network: Index	
MP23109a_B	2020 Watched last week: VH1	
MP23109a_I	2020 Watched last week: VH1: Index	
MP23167a_B	2020 Watched last week: Viceland	New
MP23167a_I	2020 Watched last week: Viceland: Index	New
MP23111a_B	2020 Watched last week: The Weather Channel	
MP23111a_I	2020 Watched last week: The Weather Channel: Index	
MP23112a_B	2020 Watched last week: WE tv	
MP23112a_I	2020 Watched last week: WE tv: Index	
MP23113a_B	2020 Watched last week: WGN America	
MP23113a_I	2020 Watched last week: WGN America: Index	
MP23121a_B	2020 Watched any premium channel in last 30 days	
MP23121a_I	2020 Watched any premium channel in last 30 days: Index	
MP23122a_B	2020 Watched last week: Cinemax	
MP23122a_I	2020 Watched last week: Cinemax: Index	
MP23123a_B	2020 Watched last week: Starz Encore	
MP23123a_I	2020 Watched last week: Starz Encore: Index	
MP23124a_B	2020 Watched last week: HBO	
MP23124a_I	2020 Watched last week: HBO: Index	
MP23125a_B	2020 Watched last week: The Movie Channel	
MP23125a_I	2020 Watched last week: The Movie Channel: Index	
MP23126a_B	2020 Watched last week: Showtime	
MP23126a_I	2020 Watched last week: Showtime: Index	
MP23127a_B	2020 Watched last week: Starz	
MP23127a_I	2020 Watched last week: Starz: Index	
MP23138a_B	2020 Watched last week: American Heroes Channel	Discontinued
MP23138a_I	2020 Watched last week: American Heroes Channel: Index	Discontinued
MP23058a_B	2020 Watched last week: ESPN Classic	Discontinued
MP23058a_I	2020 Watched last week: ESPN Classic: Index	Discontinued
MP23100a_B	2020 Watched last week: TeenNick	Discontinued
MP23100a_I	2020 Watched last week: TeenNick: Index	Discontinued
<b>2020 Media - Yellow Pages (Market Potential)</b>		<b>New Table</b>
MP24001a_B	2020 Referred to paper or online Yellow Pages in last 12 months	
MP24001a_I	2020 Referred to paper or online Yellow Pages in last 12 months: Index	
MP24002a_B	2020 Referred to paper Yellow Pages in last 12 months	
MP24002a_I	2020 Referred to paper Yellow Pages in last 12 months: Index	
MP24003a_B	2020 Referred to Yellow Pages online in last 12 months	
MP24003a_I	2020 Referred to Yellow Pages online in last 12 months: Index	
<b>2020 Personal Care Products &amp; Services (Market Potential)</b>		<b>New Table</b>
MP25002a_B	2020 Used body wash or shower gel in last 6 months	
MP25002a_I	2020 Used body wash or shower gel in last 6 months: Index	
MP25003a_B	2020 Used breath freshener in last 6 months	
MP25003a_I	2020 Used breath freshener in last 6 months: Index	
MP25004a_B	2020 Used breath freshener in last 6 months: gum	
MP25004a_I	2020 Used breath freshener in last 6 months: gum: Index	
MP25005a_B	2020 Used breath freshener in last 6 months: mints	
MP25005a_I	2020 Used breath freshener in last 6 months: mints: Index	
MP25007a_B	2020 Used breath freshener in last 6 months: thin film	

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Data Table & Item Code	Data Item Description	Item Changes
MP25007a_I	2020 Used breath freshener in last 6 months: thin film: Index	
MP25009a_B	2020 Used complexion care product in last 6 months	
MP25009a_I	2020 Used complexion care product in last 6 months: Index	
MP25015a_B	2020 Used denture adhesive or fixative in last 6 months	
MP25015a_I	2020 Used denture adhesive or fixative in last 6 months: Index	
MP25016a_B	2020 Used denture cleaner in last 6 months	
MP25016a_I	2020 Used denture cleaner in last 6 months: Index	
MP25020a_B	2020 Used facial moisturizer in last 6 months	
MP25020a_I	2020 Used facial moisturizer in last 6 months: Index	
MP25021a_B	2020 Used personal foot care product in last 6 months	
MP25021a_I	2020 Used personal foot care product in last 6 months: Index	
MP25022a_B	2020 Used hair coloring product (at home) in last 6 months	
MP25022a_I	2020 Used hair coloring product (at home) in last 6 months: Index	
MP25024a_B	2020 Used hair conditioning treatment (at home) in last 6 months	
MP25024a_I	2020 Used hair conditioning treatment (at home) in last 6 months: Index	
MP25025a_B	2020 Used hair growth product in last 6 months	
MP25025a_I	2020 Used hair growth product in last 6 months: Index	
MP25026a_B	2020 Used hair spray (at home) in last 6 months	
MP25026a_I	2020 Used hair spray (at home) in last 6 months: Index	
MP25027a_B	2020 Used hair styling gel or lotion or mousse in last 6 months	
MP25027a_I	2020 Used hair styling gel or lotion or mousse in last 6 months: Index	
MP25031a_B	2020 Used mouthwash in last 6 months	
MP25031a_I	2020 Used mouthwash in last 6 months: Index	
MP25032a_B	2020 Used mouthwash 8+ times in last 7 days	
MP25032a_I	2020 Used mouthwash 8+ times in last 7 days: Index	
MP25040a_B	2020 Used whitening toothpaste in last 6 months	
MP25040a_I	2020 Used whitening toothpaste in last 6 months: Index	
MP25043a_B	2020 Used tooth whitener (not toothpaste) in last 6 months	
MP25043a_I	2020 Used tooth whitener (not toothpaste) in last 6 months: Index	
MP25055a_B	2020 Used tooth whitener (gel) in last 6 months	
MP25055a_I	2020 Used tooth whitener (gel) in last 6 months: Index	
MP25044a_B	2020 Used tooth whitener (strips) in last 6 months	
MP25044a_I	2020 Used tooth whitener (strips) in last 6 months: Index	
MP25045a_B	2020 Visited a day spa in last 6 months	
MP25045a_I	2020 Visited a day spa in last 6 months: Index	
MP25046a_B	2020 Purchased product at salon or day spa in last 6 months	
MP25046a_I	2020 Purchased product at salon or day spa in last 6 months: Index	
MP25047a_B	2020 Used professional service in last 6 months for haircut	
MP25047a_I	2020 Used professional service in last 6 months for haircut: Index	
MP25048a_B	2020 Used professional service in last 6 months for hair color or highlights	
MP25048a_I	2020 Used professional service in last 6 months for hair color or highlights: Index	
MP25049a_B	2020 Used professional service in last 6 months for facial	
MP25049a_I	2020 Used professional service in last 6 months for facial: Index	
MP25050a_B	2020 Used professional service in last 6 months for massage	
MP25050a_I	2020 Used professional service in last 6 months for massage: Index	
MP25051a_B	2020 Used professional service in last 6 months for manicure	
MP25051a_I	2020 Used professional service in last 6 months for manicure: Index	
MP25052a_B	2020 Used professional service in last 6 months for pedicure	
MP25052a_I	2020 Used professional service in last 6 months for pedicure: Index	
MP25053a_B	2020 Spent \$150+ at barber shops in last 6 months	
MP25053a_I	2020 Spent \$150+ at barber shops in last 6 months: Index	
MP25054a_B	2020 Spent \$150+ at beauty salons in last 6 months	
MP25054a_I	2020 Spent \$150+ at beauty salons in last 6 months: Index	
MP25008a_B	2020 Used breath freshener 8+ times in last 7 days	Discontinued
MP25008a_I	2020 Used breath freshener 8+ times in last 7 days: Index	Discontinued
<b>2020 Pets &amp; Products (Market Potential)</b>		
MP26001h_B	2020 Household owns any pet	
MP26001h_I	2020 Household owns any pet: Index	
MP26003h_B	2020 Household owns any cat	
MP26003h_I	2020 Household owns any cat: Index	
MP26004h_B	2020 Household owns any dog	
MP26004h_I	2020 Household owns any dog: Index	
MP26005h_B	2020 Household owns 1 cat	
MP26005h_I	2020 Household owns 1 cat: Index	
MP26006h_B	2020 Household owns 2+ cats	
MP26006h_I	2020 Household owns 2+ cats: Index	
MP26007h_B	2020 Household owns 1 dog	
MP26007h_I	2020 Household owns 1 dog: Index	
MP26008h_B	2020 Household owns 2+ dogs	
MP26008h_I	2020 Household owns 2+ dogs: Index	
MP26009h_B	2020 Household used canned or wet cat food in last 6 months	
MP26009h_I	2020 Household used canned or wet cat food in last 6 months: Index	
MP26012h_B	2020 Household used packaged dry cat food in last 6 months	
MP26012h_I	2020 Household used packaged dry cat food in last 6 months: Index	
MP26015h_B	2020 Household used cat treats in last 6 months	
MP26015h_I	2020 Household used cat treats in last 6 months: Index	
MP26017h_B	2020 Household used cat litter in last 6 months	
MP26017h_I	2020 Household used cat litter in last 6 months: Index	
MP26019h_B	2020 Household used canned or wet dog food in last 6 months	
MP26019h_I	2020 Household used canned or wet dog food in last 6 months: Index	
MP26022h_B	2020 Household used packaged dry dog food in last 6 months	

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**NUMBER OF VARIABLES:** 4,836

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MP26022h_I	2020 Household used packaged dry dog food in last 6 months: Index	
MP26025h_B	2020 Household used dog biscuits or treats in last 6 months	
MP26025h_I	2020 Household used dog biscuits or treats in last 6 months: Index	
MP26027h_B	2020 Household used flea or tick or parasite product for cat or dog	
MP26027h_I	2020 Household used flea or tick or parasite product for cat or dog: Index	
MP26029h_B	2020 Household purchased pet food in last 12 months from discount store	
MP26029h_I	2020 Household purchased pet food in last 12 months from discount store: Index	
MP26030h_B	2020 Household purchased pet food in last 12 months from grocery store	
MP26030h_I	2020 Household purchased pet food in last 12 months from grocery store: Index	
MP26031h_B	2020 Household purchased pet food in last 12 months from PETCO	
MP26031h_I	2020 Household purchased pet food in last 12 months from PETCO: Index	
MP26032h_B	2020 Household purchased pet food in last 12 months from PetSmart	
MP26032h_I	2020 Household purchased pet food in last 12 months from PetSmart: Index	
MP26048h_B	2020 Household purchased pet food in last 12 months from other specialty pet store	
MP26048h_I	2020 Household purchased pet food in last 12 months from other specialty pet store: Index	
MP26033h_B	2020 Household purchased pet food in last 12 months from wholesale club	
MP26033h_I	2020 Household purchased pet food in last 12 months from wholesale club: Index	
MP26047h_B	2020 Household purchased pet food in last 12 months Internet/online	
MP26047h_I	2020 Household purchased pet food in last 12 months Internet/online: Index	
MP26034h_B	2020 Household purchased pet food in last 12 months from veterinarian	
MP26034h_I	2020 Household purchased pet food in last 12 months from veterinarian: Index	
MP26046h_B	2020 Household purchased flea control product in last 12 months Internet/online	
MP26046h_I	2020 Household purchased flea control product in last 12 months Internet/online: Index	
MP26035h_B	2020 Household purchased flea control product in last 12 months from vet	
MP26035h_I	2020 Household purchased flea control product in last 12 months from vet: Index	
MP26036h_B	2020 Household took pet to veterinarian 1 time in last 12 months	
MP26036h_I	2020 Household took pet to veterinarian 1 time in last 12 months: Index	
MP26037h_B	2020 Household took pet to veterinarian 2 times in last 12 months	
MP26037h_I	2020 Household took pet to veterinarian 2 times in last 12 months: Index	
MP26038h_B	2020 Household took pet to veterinarian 3 times in last 12 months	
MP26038h_I	2020 Household took pet to veterinarian 3 times in last 12 months: Index	
MP26039h_B	2020 Household took pet to veterinarian 4 times in last 12 months	
MP26039h_I	2020 Household took pet to veterinarian 4 times in last 12 months: Index	
MP26040h_B	2020 Household took pet to veterinarian 5+ times in last 12 months	
MP26040h_I	2020 Household took pet to veterinarian 5+ times in last 12 months: Index	
MP26041h_B	2020 Household used professional pet service in last 12 months	
MP26041h_I	2020 Household used professional pet service in last 12 months: Index	
MP26042h_B	2020 Household used professional pet service 3+ times in last 12 months	
MP26042h_I	2020 Household used professional pet service 3+ times in last 12 months: Index	
MP26043h_B	2020 Household used professional pet service for boarding or kennel	
MP26043h_I	2020 Household used professional pet service for boarding or kennel: Index	
MP26044h_B	2020 Household used professional pet service for grooming	
MP26044h_I	2020 Household used professional pet service for grooming: Index	
MP26045h_B	2020 Household has pet insurance	
MP26045h_I	2020 Household has pet insurance: Index	
<b>2020 Phones &amp; Service (Market Potential)</b>		<b>New Table</b>
MP27001a_B	2020 Have a working cell phone	
MP27001a_I	2020 Have a working cell phone: Index	
MP27002a_B	2020 Have a smartphone	
MP27002a_I	2020 Have a smartphone: Index	
MP27080a_B	2020 Have a smartphone: Android phone (any brand)	
MP27080a_I	2020 Have a smartphone: Android phone (any brand): Index	
MP27081a_B	2020 Have a smartphone: Apple iPhone	
MP27081a_I	2020 Have a smartphone: Apple iPhone: Index	
MP27003a_B	2020 Bought cell phone in last 12 months	
MP27003a_I	2020 Bought cell phone in last 12 months: Index	
MP27004a_B	2020 Use cell phone for business use	
MP27004a_I	2020 Use cell phone for business use: Index	
MP27005a_B	2020 Use cell phone for personal use	
MP27005a_I	2020 Use cell phone for personal use: Index	
MP27014a_B	2020 Used cell phone in last month to access search engine	
MP27014a_I	2020 Used cell phone in last month to access search engine: Index	
MP27015a_B	2020 Used cell phone in last month for entertainment info	
MP27015a_I	2020 Used cell phone in last month for entertainment info: Index	
MP27016a_B	2020 Used cell phone in last month for financial info	
MP27016a_I	2020 Used cell phone in last month for financial info: Index	
MP27017a_B	2020 Used cell phone in last month for news	
MP27017a_I	2020 Used cell phone in last month for news: Index	
MP27018a_B	2020 Used cell phone in last month for sports	
MP27018a_I	2020 Used cell phone in last month for sports: Index	
MP27093a_B	2020 Used cell phone in last month for video call	
MP27093a_I	2020 Used cell phone in last month for video call: Index	
MP27019a_B	2020 Used cell phone in last month for weather	
MP27019a_I	2020 Used cell phone in last month for weather: Index	
MP27020a_B	2020 Used cell phone in last month to download an app	
MP27020a_I	2020 Used cell phone in last month to download an app: Index	
MP27021a_B	2020 Used cell phone in last month to download a game	
MP27021a_I	2020 Used cell phone in last month to download a game: Index	
MP27022a_B	2020 Used cell phone in last month to download a ringtone	
MP27022a_I	2020 Used cell phone in last month to download a ringtone: Index	
MP27023a_B	2020 Used cell phone in last month to download a song	

## Esri Market Potential Data Variable List



**DATA VINTAGE: 2020**  
**NUMBER OF VARIABLES: 4,836**

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Data Table & Item Code	Data Item Description	Item Changes
MP27023a_I	2020 Used cell phone in last month to download a song: Index	
MP27024a_B	2020 Used cell phone in last month to listen to music	
MP27024a_I	2020 Used cell phone in last month to listen to music: Index	
MP27025a_B	2020 Used cell phone in last month to listen to podcast	
MP27025a_I	2020 Used cell phone in last month to listen to podcast: Index	
MP27026a_B	2020 Used cell phone in last month for map or directions	
MP27026a_I	2020 Used cell phone in last month for map or directions: Index	
MP27085a_B	2020 Used cell phone in last month to purchase product	
MP27085a_I	2020 Used cell phone in last month to purchase product: Index	
MP27079a_B	2020 Used cell phone in last month to receive text msg alert	
MP27079a_I	2020 Used cell phone in last month to receive text msg alert: Index	
MP27027a_B	2020 Used cell phone in last month to redeem a mobile coupon	
MP27027a_I	2020 Used cell phone in last month to redeem a mobile coupon: Index	
MP27087a_B	2020 Used cell phone in last month to research product	
MP27087a_I	2020 Used cell phone in last month to research product: Index	
MP27083a_B	2020 Used cell phone in last month to scan a code	
MP27083a_I	2020 Used cell phone in last month to scan a code: Index	
MP27078a_B	2020 Used cell phone in last month to sign up for text alert	
MP27078a_I	2020 Used cell phone in last month to sign up for text alert: Index	
MP27097a_B	2020 Used cell phone in last month to take a video	New
MP27097a_I	2020 Used cell phone in last month to take a video: Index	New
MP27028a_B	2020 Used cell phone in last month to text friends or family	
MP27028a_I	2020 Used cell phone in last month to text friends or family: Index	
MP27086a_B	2020 Used cell phone in last month to text respond to ad	
MP27086a_I	2020 Used cell phone in last month to text respond to ad: Index	
MP27076a_B	2020 Used cell phone in last month to vote with text message	
MP27076a_I	2020 Used cell phone in last month to vote with text message: Index	
MP27077a_B	2020 Used cell phone in last month to view ad sent with text	
MP27077a_I	2020 Used cell phone in last month to view ad sent with text: Index	
MP27088a_B	2020 Used cell phone in last month to use an app	
MP27088a_I	2020 Used cell phone in last month to use an app: Index	
MP27084a_B	2020 Used cell phone in last month to visit social network site	
MP27084a_I	2020 Used cell phone in last month to visit social network site: Index	
MP27029a_B	2020 Used cell phone in last month to watch a movie	
MP27029a_I	2020 Used cell phone in last month to watch a movie: Index	
MP27031a_B	2020 Used cell phone in last month to watch download or stream TV	
MP27031a_I	2020 Used cell phone in last month to watch download or stream TV: Index	
MP27092a_B	2020 Used cell phone in last month to watch live television	
MP27092a_I	2020 Used cell phone in last month to watch live television: Index	
MP27032a_B	2020 Used cell phone in last month to watch a video clip	
MP27032a_I	2020 Used cell phone in last month to watch a video clip: Index	
MP27094a_B	2020 Used cell phone app in last month: calendar	
MP27094a_I	2020 Used cell phone app in last month: calendar: Index	
MP27095a_B	2020 Used cell phone app in last month: dating	
MP27095a_I	2020 Used cell phone app in last month: dating: Index	
MP27098a_B	2020 Used cell phone app in last month: magazine	New
MP27098a_I	2020 Used cell phone app in last month: magazine: Index	New
MP27096a_B	2020 Used cell phone app in last month: rideshare/taxi	
MP27096a_I	2020 Used cell phone app in last month: rideshare/taxi: Index	
MP27033a_B	2020 Average monthly cell phone bill: \$1-\$24	
MP27033a_I	2020 Average monthly cell phone bill: \$1-\$24: Index	
MP27034a_B	2020 Average monthly cell phone bill: \$25-\$49	
MP27034a_I	2020 Average monthly cell phone bill: \$25-\$49: Index	
MP27035a_B	2020 Average monthly cell phone bill: \$50-\$74	
MP27035a_I	2020 Average monthly cell phone bill: \$50-\$74: Index	
MP27036a_B	2020 Average monthly cell phone bill: \$75-\$99	
MP27036a_I	2020 Average monthly cell phone bill: \$75-\$99: Index	
MP27037a_B	2020 Average monthly cell phone bill: \$100-\$199	
MP27037a_I	2020 Average monthly cell phone bill: \$100-\$199: Index	
MP27038a_B	2020 Average monthly cell phone bill: \$200+	
MP27038a_I	2020 Average monthly cell phone bill: \$200+: Index	
MP27039a_B	2020 Have individual cell phone plan	
MP27039a_I	2020 Have individual cell phone plan: Index	
MP27040a_B	2020 Have family or shared cell phone plan	
MP27040a_I	2020 Have family or shared cell phone plan: Index	
MP27041a_B	2020 Have corporate cell phone plan	
MP27041a_I	2020 Have corporate cell phone plan: Index	
MP27042a_B	2020 Service on cell phone used most often: AT&T	
MP27042a_I	2020 Service on cell phone used most often: AT&T: Index	
MP27099a_B	2020 Service on cell phone used most often: Boost Mobile	New
MP27099a_I	2020 Service on cell phone used most often: Boost Mobile: Index	New
MP27100a_B	2020 Service on cell phone used most often: Cricket Wireless	New
MP27100a_I	2020 Service on cell phone used most often: Cricket Wireless: Index	New
MP27043a_B	2020 Service on cell phone used most often: Metro by T-Mobile	Description Change
MP27043a_I	2020 Service on cell phone used most often: Metro by T-Mobile: Index	Description Change
MP27044a_B	2020 Service on cell phone used most often: Sprint	
MP27044a_I	2020 Service on cell phone used most often: Sprint: Index	
MP27045a_B	2020 Service on cell phone used most often: T-Mobile	
MP27045a_I	2020 Service on cell phone used most often: T-Mobile: Index	
MP27046a_B	2020 Service on cell phone used most often: Verizon Wireless	
MP27046a_I	2020 Service on cell phone used most often: Verizon Wireless: Index	
MP27089a_B	2020 Service on cell phone: monthly plan with contract	

## Esri Market Potential Data Variable List



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Data Table & Item Code	Data Item Description	Item Changes
MP27089a_I	2020 Service on cell phone: monthly plan with contract: Index	
MP27090a_B	2020 Service on cell phone: monthly plan without contract	
MP27090a_I	2020 Service on cell phone: monthly plan without contract: Index	
MP27091a_B	2020 Service on cell phone: prepaid plan	
MP27091a_I	2020 Service on cell phone: prepaid plan: Index	
MP27048a_B	2020 Purchased or refilled calling card in last 12 months	
MP27048a_I	2020 Purchased or refilled calling card in last 12 months: Index	
MP27049h_B	2020 Household has a landline telephone	
MP27049h_I	2020 Household has a landline telephone: Index	
MP27050h_B	2020 Household has cell phone only (no landline telephone)	
MP27050h_I	2020 Household has cell phone only (no landline telephone): Index	
MP27051h_B	2020 Household has landline telephone only (no cell phone)	
MP27051h_I	2020 Household has landline telephone only (no cell phone): Index	
MP27052h_B	2020 Household owns any cell phone	
MP27052h_I	2020 Household owns any cell phone: Index	
MP27053h_B	2020 Household owns 1 cell phone	
MP27053h_I	2020 Household owns 1 cell phone: Index	
MP27054h_B	2020 Household owns 2 cell phones	
MP27054h_I	2020 Household owns 2 cell phones: Index	
MP27055h_B	2020 Household owns 3+ cell phones	
MP27055h_I	2020 Household owns 3+ cell phones: Index	
MP27058h_B	2020 Household owns an answering machine	
MP27058h_I	2020 Household owns an answering machine: Index	
MP27063h_B	2020 Household has caller ID phone service	
MP27063h_I	2020 Household has caller ID phone service: Index	
MP27066h_B	2020 Household has voice messaging or voice mail phone service	
MP27066h_I	2020 Household has voice messaging or voice mail phone service: Index	
MP27067h_B	2020 Household made phone call to foreign country in last 30 days	
MP27067h_I	2020 Household made phone call to foreign country in last 30 days: Index	
<b>2020 Psychographics &amp; Advertising (Market Potential)</b>		
MP28001a_B	2020 Buying American is not important to me	
MP28001a_I	2020 Buying American is not important to me: Index	
MP28002a_B	2020 Buying American is slightly important to me	
MP28002a_I	2020 Buying American is slightly important to me: Index	
MP28003a_B	2020 Buying American is moderately important to me	
MP28003a_I	2020 Buying American is moderately important to me: Index	
MP28004a_B	2020 Buying American is important to me	
MP28004a_I	2020 Buying American is important to me: Index	
MP28005a_B	2020 Rarely buy items on credit rather than wait	
MP28005a_I	2020 Rarely buy items on credit rather than wait: Index	
MP28006a_B	2020 Occasionally buy items on credit rather than wait	
MP28006a_I	2020 Occasionally buy items on credit rather than wait: Index	
MP28007a_B	2020 Frequently buy items on credit rather than wait	
MP28007a_I	2020 Frequently buy items on credit rather than wait: Index	
MP28008a_B	2020 Usually buy items on credit rather than wait	
MP28008a_I	2020 Usually buy items on credit rather than wait: Index	
MP28009a_B	2020 Rarely buy based on quality not price	
MP28009a_I	2020 Rarely buy based on quality not price: Index	
MP28010a_B	2020 Occasionally buy based on quality not price	
MP28010a_I	2020 Occasionally buy based on quality not price: Index	
MP28011a_B	2020 Frequently buy based on quality not price	
MP28011a_I	2020 Frequently buy based on quality not price: Index	
MP28012a_B	2020 Usually buy based on quality not price	
MP28012a_I	2020 Usually buy based on quality not price: Index	
MP28013a_B	2020 Price is rarely more important than brand name	
MP28013a_I	2020 Price is rarely more important than brand name: Index	
MP28014a_B	2020 Price is occasionally more important than brand	
MP28014a_I	2020 Price is occasionally more important than brand: Index	
MP28015a_B	2020 Price is frequently more important than brand name	
MP28015a_I	2020 Price is frequently more important than brand name: Index	
MP28016a_B	2020 Price is usually more important than brand name	
MP28016a_I	2020 Price is usually more important than brand name: Index	
MP28017a_B	2020 Rarely use coupons for brands I buy often	
MP28017a_I	2020 Rarely use coupons for brands I buy often: Index	
MP28018a_B	2020 Occasionally use coupons for brands I buy often	
MP28018a_I	2020 Occasionally use coupons for brands I buy often: Index	
MP28019a_B	2020 Frequently use coupons for brands I buy often	
MP28019a_I	2020 Frequently use coupons for brands I buy often: Index	
MP28020a_B	2020 Usually use coupons for brands I buy often	
MP28020a_I	2020 Usually use coupons for brands I buy often: Index	
MP28217a_B	2020 Prefer to shop at stores with loyalty points	
MP28217a_I	2020 Prefer to shop at stores with loyalty points: Index	
MP28218a_B	2020 Slightly prefer to shop at stores with loyalty points	
MP28218a_I	2020 Slightly prefer to shop at stores with loyalty points: Index	
MP28219a_B	2020 Do not prefer to shop at stores with loyalty points	
MP28219a_I	2020 Do not prefer to shop at stores with loyalty points: Index	
MP28220a_B	2020 Rarely prefer to shop at stores with loyalty points	
MP28220a_I	2020 Rarely prefer to shop at stores with loyalty points: Index	
MP28221a_B	2020 Prefer shopping online over in-store	
MP28221a_I	2020 Prefer shopping online over in-store: Index	
MP28222a_B	2020 Slightly prefer to shop online over going to store	



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Data Table & Item Code	Data Item Description	Item Changes
MP28222a_I	2020 Slightly prefer to shop online over going to store: Index	
MP28223a_B	2020 Do not prefer shopping online over in-store	
MP28223a_I	2020 Do not prefer shopping online over in-store: Index	
MP28224a_B	2020 Rarely prefer shopping online over in-store	
MP28224a_I	2020 Rarely prefer shopping online over in-store: Index	
MP28241a_B	2020 Frequently use mobile in-store to look for coupons	
MP28241a_I	2020 Frequently use mobile in-store to look for coupons: Index	
MP28242a_B	2020 Sometimes use mobile in-store to look for coupons	
MP28242a_I	2020 Sometimes use mobile in-store to look for coupons: Index	
MP28243a_B	2020 Do not use mobile in-store to look for coupons	
MP28243a_I	2020 Do not use mobile in-store to look for coupons: Index	
MP28244a_B	2020 Rarely use mobile in-store to look for coupons	
MP28244a_I	2020 Rarely use mobile in-store to look for coupons: Index	
MP28021a_B	2020 Do not expect brands I buy to support social causes	
MP28021a_I	2020 Do not expect brands I buy to support social causes: Index	
MP28022a_B	2020 Expect some brands I buy to support social causes	
MP28022a_I	2020 Expect some brands I buy to support social causes: Index	
MP28023a_B	2020 Expect most brands I buy to support social causes	
MP28023a_I	2020 Expect most brands I buy to support social causes: Index	
MP28024a_B	2020 Expect brands I buy to support social causes	
MP28024a_I	2020 Expect brands I buy to support social causes: Index	
MP28025a_B	2020 Will rarely switch brands to use a coupon	
MP28025a_I	2020 Will rarely switch brands to use a coupon: Index	
MP28026a_B	2020 Will occasionally switch brands to use a coupon	
MP28026a_I	2020 Will occasionally switch brands to use a coupon: Index	
MP28027a_B	2020 Will frequently switch brands to use a coupon	
MP28027a_I	2020 Will frequently switch brands to use a coupon: Index	
MP28028a_B	2020 Will usually switch brands to use a coupon	
MP28028a_I	2020 Will usually switch brands to use a coupon: Index	
MP28029a_B	2020 Do not use the Internet to shop for fashion	
MP28029a_I	2020 Do not use the Internet to shop for fashion: Index	
MP28030a_B	2020 Occasionally use the Internet to shop for fashion	
MP28030a_I	2020 Occasionally use the Internet to shop for fashion: Index	
MP28031a_B	2020 Frequently use the Internet to shop for fashion	
MP28031a_I	2020 Frequently use the Internet to shop for fashion: Index	
MP28032a_B	2020 Use the Internet to shop for fashion	
MP28032a_I	2020 Use the Internet to shop for fashion: Index	
MP28033a_B	2020 Helping to preserve nature is very important	
MP28033a_I	2020 Helping to preserve nature is very important: Index	
MP28034a_B	2020 Helping to preserve nature is not important	
MP28034a_I	2020 Helping to preserve nature is not important: Index	
MP28035a_B	2020 Helping to preserve nature is of average importance	
MP28035a_I	2020 Helping to preserve nature is of average importance: Index	
MP28036a_B	2020 Government shouldn't focus more on environmental issues	
MP28036a_I	2020 Government shouldn't focus more on environmental issues: Index	
MP28037a_B	2020 Government should focus slightly more on environmental issues	
MP28037a_I	2020 Government should focus slightly more on environmental issues: Index	
MP28038a_B	2020 Government should focus somewhat more on environmental issues	
MP28038a_I	2020 Government should focus somewhat more on environmental issues: Index	
MP28039a_B	2020 Government should focus more on environmental issues	
MP28039a_I	2020 Government should focus more on environmental issues: Index	
MP28040a_B	2020 Am not interested in how to help the environment	
MP28040a_I	2020 Am not interested in how to help the environment: Index	
MP28041a_B	2020 Am slightly interested in how to help the environment	
MP28041a_I	2020 Am slightly interested in how to help the environment: Index	
MP28042a_B	2020 Am somewhat interested in how to help the environment	
MP28042a_I	2020 Am somewhat interested in how to help the environment: Index	
MP28043a_B	2020 Am interested in how to help the environment	
MP28043a_I	2020 Am interested in how to help the environment: Index	
MP28044a_B	2020 Global warming is not a serious threat	
MP28044a_I	2020 Global warming is not a serious threat: Index	
MP28045a_B	2020 Global warming is a minor problem	
MP28045a_I	2020 Global warming is a minor problem: Index	
MP28046a_B	2020 Global warming is a problem	
MP28046a_I	2020 Global warming is a problem: Index	
MP28047a_B	2020 Global warming is a serious threat	
MP28047a_I	2020 Global warming is a serious threat: Index	
MP28048a_B	2020 Am not more environmentally conscious than most people	
MP28048a_I	2020 Am not more environmentally conscious than most people: Index	
MP28049a_B	2020 Am slightly more environmentally conscious than most	
MP28049a_I	2020 Am slightly more environmentally conscious than most: Index	
MP28050a_B	2020 Am somewhat more environmentally conscious than most	
MP28050a_I	2020 Am somewhat more environmentally conscious than most: Index	
MP28051a_B	2020 Am more environmentally conscious than most people	
MP28051a_I	2020 Am more environmentally conscious than most people: Index	
MP28052a_B	2020 Company's environmental record not important when buying	
MP28052a_I	2020 Company's environmental record not important when buying: Index	
MP28053a_B	2020 Company's environmental record slightly important when buying	
MP28053a_I	2020 Company's environmental record slightly important when buying: Index	
MP28054a_B	2020 Company's environmental record somewhat important when buying	
MP28054a_I	2020 Company's environmental record somewhat important when buying: Index	
MP28055a_B	2020 Company's environmental record important when buying	

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Data Table & Item Code	Data Item Description	Item Changes
MP28055a_I	2020 Company's environmental record important when buying: Index	
MP28203a_B	2020 Not important that lifestyle impresses others	
MP28203a_I	2020 Not important that lifestyle impresses others: Index	
MP28204a_B	2020 Mostly not important if lifestyle impresses others	
MP28204a_I	2020 Mostly not important if lifestyle impresses others: Index	
MP28202a_B	2020 Slightly important that lifestyle impresses others	
MP28202a_I	2020 Slightly important that lifestyle impresses others: Index	
MP28201a_B	2020 Very important that lifestyle impresses others	
MP28201a_I	2020 Very important that lifestyle impresses others: Index	
MP28245a_B	2020 Like 'binge watching' a TV series	
MP28245a_I	2020 Like 'binge watching' a TV series: Index	
MP28246a_B	2020 Sometimes like 'binge watching' a TV series	
MP28246a_I	2020 Sometimes like 'binge watching' a TV series: Index	
MP28247a_B	2020 Do not like 'binge watching' a TV series	
MP28247a_I	2020 Do not like 'binge watching' a TV series: Index	
MP28248a_B	2020 Not likely to 'binge watching' a TV series	
MP28248a_I	2020 Not likely to 'binge watching' a TV series: Index	
MP28056a_B	2020 Rarely pay more for environmentally safe product	
MP28056a_I	2020 Rarely pay more for environmentally safe product: Index	
MP28057a_B	2020 Occasionally pay more for environmentally safe product	
MP28057a_I	2020 Occasionally pay more for environmentally safe product: Index	
MP28058a_B	2020 Frequently pay more for environmentally safe product	
MP28058a_I	2020 Frequently pay more for environmentally safe product: Index	
MP28059a_B	2020 Usually pay more for environmentally safe product	
MP28059a_I	2020 Usually pay more for environmentally safe product: Index	
MP28060a_B	2020 Rarely value green products over convenience	
MP28060a_I	2020 Rarely value green products over convenience: Index	
MP28061a_B	2020 Occasionally value green products over convenience	
MP28061a_I	2020 Occasionally value green products over convenience: Index	
MP28062a_B	2020 Frequently value green products over convenience	
MP28062a_I	2020 Frequently value green products over convenience: Index	
MP28063a_B	2020 Usually value green products over convenience	
MP28063a_I	2020 Usually value green products over convenience: Index	
MP28064a_B	2020 Rarely buy natural products for environmental concern	
MP28064a_I	2020 Rarely buy natural products for environmental concern: Index	
MP28065a_B	2020 Occasionally buy natural products for environmental concern	
MP28065a_I	2020 Occasionally buy natural products for environmental concern: Index	
MP28066a_B	2020 Frequently buy natural products for environmental concern	
MP28066a_I	2020 Frequently buy natural products for environmental concern: Index	
MP28067a_B	2020 Usually buy natural products for environmental concern	
MP28067a_I	2020 Usually buy natural products for environmental concern: Index	
MP28068a_B	2020 Do not try to eat healthy	
MP28068a_I	2020 Do not try to eat healthy: Index	
MP28069a_B	2020 Occasionally try to eat healthy with nutrition focus	
MP28069a_I	2020 Occasionally try to eat healthy with nutrition focus: Index	
MP28070a_B	2020 Frequently try to eat healthy with nutrition focus	
MP28070a_I	2020 Frequently try to eat healthy with nutrition focus: Index	
MP28071a_B	2020 Try to eat healthy with nutrition focus	
MP28071a_I	2020 Try to eat healthy with nutrition focus: Index	
MP28072a_B	2020 Rarely eat organic foods	
MP28072a_I	2020 Rarely eat organic foods: Index	
MP28073a_B	2020 Occasionally eat organic foods	
MP28073a_I	2020 Occasionally eat organic foods: Index	
MP28074a_B	2020 Frequently eat organic foods	
MP28074a_I	2020 Frequently eat organic foods: Index	
MP28075a_B	2020 Eat organic foods regularly	
MP28075a_I	2020 Eat organic foods regularly: Index	
MP28076a_B	2020 Rarely check food ingredients before buying	
MP28076a_I	2020 Rarely check food ingredients before buying: Index	
MP28077a_B	2020 Occasionally check food ingredients before buying	
MP28077a_I	2020 Occasionally check food ingredients before buying: Index	
MP28078a_B	2020 Frequently check food ingredients before buying	
MP28078a_I	2020 Frequently check food ingredients before buying: Index	
MP28079a_B	2020 Usually check food ingredients before buying	
MP28079a_I	2020 Usually check food ingredients before buying: Index	
MP28084a_B	2020 Prefer alternative medicine to traditional	
MP28084a_I	2020 Prefer alternative medicine to traditional: Index	
MP28085a_B	2020 Somewhat prefer alternative medicine to traditional	
MP28085a_I	2020 Somewhat prefer alternative medicine to traditional: Index	
MP28086a_B	2020 Slightly prefer alternative medicine to traditional	
MP28086a_I	2020 Slightly prefer alternative medicine to traditional: Index	
MP28087a_B	2020 Do not prefer alternative medicine to traditional	
MP28087a_I	2020 Do not prefer alternative medicine to traditional: Index	
MP28092a_B	2020 Follow a regular exercise routine	
MP28092a_I	2020 Follow a regular exercise routine: Index	
MP28093a_B	2020 Frequently follow a regular exercise routine	
MP28093a_I	2020 Frequently follow a regular exercise routine: Index	
MP28094a_B	2020 Occasionally follow a regular exercise routine	
MP28094a_I	2020 Occasionally follow a regular exercise routine: Index	
MP28095a_B	2020 Do not follow a regular exercise routine	
MP28095a_I	2020 Do not follow a regular exercise routine: Index	
MP28096a_B	2020 Rarely attend religious services	

## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP28096a_I	2020 Rarely attend religious services: Index	
MP28097a_B	2020 Occasionally attend religious services	
MP28097a_I	2020 Occasionally attend religious services: Index	
MP28098a_B	2020 Frequently attend religious services	
MP28098a_I	2020 Frequently attend religious services: Index	
MP28099a_B	2020 Attend religious services regularly	
MP28099a_I	2020 Attend religious services regularly: Index	
MP28100a_B	2020 Unlikely to purchase brands supporting my causes	
MP28100a_I	2020 Unlikely to purchase brands supporting my causes: Index	
MP28101a_B	2020 Not as likely to purchase brands supporting my causes	
MP28101a_I	2020 Not as likely to purchase brands supporting my causes: Index	
MP28102a_B	2020 Likely to purchase brands supporting my causes	
MP28102a_I	2020 Likely to purchase brands supporting my causes: Index	
MP28103a_B	2020 More likely to purchase brands supporting my causes	
MP28103a_I	2020 More likely to purchase brands supporting my causes: Index	
MP28104a_B	2020 Unlikely to buy a brand that supports a charity	
MP28104a_I	2020 Unlikely to buy a brand that supports a charity: Index	
MP28105a_B	2020 Not as likely to buy brand that supports charity	
MP28105a_I	2020 Not as likely to buy brand that supports charity: Index	
MP28106a_B	2020 Likely to buy a brand that supports a charity	
MP28106a_I	2020 Likely to buy a brand that supports a charity: Index	
MP28107a_B	2020 More likely to buy a brand that supports a charity	
MP28107a_I	2020 More likely to buy a brand that supports a charity: Index	
MP28108a_B	2020 Spend 7+ hours commuting to and from work per week	
MP28108a_I	2020 Spend 7+ hours commuting to and from work per week: Index	
MP28109a_B	2020 Spend 3-6 hours commuting to and from work per week	
MP28109a_I	2020 Spend 3-6 hours commuting to and from work per week: Index	
MP28110a_B	2020 Spend 1-2 hours commuting to and from work per week	
MP28110a_I	2020 Spend 1-2 hours commuting to and from work per week: Index	
MP28111a_B	2020 Spend no time commuting to and from work each week	
MP28111a_I	2020 Spend no time commuting to and from work each week: Index	
MP28112a_B	2020 Do not buy eco-friendly vehicles	
MP28112a_I	2020 Do not buy eco-friendly vehicles: Index	
MP28113a_B	2020 Not as likely to buy eco-friendly vehicle	
MP28113a_I	2020 Not as likely to buy eco-friendly vehicle: Index	
MP28114a_B	2020 Likely to buy eco-friendly vehicle	
MP28114a_I	2020 Likely to buy eco-friendly vehicle: Index	
MP28115a_B	2020 Buy eco-friendly vehicles	
MP28115a_I	2020 Buy eco-friendly vehicles: Index	
MP28116a_B	2020 Very likely to buy a new vehicle in next 12 months	
MP28116a_I	2020 Very likely to buy a new vehicle in next 12 months: Index	
MP28117a_B	2020 Somewhat likely to buy a new vehicle in next 12 months	
MP28117a_I	2020 Somewhat likely to buy a new vehicle in next 12 months: Index	
MP28118a_B	2020 Not very likely to buy a new vehicle in next 12 months	
MP28118a_I	2020 Not very likely to buy a new vehicle in next 12 months: Index	
MP28119a_B	2020 Unlikely to buy a new vehicle in next 12 months	
MP28119a_I	2020 Unlikely to buy a new vehicle in next 12 months: Index	
MP28120a_B	2020 Very likely to buy a used vehicle in next 12 months	
MP28120a_I	2020 Very likely to buy a used vehicle in next 12 months: Index	
MP28121a_B	2020 Somewhat likely to buy a used vehicle in next 12 months	
MP28121a_I	2020 Somewhat likely to buy a used vehicle in next 12 months: Index	
MP28122a_B	2020 Not very likely to buy a used vehicle in next 12 months	
MP28122a_I	2020 Not very likely to buy a used vehicle in next 12 months: Index	
MP28123a_B	2020 Unlikely to buy a used vehicle in next 12 months	
MP28123a_I	2020 Unlikely to buy a used vehicle in next 12 months: Index	
MP28124a_B	2020 Very likely to lease a vehicle in next 12 months	
MP28124a_I	2020 Very likely to lease a vehicle in next 12 months: Index	
MP28125a_B	2020 Somewhat likely to lease a vehicle in next 12 months	
MP28125a_I	2020 Somewhat likely to lease a vehicle in next 12 months: Index	
MP28126a_B	2020 Not very likely to lease a vehicle in next 12 months	
MP28126a_I	2020 Not very likely to lease a vehicle in next 12 months: Index	
MP28127a_B	2020 Unlikely to lease a vehicle in next 12 months	
MP28127a_I	2020 Unlikely to lease a vehicle in next 12 months: Index	
MP28188a_B	2020 Very likely to buy a hybrid or alt fuel vehicle in next 12 months	
MP28188a_I	2020 Very likely to buy a hybrid or alt fuel vehicle in next 12 months: Index	
MP28128a_B	2020 Somewhat likely to buy a hybrid or alt fuel vehicle in next 12 months	
MP28128a_I	2020 Somewhat likely to buy a hybrid or alt fuel vehicle in next 12 months: Index	
MP28129a_B	2020 Not very likely to buy a hybrid or alt fuel vehicle in next 12 months	
MP28129a_I	2020 Not very likely to buy a hybrid or alt fuel vehicle in next 12 months: Index	
MP28130a_B	2020 Unlikely to buy a hybrid or alt fuel vehicle in next 12 months	
MP28130a_I	2020 Unlikely to buy a hybrid or alt fuel vehicle in next 12 months: Index	
MP28225a_B	2020 Very unlikely to buy first house in next 12 months	
MP28225a_I	2020 Very unlikely to buy first house in next 12 months: Index	
MP28226a_B	2020 Unlikely to buy first house in next 12 months	
MP28226a_I	2020 Unlikely to buy first house in next 12 months: Index	
MP28227a_B	2020 Somewhat likely to buy first house in next 12 months	
MP28227a_I	2020 Somewhat likely to buy first house in next 12 months: Index	
MP28228a_B	2020 Very likely to buy first house in next 12 months	
MP28228a_I	2020 Very likely to buy first house in next 12 months: Index	
MP28229a_B	2020 Very unlikely to retire in next 12 months	
MP28229a_I	2020 Very unlikely to retire in next 12 months: Index	
MP28230a_B	2020 Unlikely to retire in next 12 months	

## Esri Market Potential Data Variable List



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**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP28230a_I	2020 Unlikely to retire in next 12 months: Index	
MP28231a_B	2020 Somewhat likely to retire in next 12 months	
MP28231a_I	2020 Somewhat likely to retire in next 12 months: Index	
MP28232a_B	2020 Very likely to retire in next 12 months	
MP28232a_I	2020 Very likely to retire in next 12 months: Index	
MP28233a_B	2020 Very unlikely to start or buy a new business in next 12 months	Description Change
MP28233a_I	2020 Very unlikely to start or buy a new business in next 12 months: Index	Description Change
MP28234a_B	2020 Unlikely to start or buy a new business in next 12 months	Description Change
MP28234a_I	2020 Unlikely to start or buy a new business in next 12 months: Index	Description Change
MP28235a_B	2020 May start or buy a new business in next 12 months	Description Change
MP28235a_I	2020 May start or buy a new business in next 12 months: Index	Description Change
MP28236a_B	2020 Very likely to start or buy a new business in next 12 months	Description Change
MP28236a_I	2020 Very likely to start or buy a new business in next 12 months: Index	Description Change
MP28237a_B	2020 Very unlikely to start/return to school in next 12 months	
MP28237a_I	2020 Very unlikely to start/return to school in next 12 months: Index	
MP28238a_B	2020 Unlikely to start/return to school in next 12 months	
MP28238a_I	2020 Unlikely to start/return to school in next 12 months: Index	
MP28239a_B	2020 Somewhat likely to start/return to school in next 12 months	
MP28239a_I	2020 Somewhat likely to start/return to school in next 12 months: Index	
MP28240a_B	2020 Very likely to start/return to school in next 12 months	
MP28240a_I	2020 Very likely to start/return to school in next 12 months: Index	
MP28131a_B	2020 Believe personal/HH financially better off than last 12 months	
MP28131a_I	2020 Believe personal/HH financially better off than last 12 months: Index	
MP28132a_B	2020 Believe personal/HH financially about same as last 12 months	
MP28132a_I	2020 Believe personal/HH financially about same as last 12 months: Index	
MP28133a_B	2020 Believe personal/HH financially worse off than last 12 months	
MP28133a_I	2020 Believe personal/HH financially worse off than last 12 months: Index	
MP28134a_B	2020 Believe personal/HH financially will be better off in next 12 months	
MP28134a_I	2020 Believe personal/HH financially will be better off in next 12 months: Index	
MP28135a_B	2020 Believe personal/HH financially about same in the next 12 months	
MP28135a_I	2020 Believe personal/HH financially about same in the next 12 months: Index	
MP28136a_B	2020 Believe personal/HH financially will be worse off in next 12 months	
MP28136a_I	2020 Believe personal/HH financially will be worse off in next 12 months: Index	
MP28137a_B	2020 Do not use Internet for banking transactions	
MP28137a_I	2020 Do not use Internet for banking transactions: Index	
MP28138a_B	2020 Occasionally use Internet for banking transactions	
MP28138a_I	2020 Occasionally use Internet for banking transactions: Index	
MP28139a_B	2020 Frequently use Internet for banking transactions	
MP28139a_I	2020 Frequently use Internet for banking transactions: Index	
MP28140a_B	2020 Use Internet for banking transactions	
MP28140a_I	2020 Use Internet for banking transactions: Index	
MP28141a_B	2020 Do not like taking investment risk for high return	
MP28141a_I	2020 Do not like taking investment risk for high return: Index	
MP28142a_B	2020 Slightly like taking investment risk for high return	
MP28142a_I	2020 Slightly like taking investment risk for high return: Index	
MP28143a_B	2020 Somewhat like taking investment risk for high return	
MP28143a_I	2020 Somewhat like taking investment risk for high return: Index	
MP28144a_B	2020 Like taking investment risk for high return	
MP28144a_I	2020 Like taking investment risk for high return: Index	
MP28145a_B	2020 Like going to the bank	
MP28145a_I	2020 Like going to the bank: Index	
MP28146a_B	2020 Do not mind going to the bank	
MP28146a_I	2020 Do not mind going to the bank: Index	
MP28147a_B	2020 Mind going to the bank	
MP28147a_I	2020 Mind going to the bank: Index	
MP28148a_B	2020 Hate going to the bank	
MP28148a_I	2020 Hate going to the bank: Index	
MP28149a_B	2020 Do not use phone for banking transactions	
MP28149a_I	2020 Do not use phone for banking transactions: Index	
MP28150a_B	2020 Occasionally use phone for banking transactions	
MP28150a_I	2020 Occasionally use phone for banking transactions: Index	
MP28151a_B	2020 Frequently use phone for banking transactions	
MP28151a_I	2020 Frequently use phone for banking transactions: Index	
MP28152a_B	2020 Use phone for banking transactions	
MP28152a_I	2020 Use phone for banking transactions: Index	
MP28191a_B	2020 Don't mind borrowing money at all	
MP28191a_I	2020 Don't mind borrowing money at all: Index	
MP28192a_B	2020 Unlikely to mind borrowing money	
MP28192a_I	2020 Unlikely to mind borrowing money: Index	
MP28190a_B	2020 Somewhat dislike borrowing money	
MP28190a_I	2020 Somewhat dislike borrowing money: Index	
MP28189a_B	2020 Hate borrowing money	
MP28189a_I	2020 Hate borrowing money: Index	
MP28153a_B	2020 Have seen billboard in last 6 months	
MP28153a_I	2020 Have seen billboard in last 6 months: Index	
MP28154a_B	2020 Have seen ad on bus or train in last 6 months	
MP28154a_I	2020 Have seen ad on bus or train in last 6 months: Index	
MP28155a_B	2020 Have seen ad at bus stop or train station in last 6 months	
MP28155a_I	2020 Have seen ad at bus stop or train station in last 6 months: Index	
MP28156a_B	2020 Have seen ad inside taxi in last 6 months	
MP28156a_I	2020 Have seen ad inside taxi in last 6 months: Index	
MP28157a_B	2020 Have seen ad on top of taxi in last 6 months	

## Esri Market Potential Data Variable List



DATA VINTAGE: 2020

NUMBER OF VARIABLES: 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP28157a_I	2020 Have seen ad on top of taxi in last 6 months: Index	
MP28158a_B	2020 Have seen ad on phone booth in last 6 months	
MP28158a_I	2020 Have seen ad on phone booth in last 6 months: Index	
MP28159a_B	2020 Have seen ad at sports or entertain event in last 6 months	
MP28159a_I	2020 Have seen ad at sports or entertain event in last 6 months: Index	
MP28160a_B	2020 Have seen ad on postcard in last 6 months	
MP28160a_I	2020 Have seen ad on postcard in last 6 months: Index	
MP28161a_B	2020 Have seen ad on mobile device in last 6 months	
MP28161a_I	2020 Have seen ad on mobile device in last 6 months: Index	
MP28162a_B	2020 Have seen ad in store (not video ad) in last 6 months	
MP28162a_I	2020 Have seen ad in store (not video ad) in last 6 months: Index	
MP28187a_B	2020 Have seen ad in mall (not video ad) in last 6 months	
MP28187a_I	2020 Have seen ad in mall (not video ad) in last 6 months: Index	
MP28163a_B	2020 Have seen infomercial in last 6 months	
MP28163a_I	2020 Have seen infomercial in last 6 months: Index	
MP28164a_B	2020 Have seen offer or ad sent to home by mail in last 6 months	
MP28164a_I	2020 Have seen offer or ad sent to home by mail in last 6 months: Index	
MP28165a_B	2020 Have seen product placement in video game in last 6 months	
MP28165a_I	2020 Have seen product placement in video game in last 6 months: Index	
MP28166a_B	2020 Have seen product placement in TV show in last 6 months	
MP28166a_I	2020 Have seen product placement in TV show in last 6 months: Index	
MP28167a_B	2020 Have seen product placement in movie in last 6 months	
MP28167a_I	2020 Have seen product placement in movie in last 6 months: Index	
MP28169a_B	2020 Have seen ad on poster at movie theater in last 6 months	
MP28169a_I	2020 Have seen ad on poster at movie theater in last 6 months: Index	
MP28170a_B	2020 Have seen ad on-screen before start of movie in last 6 months	
MP28170a_I	2020 Have seen ad on-screen before start of movie in last 6 months: Index	
MP28171a_B	2020 Saw video ad in airport in last 6 months	
MP28171a_I	2020 Saw video ad in airport in last 6 months: Index	
MP28172a_B	2020 Saw video ad in bar or pub in last 6 months	
MP28172a_I	2020 Saw video ad in bar or pub in last 6 months: Index	
MP28173a_B	2020 Saw video ad in coffee shop or cafe or deli in last 6 months	
MP28173a_I	2020 Saw video ad in coffee shop or cafe or deli in last 6 months: Index	
MP28174a_B	2020 Saw video ad in convenience store in last 6 months	
MP28174a_I	2020 Saw video ad in convenience store in last 6 months: Index	
MP28175a_B	2020 Saw video ad in discount or dept store in last 6 months	
MP28175a_I	2020 Saw video ad in discount or dept store in last 6 months: Index	
MP28176a_B	2020 Saw video ad in drug store in last 6 months	
MP28176a_I	2020 Saw video ad in drug store in last 6 months: Index	
MP28177a_B	2020 Saw video ad in fast food or family rest in last 6 months	
MP28177a_I	2020 Saw video ad in fast food or family rest in last 6 months: Index	
MP28178a_B	2020 Saw video ad at gas station in last 6 months	
MP28178a_I	2020 Saw video ad at gas station in last 6 months: Index	
MP28179a_B	2020 Saw video ad in grocery store in last 6 months	
MP28179a_I	2020 Saw video ad in grocery store in last 6 months: Index	
MP28180a_B	2020 Saw video ad in gym or health club in last 6 months	
MP28180a_I	2020 Saw video ad in gym or health club in last 6 months: Index	
MP28181a_B	2020 Saw video ad in office bldg elevator in last 6 months	
MP28181a_I	2020 Saw video ad in office bldg elevator in last 6 months: Index	
MP28182a_B	2020 Saw video ad in office bldg lobby in last 6 months	
MP28182a_I	2020 Saw video ad in office bldg lobby in last 6 months: Index	
MP28183a_B	2020 Saw video ad in medical office in last 6 months	
MP28183a_I	2020 Saw video ad in medical office in last 6 months: Index	
MP28184a_B	2020 Saw video ad in movie theater lobby in last 6 months	
MP28184a_I	2020 Saw video ad in movie theater lobby in last 6 months: Index	
MP28185a_B	2020 Saw video ad in shopping mall in last 6 months	
MP28185a_I	2020 Saw video ad in shopping mall in last 6 months: Index	
MP28186a_B	2020 Saw video ad in warehouse or club store in last 6 months	
MP28186a_I	2020 Saw video ad in warehouse or club store in last 6 months: Index	
MP28250a_B	2020 Mobile attitude: Mobile ad & app-happy	New
MP28250a_I	2020 Mobile attitude: Mobile ad & app-happy: Index	New
MP28251a_B	2020 Mobile attitude: App-happy	New
MP28251a_I	2020 Mobile attitude: App-happy: Index	New
MP28252a_B	2020 Mobile attitude: Mobile if I must	New
MP28252a_I	2020 Mobile attitude: Mobile if I must: Index	New
MP28253a_B	2020 Mobile attitude: Mobile minimalist	New
MP28253a_I	2020 Mobile attitude: Mobile minimalist: Index	New
MP28249a_B	2020 Mobile attitude: Disconnected	New
MP28249a_I	2020 Mobile attitude: Disconnected: Index	New
MP28199a_B	2020 Internet impacts my daily life substantially	
MP28199a_I	2020 Internet impacts my daily life substantially: Index	
MP28200a_B	2020 Internet has some impact on my daily life	
MP28200a_I	2020 Internet has some impact on my daily life: Index	
MP28198a_B	2020 Internet unlikely to impact my daily life	
MP28198a_I	2020 Internet unlikely to impact my daily life: Index	
MP28197a_B	2020 Internet does not impact my life at all	
MP28197a_I	2020 Internet does not impact my life at all: Index	
MP28195a_B	2020 Dislike keeping personal info webpages updated	
MP28195a_I	2020 Dislike keeping personal info webpages updated: Index	
MP28196a_B	2020 Unlikely to keep personal info webpages updated	
MP28196a_I	2020 Unlikely to keep personal info webpages updated: Index	
MP28194a_B	2020 May keep personal info webpages updated	

# Esri Market Potential Data Variable List



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MP28194a_I	2020 May keep personal info webpages updated: Index	
MP28193a_B	2020 Prefer keeping personal info webpages updated	
MP28193a_I	2020 Prefer keeping personal info webpages updated: Index	
MP28211a_B	2020 Discounts do not influence where travel or stay	
MP28211a_I	2020 Discounts do not influence where travel or stay: Index	
MP28212a_B	2020 Discounts unlikely to influence where travel or stay	
MP28212a_I	2020 Discounts unlikely to influence where travel or stay: Index	
MP28210a_B	2020 Discounts may influence where travel or stay	
MP28210a_I	2020 Discounts may influence where travel or stay: Index	
MP28209a_B	2020 Discounts influence where travel or stay	
MP28209a_I	2020 Discounts influence where travel or stay: Index	
MP28215a_B	2020 Do not prefer active vacation with lots to do	
MP28215a_I	2020 Do not prefer active vacation with lots to do: Index	
MP28216a_B	2020 Unlikely to prefer active vacation with lots to do	
MP28216a_I	2020 Unlikely to prefer active vacation with lots to do: Index	
MP28214a_B	2020 Sometimes prefer active vacation with lots to do	
MP28214a_I	2020 Sometimes prefer active vacation with lots to do: Index	
MP28213a_B	2020 Prefer active vacation with lots to do	
MP28213a_I	2020 Prefer active vacation with lots to do: Index	
MP28207a_B	2020 Strongly prefer travel abroad over U.S.	
MP28207a_I	2020 Strongly prefer travel abroad over U.S.: Index	
MP28208a_B	2020 Somewhat prefer travel abroad over U.S.	
MP28208a_I	2020 Somewhat prefer travel abroad over U.S.: Index	
MP28206a_B	2020 Somewhat prefer travel in the U.S. over abroad	
MP28206a_I	2020 Somewhat prefer travel in the U.S. over abroad: Index	
MP28205a_B	2020 Strongly prefer travel in the U.S. over abroad	
MP28205a_I	2020 Strongly prefer travel in the U.S. over abroad: Index	
<b>2020 Restaurants (Market Potential)</b>		
MP29001a_B	2020 Went to family restaurant or steak house in last 6 months	
MP29001a_I	2020 Went to family restaurant or steak house in last 6 months: Index	
MP29002a_B	2020 Went to family restaurant or steak house 4+ times last 30 days	Description Change
MP29002a_I	2020 Went to family restaurant or steak house 4+ times last 30 days: Index	Description Change
MP29003a_B	2020 Spent at family restaurant in last 30 days: \$1-30	
MP29003a_I	2020 Spent at family restaurant in last 30 days: \$1-30: Index	
MP29004a_B	2020 Spent at family restaurant in last 30 days: \$31-50	
MP29004a_I	2020 Spent at family restaurant in last 30 days: \$31-50: Index	
MP29005a_B	2020 Spent at family restaurant in last 30 days: \$51-100	
MP29005a_I	2020 Spent at family restaurant in last 30 days: \$51-100: Index	
MP29006a_B	2020 Spent at family restaurant in last 30 days: \$101-200	
MP29006a_I	2020 Spent at family restaurant in last 30 days: \$101-200: Index	
MP29009a_B	2020 Went to family restaurant in last 6 months for breakfast	
MP29009a_I	2020 Went to family restaurant in last 6 months for breakfast: Index	
MP29010a_B	2020 Went to family restaurant in last 6 months for lunch	
MP29010a_I	2020 Went to family restaurant in last 6 months for lunch: Index	
MP29011a_B	2020 Went to family restaurant in last 6 months for dinner	
MP29011a_I	2020 Went to family restaurant in last 6 months for dinner: Index	
MP29012a_B	2020 Went to family restaurant in last 6 months for snack	
MP29012a_I	2020 Went to family restaurant in last 6 months for snack: Index	
MP29013a_B	2020 Went to family restaurant in last 6 months on weekday	
MP29013a_I	2020 Went to family restaurant in last 6 months on weekday: Index	
MP29014a_B	2020 Went to family restaurant in last 6 months on weekend	
MP29014a_I	2020 Went to family restaurant in last 6 months on weekend: Index	
MP29015a_B	2020 Went to Applebee's in last 6 months	
MP29015a_I	2020 Went to Applebee's in last 6 months: Index	
MP29089a_B	2020 Went to Bob Evans in last 6 months	
MP29089a_I	2020 Went to Bob Evans in last 6 months: Index	
MP29016a_B	2020 Went to Buffalo Wild Wings in last 6 months	
MP29016a_I	2020 Went to Buffalo Wild Wings in last 6 months: Index	
MP29017a_B	2020 Went to California Pizza Kitchen in last 6 months	
MP29017a_I	2020 Went to California Pizza Kitchen in last 6 months: Index	
MP29019a_B	2020 Went to The Cheesecake Factory in last 6 months	
MP29019a_I	2020 Went to The Cheesecake Factory in last 6 months: Index	
MP29020a_B	2020 Went to Chili's Grill & Bar in last 6 months	
MP29020a_I	2020 Went to Chili's Grill & Bar in last 6 months: Index	
MP29021a_B	2020 Went to CiCi's Pizza in last 6 months	
MP29021a_I	2020 Went to CiCi's Pizza in last 6 months: Index	
MP29022a_B	2020 Went to Cracker Barrel in last 6 months	
MP29022a_I	2020 Went to Cracker Barrel in last 6 months: Index	
MP29023a_B	2020 Went to Denny's in last 6 months	
MP29023a_I	2020 Went to Denny's in last 6 months: Index	
MP29024a_B	2020 Went to Golden Corral in last 6 months	
MP29024a_I	2020 Went to Golden Corral in last 6 months: Index	
MP29025a_B	2020 Went to IHOP in last 6 months	
MP29025a_I	2020 Went to IHOP in last 6 months: Index	
MP29090a_B	2020 Went to Logan's Roadhouse in last 6 months	
MP29090a_I	2020 Went to Logan's Roadhouse in last 6 months: Index	
MP29026a_B	2020 Went to LongHorn Steakhouse in last 6 months	
MP29026a_I	2020 Went to LongHorn Steakhouse in last 6 months: Index	
MP29028a_B	2020 Went to Olive Garden in last 6 months	
MP29028a_I	2020 Went to Olive Garden in last 6 months: Index	
MP29029a_B	2020 Went to Outback Steakhouse in last 6 months	

## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP29029a_I	2020 Went to Outback Steakhouse in last 6 months: Index	
MP29030a_B	2020 Went to Red Lobster in last 6 months	
MP29030a_I	2020 Went to Red Lobster in last 6 months: Index	
MP29031a_B	2020 Went to Red Robin in last 6 months	
MP29031a_I	2020 Went to Red Robin in last 6 months: Index	
MP29032a_B	2020 Went to Ruby Tuesday in last 6 months	
MP29032a_I	2020 Went to Ruby Tuesday in last 6 months: Index	
MP29033a_B	2020 Went to Texas Roadhouse in last 6 months	
MP29033a_I	2020 Went to Texas Roadhouse in last 6 months: Index	
MP29034a_B	2020 Went to T.G.I. Friday's in last 6 months	
MP29034a_I	2020 Went to T.G.I. Friday's in last 6 months: Index	
MP29035a_B	2020 Went to Waffle House in last 6 months	
MP29035a_I	2020 Went to Waffle House in last 6 months: Index	
MP29036a_B	2020 Went to fast food or drive-in restaurant in last 6 months	
MP29036a_I	2020 Went to fast food or drive-in restaurant in last 6 months: Index	
MP29037a_B	2020 Went to fast food or drive-in restaurant 9+ times in last month	
MP29037a_I	2020 Went to fast food or drive-in restaurant 9+ times in last month: Index	
MP29038a_B	2020 Spent at fast food restaurant in last 30 days: \$1-10	
MP29038a_I	2020 Spent at fast food restaurant in last 30 days: \$1-10: Index	
MP29039a_B	2020 Spent at fast food restaurant in last 30 days: \$11-\$20	
MP29039a_I	2020 Spent at fast food restaurant in last 30 days: \$11-\$20: Index	
MP29040a_B	2020 Spent at fast food restaurant in last 30 days: \$21-\$40	
MP29040a_I	2020 Spent at fast food restaurant in last 30 days: \$21-\$40: Index	
MP29041a_B	2020 Spent at fast food restaurant in last 30 days: \$41-\$50	
MP29041a_I	2020 Spent at fast food restaurant in last 30 days: \$41-\$50: Index	
MP29042a_B	2020 Spent at fast food restaurant in last 30 days: \$51-\$100	
MP29042a_I	2020 Spent at fast food restaurant in last 30 days: \$51-\$100: Index	
MP29043a_B	2020 Spent at fast food restaurant in last 30 days: \$101-\$200	
MP29043a_I	2020 Spent at fast food restaurant in last 30 days: \$101-\$200: Index	
MP29044a_B	2020 Spent at fast food restaurant in last 30 days: \$201+	
MP29044a_I	2020 Spent at fast food restaurant in last 30 days: \$201+: Index	
MP29045a_B	2020 Went to Fast food restaurant in last 6 months to eat in	
MP29045a_I	2020 Went to Fast food restaurant in last 6 months to eat in: Index	
MP29046a_B	2020 Went to Fast food restaurant in last 6 months for home delivery	
MP29046a_I	2020 Went to Fast food restaurant in last 6 months for home delivery: Index	
MP29047a_B	2020 Went to Fast food restaurant in last 6 months to take-out or drive-thru	
MP29047a_I	2020 Went to Fast food restaurant in last 6 months to take-out or drive-thru: Index	
MP29048a_B	2020 Went to Fast food restaurant in last 6 months to take-out or walk-in	
MP29048a_I	2020 Went to Fast food restaurant in last 6 months to take-out or walk-in: Index	
MP29049a_B	2020 Went to fast food restaurant in last 6 months for breakfast	
MP29049a_I	2020 Went to fast food restaurant in last 6 months for breakfast: Index	
MP29050a_B	2020 Went to fast food restaurant in last 6 months for lunch	
MP29050a_I	2020 Went to fast food restaurant in last 6 months for lunch: Index	
MP29051a_B	2020 Went to fast food restaurant in last 6 months for dinner	
MP29051a_I	2020 Went to fast food restaurant in last 6 months for dinner: Index	
MP29052a_B	2020 Went to fast food restaurant in last 6 months for snack	
MP29052a_I	2020 Went to fast food restaurant in last 6 months for snack: Index	
MP29053a_B	2020 Went to fast food restaurant in last 6 months on weekday	
MP29053a_I	2020 Went to fast food restaurant in last 6 months on weekday: Index	
MP29054a_B	2020 Went to fast food restaurant in last 6 months on weekend	
MP29054a_I	2020 Went to fast food restaurant in last 6 months on weekend: Index	
MP29055a_B	2020 Went to A & W in last 6 months	
MP29055a_I	2020 Went to A & W in last 6 months: Index	
MP29056a_B	2020 Went to Arby's in last 6 months	
MP29056a_I	2020 Went to Arby's in last 6 months: Index	
MP29057a_B	2020 Went to Baskin-Robbins in last 6 months	
MP29057a_I	2020 Went to Baskin-Robbins in last 6 months: Index	
MP29058a_B	2020 Went to Boston Market in last 6 months	
MP29058a_I	2020 Went to Boston Market in last 6 months: Index	
MP29059a_B	2020 Went to Burger King in last 6 months	
MP29059a_I	2020 Went to Burger King in last 6 months: Index	
MP29091a_B	2020 Went to Captain D's in last 6 months	
MP29091a_I	2020 Went to Captain D's in last 6 months: Index	
MP29060a_B	2020 Went to Carl's Jr. in last 6 months	
MP29060a_I	2020 Went to Carl's Jr. in last 6 months: Index	
MP29061a_B	2020 Went to Checkers in last 6 months	
MP29061a_I	2020 Went to Checkers in last 6 months: Index	
MP29062a_B	2020 Went to Chick-fil-A in last 6 months	
MP29062a_I	2020 Went to Chick-fil-A in last 6 months: Index	
MP29063a_B	2020 Went to Chipotle Mexican Grill in last 6 months	
MP29063a_I	2020 Went to Chipotle Mexican Grill in last 6 months: Index	
MP29064a_B	2020 Went to Chuck E. Cheese's in last 6 months	
MP29064a_I	2020 Went to Chuck E. Cheese's in last 6 months: Index	
MP29065a_B	2020 Went to Church's Fried Chicken in last 6 months	
MP29065a_I	2020 Went to Church's Fried Chicken in last 6 months: Index	
MP29066a_B	2020 Went to Cold Stone Creamery in last 6 months	
MP29066a_I	2020 Went to Cold Stone Creamery in last 6 months: Index	
MP29067a_B	2020 Went to Dairy Queen in last 6 months	
MP29067a_I	2020 Went to Dairy Queen in last 6 months: Index	
MP29092a_B	2020 Went to Del Taco in last 6 months	
MP29092a_I	2020 Went to Del Taco in last 6 months: Index	
MP29068a_B	2020 Went to Domino's Pizza in last 6 months	



## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP29068a_I	2020 Went to Domino's Pizza in last 6 months: Index	
MP29069a_B	2020 Went to Dunkin' Donuts in last 6 months	
MP29069a_I	2020 Went to Dunkin' Donuts in last 6 months: Index	
MP29102a_B	2020 Went to Five Guys in last 6 months	
MP29102a_I	2020 Went to Five Guys in last 6 months: Index	
MP29093a_B	2020 Went to Hardee's in last 6 months	
MP29093a_I	2020 Went to Hardee's in last 6 months: Index	
MP29070a_B	2020 Went to Jack in the Box in last 6 months	
MP29070a_I	2020 Went to Jack in the Box in last 6 months: Index	
MP29103a_B	2020 Went to Jimmy John's in last 6 months	
MP29103a_I	2020 Went to Jimmy John's in last 6 months: Index	
MP29071a_B	2020 Went to KFC in last 6 months	
MP29071a_I	2020 Went to KFC in last 6 months: Index	
MP29072a_B	2020 Went to Krispy Kreme Doughnuts in last 6 months	
MP29072a_I	2020 Went to Krispy Kreme Doughnuts in last 6 months: Index	
MP29073a_B	2020 Went to Little Caesars in last 6 months	
MP29073a_I	2020 Went to Little Caesars in last 6 months: Index	
MP29074a_B	2020 Went to Long John Silver's in last 6 months	
MP29074a_I	2020 Went to Long John Silver's in last 6 months: Index	
MP29075a_B	2020 Went to McDonald's in last 6 months	
MP29075a_I	2020 Went to McDonald's in last 6 months: Index	
MP29101a_B	2020 Went to Panda Express in last 6 months	
MP29101a_I	2020 Went to Panda Express in last 6 months: Index	
MP29076a_B	2020 Went to Panera Bread in last 6 months	
MP29076a_I	2020 Went to Panera Bread in last 6 months: Index	
MP29077a_B	2020 Went to Papa John's in last 6 months	
MP29077a_I	2020 Went to Papa John's in last 6 months: Index	
MP29078a_B	2020 Went to Papa Murphy's in last 6 months	
MP29078a_I	2020 Went to Papa Murphy's in last 6 months: Index	
MP29079a_B	2020 Went to Pizza Hut in last 6 months	
MP29079a_I	2020 Went to Pizza Hut in last 6 months: Index	
MP29080a_B	2020 Went to Popeyes Chicken in last 6 months	
MP29080a_I	2020 Went to Popeyes Chicken in last 6 months: Index	
MP29082a_B	2020 Went to Sonic Drive-In in last 6 months	
MP29082a_I	2020 Went to Sonic Drive-In in last 6 months: Index	
MP29083a_B	2020 Went to Starbucks in last 6 months	
MP29083a_I	2020 Went to Starbucks in last 6 months: Index	
MP29084a_B	2020 Went to Steak 'n Shake in last 6 months	
MP29084a_I	2020 Went to Steak 'n Shake in last 6 months: Index	
MP29085a_B	2020 Went to Subway in last 6 months	
MP29085a_I	2020 Went to Subway in last 6 months: Index	
MP29086a_B	2020 Went to Taco Bell in last 6 months	
MP29086a_I	2020 Went to Taco Bell in last 6 months: Index	
MP29087a_B	2020 Went to Wendy's in last 6 months	
MP29087a_I	2020 Went to Wendy's in last 6 months: Index	
MP29094a_B	2020 Went to Whataburger in last 6 months	
MP29094a_I	2020 Went to Whataburger in last 6 months: Index	
MP29088a_B	2020 Went to White Castle in last 6 months	
MP29088a_I	2020 Went to White Castle in last 6 months: Index	
MP29095a_B	2020 Went to fine dining restaurant last month	
MP29095a_I	2020 Went to fine dining restaurant last month: Index	
MP29096a_B	2020 Went to fine dining restaurant 3+ times last month	
MP29096a_I	2020 Went to fine dining restaurant 3+ times last month: Index	
MP29078a_B	2020 Went to Carrabba's Italian Grill in last 6 months	Discontinued
MP29078a_I	2020 Went to Carrabba's Italian Grill in last 6 months: Index	Discontinued
<b>2020 Shoes (Market Potential)</b>		<b>New Table</b>
MP30001a_B	2020 Bought any shoes in last 12 months	
MP30001a_I	2020 Bought any shoes in last 12 months: Index	
MP30009a_B	2020 Spent on shoes in last 12 months: \$1-49	
MP30009a_I	2020 Spent on shoes in last 12 months: \$1-49: Index	
MP30010a_B	2020 Spent on shoes in last 12 months: \$50-\$99	
MP30010a_I	2020 Spent on shoes in last 12 months: \$50-\$99: Index	
MP30011a_B	2020 Spent on shoes in last 12 months: \$100-\$249	
MP30011a_I	2020 Spent on shoes in last 12 months: \$100-\$249: Index	
MP30012a_B	2020 Spent on shoes in last 12 months: \$250+	
MP30012a_I	2020 Spent on shoes in last 12 months: \$250+: Index	
MP30013a_B	2020 Bought shoes at department store in last 6 months	
MP30013a_I	2020 Bought shoes at department store in last 6 months: Index	
MP30014a_B	2020 Bought shoes at discount store in last 6 months	
MP30014a_I	2020 Bought shoes at discount store in last 6 months: Index	
MP30015a_B	2020 Bought shoes online in last 6 months	
MP30015a_I	2020 Bought shoes online in last 6 months: Index	
MP30016a_B	2020 Bought athletic shoes in last 12 months	
MP30016a_I	2020 Bought athletic shoes in last 12 months: Index	
MP30017a_B	2020 Bought athletic shoes in last 12 months: aerobic or fitness	
MP30017a_I	2020 Bought athletic shoes in last 12 months: aerobic or fitness: Index	
MP30018a_B	2020 Bought athletic shoes in last 12 months: basketball	
MP30018a_I	2020 Bought athletic shoes in last 12 months: basketball: Index	
MP30019a_B	2020 Bought athletic shoes in last 12 months: cross-training	
MP30019a_I	2020 Bought athletic shoes in last 12 months: cross-training: Index	
MP30020a_B	2020 Bought athletic shoes in last 12 months: hiking boots	

## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP30020a_I	2020 Bought athletic shoes in last 12 months: hiking boots: Index	
MP30021a_B	2020 Bought athletic shoes in last 12 months: running or jogging	
MP30021a_I	2020 Bought athletic shoes in last 12 months: running or jogging: Index	
MP30058a_B	2020 Bought athletic shoes in last 12 months: sandals	
MP30058a_I	2020 Bought athletic shoes in last 12 months: sandals: Index	
MP30023a_B	2020 Bought athletic shoes in last 12 months: tennis	
MP30023a_I	2020 Bought athletic shoes in last 12 months: tennis: Index	
MP30024a_B	2020 Bought athletic shoes in last 12 months: walking	
MP30024a_I	2020 Bought athletic shoes in last 12 months: walking: Index	
MP30025a_B	2020 Spent on athletic shoes in last 12 months: \$1-49	
MP30025a_I	2020 Spent on athletic shoes in last 12 months: \$1-49: Index	
MP30026a_B	2020 Spent on athletic shoes in last 12 months: \$50-74	
MP30026a_I	2020 Spent on athletic shoes in last 12 months: \$50-74: Index	
MP30027a_B	2020 Spent on athletic shoes in last 12 months: \$75-149	
MP30027a_I	2020 Spent on athletic shoes in last 12 months: \$75-149: Index	
MP30028a_B	2020 Spent on athletic shoes in last 12 months: \$150+	
MP30028a_I	2020 Spent on athletic shoes in last 12 months: \$150+: Index	
MP30029a_B	2020 Bought athletic shoes in last 12 months: Adidas	
MP30029a_I	2020 Bought athletic shoes in last 12 months: Adidas: Index	
MP30030a_B	2020 Bought athletic shoes in last 12 months: Asics	
MP30030a_I	2020 Bought athletic shoes in last 12 months: Asics: Index	
MP30031a_B	2020 Bought athletic shoes in last 12 months: Converse	
MP30031a_I	2020 Bought athletic shoes in last 12 months: Converse: Index	
MP30032a_B	2020 Bought athletic shoes in last 12 months: Jordan	
MP30032a_I	2020 Bought athletic shoes in last 12 months: Jordan: Index	
MP30033a_B	2020 Bought athletic shoes in last 12 months: New Balance	
MP30033a_I	2020 Bought athletic shoes in last 12 months: New Balance: Index	
MP30034a_B	2020 Bought athletic shoes in last 12 months: Nike	
MP30034a_I	2020 Bought athletic shoes in last 12 months: Nike: Index	
MP30035a_B	2020 Bought athletic shoes in last 12 months: Puma	
MP30035a_I	2020 Bought athletic shoes in last 12 months: Puma: Index	
MP30036a_B	2020 Bought athletic shoes in last 12 months: Reebok	
MP30036a_I	2020 Bought athletic shoes in last 12 months: Reebok: Index	
MP30037a_B	2020 Bought athletic shoes in last 12 months: Skechers	
MP30037a_I	2020 Bought athletic shoes in last 12 months: Skechers: Index	
MP30057a_B	2020 Bought athletic shoes in last 12 months: Vans	
MP30057a_I	2020 Bought athletic shoes in last 12 months: Vans: Index	
MP30041a_B	2020 Bought shoes for child <13 in last 6 months	
MP30041a_I	2020 Bought shoes for child <13 in last 6 months: Index	
MP30047a_B	2020 Bought for child <13 in last 6 months: athletic shoes	
MP30047a_I	2020 Bought for child <13 in last 6 months: athletic shoes: Index	
MP30048a_B	2020 Bought for child <13 in last 6 months: casual shoes	
MP30048a_I	2020 Bought for child <13 in last 6 months: casual shoes: Index	
MP30049a_B	2020 Bought for child <13 in last 6 months: dress shoes	
MP30049a_I	2020 Bought for child <13 in last 6 months: dress shoes: Index	
MP30050a_B	2020 Bought for child <13 in last 6 months: rain or snow boots	
MP30050a_I	2020 Bought for child <13 in last 6 months: rain or snow boots: Index	
MP30051a_B	2020 Bought for child <13 in last 6 months: sandals	
MP30051a_I	2020 Bought for child <13 in last 6 months: sandals: Index	
MP30052a_B	2020 Bought for child <13 in last 6 months: slippers	
MP30052a_I	2020 Bought for child <13 in last 6 months: slippers: Index	
MP30059a_B	2020 Spent on shoes for child <13 in last 6 months: \$1-\$50	New
MP30059a_I	2020 Spent on shoes for child <13 in last 6 months: \$1-\$50: Index	New
MP30055a_B	2020 Spent on shoes for child <13 in last 6 months: \$51-\$99	
MP30055a_I	2020 Spent on shoes for child <13 in last 6 months: \$51-\$99: Index	
MP30056a_B	2020 Spent on shoes for child <13 in last 6 months: \$100+	
MP30056a_I	2020 Spent on shoes for child <13 in last 6 months: \$100+: Index	
MP30038a_B	2020 Bought shoes for child <1 year in last 6 months	Discontinued
MP30038a_I	2020 Bought shoes for child <1 year in last 6 months: Index	Discontinued
MP30039a_B	2020 Bought shoes for child 1-5 years in last 6 months	Discontinued
MP30039a_I	2020 Bought shoes for child 1-5 years in last 6 months: Index	Discontinued
MP30040a_B	2020 Bought shoes for child 6-12 years in last 6 months	Discontinued
MP30040a_I	2020 Bought shoes for child 6-12 years in last 6 months: Index	Discontinued
MP30053a_B	2020 Spent on shoes for child <13 in last 6 months: \$1-25	Discontinued
MP30053a_I	2020 Spent on shoes for child <13 in last 6 months: \$1-25: Index	Discontinued
MP30054a_B	2020 Spent on shoes for child <13 in last 6 months: \$26-\$50	Discontinued
MP30054a_I	2020 Spent on shoes for child <13 in last 6 months: \$26-\$50: Index	Discontinued
<b>2020 Shopping (Market Potential)</b>		
MP31001a_B	2020 Ordered any item by mail or phone or Internet in last 12 months	
MP31001a_I	2020 Ordered any item by mail or phone or Internet in last 12 months: Index	
MP31002a_B	2020 Spent on mail or phone or Internet orders in last 12 months: \$1-\$49	
MP31002a_I	2020 Spent on mail or phone or Internet orders in last 12 months: \$1-\$49: Index	
MP31003a_B	2020 Spent on mail or phone or Internet orders in last 12 months: \$50-\$99	
MP31003a_I	2020 Spent on mail or phone or Internet orders in last 12 months: \$50-\$99: Index	
MP31004a_B	2020 Spent on mail or phone or Internet orders in last 12 months: \$100-\$199	Description Change
MP31004a_I	2020 Spent on mail or phone or Internet orders in last 12 months: \$100-\$199: Index	Description Change
MP31005a_B	2020 Spent on mail or phone or Internet orders in last 12 months: \$200-\$499	Description Change
MP31005a_I	2020 Spent on mail or phone or Internet orders in last 12 months: \$200-\$499: Index	Description Change
MP31006a_B	2020 Spent on mail or phone or Internet orders in last 12 months: \$500-\$799	Description Change
MP31006a_I	2020 Spent on mail or phone or Internet orders in last 12 months: \$500-\$799: Index	Description Change
MP31007a_B	2020 Spent on mail or phone or Internet orders in last 12 months: \$800+	

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**NUMBER OF VARIABLES:** 4,836

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MP31007a_I	2020 Spent on mail or phone or Internet orders in last 12 months: \$800+: Index	
MP31099a_B	2020 Ordered any item online in last 12 months	
MP31099a_I	2020 Ordered any item online in last 12 months: Index	
MP31100a_B	2020 Spent on Internet orders in last 12 months: \$1-49	
MP31100a_I	2020 Spent on Internet orders in last 12 months: \$1-49: Index	
MP31101a_B	2020 Spent on Internet orders in last 12 months: \$50-\$99	
MP31101a_I	2020 Spent on Internet orders in last 12 months: \$50-\$99: Index	
MP31102a_B	2020 Spent on Internet orders in last 12 months: \$100-\$199	
MP31102a_I	2020 Spent on Internet orders in last 12 months: \$100-\$199: Index	
MP31103a_B	2020 Spent on Internet orders in last 12 months: \$200-\$499	
MP31103a_I	2020 Spent on Internet orders in last 12 months: \$200-\$499: Index	
MP31104a_B	2020 Spent on Internet orders in last 12 months: \$500+	
MP31104a_I	2020 Spent on Internet orders in last 12 months: \$500+: Index	
MP31008a_B	2020 Ordered any item by mail or phone in last 12 months	
MP31008a_I	2020 Ordered any item by mail or phone in last 12 months: Index	
MP31105a_B	2020 Spent on mail or phone orders in last 12 months: \$1-49	
MP31105a_I	2020 Spent on mail or phone orders in last 12 months: \$1-49: Index	
MP31106a_B	2020 Spent on mail or phone orders in last 12 months: \$50-\$99	
MP31106a_I	2020 Spent on mail or phone orders in last 12 months: \$50-\$99: Index	
MP31107a_B	2020 Spent on mail or phone orders in last 12 months: \$100-\$199	
MP31107a_I	2020 Spent on mail or phone orders in last 12 months: \$100-\$199: Index	
MP31108a_B	2020 Spent on mail or phone orders in last 12 months: \$200-\$499	
MP31108a_I	2020 Spent on mail or phone orders in last 12 months: \$200-\$499: Index	
MP31109a_B	2020 Spent on mail or phone orders in last 12 months: \$500+	
MP31109a_I	2020 Spent on mail or phone orders in last 12 months: \$500+: Index	
MP31009a_B	2020 Bought item from in-home sales rep in last 6 months	
MP31009a_I	2020 Bought item from in-home sales rep in last 6 months: Index	
MP31010a_B	2020 Bought item from Avon in-home sales rep in last 6 months	
MP31010a_I	2020 Bought item from Avon in-home sales rep in last 6 months: Index	
MP31011a_B	2020 Spent \$150+ on in-home shopping in last 6 months	
MP31011a_I	2020 Spent \$150+ on in-home shopping in last 6 months: Index	
MP31132a_B	2020 Browse in-store for purchase made via computer in last 30 days	
MP31132a_I	2020 Browse in-store for purchase made via computer in last 30 days: Index	
MP31133a_B	2020 Browse in-store for purchase made via mobile device in last 30 days	
MP31133a_I	2020 Browse in-store for purchase made via mobile device in last 30 days: Index	
MP31013a_B	2020 Ordered from website or app in last 12 months: amazon.com	Description Change
MP31013a_I	2020 Ordered from website or app in last 12 months: amazon.com: Index	Description Change
MP31134a_B	2020 Ordered from website or app in last 12 months: apple.com	Description Change
MP31134a_I	2020 Ordered from website or app in last 12 months: apple.com: Index	Description Change
MP31135a_B	2020 Ordered from website or app in last 12 months: bestbuy.com	Description Change
MP31135a_I	2020 Ordered from website or app in last 12 months: bestbuy.com: Index	Description Change
MP31016a_B	2020 Ordered from website or app in last 12 months: ebay.com	Description Change
MP31016a_I	2020 Ordered from website or app in last 12 months: ebay.com: Index	Description Change
MP31129a_B	2020 Ordered from website or app in last 12 months: Etsy.com	Description Change
MP31129a_I	2020 Ordered from website or app in last 12 months: Etsy.com: Index	Description Change
MP31136a_B	2020 Ordered from website or app in last 12 months: homedepot.com	Description Change
MP31136a_I	2020 Ordered from website or app in last 12 months: homedepot.com: Index	Description Change
MP31017a_B	2020 Ordered from website or app in last 12 months: iTunes.com	Description Change
MP31017a_I	2020 Ordered from website or app in last 12 months: iTunes.com: Index	Description Change
MP31137a_B	2020 Ordered from website or app in last 12 months: kohls.com	Description Change
MP31137a_I	2020 Ordered from website or app in last 12 months: kohls.com: Index	Description Change
MP31140a_B	2020 Ordered from website or app in last 12 months: lowes.com	New
MP31140a_I	2020 Ordered from website or app in last 12 months: lowes.com: Index	New
MP31138a_B	2020 Ordered from website or app in last 12 months: nike.com	Description Change
MP31138a_I	2020 Ordered from website or app in last 12 months: nike.com: Index	Description Change
MP31139a_B	2020 Ordered from website or app in last 12 months: oldnavy.com	Description Change
MP31139a_I	2020 Ordered from website or app in last 12 months: oldnavy.com: Index	Description Change
MP31018a_B	2020 Ordered from website or app in last 12 months: overstock.com	Description Change
MP31018a_I	2020 Ordered from website or app in last 12 months: overstock.com: Index	Description Change
MP31019a_B	2020 Ordered from website or app in last 12 months: target.com	Description Change
MP31019a_I	2020 Ordered from website or app in last 12 months: target.com: Index	Description Change
MP31130a_B	2020 Ordered from website or app in last 12 months: Ticketmaster.com	Description Change
MP31130a_I	2020 Ordered from website or app in last 12 months: Ticketmaster.com: Index	Description Change
MP31020a_B	2020 Ordered from website or app in last 12 months: walmart.com	Description Change
MP31020a_I	2020 Ordered from website or app in last 12 months: walmart.com: Index	Description Change
MP31021a_B	2020 Shopped at hardware store in last 12 months: Ace Hardware	
MP31021a_I	2020 Shopped at hardware store in last 12 months: Ace Hardware: Index	
MP31141a_B	2020 Shopped at hardware store in last 12 months: Harbor Freight Tools	New
MP31141a_I	2020 Shopped at hardware store in last 12 months: Harbor Freight Tools: Index	New
MP31022a_B	2020 Shopped at hardware store in last 12 months: Home Depot	
MP31022a_I	2020 Shopped at hardware store in last 12 months: Home Depot: Index	
MP31023a_B	2020 Shopped at hardware store in last 12 months: Lowe's	
MP31023a_I	2020 Shopped at hardware store in last 12 months: Lowe's: Index	
MP31024a_B	2020 Shopped at hardware store in last 12 months: Sears	
MP31024a_I	2020 Shopped at hardware store in last 12 months: Sears: Index	
MP31117a_B	2020 Shopped at hardware store in last 12 months: Tractor Supply Co	
MP31117a_I	2020 Shopped at hardware store in last 12 months: Tractor Supply Co: Index	
MP31025a_B	2020 Shopped at hardware store in last 12 months: True Value	
MP31025a_I	2020 Shopped at hardware store in last 12 months: True Value: Index	
MP31118a_B	2020 Shopped at electronics store in last 12 months: Apple Store	
MP31118a_I	2020 Shopped at electronics store in last 12 months: Apple Store: Index	
MP31026a_B	2020 Shopped at electronics store in last 12 months: Best Buy	

## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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[Learn more about Esri Demographics](#)

Data Table & Item Code	Data Item Description	Item Changes
MP31026a_I	2020 Shopped at electronics store in last 12 months: Best Buy: Index	
MP31027a_B	2020 Shopped at electronics store in last 12 months: RadioShack	
MP31027a_I	2020 Shopped at electronics store in last 12 months: RadioShack: Index	
MP31028a_B	2020 Shopped at last 3 months: Abercrombie & Fitch	
MP31028a_I	2020 Shopped at last 3 months: Abercrombie & Fitch: Index	
MP31029a_B	2020 Shopped at last 3 months: American Eagle Outfitters	
MP31029a_I	2020 Shopped at last 3 months: American Eagle Outfitters: Index	
MP31030a_B	2020 Shopped at last 3 months: Banana Republic	
MP31030a_I	2020 Shopped at last 3 months: Banana Republic: Index	
MP31031a_B	2020 Shopped at last 3 months: Bath & Body Works	
MP31031a_I	2020 Shopped at last 3 months: Bath & Body Works: Index	
MP31032a_B	2020 Shopped at last 3 months: Bed Bath & Beyond	
MP31032a_I	2020 Shopped at last 3 months: Bed Bath & Beyond: Index	
MP31033a_B	2020 Shopped at last 3 months: Big Lots	
MP31033a_I	2020 Shopped at last 3 months: Big Lots: Index	
MP31034a_B	2020 Shopped at last 3 months: Burlington	
MP31034a_I	2020 Shopped at last 3 months: Burlington: Index	
MP31035a_B	2020 Shopped at last 3 months: Dick's Sporting Goods	
MP31035a_I	2020 Shopped at last 3 months: Dick's Sporting Goods: Index	
MP31036a_B	2020 Shopped at last 3 months: Dillard's	
MP31036a_I	2020 Shopped at last 3 months: Dillard's: Index	
MP31037a_B	2020 Shopped at last 3 months: The Disney Store	
MP31037a_I	2020 Shopped at last 3 months: The Disney Store: Index	
MP31119a_B	2020 Shopped at last 3 months: Dollar General	
MP31119a_I	2020 Shopped at last 3 months: Dollar General: Index	
MP31120a_B	2020 Shopped at last 3 months: Dollar Tree	
MP31120a_I	2020 Shopped at last 3 months: Dollar Tree: Index	
MP31112a_B	2020 Shopped at last 3 months: Dress Barn	
MP31112a_I	2020 Shopped at last 3 months: Dress Barn: Index	
MP31038a_B	2020 Shopped at last 3 months: DSW	
MP31038a_I	2020 Shopped at last 3 months: DSW: Index	
MP31039a_B	2020 Shopped at last 3 months: Express	
MP31039a_I	2020 Shopped at last 3 months: Express: Index	
MP31121a_B	2020 Shopped at last 3 months: Family Dollar	
MP31121a_I	2020 Shopped at last 3 months: Family Dollar: Index	
MP31040a_B	2020 Shopped at last 3 months: Famous Footwear	
MP31040a_I	2020 Shopped at last 3 months: Famous Footwear: Index	
MP31041a_B	2020 Shopped at last 3 months: Finish Line	
MP31041a_I	2020 Shopped at last 3 months: Finish Line: Index	
MP31042a_B	2020 Shopped at last 3 months: Foot Locker	
MP31042a_I	2020 Shopped at last 3 months: Foot Locker: Index	
MP31043a_B	2020 Shopped at last 3 months: Forever 21	
MP31043a_I	2020 Shopped at last 3 months: Forever 21: Index	
MP31044a_B	2020 Shopped at last 3 months: The Gap	
MP31044a_I	2020 Shopped at last 3 months: The Gap: Index	
MP31045a_B	2020 Shopped at last 3 months: H&M	
MP31045a_I	2020 Shopped at last 3 months: H&M: Index	
MP31142a_B	2020 Shopped at last 3 months: Hobby Lobby	New
MP31142a_I	2020 Shopped at last 3 months: Hobby Lobby: Index	New
MP31113a_B	2020 Shopped at last 3 months: Hollister	
MP31113a_I	2020 Shopped at last 3 months: Hollister: Index	
MP31131a_B	2020 Shopped at last 3 months: HomeGoods	
MP31131a_I	2020 Shopped at last 3 months: HomeGoods: Index	
MP31046a_B	2020 Shopped at last 3 months: JCPenney	
MP31046a_I	2020 Shopped at last 3 months: JCPenney: Index	
MP31127a_B	2020 Shopped at last 3 months: Jo-Ann Fabric and Craft	
MP31127a_I	2020 Shopped at last 3 months: Jo-Ann Fabric and Craft: Index	
MP31047a_B	2020 Shopped at last 3 months: Kmart	
MP31047a_I	2020 Shopped at last 3 months: Kmart: Index	
MP31048a_B	2020 Shopped at last 3 months: Kohl's	
MP31048a_I	2020 Shopped at last 3 months: Kohl's: Index	
MP31049a_B	2020 Shopped at last 3 months: Lane Bryant	
MP31049a_I	2020 Shopped at last 3 months: Lane Bryant: Index	
MP31050a_B	2020 Shopped at last 3 months: Macy's	
MP31050a_I	2020 Shopped at last 3 months: Macy's: Index	
MP31051a_B	2020 Shopped at last 3 months: Marshalls	
MP31051a_I	2020 Shopped at last 3 months: Marshalls: Index	
MP31052a_B	2020 Shopped at last 3 months: Michaels	
MP31052a_I	2020 Shopped at last 3 months: Michaels: Index	
MP31053a_B	2020 Shopped at last 3 months: Nordstrom	
MP31053a_I	2020 Shopped at last 3 months: Nordstrom: Index	
MP31054a_B	2020 Shopped at last 3 months: Old Navy	
MP31054a_I	2020 Shopped at last 3 months: Old Navy: Index	
MP31055a_B	2020 Shopped at last 3 months: Payless	
MP31055a_I	2020 Shopped at last 3 months: Payless: Index	
MP31056a_B	2020 Shopped at last 3 months: Pier 1 Imports	
MP31056a_I	2020 Shopped at last 3 months: Pier 1 Imports: Index	
MP31057a_B	2020 Shopped at last 3 months: Ross Stores	
MP31057a_I	2020 Shopped at last 3 months: Ross Stores: Index	
MP31058a_B	2020 Shopped at last 3 months: Sears	
MP31058a_I	2020 Shopped at last 3 months: Sears: Index	
MP31114a_B	2020 Shopped at last 3 months: Sephora	

## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP31114a_I	2020 Shopped at last 3 months: Sephora: Index	
MP31059a_B	2020 Shopped at last 3 months: Target	
MP31059a_I	2020 Shopped at last 3 months: Target: Index	
MP31060a_B	2020 Shopped at last 3 months: T.J. Maxx	
MP31060a_I	2020 Shopped at last 3 months: T.J. Maxx: Index	
MP31122a_B	2020 Shopped at last 3 months: Ulta	
MP31122a_I	2020 Shopped at last 3 months: Ulta: Index	
MP31116a_B	2020 Shopped at last 3 months: Victoria's Secret	
MP31116a_I	2020 Shopped at last 3 months: Victoria's Secret: Index	
MP31062a_B	2020 Shopped at last 3 months: Walmart	
MP31062a_I	2020 Shopped at last 3 months: Walmart: Index	
MP31063a_B	2020 Shopped at drug store in last 6 months: CVS	
MP31063a_I	2020 Shopped at drug store in last 6 months: CVS: Index	
MP31064a_B	2020 Shopped at drug store in last 6 months: Rite Aid	
MP31064a_I	2020 Shopped at drug store in last 6 months: Rite Aid: Index	
MP31066a_B	2020 Shopped at drug store in last 6 months: Walgreens	
MP31066a_I	2020 Shopped at drug store in last 6 months: Walgreens: Index	
MP31067a_B	2020 Shopped at drug store in last 6 months: Walmart Pharmacy	
MP31067a_I	2020 Shopped at drug store in last 6 months: Walmart Pharmacy: Index	
MP31068a_B	2020 Shopped at office supply store in last 12 months: FedEx Office	
MP31068a_I	2020 Shopped at office supply store in last 12 months: FedEx Office: Index	
MP31069a_B	2020 Shopped at office supply store in last 12 months: Office Depot	
MP31069a_I	2020 Shopped at office supply store in last 12 months: Office Depot: Index	
MP31070a_B	2020 Shopped at office supply store in last 12 months: OfficeMax	
MP31070a_I	2020 Shopped at office supply store in last 12 months: OfficeMax: Index	
MP31071a_B	2020 Shopped at office supply store in last 12 months: Staples	
MP31071a_I	2020 Shopped at office supply store in last 12 months: Staples: Index	
MP31072a_B	2020 Used coupons in last 12 months	
MP31072a_I	2020 Used coupons in last 12 months: Index	
MP31073a_B	2020 Used coupons 12+ times in last 3 months	
MP31073a_I	2020 Used coupons 12+ times in last 3 months: Index	
MP31074a_B	2020 Used coupons in last 12 months: handed out by person in store	
MP31074a_I	2020 Used coupons in last 12 months: handed out by person in store: Index	
MP31075a_B	2020 Used coupons in last 12 months: in or on package	
MP31075a_I	2020 Used coupons in last 12 months: in or on package: Index	
MP31076a_B	2020 Used coupons in last 12 months: instant coupon (machine or shelf)	
MP31076a_I	2020 Used coupons in last 12 months: instant coupon (machine or shelf): Index	
MP31077a_B	2020 Used coupons in last 12 months: preferred customer card	
MP31077a_I	2020 Used coupons in last 12 months: preferred customer card: Index	
MP31078a_B	2020 Used coupons in last 12 months: received at register	
MP31078a_I	2020 Used coupons in last 12 months: received at register: Index	
MP31079a_B	2020 Used coupons in last 12 months: received via Internet or email	
MP31079a_I	2020 Used coupons in last 12 months: received via Internet or email: Index	
MP31080a_B	2020 Used coupons in last 12 months: clipped from in-store circular	
MP31080a_I	2020 Used coupons in last 12 months: clipped from in-store circular: Index	
MP31081a_B	2020 Used coupons in last 12 months: clipped from magazine	
MP31081a_I	2020 Used coupons in last 12 months: clipped from magazine: Index	
MP31082a_B	2020 Used coupons in last 12 months: clipped from mail	
MP31082a_I	2020 Used coupons in last 12 months: clipped from mail: Index	
MP31083a_B	2020 Used coupons in last 12 months: clipped from Sun. news insert	
MP31083a_I	2020 Used coupons in last 12 months: clipped from Sun. news insert: Index	
MP31084a_B	2020 Used coupons in last 12 months: clipped from weekday news insert	
MP31084a_I	2020 Used coupons in last 12 months: clipped from weekday news insert: Index	
MP31123a_B	2020 Used website or app in last 30 days: coupons.com	
MP31123a_I	2020 Used website or app in last 30 days: coupons.com: Index	
MP31124a_B	2020 Used website or app in last 30 days:groupon.com	
MP31124a_I	2020 Used website or app in last 30 days:groupon.com: Index	
MP31085a_B	2020 Purchased any gift or prepaid card in last 6 months	
MP31085a_I	2020 Purchased any gift or prepaid card in last 6 months: Index	
MP31086a_B	2020 Purchased 7+ gift or prepaid cards in last 6 months	
MP31086a_I	2020 Purchased 7+ gift or prepaid cards in last 6 months: Index	
MP31088a_B	2020 Purchased gift or prepaid card in last 6 months from coffee shop	
MP31088a_I	2020 Purchased gift or prepaid card in last 6 months from coffee shop: Index	
MP31089a_B	2020 Purchased gift or prepaid card in last 6 months from department store	
MP31089a_I	2020 Purchased gift or prepaid card in last 6 months from department store: Index	
MP31090a_B	2020 Purchased gift or prepaid card in last 6 months from discount store	
MP31090a_I	2020 Purchased gift or prepaid card in last 6 months from discount store: Index	
MP31091a_B	2020 Purchased gift or prepaid card in last 6 months from restaurant	
MP31091a_I	2020 Purchased gift or prepaid card in last 6 months from restaurant: Index	
MP31092a_B	2020 Purchased gift or prepaid card in last 6 months: VISA	
MP31092a_I	2020 Purchased gift or prepaid card in last 6 months: VISA: Index	
MP31093a_B	2020 Spent on gift or prepaid cards in last 6 months: \$25-49	
MP31093a_I	2020 Spent on gift or prepaid cards in last 6 months: \$25-49: Index	
MP31094a_B	2020 Spent on gift or prepaid cards in last 6 months: \$50-75	
MP31094a_I	2020 Spent on gift or prepaid cards in last 6 months: \$50-75: Index	
MP31095a_B	2020 Spent on gift or prepaid cards in last 6 months: \$76-100	
MP31095a_I	2020 Spent on gift or prepaid cards in last 6 months: \$76-100: Index	
MP31096a_B	2020 Spent on gift or prepaid cards in last 6 months: \$101-200	
MP31096a_I	2020 Spent on gift or prepaid cards in last 6 months: \$101-200: Index	
MP31097a_B	2020 Spent on gift or prepaid cards in last 6 months: \$201+	
MP31097a_I	2020 Spent on gift or prepaid cards in last 6 months: \$201+: Index	
MP31098a_B	2020 Received any gift card in last 6 months	

# Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP31098a_I	2020 Received any gift card in last 6 months: Index	
<i>MP31061a_B</i>	<i>2020 Shopped at last 3 months: Toys R Us</i>	<i>Discontinued</i>
<i>MP31061a_I</i>	<i>2020 Shopped at last 3 months: Toys R Us: Index</i>	<i>Discontinued</i>
<b>2020 Smoking (Market Potential)</b>		<b>New Table</b>
MP32001a_B	2020 Smoked cigarettes in last 12 months	
MP32001a_I	2020 Smoked cigarettes in last 12 months: Index	
MP32002a_B	2020 Smoked 9+ packs of cigarettes in last 7 days	
MP32002a_I	2020 Smoked 9+ packs of cigarettes in last 7 days: Index	
MP32003a_B	2020 Smoked menthol cigarettes in last 12 months	
MP32003a_I	2020 Smoked menthol cigarettes in last 12 months: Index	
MP32004a_B	2020 Smoked non-menthol cigarettes in last 12 months	
MP32004a_I	2020 Smoked non-menthol cigarettes in last 12 months: Index	
<i>MP32010a_B</i>	<i>2020 Smoked electronic/e-cigarette/vaporizer in last 12 months</i>	<i>Description Change</i>
<i>MP32010a_I</i>	<i>2020 Smoked electronic/e-cigarette/vaporizer in last 12 months: Index</i>	<i>Description Change</i>
MP32005a_B	2020 Smoked cigar in last 6 months	
MP32005a_I	2020 Smoked cigar in last 6 months: Index	
MP32006a_B	2020 Smoked 2+ cigars in last 7 days	
MP32006a_I	2020 Smoked 2+ cigars in last 7 days: Index	
MP32011a_B	2020 Used chewing or smokeless tobacco in last 6 months	
MP32011a_I	2020 Used chewing or smokeless tobacco in last 6 months: Index	
MP32012a_B	2020 Used pipe tobacco in last 6 months	
MP32012a_I	2020 Used pipe tobacco in last 6 months: Index	
MP32007a_B	2020 Method used to stop smoking in last 12 months: Cold Turkey	
MP32007a_I	2020 Method used to stop smoking in last 12 months: Cold Turkey: Index	
<b>2020 Sports (Market Potential)</b>		
MP33001a_B	2020 Participated in aerobics in last 12 months	
MP33001a_I	2020 Participated in aerobics in last 12 months: Index	
MP33096a_B	2020 Participated in archery in last 12 months	
MP33096a_I	2020 Participated in archery in last 12 months: Index	
MP33002a_B	2020 Participated in backpacking in last 12 months	
MP33002a_I	2020 Participated in backpacking in last 12 months: Index	
MP33003a_B	2020 Participated in baseball in last 12 months	
MP33003a_I	2020 Participated in baseball in last 12 months: Index	
MP33004a_B	2020 Participated in basketball in last 12 months	
MP33004a_I	2020 Participated in basketball in last 12 months: Index	
MP33005a_B	2020 Participated in bicycling (mountain) in last 12 months	
MP33005a_I	2020 Participated in bicycling (mountain) in last 12 months: Index	
MP33006a_B	2020 Participated in bicycling (road) in last 12 months	
MP33006a_I	2020 Participated in bicycling (road) in last 12 months: Index	
MP33007a_B	2020 Participated in boating (power) in last 12 months	
MP33007a_I	2020 Participated in boating (power) in last 12 months: Index	
MP33008a_B	2020 Participated in bowling in last 12 months	
MP33008a_I	2020 Participated in bowling in last 12 months: Index	
MP33009a_B	2020 Participated in canoeing or kayaking in last 12 months	
MP33009a_I	2020 Participated in canoeing or kayaking in last 12 months: Index	
MP33010a_B	2020 Participated in fishing (fresh water) in last 12 months	
MP33010a_I	2020 Participated in fishing (fresh water) in last 12 months: Index	
MP33011a_B	2020 Participated in fishing (salt water) in last 12 months	
MP33011a_I	2020 Participated in fishing (salt water) in last 12 months: Index	
MP33012a_B	2020 Participated in football in last 12 months	
MP33012a_I	2020 Participated in football in last 12 months: Index	
MP33013a_B	2020 Participated in Frisbee in last 12 months	
MP33013a_I	2020 Participated in Frisbee in last 12 months: Index	
MP33014a_B	2020 Participated in golf in last 12 months	
MP33014a_I	2020 Participated in golf in last 12 months: Index	
MP33015a_B	2020 Participated in hiking in last 12 months	
MP33015a_I	2020 Participated in hiking in last 12 months: Index	
MP33016a_B	2020 Participated in horseback riding in last 12 months	
MP33016a_I	2020 Participated in horseback riding in last 12 months: Index	
MP33017a_B	2020 Participated in hunting with rifle in last 12 months	
MP33017a_I	2020 Participated in hunting with rifle in last 12 months: Index	
MP33018a_B	2020 Participated in hunting with shotgun in last 12 months	
MP33018a_I	2020 Participated in hunting with shotgun in last 12 months: Index	
MP33019a_B	2020 Participated in ice skating in last 12 months	
MP33019a_I	2020 Participated in ice skating in last 12 months: Index	
MP33020a_B	2020 Participated in jogging or running in last 12 months	
MP33020a_I	2020 Participated in jogging or running in last 12 months: Index	
MP33021a_B	2020 Participated in motorcycling in last 12 months	
MP33021a_I	2020 Participated in motorcycling in last 12 months: Index	
MP33022a_B	2020 Participated in Pilates in last 12 months	
MP33022a_I	2020 Participated in Pilates in last 12 months: Index	
MP33109a_B	2020 Participated in ping pong in last 12 months	
MP33109a_I	2020 Participated in ping pong in last 12 months: Index	
MP33023a_B	2020 Participated in skiing(downhill) in last 12 months	
MP33023a_I	2020 Participated in skiing(downhill) in last 12 months: Index	
MP33024a_B	2020 Participated in soccer in last 12 months	
MP33024a_I	2020 Participated in soccer in last 12 months: Index	
MP33025a_B	2020 Participated in softball in last 12 months	
MP33025a_I	2020 Participated in softball in last 12 months: Index	

## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

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Data Table & Item Code	Data Item Description	Item Changes
MP33026a_B	2020 Participated in swimming in last 12 months	
MP33026a_I	2020 Participated in swimming in last 12 months: Index	
MP33027a_B	2020 Participated in target shooting in last 12 months	
MP33027a_I	2020 Participated in target shooting in last 12 months: Index	
MP33028a_B	2020 Participated in tennis in last 12 months	
MP33028a_I	2020 Participated in tennis in last 12 months: Index	
MP33029a_B	2020 Participated in volleyball in last 12 months	
MP33029a_I	2020 Participated in volleyball in last 12 months: Index	
MP33030a_B	2020 Participated in walking for exercise in last 12 months	
MP33030a_I	2020 Participated in walking for exercise in last 12 months: Index	
MP33031a_B	2020 Participated in weight lifting in last 12 months	
MP33031a_I	2020 Participated in weight lifting in last 12 months: Index	
MP33032a_B	2020 Participated in yoga in last 12 months	
MP33032a_I	2020 Participated in yoga in last 12 months: Index	
MP33112a_B	2020 Participated in Zumba in last 12 months	
MP33112a_I	2020 Participated in Zumba in last 12 months: Index	
MP33033a_B	2020 Spent on sports or recreational equipment in last 12 months: \$1-99	
MP33033a_I	2020 Spent on sports or recreational equipment in last 12 months: \$1-99: Index	
MP33034a_B	2020 Spent on sports or recreational equipment in last 12 months: \$100-\$249	
MP33034a_I	2020 Spent on sports or recreational equipment in last 12 months: \$100-\$249: Index	
MP33035a_B	2020 Spent on sports or recreational equipment in last 12 months: \$250+	
MP33035a_I	2020 Spent on sports or recreational equipment in last 12 months: \$250+: Index	
MP33036a_B	2020 Attend sports events	
MP33036a_I	2020 Attend sports events: Index	
MP33038a_B	2020 Attend sports events: MLB regular season baseball game	
MP33038a_I	2020 Attend sports events: MLB regular season baseball game: Index	
MP33041a_B	2020 Attend sports events: football game (college)	
MP33041a_I	2020 Attend sports events: football game (college): Index	
MP33044a_B	2020 Attend sports events: high school sports	
MP33044a_I	2020 Attend sports events: high school sports: Index	
MP33046a_B	2020 Listen to sports on radio	
MP33046a_I	2020 Listen to sports on radio: Index	
MP33049a_B	2020 Watch sports on TV	
MP33049a_I	2020 Watch sports on TV: Index	
MP33050a_B	2020 Watch on TV: alpine skiing or ski jumping	
MP33050a_I	2020 Watch on TV: alpine skiing or ski jumping: Index	
MP33051a_B	2020 Watch on TV: auto racing (NASCAR)	
MP33051a_I	2020 Watch on TV: auto racing (NASCAR): Index	
MP33052a_B	2020 Watch on TV: auto racing (not NASCAR)	
MP33052a_I	2020 Watch on TV: auto racing (not NASCAR): Index	
MP33053a_B	2020 Watch on TV: baseball (MLB regular season)	
MP33053a_I	2020 Watch on TV: baseball (MLB regular season): Index	
MP33054a_B	2020 Watch on TV: baseball (MLB playoffs or World Series)	
MP33054a_I	2020 Watch on TV: baseball (MLB playoffs or World Series): Index	
MP33055a_B	2020 Watch on TV: basketball (college)	
MP33055a_I	2020 Watch on TV: basketball (college): Index	
MP33056a_B	2020 Watch on TV: basketball (NCAA tournament)	
MP33056a_I	2020 Watch on TV: basketball (NCAA tournament): Index	
MP33057a_B	2020 Watch on TV: basketball (NBA regular season)	
MP33057a_I	2020 Watch on TV: basketball (NBA regular season): Index	
MP33058a_B	2020 Watch on TV: basketball (NBA playoffs or finals)	
MP33058a_I	2020 Watch on TV: basketball (NBA playoffs or finals): Index	
MP33059a_B	2020 Watch on TV: basketball (WNBA)	
MP33059a_I	2020 Watch on TV: basketball (WNBA): Index	
MP33060a_B	2020 Watch on TV: bicycle racing	
MP33060a_I	2020 Watch on TV: bicycle racing: Index	
MP33061a_B	2020 Watch on TV: bowling	
MP33061a_I	2020 Watch on TV: bowling: Index	
MP33062a_B	2020 Watch on TV: boxing	
MP33062a_I	2020 Watch on TV: boxing: Index	
MP33063a_B	2020 Watch on TV: bull riding (pro)	
MP33063a_I	2020 Watch on TV: bull riding (pro): Index	
MP33064a_B	2020 Watch on TV: Equestrian events	
MP33064a_I	2020 Watch on TV: Equestrian events: Index	
MP33065a_B	2020 Watch on TV: extreme sports (summer)	
MP33065a_I	2020 Watch on TV: extreme sports (summer): Index	
MP33066a_B	2020 Watch on TV: extreme sports (winter)	
MP33066a_I	2020 Watch on TV: extreme sports (winter): Index	
MP33067a_B	2020 Watch on TV: figure skating	
MP33067a_I	2020 Watch on TV: figure skating: Index	
MP33068a_B	2020 Watch on TV: fishing	
MP33068a_I	2020 Watch on TV: fishing: Index	
MP33069a_B	2020 Watch on TV: football (college)	
MP33069a_I	2020 Watch on TV: football (college): Index	
MP33070a_B	2020 Watch on TV: football (NFL Sun/Mon/Thurs night games)	
MP33070a_I	2020 Watch on TV: football (NFL Sun/Mon/Thurs night games): Index	
MP33071a_B	2020 Watch on TV: football (NFL weekend games)	
MP33071a_I	2020 Watch on TV: football (NFL weekend games): Index	
MP33072a_B	2020 Watch on TV: football (NFL playoffs or Super Bowl)	
MP33072a_I	2020 Watch on TV: football (NFL playoffs or Super Bowl): Index	
MP33073a_B	2020 Watch on TV: golf (PGA)	
MP33073a_I	2020 Watch on TV: golf (PGA): Index	



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Data Table & Item Code	Data Item Description	Item Changes
MP33074a_B	2020 Watch on TV: golf (LPGA)	
MP33074a_I	2020 Watch on TV: golf (LPGA): Index	
MP33075a_B	2020 Watch on TV: gymnastics	
MP33075a_I	2020 Watch on TV: gymnastics: Index	
MP33114a_B	2020 Watch on TV: high school sports	
MP33114a_I	2020 Watch on TV: high school sports: Index	
MP33076a_B	2020 Watch on TV: horse racing (at track or OTB)	
MP33076a_I	2020 Watch on TV: horse racing (at track or OTB): Index	
MP33077a_B	2020 Watch on TV: ice hockey (NHL regular season)	
MP33077a_I	2020 Watch on TV: ice hockey (NHL regular season): Index	
MP33078a_B	2020 Watch on TV: ice hockey (NHL playoffs or Stanley Cup)	
MP33078a_I	2020 Watch on TV: ice hockey (NHL playoffs or Stanley Cup): Index	
MP33081a_B	2020 Watch on TV: mixed martial arts (MMA)	
MP33081a_I	2020 Watch on TV: mixed martial arts (MMA): Index	
MP33082a_B	2020 Watch on TV: motorcycle racing	
MP33082a_I	2020 Watch on TV: motorcycle racing: Index	
MP33083a_B	2020 Watch on TV: Olympics (summer)	
MP33083a_I	2020 Watch on TV: Olympics (summer): Index	
MP33084a_B	2020 Watch on TV: Olympics (winter)	
MP33084a_I	2020 Watch on TV: Olympics (winter): Index	
MP33086a_B	2020 Watch on TV: rodeo	
MP33086a_I	2020 Watch on TV: rodeo: Index	
MP33087a_B	2020 Watch on TV: soccer (MLS)	
MP33087a_I	2020 Watch on TV: soccer (MLS): Index	
MP33088a_B	2020 Watch on TV: soccer (World Cup)	
MP33088a_I	2020 Watch on TV: soccer (World Cup): Index	
MP33089a_B	2020 Watch on TV: tennis (men's)	
MP33089a_I	2020 Watch on TV: tennis (men's): Index	
MP33090a_B	2020 Watch on TV: tennis (women's)	
MP33090a_I	2020 Watch on TV: tennis (women's): Index	
MP33091a_B	2020 Watch on TV: track & field	
MP33091a_I	2020 Watch on TV: track & field: Index	
MP33093a_B	2020 Watch on TV: volleyball (pro beach)	
MP33093a_I	2020 Watch on TV: volleyball (pro beach): Index	
MP33095a_B	2020 Watch on TV: wrestling (WWE)	
MP33095a_I	2020 Watch on TV: wrestling (WWE): Index	
MP33100a_B	2020 Interest in sports: college basketball Super Fan	
MP33100a_I	2020 Interest in sports: college basketball Super Fan: Index	
MP33101a_B	2020 Interest in sports: college football Super Fan	
MP33101a_I	2020 Interest in sports: college football Super Fan: Index	
MP33102a_B	2020 Interest in sports: golf Super Fan	
MP33102a_I	2020 Interest in sports: golf Super Fan: Index	
MP33103a_B	2020 Interest in sports: high school sports Super Fan	
MP33103a_I	2020 Interest in sports: high school sports Super Fan: Index	
MP33104a_B	2020 Interest in sports: MLB Super Fan	
MP33104a_I	2020 Interest in sports: MLB Super Fan: Index	
MP33105a_B	2020 Interest in sports: NASCAR Super Fan	
MP33105a_I	2020 Interest in sports: NASCAR Super Fan: Index	
MP33106a_B	2020 Interest in sports: NBA Super Fan	
MP33106a_I	2020 Interest in sports: NBA Super Fan: Index	
MP33107a_B	2020 Interest in sports: NFL Super Fan	
MP33107a_I	2020 Interest in sports: NFL Super Fan: Index	
MP33108a_B	2020 Interest in sports: NHL Super Fan	
MP33108a_I	2020 Interest in sports: NHL Super Fan: Index	
MP33113a_B	2020 Interest in sports: soccer Super Fan	
MP33113a_I	2020 Interest in sports: soccer Super Fan: Index	
<i>MP33040a_B</i>	<i>2020 Attend sports events: NBA regular season basketball game</i>	<i>Discontinued</i>
<i>MP33040a_I</i>	<i>2020 Attend sports events: NBA regular season basketball game: Index</i>	<i>Discontinued</i>
<b>2020 Toys &amp; Games (Market Potential)</b>		<b>New Table</b>
MP34001a_B	2020 Bought any children's toy or game in last 12 months	
MP34001a_I	2020 Bought any children's toy or game in last 12 months: Index	
MP34002a_B	2020 Spent on toys or games for child in last 12 months: \$1-\$49	
MP34002a_I	2020 Spent on toys or games for child in last 12 months: \$1-\$49: Index	
MP34003a_B	2020 Spent on toys or games for child in last 12 months: \$50-\$99	
MP34003a_I	2020 Spent on toys or games for child in last 12 months: \$50-\$99: Index	
MP34004a_B	2020 Spent on toys or games for child in last 12 months: \$100-\$199	
MP34004a_I	2020 Spent on toys or games for child in last 12 months: \$100-\$199: Index	
MP34005a_B	2020 Spent on toys or games for child in last 12 months: \$200-\$499	
MP34005a_I	2020 Spent on toys or games for child in last 12 months: \$200-\$499: Index	
MP34006a_B	2020 Spent on toys or games for child in last 12 months: \$500+	
MP34006a_I	2020 Spent on toys or games for child in last 12 months: \$500+: Index	
MP34007a_B	2020 Bought any toys or games online in last 12 months	
MP34007a_I	2020 Bought any toys or games online in last 12 months: Index	
MP34008a_B	2020 Bought infant toy in last 12 months	
MP34008a_I	2020 Bought infant toy in last 12 months: Index	
MP34009a_B	2020 Bought pre-school toy in last 12 months	
MP34009a_I	2020 Bought pre-school toy in last 12 months: Index	
MP34010a_B	2020 Bought for child in last 12 months: boy action figure	
MP34010a_I	2020 Bought for child in last 12 months: boy action figure: Index	
MP34011a_B	2020 Bought for child in last 12 months: girl action figure	
MP34011a_I	2020 Bought for child in last 12 months: girl action figure: Index	

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MP34012a_B	2020 Bought for child in last 12 months: action game	
MP34012a_I	2020 Bought for child in last 12 months: action game: Index	
MP34013a_B	2020 Bought for child in last 12 months: bicycle	
MP34013a_I	2020 Bought for child in last 12 months: bicycle: Index	
MP34014a_B	2020 Bought for child in last 12 months: board game	
MP34014a_I	2020 Bought for child in last 12 months: board game: Index	
MP34015a_B	2020 Bought for child in last 12 months: builder set	
MP34015a_I	2020 Bought for child in last 12 months: builder set: Index	
MP34016a_B	2020 Bought for child in last 12 months: car	
MP34016a_I	2020 Bought for child in last 12 months: car: Index	
MP34017a_B	2020 Bought for child in last 12 months: construction toy	
MP34017a_I	2020 Bought for child in last 12 months: construction toy: Index	
MP34018a_B	2020 Bought for child in last 12 months: fashion doll	
MP34018a_I	2020 Bought for child in last 12 months: fashion doll: Index	
MP34019a_B	2020 Bought for child in last 12 months: large or baby doll	
MP34019a_I	2020 Bought for child in last 12 months: large or baby doll: Index	
MP34020a_B	2020 Bought for child in last 12 months: doll accessories	
MP34020a_I	2020 Bought for child in last 12 months: doll accessories: Index	
MP34021a_B	2020 Bought for child in last 12 months: doll clothing	
MP34021a_I	2020 Bought for child in last 12 months: doll clothing: Index	
MP34022a_B	2020 Bought for child in last 12 months: educational toy	
MP34022a_I	2020 Bought for child in last 12 months: educational toy: Index	
MP34023a_B	2020 Bought for child in last 12 months: electronic doll or animal	
MP34023a_I	2020 Bought for child in last 12 months: electronic doll or animal: Index	
MP34024a_B	2020 Bought for child in last 12 months: electronic game	
MP34024a_I	2020 Bought for child in last 12 months: electronic game: Index	
MP34025a_B	2020 Bought for child in last 12 months: mechanical toy	
MP34025a_I	2020 Bought for child in last 12 months: mechanical toy: Index	
MP34026a_B	2020 Bought for child in last 12 months: model kit or set	
MP34026a_I	2020 Bought for child in last 12 months: model kit or set: Index	
MP34027a_B	2020 Bought for child in last 12 months: plush doll or animal	
MP34027a_I	2020 Bought for child in last 12 months: plush doll or animal: Index	
MP34029a_B	2020 Bought for child in last 12 months: water toy	
MP34029a_I	2020 Bought for child in last 12 months: water toy: Index	
MP34030a_B	2020 Bought for child in last 12 months: word game	
MP34030a_I	2020 Bought for child in last 12 months: word game: Index	
MP34028a_B	2020 Bought for child in last 12 months: sound game	Discontinued
MP34028a_I	2020 Bought for child in last 12 months: sound game: Index	Discontinued
<b>2020 Travel (Market Potential)</b>		
MP35093a_B	2020 Has a valid driver's license	
MP35093a_I	2020 Has a valid driver's license: Index	
MP35001a_B	2020 Own a valid passport	
MP35001a_I	2020 Own a valid passport: Index	
MP35002a_B	2020 Member of any frequent flyer program	
MP35002a_I	2020 Member of any frequent flyer program: Index	
MP35003a_B	2020 Took 3+ round trips by plane in last 12 months	
MP35003a_I	2020 Took 3+ round trips by plane in last 12 months: Index	
MP35004a_B	2020 Member of any hotel rewards program	
MP35004a_I	2020 Member of any hotel rewards program: Index	
MP35005a_B	2020 Purchased luggage in last 12 months	
MP35005a_I	2020 Purchased luggage in last 12 months: Index	
MP35085a_B	2020 Used travel website or app in last 30 days: cheaptickets.com	
MP35085a_I	2020 Used travel website or app in last 30 days: cheaptickets.com: Index	
MP35006a_B	2020 Used travel website or app in last 30 days: expedia.com	
MP35006a_I	2020 Used travel website or app in last 30 days: expedia.com: Index	
MP35007a_B	2020 Used travel website or app in last 30 days: hotels.com	
MP35007a_I	2020 Used travel website or app in last 30 days: hotels.com: Index	
MP35008a_B	2020 Used travel website or app in last 30 days: hotwire.com	
MP35008a_I	2020 Used travel website or app in last 30 days: hotwire.com: Index	
MP35009a_B	2020 Used travel website or app in last 30 days: orbitz.com	
MP35009a_I	2020 Used travel website or app in last 30 days: orbitz.com: Index	
MP35010a_B	2020 Used travel website or app in last 30 days: priceline.com	
MP35010a_I	2020 Used travel website or app in last 30 days: priceline.com: Index	
MP35011a_B	2020 Used travel website or app in last 30 days: travelocity.com	
MP35011a_I	2020 Used travel website or app in last 30 days: travelocity.com: Index	
MP35012a_B	2020 Used travel website or app in last 30 days: tripadvisor.com	
MP35012a_I	2020 Used travel website or app in last 30 days: tripadvisor.com: Index	
MP35013a_B	2020 Took domestic trip in continental US in last 12 months	
MP35013a_I	2020 Took domestic trip in continental US in last 12 months: Index	
MP35014a_B	2020 Took any domestic trip by plane (scheduled) in last 12 months	
MP35014a_I	2020 Took any domestic trip by plane (scheduled) in last 12 months: Index	
MP35015a_B	2020 Rented car on domestic trip in last 12 months	
MP35015a_I	2020 Rented car on domestic trip in last 12 months: Index	
MP35096a_B	2020 Uses Lyft on average weekday	New
MP35096a_I	2020 Uses Lyft on average weekday: Index	New
MP35097a_B	2020 Uses Lyft on average weekend	New
MP35097a_I	2020 Uses Lyft on average weekend: Index	New
MP35094a_B	2020 Uses Uber on average weekday	
MP35094a_I	2020 Uses Uber on average weekday: Index	
MP35095a_B	2020 Uses Uber on average weekend	
MP35095a_I	2020 Uses Uber on average weekend: Index	

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MP35016a_B	2020 Took domestic business trip in last 12 months	
MP35016a_I	2020 Took domestic business trip in last 12 months: Index	
MP35017a_B	2020 Took 1 domestic non-business trip in last 12 months	
MP35017a_I	2020 Took 1 domestic non-business trip in last 12 months: Index	
MP35018a_B	2020 Took 2 domestic non-business trips in last 12 months	
MP35018a_I	2020 Took 2 domestic non-business trips in last 12 months: Index	
MP35019a_B	2020 Took 3+ domestic non-business trips in last 12 months	
MP35019a_I	2020 Took 3+ domestic non-business trips in last 12 months: Index	
MP35020a_B	2020 Used for domestic trip in last 12 months: airline website	
MP35020a_I	2020 Used for domestic trip in last 12 months: airline website: Index	
MP35021a_B	2020 Used for domestic trip in last 12 months: general travel site	
MP35021a_I	2020 Used for domestic trip in last 12 months: general travel site: Index	
MP35022a_B	2020 Used for domestic trip in last 12 months: travel agent	
MP35022a_I	2020 Used for domestic trip in last 12 months: travel agent: Index	
MP35023a_B	2020 Spent on domestic vacations in last 12 months: \$1-999	
MP35023a_I	2020 Spent on domestic vacations in last 12 months: \$1-999: Index	
MP35024a_B	2020 Spent on domestic vacations in last 12 months: \$1000-1499	
MP35024a_I	2020 Spent on domestic vacations in last 12 months: \$1000-1499: Index	
MP35025a_B	2020 Spent on domestic vacations in last 12 months: \$1500-1999	
MP35025a_I	2020 Spent on domestic vacations in last 12 months: \$1500-1999: Index	
MP35026a_B	2020 Spent on domestic vacations in last 12 months: \$2000-2999	
MP35026a_I	2020 Spent on domestic vacations in last 12 months: \$2000-2999: Index	
MP35027a_B	2020 Spent on domestic vacations in last 12 months: \$3000+	
MP35027a_I	2020 Spent on domestic vacations in last 12 months: \$3000+: Index	
MP35028a_B	2020 Went backpacking or hiking on domestic vacation in last 12 months	
MP35028a_I	2020 Went backpacking or hiking on domestic vacation in last 12 months: Index	
MP35029a_B	2020 Went to beach on domestic vacation in last 12 months	
MP35029a_I	2020 Went to beach on domestic vacation in last 12 months: Index	
MP35030a_B	2020 Did general sightseeing on domestic vacation in last 12 months	
MP35030a_I	2020 Did general sightseeing on domestic vacation in last 12 months: Index	
MP35031a_B	2020 Visited National Park on domestic vacation in last 12 months	
MP35031a_I	2020 Visited National Park on domestic vacation in last 12 months: Index	
MP35033a_B	2020 Visited on domestic trip in last 12 months: Northeast	
MP35033a_I	2020 Visited on domestic trip in last 12 months: Northeast: Index	
MP35034a_B	2020 Visited on domestic trip in last 12 months: South	
MP35034a_I	2020 Visited on domestic trip in last 12 months: South: Index	
MP35035a_B	2020 Visited on domestic trip in last 12 months: North Central	
MP35035a_I	2020 Visited on domestic trip in last 12 months: North Central: Index	
MP35036a_B	2020 Visited on domestic trip in last 12 months: West	
MP35036a_I	2020 Visited on domestic trip in last 12 months: West: Index	
MP35037a_B	2020 Flew on domestic trip in last 12 months: American or AmerEagle	
MP35037a_I	2020 Flew on domestic trip in last 12 months: American or AmerEagle: Index	
MP35038a_B	2020 Flew on domestic trip in last 12 months: Delta	
MP35038a_I	2020 Flew on domestic trip in last 12 months: Delta: Index	
MP35039a_B	2020 Flew on domestic trip in last 12 months: Southwest	
MP35039a_I	2020 Flew on domestic trip in last 12 months: Southwest: Index	
MP35040a_B	2020 Flew on domestic trip in last 12 months: United	
MP35040a_I	2020 Flew on domestic trip in last 12 months: United: Index	
MP35042a_B	2020 Took foreign trip (including Alaska & Hawaii) in last 3 years	
MP35042a_I	2020 Took foreign trip (including Alaska & Hawaii) in last 3 years: Index	
MP35043a_B	2020 Took 1 foreign trip by plane in last 3 years	
MP35043a_I	2020 Took 1 foreign trip by plane in last 3 years: Index	
MP35044a_B	2020 Took 2 foreign trips by plane in last 3 years	
MP35044a_I	2020 Took 2 foreign trips by plane in last 3 years: Index	
MP35045a_B	2020 Took 3+ foreign trips by plane in last 3 years	
MP35045a_I	2020 Took 3+ foreign trips by plane in last 3 years: Index	
MP35046a_B	2020 Took 1 foreign non-business trip in last 3 years	
MP35046a_I	2020 Took 1 foreign non-business trip in last 3 years: Index	
MP35047a_B	2020 Took 2 foreign non-business trips in last 3 years	
MP35047a_I	2020 Took 2 foreign non-business trips in last 3 years: Index	
MP35048a_B	2020 Took 3+ foreign non-business trips in last 3 years	
MP35048a_I	2020 Took 3+ foreign non-business trips in last 3 years: Index	
MP35049a_B	2020 Took foreign trip with all-inclusive travel package in last 3 years	
MP35049a_I	2020 Took foreign trip with all-inclusive travel package in last 3 years: Index	
MP35050a_B	2020 Took foreign trip by cruise ship in last 3 years	
MP35050a_I	2020 Took foreign trip by cruise ship in last 3 years: Index	
MP35051a_B	2020 Used for foreign trip in last 3 years: airline-specific site	
MP35051a_I	2020 Used for foreign trip in last 3 years: airline-specific site: Index	
MP35052a_B	2020 Used for foreign trip in last 3 years: general travel site	
MP35052a_I	2020 Used for foreign trip in last 3 years: general travel site: Index	
MP35053a_B	2020 Used for foreign trip in last 3 years: travel agent	
MP35053a_I	2020 Used for foreign trip in last 3 years: travel agent: Index	
MP35054a_B	2020 Spent on foreign vacations in last 12 months: \$1-\$999	
MP35054a_I	2020 Spent on foreign vacations in last 12 months: \$1-\$999: Index	
MP35055a_B	2020 Spent on foreign vacations in last 12 months: \$1,000-\$2,999	
MP35055a_I	2020 Spent on foreign vacations in last 12 months: \$1,000-\$2,999: Index	
MP35056a_B	2020 Spent on foreign vacations in last 12 months: \$3,000+	
MP35056a_I	2020 Spent on foreign vacations in last 12 months: \$3,000+: Index	
MP35057a_B	2020 Flew on foreign trip in last 3 years: American or AmerEagle	
MP35057a_I	2020 Flew on foreign trip in last 3 years: American or AmerEagle: Index	
MP35059a_B	2020 Flew on foreign trip in last 3 years: Delta	
MP35059a_I	2020 Flew on foreign trip in last 3 years: Delta: Index	

## Esri Market Potential Data Variable List



**DATA VINTAGE:** 2020  
**NUMBER OF VARIABLES:** 4,836

The Market Potential Data measures the likely demand for a product or service in an area.

The a or h following the five-digit product code denotes a consumer base of adults or households, respectively.

The \_B or \_I following the product code denotes the expected number of consumers or the Market Potential Index (MPI) for each product or service listed.

Variables in **green** are **New** for this release. Variables in *gray italics* have a *Description Change*. Variables in *gold italics* have been *Discontinued* due to survey changes, and are listed at the bottom of each table.

These are also indicated in the Item Changes column for easy reference.

*Starting with the Summer 2020 Catalog, Market Potential tables have been modified.*

[Learn more about Esri Demographics](#)

Data Table & Item Code	Data Item Description	Item Changes
MP35060a_B	2020 Flew on foreign trip in last 3 years: United	
MP35060a_I	2020 Flew on foreign trip in last 3 years: United: Index	
MP35063a_B	2020 Visited on trip in last 3 years: Canada	
MP35063a_I	2020 Visited on trip in last 3 years: Canada: Index	
MP35064a_B	2020 Visited on trip in last 3 years: Hawaii	
MP35064a_I	2020 Visited on trip in last 3 years: Hawaii: Index	
MP35066a_B	2020 Visited on trip in last 3 years: Mexico	
MP35066a_I	2020 Visited on trip in last 3 years: Mexico: Index	
MP35067a_B	2020 Took cruise of more than one day in last 3 years	
MP35067a_I	2020 Took cruise of more than one day in last 3 years: Index	
MP35068a_B	2020 Used Carnival cruise line in last 3 years	
MP35068a_I	2020 Used Carnival cruise line in last 3 years: Index	
MP35069a_B	2020 Spent any night in hotel or motel in last 12 months	
MP35069a_I	2020 Spent any night in hotel or motel in last 12 months: Index	
MP35070a_B	2020 Spent 1 night in hotel or motel in last 12 months	
MP35070a_I	2020 Spent 1 night in hotel or motel in last 12 months: Index	
MP35071a_B	2020 Spent 2 nights in hotel or motel in last 12 months	
MP35071a_I	2020 Spent 2 nights in hotel or motel in last 12 months: Index	
MP35072a_B	2020 Spent 3-4 nights in hotel or motel in last 12 months	
MP35072a_I	2020 Spent 3-4 nights in hotel or motel in last 12 months: Index	
MP35073a_B	2020 Spent 5-7 nights in hotel or motel in last 12 months	
MP35073a_I	2020 Spent 5-7 nights in hotel or motel in last 12 months: Index	
MP35074a_B	2020 Spent 8-10 nights in hotel or motel in last 12 months	
MP35074a_I	2020 Spent 8-10 nights in hotel or motel in last 12 months: Index	
MP35075a_B	2020 Spent 11-14 nights in hotel or motel in last 12 months	
MP35075a_I	2020 Spent 11-14 nights in hotel or motel in last 12 months: Index	
MP35076a_B	2020 Spent 15+ nights in hotel or motel in last 12 months	
MP35076a_I	2020 Spent 15+ nights in hotel or motel in last 12 months: Index	
MP35092a_B	2020 Stayed in last 12 months: Airbnb	
MP35092a_I	2020 Stayed in last 12 months: Airbnb: Index	
MP35077a_B	2020 Stayed in last 12 months: Best Western	
MP35077a_I	2020 Stayed in last 12 months: Best Western: Index	
MP35078a_B	2020 Stayed in last 12 months: Comfort Inn	
MP35078a_I	2020 Stayed in last 12 months: Comfort Inn: Index	
MP35087a_B	2020 Stayed in last 12 months: Comfort Suites	
MP35087a_I	2020 Stayed in last 12 months: Comfort Suites: Index	
MP35088a_B	2020 Stayed in last 12 months: Courtyard (by Marriott)	
MP35088a_I	2020 Stayed in last 12 months: Courtyard (by Marriott): Index	
MP35079a_B	2020 Stayed in last 12 months: Days Inn	
MP35079a_I	2020 Stayed in last 12 months: Days Inn: Index	
MP35080a_B	2020 Stayed in last 12 months: Hampton Inn	
MP35080a_I	2020 Stayed in last 12 months: Hampton Inn: Index	
MP35081a_B	2020 Stayed in last 12 months: Hilton	
MP35081a_I	2020 Stayed in last 12 months: Hilton: Index	
MP35082a_B	2020 Stayed in last 12 months: Holiday Inn	
MP35082a_I	2020 Stayed in last 12 months: Holiday Inn: Index	
MP35083a_B	2020 Stayed in last 12 months: Holiday Inn Express	
MP35083a_I	2020 Stayed in last 12 months: Holiday Inn Express: Index	
MP35084a_B	2020 Stayed in last 12 months: Marriott	
MP35084a_I	2020 Stayed in last 12 months: Marriott: Index	
MP35091a_B	2020 Stayed in last 12 months: Motel 6	
MP35091a_I	2020 Stayed in last 12 months: Motel 6: Index	
MP35089a_B	2020 Stayed in last 12 months: Embassy Suites	Discontinued
MP35089a_I	2020 Stayed in last 12 months: Embassy Suites: Index	Discontinued