

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
------------------------	-----------------------

### Automobiles & Automotive Products Market Potential

MP01001h_B	2021 HH Owns or Leases Any Vehicle
MP01001h_I	2021 HH Owns or Leases Any Vehicle: Index
MP01002h_B	2021 HH Owns or Leases 1 Vehicle
MP01002h_I	2021 HH Owns or Leases 1 Vehicle: Index
MP01003h_B	2021 HH Owns or Leases 2 Vehicles
MP01003h_I	2021 HH Owns or Leases 2 Vehicles: Index
MP01004h_B	2021 HH Owns or Leases 3+ Vehicles
MP01004h_I	2021 HH Owns or Leases 3+ Vehicles: Index
MP01005h_B	2021 HH Owns or Leases Any Domestic Vehicle
MP01005h_I	2021 HH Owns or Leases Any Domestic Vehicle: Index
MP01006h_B	2021 HH Owns or Leases Any Imported Vehicle
MP01006h_I	2021 HH Owns or Leases Any Imported Vehicle: Index
MP01007h_B	2021 HH Owns or Leases Convertible
MP01007h_I	2021 HH Owns or Leases Convertible: Index
MP01008h_B	2021 HH Owns or Leases 2 Door Coupe or Sports Coupe
MP01008h_I	2021 HH Owns or Leases 2 Door Coupe or Sports Coupe: Index
MP01009h_B	2021 HH Owns or Leases 4 Door Sedan or Hard Top Vehicle
MP01009h_I	2021 HH Owns or Leases 4 Door Sedan or Hard Top Vehicle: Index
MP01010h_B	2021 HH Owns or Leases 2 Door Sedan or Hard Top Vehicle
MP01010h_I	2021 HH Owns or Leases 2 Door Sedan or Hard Top Vehicle: Index
MP01011h_B	2021 HH Owns or Leases 5 Door Hatchback or Station Wagon
MP01011h_I	2021 HH Owns or Leases 5 Door Hatchback or Station Wagon: Index
MP01084h_B	2021 HH Owns or Leases Minivan or Van
MP01084h_I	2021 HH Owns or Leases Minivan or Van: Index
MP01013h_B	2021 HH Owns or Leases SUV
MP01013h_I	2021 HH Owns or Leases SUV: Index
MP01014h_B	2021 HH Owns or Leases Truck
MP01014h_I	2021 HH Owns or Leases Truck: Index
MP01081h_B	2021 HH Owns or Leases a Diesel Fuel Vehicle
MP01081h_I	2021 HH Owns or Leases a Diesel Fuel Vehicle: Index
MP01082h_B	2021 HH Owns or Leases a Gasoline Fuel Vehicle
MP01082h_I	2021 HH Owns or Leases a Gasoline Fuel Vehicle: Index
MP01083h_B	2021 HH Owns or Leases a Hybrid Vehicle
MP01083h_I	2021 HH Owns or Leases a Hybrid Vehicle: Index
MP01015h_B	2021 HH Owns or Leases Vehicle With Four or All Wheel Drive
MP01015h_I	2021 HH Owns or Leases Vehicle With Four or All Wheel Drive: Index
MP01017h_B	2021 HH Owns or Leases Vehicle With Bluetooth/Hands-Free Phone Capability
MP01017h_I	2021 HH Owns or Leases Vehicle With Bluetooth/Hands-Free Phone Capability: Index
MP01018h_B	2021 HH Owns or Leases Vehicle With Built-In Navigational System or GPS
MP01018h_I	2021 HH Owns or Leases Vehicle With Built-In Navigational System or GPS: Index
MP01019h_B	2021 HH Owns or Leases Vehicle With Onstar or Other Monitoring System
MP01019h_I	2021 HH Owns or Leases Vehicle With Onstar or Other Monitoring System: Index
MP01020h_B	2021 HH Owns or Leases Subcompact Car
MP01020h_I	2021 HH Owns or Leases Subcompact Car: Index
MP01021h_B	2021 HH Owns or Leases Compact Car
MP01021h_I	2021 HH Owns or Leases Compact Car: Index
MP01022h_B	2021 HH Owns or Leases Intermediate Car
MP01022h_I	2021 HH Owns or Leases Intermediate Car: Index
MP01023h_B	2021 HH Owns or Leases Standard Car
MP01023h_I	2021 HH Owns or Leases Standard Car: Index
MP01024h_B	2021 HH Owns or Leases Luxury Car
MP01024h_I	2021 HH Owns or Leases Luxury Car: Index
MP01025h_B	2021 HH Owns or Leases Compact SUV
MP01025h_I	2021 HH Owns or Leases Compact SUV: Index
MP01026h_B	2021 HH Owns or Leases Mid-Size SUV
MP01026h_I	2021 HH Owns or Leases Mid-Size SUV: Index
MP01027h_B	2021 HH Owns or Leases Full-Size SUV
MP01027h_I	2021 HH Owns or Leases Full-Size SUV: Index
MP01028h_B	2021 HH Bought or Leased Any Vehicle Last 12 Mo
MP01028h_I	2021 HH Bought or Leased Any Vehicle Last 12 Mo: Index
MP01029h_B	2021 HH Bought or Leased New Vehicle Last 12 Mo
MP01029h_I	2021 HH Bought or Leased New Vehicle Last 12 Mo: Index
MP01030h_B	2021 HH Bought or Leased Used Vehicle Last 12 Mo
MP01030h_I	2021 HH Bought or Leased Used Vehicle Last 12 Mo: Index
MP01035h_B	2021 HH Bought Most Recent Vehicle
MP01035h_I	2021 HH Bought Most Recent Vehicle: Index
MP01036h_B	2021 HH Leased Most Recent Vehicle
MP01036h_I	2021 HH Leased Most Recent Vehicle: Index
MP01037h_B	2021 HH Bought/Leased Most Recent Vehicle 1-2 Yrs Ago
MP01037h_I	2021 HH Bought/Leased Most Recent Vehicle 1-2 Yrs Ago: Index
MP01038h_B	2021 HH Bought/Leased Most Recent Vehicle 3-4 Yrs Ago
MP01038h_I	2021 HH Bought/Leased Most Recent Vehicle 3-4 Yrs Ago: Index
MP01039h_B	2021 HH Bought/Leased Most Recent Vehicle 5+ Yrs Ago
MP01039h_I	2021 HH Bought/Leased Most Recent Vehicle 5+ Yrs Ago: Index
MP01040h_B	2021 HH Spent \$1-\$19,999 On Most Recent Vehicle Purchase or Lease
MP01040h_I	2021 HH Spent \$1-\$19,999 On Most Recent Vehicle Purchase or Lease: Index
MP01041h_B	2021 HH Spent \$20,000-\$29,999 On Most Recent Vehicle Purchase or Lease
MP01041h_I	2021 HH Spent \$20,000-\$29,999 On Most Recent Vehicle Purchase or Lease: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP01079h_B	2021 HH Spent \$30,000-\$39,999 On Most Recent Vehicle Purchase or Lease
MP01079h_I	2021 HH Spent \$30,000-\$39,999 On Most Recent Vehicle Purchase or Lease: Index
MP01077h_B	2021 HH Spent \$40,000-\$49,999 On Most Recent Vehicle Purchase or Lease
MP01077h_I	2021 HH Spent \$40,000-\$49,999 On Most Recent Vehicle Purchase or Lease: Index
MP01078h_B	2021 HH Spent \$50,000+ On Most Recent Vehicle Purchase or Lease
MP01078h_I	2021 HH Spent \$50,000+ On Most Recent Vehicle Purchase or Lease: Index
MP01043h_B	2021 HH Used Bank/Credit Union Loan On Most Recent Vehicle Purchase/Lease
MP01043h_I	2021 HH Used Bank/Credit Union Loan On Most Recent Vehicle Purchase/Lease: Index
MP01044h_B	2021 HH Used Cash On Most Recent Vehicle Purchase/Lease
MP01044h_I	2021 HH Used Cash On Most Recent Vehicle Purchase/Lease: Index
MP01045h_B	2021 HH Used Dealer Financing On Most Recent Vehicle Purchase/Lease
MP01045h_I	2021 HH Used Dealer Financing On Most Recent Vehicle Purchase/Lease: Index
MP01046h_B	2021 HH Used Manufacturer Financing On Most Recent Vehicle Purchase/Lease
MP01046h_I	2021 HH Used Manufacturer Financing On Most Recent Vehicle Purchase/Lease: Index
MP01047h_B	2021 HH Used Trade-In On Most Recent Vehicle Purchase/Lease
MP01047h_I	2021 HH Used Trade-In On Most Recent Vehicle Purchase/Lease: Index
MP01049h_B	2021 Chevrolet: Most Recent HH Vehicle Purchase or Lease
MP01049h_I	2021 Chevrolet: Most Recent HH Vehicle Purchase or Lease: Index
MP01051h_B	2021 Dodge: Most Recent HH Vehicle Purchase or Lease
MP01051h_I	2021 Dodge: Most Recent HH Vehicle Purchase or Lease: Index
MP01052h_B	2021 Ford: Most Recent HH Vehicle Purchase or Lease
MP01052h_I	2021 Ford: Most Recent HH Vehicle Purchase or Lease: Index
MP01053h_B	2021 Honda: Most Recent HH Vehicle Purchase or Lease
MP01053h_I	2021 Honda: Most Recent HH Vehicle Purchase or Lease: Index
MP01054h_B	2021 Hyundai: Most Recent HH Vehicle Purchase or Lease
MP01054h_I	2021 Hyundai: Most Recent HH Vehicle Purchase or Lease: Index
MP01055h_B	2021 Jeep: Most Recent HH Vehicle Purchase or Lease
MP01055h_I	2021 Jeep: Most Recent HH Vehicle Purchase or Lease: Index
MP01080h_B	2021 Kia: Most Recent HH Vehicle Purchase or Lease
MP01080h_I	2021 Kia: Most Recent HH Vehicle Purchase or Lease: Index
MP01056h_B	2021 Nissan: Most Recent HH Vehicle Purchase or Lease
MP01056h_I	2021 Nissan: Most Recent HH Vehicle Purchase or Lease: Index
MP01085h_B	2021 Subaru: Most Recent HH Vehicle Purchase or Lease
MP01085h_I	2021 Subaru: Most Recent HH Vehicle Purchase or Lease: Index
MP01057h_B	2021 Toyota: Most Recent HH Vehicle Purchase or Lease
MP01057h_I	2021 Toyota: Most Recent HH Vehicle Purchase or Lease: Index
MP01086h_B	2021 HH Owns Any ATV or UTV
MP01086h_I	2021 HH Owns Any ATV or UTV: Index
MP01058h_B	2021 HH Owns Any Motorcycle
MP01058h_I	2021 HH Owns Any Motorcycle: Index
MP01059h_B	2021 HH Bought Any New Motorcycle
MP01059h_I	2021 HH Bought Any New Motorcycle: Index
MP01060h_B	2021 HH Bought Any Used Motorcycle
MP01060h_I	2021 HH Bought Any Used Motorcycle: Index
MP01061a_B	2021 Personally Drove <5,000 Miles Last 12 Mo
MP01061a_I	2021 Personally Drove <5,000 Miles Last 12 Mo: Index
MP01062a_B	2021 Personally Drove 5,000-9,999 Miles Last 12 Mo
MP01062a_I	2021 Personally Drove 5,000-9,999 Miles Last 12 Mo: Index
MP01063a_B	2021 Personally Drove 10,000-19,999 Miles Last 12 Mo
MP01063a_I	2021 Personally Drove 10,000-19,999 Miles Last 12 Mo: Index
MP01064a_B	2021 Personally Drove 20,000-29,999 Miles Last 12 Mo
MP01064a_I	2021 Personally Drove 20,000-29,999 Miles Last 12 Mo: Index
MP01065a_B	2021 Personally Drove 30,000+ Miles Last 12 Mo
MP01065a_I	2021 Personally Drove 30,000+ Miles Last 12 Mo: Index
MP01066a_B	2021 Member of Auto Club/Road Assistance Program
MP01066a_I	2021 Member of Auto Club/Road Assistance Program: Index
MP01067a_B	2021 Member of AAA Auto Club/Road Assistance Program
MP01067a_I	2021 Member of AAA Auto Club/Road Assistance Program: Index
MP01087a_B	2021 Member of AARP Auto Club/Road Assistance Program
MP01087a_I	2021 Member of AARP Auto Club/Road Assistance Program: Index
MP01088a_B	2021 Member of Dealer/Manuf/Warranty Auto Club/Road Assistance Program
MP01088a_I	2021 Member of Dealer/Manuf/Warranty Auto Club/Road Assistance Program: Index
MP01068a_B	2021 Rented Car For Business Use Last 12 Mo
MP01068a_I	2021 Rented Car For Business Use Last 12 Mo: Index
MP01069a_B	2021 Rented Car For Personal Use Last 12 Mo
MP01069a_I	2021 Rented Car For Personal Use Last 12 Mo: Index
MP01071a_B	2021 Rented Enterprise Car (Personal Use) Last 12 Mo
MP01071a_I	2021 Rented Enterprise Car (Personal Use) Last 12 Mo: Index
MP01072a_B	2021 Rented Hertz Car (Personal Use) Last 12 Mo
MP01072a_I	2021 Rented Hertz Car (Personal Use) Last 12 Mo: Index
MP01073a_B	2021 Rented Truck or Trailer Last 12 Mo
MP01073a_I	2021 Rented Truck or Trailer Last 12 Mo: Index
MP01074a_B	2021 Rented U-Haul Truck or Trailer Last 12 Mo
MP01074a_I	2021 Rented U-Haul Truck or Trailer Last 12 Mo: Index
MP01075a_B	2021 Rented Truck to Move Personal or HH Goods Last 12 Mo
MP01075a_I	2021 Rented Truck to Move Personal or HH Goods Last 12 Mo: Index
MP02001a_B	2021 Had Alignment Service or Repair Last 12 Mo
MP02001a_I	2021 Had Alignment Service or Repair Last 12 Mo: Index
MP02002a_B	2021 Had Brakes Serviced Last 12 Mo
MP02002a_I	2021 Had Brakes Serviced Last 12 Mo: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP02003a_B	2021 Had Brake Lining or Pad Replacement Last 12 Mo
MP02003a_I	2021 Had Brake Lining or Pad Replacement Last 12 Mo: Index
MP02004a_B	2021 Had Major Engine Repair Last 12 Mo
MP02004a_I	2021 Had Major Engine Repair Last 12 Mo: Index
MP02005a_B	2021 Had Minor Engine Repair Last 12 Mo
MP02005a_I	2021 Had Minor Engine Repair Last 12 Mo: Index
MP02006a_B	2021 Had Vehicle Paint Job Done Last 12 Mo
MP02006a_I	2021 Had Vehicle Paint Job Done Last 12 Mo: Index
MP02007a_B	2021 Had Transmission Service Last 12 Mo
MP02007a_I	2021 Had Transmission Service Last 12 Mo: Index
MP02008a_B	2021 Had Tune-Up Last 12 Mo
MP02008a_I	2021 Had Tune-Up Last 12 Mo: Index
MP02009a_B	2021 Vehicle Serviced By Auto Repair Chain Store Last 12 Mo
MP02009a_I	2021 Vehicle Serviced By Auto Repair Chain Store Last 12 Mo: Index
MP02010a_B	2021 Vehicle Serviced By Car Dealer Last 12 Mo
MP02010a_I	2021 Vehicle Serviced By Car Dealer Last 12 Mo: Index
MP02011a_B	2021 Vehicle Serviced By Discount Dept Store Last 12 Mo
MP02011a_I	2021 Vehicle Serviced By Discount Dept Store Last 12 Mo: Index
MP02012a_B	2021 Vehicle Serviced By Gas Station or Garage Last 12 Mo
MP02012a_I	2021 Vehicle Serviced By Gas Station or Garage Last 12 Mo: Index
MP02013a_B	2021 Vehicle Serviced By Self Last 12 Mo
MP02013a_I	2021 Vehicle Serviced By Self Last 12 Mo: Index
MP02014a_B	2021 Bought Air Filter Last 12 Mo
MP02014a_I	2021 Bought Air Filter Last 12 Mo: Index
MP02015a_B	2021 Bought Anti-Freeze or Coolant Last 12 Mo
MP02015a_I	2021 Bought Anti-Freeze or Coolant Last 12 Mo: Index
MP02016a_B	2021 Bought Vehicle Battery Last 12 Mo
MP02016a_I	2021 Bought Vehicle Battery Last 12 Mo: Index
MP02017a_B	2021 Bought Vehicle Battery at Advance Auto Parts Last 12 Mo
MP02017a_I	2021 Bought Vehicle Battery at Advance Auto Parts Last 12 Mo: Index
MP02018a_B	2021 Bought Vehicle Battery at Autozone Last 12 Mo
MP02018a_I	2021 Bought Vehicle Battery at Autozone Last 12 Mo: Index
MP02020a_B	2021 Bought Vehicle Battery at Walmart Last 12 Mo
MP02020a_I	2021 Bought Vehicle Battery at Walmart Last 12 Mo: Index
MP02021a_B	2021 Bought Gasoline Last 6 Mo
MP02021a_I	2021 Bought Gasoline Last 6 Mo: Index
MP02022a_B	2021 Bought Regular Gasoline Last 6 Mo
MP02022a_I	2021 Bought Regular Gasoline Last 6 Mo: Index
MP02023a_B	2021 Bought Mid-Grade Gasoline Last 6 Mo
MP02023a_I	2021 Bought Mid-Grade Gasoline Last 6 Mo: Index
MP02024a_B	2021 Bought Premium or Super Gasoline Last 6 Mo
MP02024a_I	2021 Bought Premium or Super Gasoline Last 6 Mo: Index
MP02025a_B	2021 Spent \$1-\$49 On Gasoline Last 30 Days
MP02025a_I	2021 Spent \$1-\$49 On Gasoline Last 30 Days: Index
MP02026a_B	2021 Spent \$50-\$99 On Gasoline Last 30 Days
MP02026a_I	2021 Spent \$50-\$99 On Gasoline Last 30 Days: Index
MP02027a_B	2021 Spent \$100-\$199 On Gasoline Last 30 Days
MP02027a_I	2021 Spent \$100-\$199 On Gasoline Last 30 Days: Index
MP02028a_B	2021 Spent \$200+ On Gasoline Last 30 Days
MP02028a_I	2021 Spent \$200+ On Gasoline Last 30 Days: Index
MP02029a_B	2021 Bought Gas Additives Last 12 Mo
MP02029a_I	2021 Bought Gas Additives Last 12 Mo: Index
MP02030a_B	2021 Bought Leather or Vinyl Protectant Last 12 Mo
MP02030a_I	2021 Bought Leather or Vinyl Protectant Last 12 Mo: Index
MP02031a_B	2021 Used Leather or Vinyl Protectant 4+ Times Last 12 Mo
MP02031a_I	2021 Used Leather or Vinyl Protectant 4+ Times Last 12 Mo: Index
MP02032a_B	2021 Bought Muffler Last 12 Mo
MP02032a_I	2021 Bought Muffler Last 12 Mo: Index
MP02033a_B	2021 Bought or Changed Motor Oil Last 12 Mo
MP02033a_I	2021 Bought or Changed Motor Oil Last 12 Mo: Index
MP02034a_B	2021 Bought 7+ Quarts of Motor Oil Last 12 Mo
MP02034a_I	2021 Bought 7+ Quarts of Motor Oil Last 12 Mo: Index
MP02035a_B	2021 Bought Motor Oil at Advance Auto Parts Last 12 Mo
MP02035a_I	2021 Bought Motor Oil at Advance Auto Parts Last 12 Mo: Index
MP02036a_B	2021 Bought Motor Oil at AutoZone Last 12 Mo
MP02036a_I	2021 Bought Motor Oil at AutoZone Last 12 Mo: Index
MP02037a_B	2021 Bought Motor Oil at Walmart Last 12 Mo
MP02037a_I	2021 Bought Motor Oil at Walmart Last 12 Mo: Index
MP02038a_B	2021 Auto Repair Chain Added or Changed Motor Oil Last 12 Mo
MP02038a_I	2021 Auto Repair Chain Added or Changed Motor Oil Last 12 Mo: Index
MP02039a_B	2021 Car Dealer Added or Changed Motor Oil Last 12 Mo
MP02039a_I	2021 Car Dealer Added or Changed Motor Oil Last 12 Mo: Index
MP02040a_B	2021 Gas Station/Garage Added or Changed Motor Oil Last 12 Mo
MP02040a_I	2021 Gas Station/Garage Added or Changed Motor Oil Last 12 Mo: Index
MP02041a_B	2021 Jiffy Lube Added or Changed Motor Oil Last 12 Mo
MP02041a_I	2021 Jiffy Lube Added or Changed Motor Oil Last 12 Mo: Index
MP02042a_B	2021 Self Added or Changed Motor Oil Last 12 Mo
MP02042a_I	2021 Self Added or Changed Motor Oil Last 12 Mo: Index
MP02043a_B	2021 Oth HH Member Added or Changed Motor Oil Last 12 Mo
MP02043a_I	2021 Oth HH Member Added or Changed Motor Oil Last 12 Mo: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP02044a_B	2021 Bought Motor Oil Additives Last 12 Mo
MP02044a_I	2021 Bought Motor Oil Additives Last 12 Mo: Index
MP02045a_B	2021 Bought Oil Filter Last 12 Mo
MP02045a_I	2021 Bought Oil Filter Last 12 Mo: Index
MP02046a_B	2021 Bought Shock Absorbers or Struts Last 12 Mo
MP02046a_I	2021 Bought Shock Absorbers or Struts Last 12 Mo: Index
MP02047a_B	2021 Bought Spark Plugs Last 12 Mo
MP02047a_I	2021 Bought Spark Plugs Last 12 Mo: Index
MP02048a_B	2021 Bought Tires Last 12 Mo
MP02048a_I	2021 Bought Tires Last 12 Mo: Index
MP02060a_B	2021 Spent \$1-\$249 On Tires Last 12 Mo
MP02060a_I	2021 Spent \$1-\$249 On Tires Last 12 Mo: Index
MP02054a_B	2021 Spent \$250-\$499 On Tires Last 12 Mo
MP02054a_I	2021 Spent \$250-\$499 On Tires Last 12 Mo: Index
MP02055a_B	2021 Spent \$500+ On Tires Last 12 Mo
MP02055a_I	2021 Spent \$500+ On Tires Last 12 Mo: Index
MP02056a_B	2021 Bought Tires at Discount Tire Co Last 12 Mo
MP02056a_I	2021 Bought Tires at Discount Tire Co Last 12 Mo: Index
MP02061a_B	2021 Bought Tires at Walmart Last 12 Mo
MP02061a_I	2021 Bought Tires at Walmart Last 12 Mo: Index
MP02057a_B	2021 Bought Car Wax or Polish Last 12 Mo
MP02057a_I	2021 Bought Car Wax or Polish Last 12 Mo: Index
MP02058a_B	2021 Used Car Wax/Polish 4+ Times Last 12 Mo
MP02058a_I	2021 Used Car Wax/Polish 4+ Times Last 12 Mo: Index
MP02059a_B	2021 Bought Windshield Wipers Last 12 Mo
MP02059a_I	2021 Bought Windshield Wipers Last 12 Mo: Index
<b>Baby Products, Toys and Games (Market Potential)</b>	
MP03017h_B	2021 HH Owns Any Baby Furniture or Equipment
MP03017h_I	2021 HH Owns Any Baby Furniture or Equipment: Index
MP03018h_B	2021 HH Bought Baby Furniture or Equipment Last 6 Mo
MP03018h_I	2021 HH Bought Baby Furniture or Equipment Last 6 Mo: Index
MP03019h_B	2021 HH Spent \$100+ On Baby Furniture or Equipment Last 6 Mo
MP03019h_I	2021 HH Spent \$100+ On Baby Furniture or Equipment Last 6 Mo: Index
MP03020h_B	2021 HH Owns Baby Car Seat
MP03020h_I	2021 HH Owns Baby Car Seat: Index
MP03021h_B	2021 HH Owns Baby Carrier (Front or Back)
MP03021h_I	2021 HH Owns Baby Carrier (Front or Back): Index
MP03022h_B	2021 HH Owns Infant Crib
MP03022h_I	2021 HH Owns Infant Crib: Index
MP03023h_B	2021 HH Owns High Chair
MP03023h_I	2021 HH Owns High Chair: Index
MP03024h_B	2021 HH Owns Playpen
MP03024h_I	2021 HH Owns Playpen: Index
MP03025h_B	2021 HH Owns Stroller
MP03025h_I	2021 HH Owns Stroller: Index
MP03026h_B	2021 HH Used Baby Food Last 6 Mo
MP03026h_I	2021 HH Used Baby Food Last 6 Mo: Index
MP03027h_B	2021 HH Used Organic Baby Food Last 6 Mo
MP03027h_I	2021 HH Used Organic Baby Food Last 6 Mo: Index
MP03028h_B	2021 HH Used Gerber Baby Food Last 6 Mo
MP03028h_I	2021 HH Used Gerber Baby Food Last 6 Mo: Index
MP03029h_B	2021 HH Used Infant Cereal Last 6 Mo
MP03029h_I	2021 HH Used Infant Cereal Last 6 Mo: Index
MP03030h_B	2021 HH Used Prepared Infant Formula Last 6 Mo
MP03030h_I	2021 HH Used Prepared Infant Formula Last 6 Mo: Index
MP03031h_B	2021 HH Used Disposable Diapers/Underpants Last 6 Mo
MP03031h_I	2021 HH Used Disposable Diapers/Underpants Last 6 Mo: Index
MP03032h_B	2021 HH Used Baby Bath/Wash/Soap Product Last 6 Mo
MP03032h_I	2021 HH Used Baby Bath/Wash/Soap Product Last 6 Mo: Index
MP03033h_B	2021 HH Used Baby Lotion Last 6 Mo
MP03033h_I	2021 HH Used Baby Lotion Last 6 Mo: Index
MP03034h_B	2021 HH Used Baby Nurser/Bottle Last 6 Mo
MP03034h_I	2021 HH Used Baby Nurser/Bottle Last 6 Mo: Index
MP03035h_B	2021 HH Used Baby Oil Last 6 Mo
MP03035h_I	2021 HH Used Baby Oil Last 6 Mo: Index
MP03036h_B	2021 HH Used Baby Ointment/Cream Last 6 Mo
MP03036h_I	2021 HH Used Baby Ointment/Cream Last 6 Mo: Index
MP03037h_B	2021 HH Used Baby Powder Last 6 Mo
MP03037h_I	2021 HH Used Baby Powder Last 6 Mo: Index
MP03038h_B	2021 HH Used Baby Shampoo Last 6 Mo
MP03038h_I	2021 HH Used Baby Shampoo Last 6 Mo: Index
MP03039h_B	2021 HH Used Teething Remedy Last 6 Mo
MP03039h_I	2021 HH Used Teething Remedy Last 6 Mo: Index
MP03040h_B	2021 HH Used Pre-Moistened Baby Wipes Last 6 Mo
MP03040h_I	2021 HH Used Pre-Moistened Baby Wipes Last 6 Mo: Index
MP34001a_B	2021 Bought Any Children's Toy or Game Last 12 Mo
MP34001a_I	2021 Bought Any Children's Toy or Game Last 12 Mo: Index
MP34002a_B	2021 Spent \$1-\$49 On Toys or Games For Child Last 12 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP34002a_I	2021 Spent \$1-\$49 On Toys or Games For Child Last 12 Mo: Index
MP34003a_B	2021 Spent \$50-\$99 On Toys or Games For Child Last 12 Mo
MP34003a_I	2021 Spent \$50-\$99 On Toys or Games For Child Last 12 Mo: Index
MP34004a_B	2021 Spent \$100-\$199 On Toys or Games For Child Last 12 Mo
MP34004a_I	2021 Spent \$100-\$199 On Toys or Games For Child Last 12 Mo: Index
MP34005a_B	2021 Spent \$200-\$499 On Toys or Games For Child Last 12 Mo
MP34005a_I	2021 Spent \$200-\$499 On Toys or Games For Child Last 12 Mo: Index
MP34006a_B	2021 Spent \$500+ On Toys or Games For Child Last 12 Mo
MP34006a_I	2021 Spent \$500+ On Toys or Games For Child Last 12 Mo: Index
MP34007a_B	2021 Bought Any Online Toys or Games Last 12 Mo
MP34007a_I	2021 Bought Any Online Toys or Games Last 12 Mo: Index
MP34008a_B	2021 Bought Infant Toy Last 12 Mo
MP34008a_I	2021 Bought Infant Toy Last 12 Mo: Index
MP34009a_B	2021 Bought Pre-School Toy Last 12 Mo
MP34009a_I	2021 Bought Pre-School Toy Last 12 Mo: Index
MP34010a_B	2021 Bought Boy Action Figure For Child Last 12 Mo
MP34010a_I	2021 Bought Boy Action Figure For Child Last 12 Mo: Index
MP34011a_B	2021 Bought Girl Action Figure For Child Last 12 Mo
MP34011a_I	2021 Bought Girl Action Figure For Child Last 12 Mo: Index
MP34012a_B	2021 Bought Action Game For Child Last 12 Mo
MP34012a_I	2021 Bought Action Game For Child Last 12 Mo: Index
MP34013a_B	2021 Bought Bicycle For Child Last 12 Mo
MP34013a_I	2021 Bought Bicycle For Child Last 12 Mo: Index
MP34014a_B	2021 Bought Board Game For Child Last 12 Mo
MP34014a_I	2021 Bought Board Game For Child Last 12 Mo: Index
MP34015a_B	2021 Bought Builder Set For Child Last 12 Mo
MP34015a_I	2021 Bought Builder Set For Child Last 12 Mo: Index
MP34016a_B	2021 Bought Car For Child Last 12 Mo
MP34016a_I	2021 Bought Car For Child Last 12 Mo: Index
MP34017a_B	2021 Bought Construction Toy For Child Last 12 Mo
MP34017a_I	2021 Bought Construction Toy For Child Last 12 Mo: Index
MP34018a_B	2021 Bought Fashion Doll For Child Last 12 Mo
MP34018a_I	2021 Bought Fashion Doll For Child Last 12 Mo: Index
MP34019a_B	2021 Bought Large/Baby Doll For Child Last 12 Mo
MP34019a_I	2021 Bought Large/Baby Doll For Child Last 12 Mo: Index
MP34020a_B	2021 Bought Doll Accessories For Child Last 12 Mo
MP34020a_I	2021 Bought Doll Accessories For Child Last 12 Mo: Index
MP34021a_B	2021 Bought Doll Clothing For Child Last 12 Mo
MP34021a_I	2021 Bought Doll Clothing For Child Last 12 Mo: Index
MP34022a_B	2021 Bought Educational Toy For Child Last 12 Mo
MP34022a_I	2021 Bought Educational Toy For Child Last 12 Mo: Index
MP34023a_B	2021 Bought Electronic Doll or Animal For Child Last 12 Mo
MP34023a_I	2021 Bought Electronic Doll or Animal For Child Last 12 Mo: Index
MP34024a_B	2021 Bought Electronic Game For Child Last 12 Mo
MP34024a_I	2021 Bought Electronic Game For Child Last 12 Mo: Index
MP34025a_B	2021 Bought Mechanical Toy For Child Last 12 Mo
MP34025a_I	2021 Bought Mechanical Toy For Child Last 12 Mo: Index
MP34026a_B	2021 Bought Model Kit or Set For Child Last 12 Mo
MP34026a_I	2021 Bought Model Kit or Set For Child Last 12 Mo: Index
MP34027a_B	2021 Bought Plush Doll or Animal For Child Last 12 Mo
MP34027a_I	2021 Bought Plush Doll or Animal For Child Last 12 Mo: Index
MP34029a_B	2021 Bought Water Toy For Child Last 12 Mo
MP34029a_I	2021 Bought Water Toy For Child Last 12 Mo: Index
MP34030a_B	2021 Bought Word Game For Child Last 12 Mo
MP34030a_I	2021 Bought Word Game For Child Last 12 Mo: Index
<b>Civic Activities and Political Affiliation (Market Potential)</b>	
MP06001a_B	2021 Participated in Any Public Activity Last 12 Mo
MP06001a_I	2021 Participated in Any Public Activity Last 12 Mo: Index
MP06002a_B	2021 Attended Public Meeting On Town or School Affairs Last 12 Mo
MP06002a_I	2021 Attended Public Meeting On Town or School Affairs Last 12 Mo: Index
MP06003a_B	2021 Served On Committee For Local Organization Last 12 Mo
MP06003a_I	2021 Served On Committee For Local Organization Last 12 Mo: Index
MP06004a_B	2021 Engaged in Fundraising Last 12 Mo
MP06004a_I	2021 Engaged in Fundraising Last 12 Mo: Index
MP06005a_B	2021 Volunteered For a Charitable Organization Last 12 Mo
MP06005a_I	2021 Volunteered For a Charitable Organization Last 12 Mo: Index
MP06006a_B	2021 Made a Speech Last 12 Mo
MP06006a_I	2021 Made a Speech Last 12 Mo: Index
MP06007a_B	2021 Wrote Something That Was Published Last 12 Mo
MP06007a_I	2021 Wrote Something That Was Published Last 12 Mo: Index
MP06008a_B	2021 Wrote to News/Magazine Editor or Called Radio/TV Last 12 Mo
MP06008a_I	2021 Wrote to News/Magazine Editor or Called Radio/TV Last 12 Mo: Index
MP06009a_B	2021 Wrote or Called a Politician Last 12 Mo
MP06009a_I	2021 Wrote or Called a Politician Last 12 Mo: Index
MP06010a_B	2021 Voted in Federal or State or Local Election Last 12 Mo
MP06010a_I	2021 Voted in Federal or State or Local Election Last 12 Mo: Index
MP06011a_B	2021 Attended Political Rally/Speech/Organized Protest Last 12 Mo
MP06011a_I	2021 Attended Political Rally/Speech/Organized Protest Last 12 Mo: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP06032a_B	2021 Signed a Petition Last 12 Mo
MP06032a_I	2021 Signed a Petition Last 12 Mo: Index
MP06012a_B	2021 Participated in Environmental Groups/Causes Last 12 Mo
MP06012a_I	2021 Participated in Environmental Groups/Causes Last 12 Mo: Index
MP06013a_B	2021 Recycled Products Last 12 Mo
MP06013a_I	2021 Recycled Products Last 12 Mo: Index
MP06015a_B	2021 Contributed to NPR Last 12 Mo
MP06015a_I	2021 Contributed to NPR Last 12 Mo: Index
MP06016a_B	2021 Contributed to PBS Last 12 Mo
MP06016a_I	2021 Contributed to PBS Last 12 Mo: Index
MP06017a_B	2021 Contributed to Arts or Cultural Organization Last 12 Mo
MP06017a_I	2021 Contributed to Arts or Cultural Organization Last 12 Mo: Index
MP06018a_B	2021 Contributed to Educational Organization Last 12 Mo
MP06018a_I	2021 Contributed to Educational Organization Last 12 Mo: Index
MP06019a_B	2021 Contributed to Environmental Organization Last 12 Mo
MP06019a_I	2021 Contributed to Environmental Organization Last 12 Mo: Index
MP06020a_B	2021 Contributed to Health Organization Last 12 Mo
MP06020a_I	2021 Contributed to Health Organization Last 12 Mo: Index
MP06021a_B	2021 Contributed to Political Organization Last 12 Mo
MP06021a_I	2021 Contributed to Political Organization Last 12 Mo: Index
MP06022a_B	2021 Contributed to Religious Organization Last 12 Mo
MP06022a_I	2021 Contributed to Religious Organization Last 12 Mo: Index
MP06023a_B	2021 Contributed to Social Services Organization Last 12 Mo
MP06023a_I	2021 Contributed to Social Services Organization Last 12 Mo: Index
MP06024a_B	2021 Affiliated With Democratic Political Party
MP06024a_I	2021 Affiliated With Democratic Political Party: Index
MP06025a_B	2021 Affiliated With Republican Political Party
MP06025a_I	2021 Affiliated With Republican Political Party: Index
MP06026a_B	2021 Affiliated With Independent or No Political Party
MP06026a_I	2021 Affiliated With Independent or No Political Party: Index
MP06027a_B	2021 Very Conservative Political Outlook
MP06027a_I	2021 Very Conservative Political Outlook: Index
MP06028a_B	2021 Somewhat Conservative Political Outlook
MP06028a_I	2021 Somewhat Conservative Political Outlook: Index
MP06029a_B	2021 Middle of The Road Political Outlook
MP06029a_I	2021 Middle of The Road Political Outlook: Index
MP06030a_B	2021 Somewhat Liberal Political Outlook
MP06030a_I	2021 Somewhat Liberal Political Outlook: Index
MP06031a_B	2021 Very Liberal Political Outlook
MP06031a_I	2021 Very Liberal Political Outlook: Index
MP06033a_B	2021 Vote in National Elections: 1-Never
MP06033a_I	2021 Vote in National Elections: 1-Never: Index
MP06034a_B	2021 Vote in National Elections: 2-Sometimes
MP06034a_I	2021 Vote in National Elections: 2-Sometimes: Index
MP06035a_B	2021 Vote in National Elections: 3-Always
MP06035a_I	2021 Vote in National Elections: 3-Always: Index
MP06036a_B	2021 Vote in Statewide Elections: 1-Never
MP06036a_I	2021 Vote in Statewide Elections: 1-Never: Index
MP06037a_B	2021 Vote in Statewide Elections: 2-Sometimes
MP06037a_I	2021 Vote in Statewide Elections: 2-Sometimes: Index
MP06038a_B	2021 Vote in Statewide Elections: 3-Always
MP06038a_I	2021 Vote in Statewide Elections: 3-Always: Index
MP06039a_B	2021 Vote in Local Elections: 1-Never
MP06039a_I	2021 Vote in Local Elections: 1-Never: Index
MP06040a_B	2021 Vote in Local Elections: 2-Sometimes
MP06040a_I	2021 Vote in Local Elections: 2-Sometimes: Index
MP06041a_B	2021 Vote in Local Elections: 3-Always
MP06041a_I	2021 Vote in Local Elections: 3-Always: Index
<b>Clothing, Shoes and Accessories (Market Potential)</b>	
MP07001a_B	2021 Spent \$1-\$99 On Clothing Last 12 Mo
MP07001a_I	2021 Spent \$1-\$99 On Clothing Last 12 Mo: Index
MP07002a_B	2021 Spent \$100-\$299 On Clothing Last 12 Mo
MP07002a_I	2021 Spent \$100-\$299 On Clothing Last 12 Mo: Index
MP07003a_B	2021 Spent \$300-\$499 On Clothing Last 12 Mo
MP07003a_I	2021 Spent \$300-\$499 On Clothing Last 12 Mo: Index
MP07004a_B	2021 Spent \$500-\$999 On Clothing Last 12 Mo
MP07004a_I	2021 Spent \$500-\$999 On Clothing Last 12 Mo: Index
MP07005a_B	2021 Spent \$1,000-\$1,999 On Clothing Last 12 Mo
MP07005a_I	2021 Spent \$1,000-\$1,999 On Clothing Last 12 Mo: Index
MP07006a_B	2021 Spent \$2,000+ On Clothing Last 12 Mo
MP07006a_I	2021 Spent \$2,000+ On Clothing Last 12 Mo: Index
MP07007a_B	2021 Bought Clothing in Dept Store Last 6 Mo
MP07007a_I	2021 Bought Clothing in Dept Store Last 6 Mo: Index
MP07008a_B	2021 Bought Clothing in Discount Store Last 6 Mo
MP07008a_I	2021 Bought Clothing in Discount Store Last 6 Mo: Index
MP07009a_B	2021 Bought Clothing Online Last 6 Mo
MP07009a_I	2021 Bought Clothing Online Last 6 Mo: Index
MP07011a_B	2021 Spent \$1-\$99 On Sports Clothing Last 12 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP07011a_I	2021 Spent \$1-\$99 On Sports Clothing Last 12 Mo: Index
MP07012a_B	2021 Spent \$100-\$149 On Sports Clothing Last 12 Mo
MP07012a_I	2021 Spent \$100-\$149 On Sports Clothing Last 12 Mo: Index
MP07108a_B	2021 Spent \$150-\$299 On Sports Clothing Last 12 Mo
MP07108a_I	2021 Spent \$150-\$299 On Sports Clothing Last 12 Mo: Index
MP07109a_B	2021 Spent \$300+ On Sports Clothing Last 12 Mo
MP07109a_I	2021 Spent \$300+ On Sports Clothing Last 12 Mo: Index
MP07110a_B	2021 Spent \$1-\$99 On Athletic/Workout Wear Last 12 Mo
MP07110a_I	2021 Spent \$1-\$99 On Athletic/Workout Wear Last 12 Mo: Index
MP07111a_B	2021 Spent \$100+ On Athletic/Workout Wear Last 12 Mo
MP07111a_I	2021 Spent \$100+ On Athletic/Workout Wear Last 12 Mo: Index
MP07112a_B	2021 Spent \$1-\$99 On Team Sports Clothing Last 12 Mo
MP07112a_I	2021 Spent \$1-\$99 On Team Sports Clothing Last 12 Mo: Index
MP07113a_B	2021 Spent \$100+ On Team Sports Clothing Last 12 Mo
MP07113a_I	2021 Spent \$100+ On Team Sports Clothing Last 12 Mo: Index
MP07014a_B	2021 Bought Any Men's Clothing Last 12 Mo
MP07014a_I	2021 Bought Any Men's Clothing Last 12 Mo: Index
MP07016a_B	2021 Bought Big Ticket Item Men's Clothing Last 12 Mo
MP07016a_I	2021 Bought Big Ticket Item Men's Clothing Last 12 Mo: Index
MP07018a_B	2021 Spent \$1-\$99 On Big Ticket Men's Clothing Last 12 Mo
MP07018a_I	2021 Spent \$1-\$99 On Big Ticket Men's Clothing Last 12 Mo: Index
MP07019a_B	2021 Spent \$100-\$199 On Big Ticket Men's Clothing Last 12 Mo
MP07019a_I	2021 Spent \$100-\$199 On Big Ticket Men's Clothing Last 12 Mo: Index
MP07020a_B	2021 Spent \$200-\$299 On Big Ticket Men's Clothing Last 12 Mo
MP07020a_I	2021 Spent \$200-\$299 On Big Ticket Men's Clothing Last 12 Mo: Index
MP07021a_B	2021 Spent \$300+ On Big Ticket Men's Clothing Last 12 Mo
MP07021a_I	2021 Spent \$300+ On Big Ticket Men's Clothing Last 12 Mo: Index
MP07022a_B	2021 Bought Low Ticket Item Men's Clothing Last 12 Mo
MP07022a_I	2021 Bought Low Ticket Item Men's Clothing Last 12 Mo: Index
MP07024a_B	2021 Spent \$1-\$49 On Low Ticket Men's Clothing Last 12 Mo
MP07024a_I	2021 Spent \$1-\$49 On Low Ticket Men's Clothing Last 12 Mo: Index
MP07025a_B	2021 Spent \$50-\$99 On Low Ticket Men's Clothing Last 12 Mo
MP07025a_I	2021 Spent \$50-\$99 On Low Ticket Men's Clothing Last 12 Mo: Index
MP07026a_B	2021 Spent \$100-\$199 On Low Ticket Men's Clothing Last 12 Mo
MP07026a_I	2021 Spent \$100-\$199 On Low Ticket Men's Clothing Last 12 Mo: Index
MP07027a_B	2021 Spent \$200-\$299 On Low Ticket Men's Clothing Last 12 Mo
MP07027a_I	2021 Spent \$200-\$299 On Low Ticket Men's Clothing Last 12 Mo: Index
MP07028a_B	2021 Spent \$300-\$499 On Low Ticket Men's Clothing Last 12 Mo
MP07028a_I	2021 Spent \$300-\$499 On Low Ticket Men's Clothing Last 12 Mo: Index
MP07029a_B	2021 Spent \$500+ On Low Ticket Men's Clothing Last 12 Mo
MP07029a_I	2021 Spent \$500+ On Low Ticket Men's Clothing Last 12 Mo: Index
MP07030a_B	2021 Bought Any Women's Clothing Last 12 Mo
MP07030a_I	2021 Bought Any Women's Clothing Last 12 Mo: Index
MP07032a_B	2021 Bought Big Ticket Item Women's Clothing Last 12 Mo
MP07032a_I	2021 Bought Big Ticket Item Women's Clothing Last 12 Mo: Index
MP07034a_B	2021 Spent \$1-\$99 On Big Ticket Women's Clothing Last 12 Mo
MP07034a_I	2021 Spent \$1-\$99 On Big Ticket Women's Clothing Last 12 Mo: Index
MP07035a_B	2021 Spent \$100-\$199 On Big Ticket Women's Clothing Last 12 Mo
MP07035a_I	2021 Spent \$100-\$199 On Big Ticket Women's Clothing Last 12 Mo: Index
MP07107a_B	2021 Spent \$200+ On Big Ticket Women's Clothing Last 12 Mo
MP07107a_I	2021 Spent \$200+ On Big Ticket Women's Clothing Last 12 Mo: Index
MP07038a_B	2021 Bought Low Ticket Item Women's Clothing Last 12 Mo
MP07038a_I	2021 Bought Low Ticket Item Women's Clothing Last 12 Mo: Index
MP07040a_B	2021 Spent \$1-\$49 On Low Ticket Women's Clothing Last 12 Mo
MP07040a_I	2021 Spent \$1-\$49 On Low Ticket Women's Clothing Last 12 Mo: Index
MP07041a_B	2021 Spent \$50-\$99 On Low Ticket Women's Clothing Last 12 Mo
MP07041a_I	2021 Spent \$50-\$99 On Low Ticket Women's Clothing Last 12 Mo: Index
MP07042a_B	2021 Spent \$100-\$199 On Low Ticket Women's Clothing Last 12 Mo
MP07042a_I	2021 Spent \$100-\$199 On Low Ticket Women's Clothing Last 12 Mo: Index
MP07043a_B	2021 Spent \$200-\$299 On Low Ticket Women's Clothing Last 12 Mo
MP07043a_I	2021 Spent \$200-\$299 On Low Ticket Women's Clothing Last 12 Mo: Index
MP07044a_B	2021 Spent \$300-\$499 On Low Ticket Women's Clothing Last 12 Mo
MP07044a_I	2021 Spent \$300-\$499 On Low Ticket Women's Clothing Last 12 Mo: Index
MP07045a_B	2021 Spent \$500+ On Low Ticket Women's Clothing Last 12 Mo
MP07045a_I	2021 Spent \$500+ On Low Ticket Women's Clothing Last 12 Mo: Index
MP07114h_B	2021 HH Bought Clothing For Baby <1 Year Last 6 Mo
MP07114h_I	2021 HH Bought Clothing For Baby <1 Year Last 6 Mo: Index
MP07115h_B	2021 HH Bought Clothing For Child 1-2 Yrs Last 6 Mo
MP07115h_I	2021 HH Bought Clothing For Child 1-2 Yrs Last 6 Mo: Index
MP07116h_B	2021 HH Bought Clothing For Child 3-5 Yrs Last 6 Mo
MP07116h_I	2021 HH Bought Clothing For Child 3-5 Yrs Last 6 Mo: Index
MP07117h_B	2021 HH Bought Clothing For Child 6-12 Yrs Last 6 Mo
MP07117h_I	2021 HH Bought Clothing For Child 6-12 Yrs Last 6 Mo: Index
MP07118h_B	2021 HH Bought Clothing For Any Child <13 Yrs Last 6 Mo
MP07118h_I	2021 HH Bought Clothing For Any Child <13 Yrs Last 6 Mo: Index
MP07119h_B	2021 HH Spent \$1-\$50 On Clothing For Child <13 Last 6 Mo
MP07119h_I	2021 HH Spent \$1-\$50 On Clothing For Child <13 Last 6 Mo: Index
MP07120h_B	2021 HH Spent \$51-\$99 On Clothing For Child <13 Last 6 Mo
MP07120h_I	2021 HH Spent \$51-\$99 On Clothing For Child <13 Last 6 Mo: Index
MP07121h_B	2021 HH Spent \$100-\$199 On Clothing For Child <13 Last 6 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP07121h_I	2021 HH Spent \$100-\$199 On Clothing For Child <13 Last 6 Mo: Index
MP07122h_B	2021 HH Spent \$200-\$399 On Clothing For Child <13 Last 6 Mo
MP07122h_I	2021 HH Spent \$200-\$399 On Clothing For Child <13 Last 6 Mo: Index
MP07123h_B	2021 HH Spent \$400+ On Clothing For Child <13 Last 6 Mo
MP07123h_I	2021 HH Spent \$400+ On Clothing For Child <13 Last 6 Mo: Index
MP07124a_B	2021 Spent \$1-\$99 On Dry Cleaning Last 6 Mo
MP07124a_I	2021 Spent \$1-\$99 On Dry Cleaning Last 6 Mo: Index
MP07125a_B	2021 Spent \$100+ On Dry Cleaning Last 6 Mo
MP07125a_I	2021 Spent \$100+ On Dry Cleaning Last 6 Mo: Index
MP07126a_B	2021 Spent \$1-\$99 at Laundromat Last 6 Mo
MP07126a_I	2021 Spent \$1-\$99 at Laundromat Last 6 Mo: Index
MP07127a_B	2021 Spent \$100+ at Laundromat Last 6 Mo
MP07127a_I	2021 Spent \$100+ at Laundromat Last 6 Mo: Index
MP07082a_B	2021 Bought Watch Last 12 Mo
MP07082a_I	2021 Bought Watch Last 12 Mo: Index
MP07086a_B	2021 Spent \$100+ On Watches Last 12 Mo
MP07086a_I	2021 Spent \$100+ On Watches Last 12 Mo: Index
MP07087a_B	2021 Bought Costume Jewelry Last 12 Mo
MP07087a_I	2021 Bought Costume Jewelry Last 12 Mo: Index
MP07092a_B	2021 Spent \$100+ On Costume Jewelry Last 12 Mo
MP07092a_I	2021 Spent \$100+ On Costume Jewelry Last 12 Mo: Index
MP07093a_B	2021 Bought Fine Jewelry Last 12 Mo
MP07093a_I	2021 Bought Fine Jewelry Last 12 Mo: Index
MP07098a_B	2021 Bought Diamond Fine Jewelry Last 12 Mo
MP07098a_I	2021 Bought Diamond Fine Jewelry Last 12 Mo: Index
MP07099a_B	2021 Bought Gold Fine Jewelry Last 12 Mo
MP07099a_I	2021 Bought Gold Fine Jewelry Last 12 Mo: Index
MP07100a_B	2021 Bought Sterling Fine Jewelry Last 12 Mo
MP07100a_I	2021 Bought Sterling Fine Jewelry Last 12 Mo: Index
MP07101a_B	2021 Spent \$1-\$99 On Fine Jewelry Last 12 Mo
MP07101a_I	2021 Spent \$1-\$99 On Fine Jewelry Last 12 Mo: Index
MP07102a_B	2021 Spent \$100-\$399 On Fine Jewelry Last 12 Mo
MP07102a_I	2021 Spent \$100-\$399 On Fine Jewelry Last 12 Mo: Index
MP07103a_B	2021 Spent \$400-\$749 On Fine Jewelry Last 12 Mo
MP07103a_I	2021 Spent \$400-\$749 On Fine Jewelry Last 12 Mo: Index
MP07104a_B	2021 Spent \$750+ On Fine Jewelry Last 12 Mo
MP07104a_I	2021 Spent \$750+ On Fine Jewelry Last 12 Mo: Index
MP07105a_B	2021 Purchased Fine Jewelry at Department Store Last 12 Mo
MP07105a_I	2021 Purchased Fine Jewelry at Department Store Last 12 Mo: Index
MP07106a_B	2021 Purchased Fine Jewelry From Independent Jeweler Last 12 Mo
MP07106a_I	2021 Purchased Fine Jewelry From Independent Jeweler Last 12 Mo: Index
MP30001a_B	2021 Bought Any Shoes Last 12 Mo
MP30001a_I	2021 Bought Any Shoes Last 12 Mo: Index
MP30009a_B	2021 Spent \$1-\$49 On Shoes Last 12 Mo
MP30009a_I	2021 Spent \$1-\$49 On Shoes Last 12 Mo: Index
MP30010a_B	2021 Spent \$50-\$99 On Shoes Last 12 Mo
MP30010a_I	2021 Spent \$50-\$99 On Shoes Last 12 Mo: Index
MP30011a_B	2021 Spent \$100-\$249 On Shoes Last 12 Mo
MP30011a_I	2021 Spent \$100-\$249 On Shoes Last 12 Mo: Index
MP30012a_B	2021 Spent \$250+ On Shoes Last 12 Mo
MP30012a_I	2021 Spent \$250+ On Shoes Last 12 Mo: Index
MP30013a_B	2021 Bought Shoes at Department Store Last 6 Mo
MP30013a_I	2021 Bought Shoes at Department Store Last 6 Mo: Index
MP30014a_B	2021 Bought Shoes at Discount Store Last 6 Mo
MP30014a_I	2021 Bought Shoes at Discount Store Last 6 Mo: Index
MP30015a_B	2021 Bought Shoes Online Last 6 Mo
MP30015a_I	2021 Bought Shoes Online Last 6 Mo: Index
MP30016a_B	2021 Bought Athletic Shoes Last 12 Mo
MP30016a_I	2021 Bought Athletic Shoes Last 12 Mo: Index
MP30017a_B	2021 Bought Aerobic or Fitness Shoes Last 12 Mo
MP30017a_I	2021 Bought Aerobic or Fitness Shoes Last 12 Mo: Index
MP30018a_B	2021 Bought Basketball Shoes Last 12 Mo
MP30018a_I	2021 Bought Basketball Shoes Last 12 Mo: Index
MP30019a_B	2021 Bought Cross-Training Shoes Last 12 Mo
MP30019a_I	2021 Bought Cross-Training Shoes Last 12 Mo: Index
MP30020a_B	2021 Bought Hiking/Backpacking Boots Last 12 Mo
MP30020a_I	2021 Bought Hiking/Backpacking Boots Last 12 Mo: Index
MP30021a_B	2021 Bought Running or Jogging Shoes Last 12 Mo
MP30021a_I	2021 Bought Running or Jogging Shoes Last 12 Mo: Index
MP30058a_B	2021 Bought Sport Sandals Last 12 Mo
MP30058a_I	2021 Bought Sport Sandals Last 12 Mo: Index
MP30023a_B	2021 Bought Tennis Shoes Last 12 Mo
MP30023a_I	2021 Bought Tennis Shoes Last 12 Mo: Index
MP30024a_B	2021 Bought Walking Shoes Last 12 Mo
MP30024a_I	2021 Bought Walking Shoes Last 12 Mo: Index
MP30025a_B	2021 Spent \$1-\$49 On Athletic Shoes Last 12 Mo
MP30025a_I	2021 Spent \$1-\$49 On Athletic Shoes Last 12 Mo: Index
MP30026a_B	2021 Spent \$50-\$74 On Athletic Shoes Last 12 Mo
MP30026a_I	2021 Spent \$50-\$74 On Athletic Shoes Last 12 Mo: Index
MP30027a_B	2021 Spent \$75-\$149 On Athletic Shoes Last 12 Mo



# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP30027a_I	2021 Spent \$75-\$149 On Athletic Shoes Last 12 Mo: Index
MP30028a_B	2021 Spent \$150+ On Athletic Shoes Last 12 Mo
MP30028a_I	2021 Spent \$150+ On Athletic Shoes Last 12 Mo: Index
MP30029a_B	2021 Bought Adidas Athletic Shoes Last 12 Mo
MP30029a_I	2021 Bought Adidas Athletic Shoes Last 12 Mo: Index
MP30030a_B	2021 Bought Asics Athletic Shoes Last 12 Mo
MP30030a_I	2021 Bought Asics Athletic Shoes Last 12 Mo: Index
MP30031a_B	2021 Bought Converse Athletic Shoes Last 12 Mo
MP30031a_I	2021 Bought Converse Athletic Shoes Last 12 Mo: Index
MP30032a_B	2021 Bought Jordan Athletic Shoes Last 12 Mo
MP30032a_I	2021 Bought Jordan Athletic Shoes Last 12 Mo: Index
MP30033a_B	2021 Bought New Balance Athletic Shoes Last 12 Mo
MP30033a_I	2021 Bought New Balance Athletic Shoes Last 12 Mo: Index
MP30034a_B	2021 Bought Nike Athletic Shoes Last 12 Mo
MP30034a_I	2021 Bought Nike Athletic Shoes Last 12 Mo: Index
MP30035a_B	2021 Bought Puma Athletic Shoes Last 12 Mo
MP30035a_I	2021 Bought Puma Athletic Shoes Last 12 Mo: Index
MP30036a_B	2021 Bought Reebok Athletic Shoes Last 12 Mo
MP30036a_I	2021 Bought Reebok Athletic Shoes Last 12 Mo: Index
MP30037a_B	2021 Bought Skechers Athletic Shoes Last 12 Mo
MP30037a_I	2021 Bought Skechers Athletic Shoes Last 12 Mo: Index
MP30057a_B	2021 Bought Vans Athletic Shoes Last 12 Mo
MP30057a_I	2021 Bought Vans Athletic Shoes Last 12 Mo: Index
MP30060h_B	2021 HH Bought Shoes For Child <13 Last 6 Mo
MP30060h_I	2021 HH Bought Shoes For Child <13 Last 6 Mo: Index
MP30061h_B	2021 HH Spent \$1-\$50 On Shoes For Child <13 Last 6 Mo
MP30061h_I	2021 HH Spent \$1-\$50 On Shoes For Child <13 Last 6 Mo: Index
MP30062h_B	2021 HH Spent \$51-\$99 On Shoes For Child <13 Last 6 Mo
MP30062h_I	2021 HH Spent \$51-\$99 On Shoes For Child <13 Last 6 Mo: Index
MP30063h_B	2021 HH Spent \$100+ On Shoes For Child <13 Last 6 Mo
MP30063h_I	2021 HH Spent \$100+ On Shoes For Child <13 Last 6 Mo: Index
MP30064h_B	2021 HH Bought Athletic Shoes For Child <13 Last 6 Mo
MP30064h_I	2021 HH Bought Athletic Shoes For Child <13 Last 6 Mo: Index
MP30065h_B	2021 HH Bought Casual Shoes For Child <13 Last 6 Mo
MP30065h_I	2021 HH Bought Casual Shoes For Child <13 Last 6 Mo: Index
MP30066h_B	2021 HH Bought Dress Shoes For Child <13 Last 6 Mo
MP30066h_I	2021 HH Bought Dress Shoes For Child <13 Last 6 Mo: Index
MP30067h_B	2021 HH Bought Rain/Snow Boots For Child <13 Last 6 Mo
MP30067h_I	2021 HH Bought Rain/Snow Boots For Child <13 Last 6 Mo: Index
MP30068h_B	2021 HH Bought Sandals For Child <13 Last 6 Mo
MP30068h_I	2021 HH Bought Sandals For Child <13 Last 6 Mo: Index
MP30069h_B	2021 HH Bought Slippers For Child <13 Last 6 Mo
MP30069h_I	2021 HH Bought Slippers For Child <13 Last 6 Mo: Index
<b>Electronics and Internet (Market Potential)</b>	
MP09147a_B	2021 Own Any Tablet
MP09147a_I	2021 Own Any Tablet: Index
MP09148a_B	2021 Own Any E-Reader
MP09148a_I	2021 Own Any E-Reader: Index
MP09134a_B	2021 Own E-Reader or Tablet: Amazon Kindle
MP09134a_I	2021 Own E-Reader or Tablet: Amazon Kindle: Index
MP09132a_B	2021 Own E-Reader or Tablet: iPad
MP09132a_I	2021 Own E-Reader or Tablet: iPad: Index
MP09177a_B	2021 Own E-Reader or Tablet: Samsung Galaxy/Galaxy Note
MP09177a_I	2021 Own E-Reader or Tablet: Samsung Galaxy/Galaxy Note: Index
MP09002a_B	2021 Own Any Portable Mp3 Player
MP09002a_I	2021 Own Any Portable Mp3 Player: Index
MP09163a_B	2021 Own Apple iPod Portable MP3 Player
MP09163a_I	2021 Own Apple iPod Portable MP3 Player: Index
MP09172a_B	2021 Own Apple Watch Wearable Technology
MP09172a_I	2021 Own Apple Watch Wearable Technology: Index
MP09173a_B	2021 Own Fitbit Wearable Technology
MP09173a_I	2021 Own Fitbit Wearable Technology: Index
MP09152a_B	2021 Own Digital Camcorder
MP09152a_I	2021 Own Digital Camcorder: Index
MP09149a_B	2021 Own Digital Point and Shoot Camera or Camcorder
MP09149a_I	2021 Own Digital Point and Shoot Camera or Camcorder: Index
MP09150a_B	2021 Own Digital SLR Camera or Camcorder
MP09150a_I	2021 Own Digital SLR Camera or Camcorder: Index
MP09151a_B	2021 Own 35mm Camera or Camcorder
MP09151a_I	2021 Own 35mm Camera or Camcorder: Index
MP09022a_B	2021 Own Telephoto or Zoom Lens For Camera
MP09022a_I	2021 Own Telephoto or Zoom Lens For Camera: Index
MP09023a_B	2021 Own Wide Angle Lens For Camera
MP09023a_I	2021 Own Wide Angle Lens For Camera: Index
MP09174a_B	2021 Own a Selfie Stick For Camera
MP09174a_I	2021 Own a Selfie Stick For Camera: Index
MP09028a_B	2021 Printed Digital Photos Last 12 Mo
MP09028a_I	2021 Printed Digital Photos Last 12 Mo: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP09030a_B	2021 Use a Computer at Work
MP09030a_I	2021 Use a Computer at Work: Index
MP09031a_B	2021 Use Desktop Computer at Work
MP09031a_I	2021 Use Desktop Computer at Work: Index
MP09032a_B	2021 Use Laptop or Notebook at Work
MP09032a_I	2021 Use Laptop or Notebook at Work: Index
MP09033h_B	2021 HH Owns a Computer
MP09033h_I	2021 HH Owns a Computer: Index
MP09034h_B	2021 HH Purchased Computer Last 12 Mo
MP09034h_I	2021 HH Purchased Computer Last 12 Mo: Index
MP09035h_B	2021 HH Owns Desktop Computer
MP09035h_I	2021 HH Owns Desktop Computer: Index
MP09036h_B	2021 HH Owns Laptop or Notebook
MP09036h_I	2021 HH Owns Laptop or Notebook: Index
MP09038h_B	2021 HH With Child (<18 Yrs) Using Home Computer
MP09038h_I	2021 HH With Child (<18 Yrs) Using Home Computer: Index
MP09039h_B	2021 HH Owns Any Apple or Mac Brand Computer
MP09039h_I	2021 HH Owns Any Apple or Mac Brand Computer: Index
MP09040h_B	2021 HH Owns Any PC or Non-Apple Brand Computer
MP09040h_I	2021 HH Owns Any PC or Non-Apple Brand Computer: Index
MP09048h_B	2021 HH Purchased 1-2 Yrs Ago Most Recent Computer
MP09048h_I	2021 HH Purchased 1-2 Yrs Ago Most Recent Computer: Index
MP09049h_B	2021 HH Purchased 3-4 Yrs Ago Most Recent Computer
MP09049h_I	2021 HH Purchased 3-4 Yrs Ago Most Recent Computer: Index
MP09050h_B	2021 HH Purchased 5+ Yrs Ago Most Recent Computer
MP09050h_I	2021 HH Purchased 5+ Yrs Ago Most Recent Computer: Index
MP09141h_B	2021 HH Purchased in a Store Most Recent Computer
MP09141h_I	2021 HH Purchased in a Store Most Recent Computer: Index
MP09142h_B	2021 HH Purchased Online Most Recent Computer
MP09142h_I	2021 HH Purchased Online Most Recent Computer: Index
MP09051h_B	2021 HH Spent \$1-\$499 On Most Recent Home Computer
MP09051h_I	2021 HH Spent \$1-\$499 On Most Recent Home Computer: Index
MP09052h_B	2021 HH Spent \$500-\$999 On Most Recent Home Computer
MP09052h_I	2021 HH Spent \$500-\$999 On Most Recent Home Computer: Index
MP09053h_B	2021 HH Spent \$1,000-\$1,499 On Most Recent Home Computer
MP09053h_I	2021 HH Spent \$1,000-\$1,499 On Most Recent Home Computer: Index
MP09054h_B	2021 HH Spent \$1,500-\$1,999 On Most Recent Home Computer
MP09054h_I	2021 HH Spent \$1,500-\$1,999 On Most Recent Home Computer: Index
MP09055h_B	2021 HH Spent \$2,000+ On Most Recent Home Computer
MP09055h_I	2021 HH Spent \$2,000+ On Most Recent Home Computer: Index
MP09071h_B	2021 HH Owns Webcam
MP09071h_I	2021 HH Owns Webcam: Index
MP09072h_B	2021 HH Owns Wireless Router
MP09072h_I	2021 HH Owns Wireless Router: Index
MP09166h_B	2021 HH Owns All-In-One Printer (Print Copy Scan)
MP09166h_I	2021 HH Owns All-In-One Printer (Print Copy Scan): Index
MP09073h_B	2021 HH Owns Accounting Software
MP09073h_I	2021 HH Owns Accounting Software: Index
MP09074h_B	2021 HH Owns Communications or Fax Software
MP09074h_I	2021 HH Owns Communications or Fax Software: Index
MP09075h_B	2021 HH Owns Database or Filing Software
MP09075h_I	2021 HH Owns Database or Filing Software: Index
MP09076h_B	2021 HH Owns Desktop Publishing Software
MP09076h_I	2021 HH Owns Desktop Publishing Software: Index
MP09077h_B	2021 HH Owns Education or Training Software
MP09077h_I	2021 HH Owns Education or Training Software: Index
MP09078h_B	2021 HH Owns Entertainment or Games Software
MP09078h_I	2021 HH Owns Entertainment or Games Software: Index
MP09079h_B	2021 HH Owns Personal Finance or Tax Preparation Software
MP09079h_I	2021 HH Owns Personal Finance or Tax Preparation Software: Index
MP09080h_B	2021 HH Owns Presentation Graphics Software
MP09080h_I	2021 HH Owns Presentation Graphics Software: Index
MP09081h_B	2021 HH Owns Multimedia Software
MP09081h_I	2021 HH Owns Multimedia Software: Index
MP09082h_B	2021 HH Owns Networking Software
MP09082h_I	2021 HH Owns Networking Software: Index
MP09083h_B	2021 HH Owns Online Meeting or Conference Software
MP09083h_I	2021 HH Owns Online Meeting or Conference Software: Index
MP09175h_B	2021 HH Owns Online or Remote Backup Software
MP09175h_I	2021 HH Owns Online or Remote Backup Software: Index
MP09084h_B	2021 HH Owns Security or Anti-Virus Software
MP09084h_I	2021 HH Owns Security or Anti-Virus Software: Index
MP09085h_B	2021 HH Owns Spreadsheet Software
MP09085h_I	2021 HH Owns Spreadsheet Software: Index
MP09178h_B	2021 HH Owns Touch Screen Monitor
MP09178h_I	2021 HH Owns Touch Screen Monitor: Index
MP09086h_B	2021 HH Owns Utility Software
MP09086h_I	2021 HH Owns Utility Software: Index
MP09088h_B	2021 HH Owns Word Processing Software
MP09088h_I	2021 HH Owns Word Processing Software: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP09135h_B	2021 HH Owns CD Player
MP09135h_I	2021 HH Owns CD Player: Index
MP09093h_B	2021 HH Owns Portable GPS Device
MP09093h_I	2021 HH Owns Portable GPS Device: Index
MP09136h_B	2021 HH Owns Ear Buds Headphones
MP09136h_I	2021 HH Owns Ear Buds Headphones: Index
MP09137h_B	2021 HH Owns Noise Reduction Headphones
MP09137h_I	2021 HH Owns Noise Reduction Headphones: Index
MP09165h_B	2021 HH Owns Bluetooth or Wireless Headphones
MP09165h_I	2021 HH Owns Bluetooth or Wireless Headphones: Index
MP09138h_B	2021 HH Owns Home Theater or Entertainment System
MP09138h_I	2021 HH Owns Home Theater or Entertainment System: Index
MP09095h_B	2021 HH Owns 1 TV
MP09095h_I	2021 HH Owns 1 TV: Index
MP09096h_B	2021 HH Owns 2 TVs
MP09096h_I	2021 HH Owns 2 TVs: Index
MP09097h_B	2021 HH Owns 3 TVs
MP09097h_I	2021 HH Owns 3 TVs: Index
MP09098h_B	2021 HH Owns 4+ TVs
MP09098h_I	2021 HH Owns 4+ TVs: Index
MP09100h_B	2021 HH Owns LCD TV
MP09100h_I	2021 HH Owns LCD TV: Index
MP09143h_B	2021 HH Owns LED TV
MP09143h_I	2021 HH Owns LED TV: Index
MP09101h_B	2021 HH Owns Plasma TV
MP09101h_I	2021 HH Owns Plasma TV: Index
MP09144h_B	2021 HH Has 3D TV
MP09144h_I	2021 HH Has 3D TV: Index
MP09103h_B	2021 HH Has HDTV
MP09103h_I	2021 HH Has HDTV: Index
MP09167h_B	2021 HH Has 4K Ultra HDTV
MP09167h_I	2021 HH Has 4K Ultra HDTV: Index
MP09104h_B	2021 HH Has Internet Connectable TV
MP09104h_I	2021 HH Has Internet Connectable TV: Index
MP09106h_B	2021 HH Owns <27 in (Small) Screen TV
MP09106h_I	2021 HH Owns <27 in (Small) Screen TV: Index
MP09107h_B	2021 HH Owns 27-35 in (Medium) Screen TV
MP09107h_I	2021 HH Owns 27-35 in (Medium) Screen TV: Index
MP09108h_B	2021 HH Owns 36-42 in (Large) Screen TV
MP09108h_I	2021 HH Owns 36-42 in (Large) Screen TV: Index
MP09109h_B	2021 HH Owns 43-54 in (XLarge) Screen TV
MP09109h_I	2021 HH Owns 43-54 in (XLarge) Screen TV: Index
MP09164h_B	2021 HH Owns 55 In+ (XXL) Screen TV
MP09164h_I	2021 HH Owns 55 In+ (XXL) Screen TV: Index
MP09111h_B	2021 HH Most Recent TV Purchase: Small Screen (<27 in)
MP09111h_I	2021 HH Most Recent TV Purchase: Small Screen (<27 in): Index
MP09112h_B	2021 HH Most Recent TV Purchase: Medium Screen (27-35 in)
MP09112h_I	2021 HH Most Recent TV Purchase: Medium Screen (27-35 in): Index
MP09113h_B	2021 HH Most Recent TV Purchase: Large Screen (36-42 in)
MP09113h_I	2021 HH Most Recent TV Purchase: Large Screen (36-42 in): Index
MP09114h_B	2021 HH Most Recent TV Purchase: XLarge Screen (43-54 in)
MP09114h_I	2021 HH Most Recent TV Purchase: XLarge Screen (43-54 in): Index
MP09162h_B	2021 HH Most Recent TV Purchase: XXL Screen (55 in+)
MP09162h_I	2021 HH Most Recent TV Purchase: XXL Screen (55 in+): Index
MP09140h_B	2021 HH Owns Any Internet Video Device For TV
MP09140h_I	2021 HH Owns Any Internet Video Device For TV: Index
MP09156h_B	2021 HH Owns Amazon Fire Internet Device For TV
MP09156h_I	2021 HH Owns Amazon Fire Internet Device For TV: Index
MP09157h_B	2021 HH Owns Apple TV Internet Device For TV
MP09157h_I	2021 HH Owns Apple TV Internet Device For TV: Index
MP09158h_B	2021 HH Owns Google Chromecast Internet Device For TV
MP09158h_I	2021 HH Owns Google Chromecast Internet Device For TV: Index
MP09159h_B	2021 HH Owns Roku Internet Device For TV
MP09159h_I	2021 HH Owns Roku Internet Device For TV: Index
MP09116h_B	2021 HH Purchased Video Game System Last 12 Mo
MP09116h_I	2021 HH Purchased Video Game System Last 12 Mo: Index
MP09117h_B	2021 HH Owns Handheld Video Game System
MP09117h_I	2021 HH Owns Handheld Video Game System: Index
MP09118h_B	2021 HH Owns Video Game System Attached to TV/Computer
MP09118h_I	2021 HH Owns Video Game System Attached to TV/Computer: Index
MP09168h_B	2021 HH Owns Nintendo DS/DS Lite/DSi/DSi XL Video Game System
MP09168h_I	2021 HH Owns Nintendo DS/DS Lite/DSi/DSi XL Video Game System: Index
MP09179h_B	2021 HH Owns Nintendo 3DS/3DS XL Video Game System
MP09179h_I	2021 HH Owns Nintendo 3DS/3DS XL Video Game System: Index
MP09176h_B	2021 HH Owns Nintendo Switch Video Game System
MP09176h_I	2021 HH Owns Nintendo Switch Video Game System: Index
MP09123h_B	2021 HH Owns Nintendo Wii Video Game System
MP09123h_I	2021 HH Owns Nintendo Wii Video Game System: Index
MP09169h_B	2021 HH Owns Nintendo Wii U Video Game System
MP09169h_I	2021 HH Owns Nintendo Wii U Video Game System: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP09125h_B	2021 HH Owns PlayStation 2 (PS2) Video Game System
MP09125h_I	2021 HH Owns PlayStation 2 (PS2) Video Game System: Index
MP09126h_B	2021 HH Owns PlayStation 3 (PS3) Video Game System
MP09126h_I	2021 HH Owns PlayStation 3 (PS3) Video Game System: Index
MP09170h_B	2021 HH Owns PlayStation 4 (PS4) Video Game System
MP09170h_I	2021 HH Owns PlayStation 4 (PS4) Video Game System: Index
MP09129h_B	2021 HH Owns Xbox 360 Video Game System
MP09129h_I	2021 HH Owns Xbox 360 Video Game System: Index
MP09171h_B	2021 HH Owns Xbox One Video Game System
MP09171h_I	2021 HH Owns Xbox One Video Game System: Index
MP09130h_B	2021 HH Purchased 5+ Video Games Last 12 Mo
MP09130h_I	2021 HH Purchased 5+ Video Games Last 12 Mo: Index
MP09131h_B	2021 HH Spent \$101+ On Video Games Last 12 Mo
MP09131h_I	2021 HH Spent \$101+ On Video Games Last 12 Mo: Index
MP19001a_B	2021 Have Internet Access at Home
MP19001a_I	2021 Have Internet Access at Home: Index
MP19007a_B	2021 Broadband or High Speed Connection to Internet at Home
MP19007a_I	2021 Broadband or High Speed Connection to Internet at Home: Index
MP19003a_B	2021 Cable Modem Connection to Internet at Home
MP19003a_I	2021 Cable Modem Connection to Internet at Home: Index
MP19004a_B	2021 DSL Connection to Internet at Home
MP19004a_I	2021 DSL Connection to Internet at Home: Index
MP19005a_B	2021 Fiber Optic Connection to Internet at Home
MP19005a_I	2021 Fiber Optic Connection to Internet at Home: Index
MP19137a_B	2021 Satellite Service Connection to Internet at Home
MP19137a_I	2021 Satellite Service Connection to Internet at Home: Index
MP19066a_B	2021 Spend 10+ Hours Online (Excluding Email) Daily
MP19066a_I	2021 Spend 10+ Hours Online (Excluding Email) Daily: Index
MP19067a_B	2021 Spend 5-9.9 Hours Online (Excluding Email) Daily
MP19067a_I	2021 Spend 5-9.9 Hours Online (Excluding Email) Daily: Index
MP19068a_B	2021 Spend 2-4.9 Hours Online (Excluding Email) Daily
MP19068a_I	2021 Spend 2-4.9 Hours Online (Excluding Email) Daily: Index
MP19069a_B	2021 Spend 1-1.9 Hours Online (Excluding Email) Daily
MP19069a_I	2021 Spend 1-1.9 Hours Online (Excluding Email) Daily: Index
MP19070a_B	2021 Spend 0.5-0.9 Hours Online(Excluding Email) Daily
MP19070a_I	2021 Spend 0.5-0.9 Hours Online(Excluding Email) Daily: Index
MP19071a_B	2021 Spend <0.5 Hours Online (Excluding Email) Daily
MP19071a_I	2021 Spend <0.5 Hours Online (Excluding Email) Daily: Index
MP19008a_B	2021 Used Internet Last 30 Days
MP19008a_I	2021 Used Internet Last 30 Days: Index
MP19009a_B	2021 Used Internet at Home Last 30 Days
MP19009a_I	2021 Used Internet at Home Last 30 Days: Index
MP19010a_B	2021 Used Internet at Work Last 30 Days
MP19010a_I	2021 Used Internet at Work Last 30 Days: Index
MP19011a_B	2021 Used Internet at School or Library Last 30 Days
MP19011a_I	2021 Used Internet at School or Library Last 30 Days: Index
MP19012a_B	2021 Used Internet Not Home/Work/School/Library Last 30 Days
MP19012a_I	2021 Used Internet Not Home/Work/School/Library Last 30 Days: Index
MP19013a_B	2021 Used Computer to Access Internet Last 30 Days
MP19013a_I	2021 Used Computer to Access Internet Last 30 Days: Index
MP19014a_B	2021 Used Cell Phone to Access Internet Last 30 Days
MP19014a_I	2021 Used Cell Phone to Access Internet Last 30 Days: Index
MP19084a_B	2021 Used Tablet to Access Internet Last 30 Days
MP19084a_I	2021 Used Tablet to Access Internet Last 30 Days: Index
MP19085a_B	2021 Used Video Game Console to Access Internet Last 30 Days
MP19085a_I	2021 Used Video Game Console to Access Internet Last 30 Days: Index
MP19086a_B	2021 Used Television to Access Internet Last 30 Days
MP19086a_I	2021 Used Television to Access Internet Last 30 Days: Index
MP19125a_B	2021 Used Tablet For Video Call Last 30 Days
MP19125a_I	2021 Used Tablet For Video Call Last 30 Days: Index
MP19017a_B	2021 Used Internet For Email Last 30 Days
MP19017a_I	2021 Used Internet For Email Last 30 Days: Index
MP19018a_B	2021 Used Internet For IM Last 30 Days
MP19018a_I	2021 Used Internet For IM Last 30 Days: Index
MP19019a_B	2021 Used Internet For Personal Purchase Last 30 Days
MP19019a_I	2021 Used Internet For Personal Purchase Last 30 Days: Index
MP19020a_B	2021 Used Internet For Business Purchase Last 30 Days
MP19020a_I	2021 Used Internet For Business Purchase Last 30 Days: Index
MP19021a_B	2021 Used Internet to Pay Bills Last 30 Days
MP19021a_I	2021 Used Internet to Pay Bills Last 30 Days: Index
MP19079a_B	2021 Used Internet to Take Online Class Last 30 Days
MP19079a_I	2021 Used Internet to Take Online Class Last 30 Days: Index
MP19022a_B	2021 Used Internet to Look For Employment Last 30 Days
MP19022a_I	2021 Used Internet to Look For Employment Last 30 Days: Index
MP19023a_B	2021 Used Internet to Trade or Track Investments Last 30 Days
MP19023a_I	2021 Used Internet to Trade or Track Investments Last 30 Days: Index
MP19024a_B	2021 Used Internet For Travel Plans Last 30 Days
MP19024a_I	2021 Used Internet For Travel Plans Last 30 Days: Index
MP19025a_B	2021 Used Internet For Auto Info Last 30 Days
MP19025a_I	2021 Used Internet For Auto Info Last 30 Days: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP19026a_B	2021 Used Internet For Financial Info Last 30 Days
MP19026a_I	2021 Used Internet For Financial Info Last 30 Days: Index
MP19027a_B	2021 Used Internet For Medical Info Last 30 Days
MP19027a_I	2021 Used Internet For Medical Info Last 30 Days: Index
MP19028a_B	2021 Used Internet For Movie Listings/Times Last 30 Days
MP19028a_I	2021 Used Internet For Movie Listings/Times Last 30 Days: Index
MP19029a_B	2021 Used Internet For Latest News Last 30 Days
MP19029a_I	2021 Used Internet For Latest News Last 30 Days: Index
MP19072a_B	2021 Used Internet For Parenting Info Last 30 Days
MP19072a_I	2021 Used Internet For Parenting Info Last 30 Days: Index
MP19030a_B	2021 Used Internet For Real Estate Info Last 30 Days
MP19030a_I	2021 Used Internet For Real Estate Info Last 30 Days: Index
MP19031a_B	2021 Used Internet For Sports News or Info Last 30 Days
MP19031a_I	2021 Used Internet For Sports News or Info Last 30 Days: Index
MP19032a_B	2021 Used Internet to Visit Blogs Last 30 Days
MP19032a_I	2021 Used Internet to Visit Blogs Last 30 Days: Index
MP19033a_B	2021 Used Internet to Write Blogs Last 30 Days
MP19033a_I	2021 Used Internet to Write Blogs Last 30 Days: Index
MP19034a_B	2021 Used Internet For Online Dating Last 30 Days
MP19034a_I	2021 Used Internet For Online Dating Last 30 Days: Index
MP19138a_B	2021 Used Internet For Video Chat Last 30 Days
MP19138a_I	2021 Used Internet For Video Chat Last 30 Days: Index
MP19016a_B	2021 Used Internet to Visit a Chat Room Last 30 Days
MP19016a_I	2021 Used Internet to Visit a Chat Room Last 30 Days: Index
MP19035a_B	2021 Used Internet to Play Games Last 30 Days
MP19035a_I	2021 Used Internet to Play Games Last 30 Days: Index
MP19036a_B	2021 Used Internet to Send Greeting Card Last 30 Days
MP19036a_I	2021 Used Internet to Send Greeting Card Last 30 Days: Index
MP19037a_B	2021 Used Internet For Phone Call Last 30 Days
MP19037a_I	2021 Used Internet For Phone Call Last 30 Days: Index
MP19038a_B	2021 Used Internet to Share Photos On Website Last 30 Days
MP19038a_I	2021 Used Internet to Share Photos On Website Last 30 Days: Index
MP19039a_B	2021 Used Internet to Look For Recipes Last 30 Days
MP19039a_I	2021 Used Internet to Look For Recipes Last 30 Days: Index
MP19040a_B	2021 Used Internet to Add Video to Website Last 30 Days
MP19040a_I	2021 Used Internet to Add Video to Website Last 30 Days: Index
MP19041a_B	2021 Used Internet to Download Movie Last 30 Days
MP19041a_I	2021 Used Internet to Download Movie Last 30 Days: Index
MP19042a_B	2021 Used Internet to Download Music Last 30 Days
MP19042a_I	2021 Used Internet to Download Music Last 30 Days: Index
MP19044a_B	2021 Used Internet to Download TV Program Last 30 Days
MP19044a_I	2021 Used Internet to Download TV Program Last 30 Days: Index
MP19045a_B	2021 Used Internet to Download Video Game Last 30 Days
MP19045a_I	2021 Used Internet to Download Video Game Last 30 Days: Index
MP19046a_B	2021 Used Internet to Watch Movie Last 30 Days
MP19046a_I	2021 Used Internet to Watch Movie Last 30 Days: Index
MP19047a_B	2021 Used Internet to Watch TV Program Last 30 Days
MP19047a_I	2021 Used Internet to Watch TV Program Last 30 Days: Index
MP19081a_B	2021 Used PlayStation Network Online Gaming Service Last 30 Days
MP19081a_I	2021 Used PlayStation Network Online Gaming Service Last 30 Days: Index
MP19082a_B	2021 Used Xbox Live Online Gaming Service Last 30 Days
MP19082a_I	2021 Used Xbox Live Online Gaming Service Last 30 Days: Index
MP19083a_B	2021 Played Massive Multi-Player Online Game Last 30 Days
MP19083a_I	2021 Played Massive Multi-Player Online Game Last 30 Days: Index
MP19048a_B	2021 Used Spanish Language Website or App Last 30 Days
MP19048a_I	2021 Used Spanish Language Website or App Last 30 Days: Index
MP19049a_B	2021 Social Media: Used Facebook Last 30 Days
MP19049a_I	2021 Social Media: Used Facebook Last 30 Days: Index
MP19126a_B	2021 Social Media: Used Instagram Last 30 Days
MP19126a_I	2021 Social Media: Used Instagram Last 30 Days: Index
MP19050a_B	2021 Social Media: Used LinkedIn Last 30 Days
MP19050a_I	2021 Social Media: Used LinkedIn Last 30 Days: Index
MP19140a_B	2021 Social Media: Used Reddit Last 30 Days
MP19140a_I	2021 Social Media: Used Reddit Last 30 Days: Index
MP19053a_B	2021 Social Media: Used Shutterfly Last 30 Days
MP19053a_I	2021 Social Media: Used Shutterfly Last 30 Days: Index
MP19139a_B	2021 Social Media: Used Snapchat Last 30 Days
MP19139a_I	2021 Social Media: Used Snapchat Last 30 Days: Index
MP19077a_B	2021 Social Media: Used Tumblr Last 30 Days
MP19077a_I	2021 Social Media: Used Tumblr Last 30 Days: Index
MP19141a_B	2021 Social Media: Used Twitch Last 30 Days
MP19141a_I	2021 Social Media: Used Twitch Last 30 Days: Index
MP19054a_B	2021 Social Media: Used Twitter Last 30 Days
MP19054a_I	2021 Social Media: Used Twitter Last 30 Days: Index
MP19078a_B	2021 Social Media: Used Yelp Last 30 Days
MP19078a_I	2021 Social Media: Used Yelp Last 30 Days: Index
MP19055a_B	2021 Social Media: Used YouTube Last 30 Days
MP19055a_I	2021 Social Media: Used YouTube Last 30 Days: Index
MP19088a_B	2021 Social Media: Used Pinterest Last 30 Days
MP19088a_I	2021 Social Media: Used Pinterest Last 30 Days: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.

[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP19089a_B	2021 Updated Status Using Social Media Last 30 Days
MP19089a_I	2021 Updated Status Using Social Media Last 30 Days: Index
MP19090a_B	2021 Updated Profile Using Social Media Last 30 Days
MP19090a_I	2021 Updated Profile Using Social Media Last 30 Days: Index
MP19091a_B	2021 Posted Picture Using Social Media Last 30 Days
MP19091a_I	2021 Posted Picture Using Social Media Last 30 Days: Index
MP19092a_B	2021 Posted Video Using Social Media Last 30 Days
MP19092a_I	2021 Posted Video Using Social Media Last 30 Days: Index
MP19093a_B	2021 Posted Link Using Social Media Last 30 Days
MP19093a_I	2021 Posted Link Using Social Media Last 30 Days: Index
MP19094a_B	2021 Saw Friend's Page Using Social Media Last 30 Days
MP19094a_I	2021 Saw Friend's Page Using Social Media Last 30 Days: Index
MP19095a_B	2021 Commented On Post Using Social Media Last 30 Days
MP19095a_I	2021 Commented On Post Using Social Media Last 30 Days: Index
MP19096a_B	2021 Posted a Blog Using Social Media Last 30 Days
MP19096a_I	2021 Posted a Blog Using Social Media Last 30 Days: Index
MP19097a_B	2021 Rated a Product Using Social Media Last 30 Days
MP19097a_I	2021 Rated a Product Using Social Media Last 30 Days: Index
MP19098a_B	2021 Sent Email/Message Using Social Media Last 30 Days
MP19098a_I	2021 Sent Email/Message Using Social Media Last 30 Days: Index
MP19099a_B	2021 Used Instant Messaging (IM) On Social Media Last 30 Days
MP19099a_I	2021 Used Instant Messaging (IM) On Social Media Last 30 Days: Index
MP19100a_B	2021 Played a Game Using Social Media Last 30 Days
MP19100a_I	2021 Played a Game Using Social Media Last 30 Days: Index
MP19101a_B	2021 Invited to Event Using Social Media Last 30 Days
MP19101a_I	2021 Invited to Event Using Social Media Last 30 Days: Index
MP19102a_B	2021 Liked Something Using Social Media Last 30 Days
MP19102a_I	2021 Liked Something Using Social Media Last 30 Days: Index
MP19103a_B	2021 Followed or Became Fan Using Social Media Last 30 Days
MP19103a_I	2021 Followed or Became Fan Using Social Media Last 30 Days: Index
MP19104a_B	2021 Clicked On An Ad Using Social Media Last 30 Days
MP19104a_I	2021 Clicked On An Ad Using Social Media Last 30 Days: Index
MP19105a_B	2021 Watched Video Using Social Media Last 30 Days
MP19105a_I	2021 Watched Video Using Social Media Last 30 Days: Index
MP19106a_B	2021 Posted Location Using Social Media Last 30 Days
MP19106a_I	2021 Posted Location Using Social Media Last 30 Days: Index
MP19124a_B	2021 Sent Real/Virtual Gift Using Social Media Last 30 Days
MP19124a_I	2021 Sent Real/Virtual Gift Using Social Media Last 30 Days: Index
MP19142a_B	2021 Used a Filter On a Picture Using Social Media Last 30 Days
MP19142a_I	2021 Used a Filter On a Picture Using Social Media Last 30 Days: Index
MP19143a_B	2021 IM/Video Chat Services: Facebook Messenger Last 30 Days
MP19143a_I	2021 IM/Video Chat Services: Facebook Messenger Last 30 Days: Index
MP19144a_B	2021 IM/Video Chat Services: FaceTime Last 30 Days
MP19144a_I	2021 IM/Video Chat Services: FaceTime Last 30 Days: Index
MP19145a_B	2021 IM/Video Chat Services: Google Hangouts Last 30 Days
MP19145a_I	2021 IM/Video Chat Services: Google Hangouts Last 30 Days: Index
MP19146a_B	2021 IM/Video Chat Services: Skype Last 30 Days
MP19146a_I	2021 IM/Video Chat Services: Skype Last 30 Days: Index
MP19147a_B	2021 IM/Video Chat Services: Snapchat Last 30 Days
MP19147a_I	2021 IM/Video Chat Services: Snapchat Last 30 Days: Index
MP19148a_B	2021 IM/Video Chat Services: WhatsApp Last 30 Days
MP19148a_I	2021 IM/Video Chat Services: WhatsApp Last 30 Days: Index
MP19107a_B	2021 Social Media: Keep in Touch w Friends/Family Very Important
MP19107a_I	2021 Social Media: Keep in Touch w Friends/Family Very Important: Index
MP19108a_B	2021 Social Media: Reconnect w People From Past Very Important
MP19108a_I	2021 Social Media: Reconnect w People From Past Very Important: Index
MP19109a_B	2021 Social Media: Meet New Friends Very Important
MP19109a_I	2021 Social Media: Meet New Friends Very Important: Index
MP19110a_B	2021 Social Media: Follow Friends/Family Activities Very Important
MP19110a_I	2021 Social Media: Follow Friends/Family Activities Very Important: Index
MP19111a_B	2021 Social Media: Learn About New Products Very Important
MP19111a_I	2021 Social Media: Learn About New Products Very Important: Index
MP19112a_B	2021 Social Media: Rate/Review Products Very Important
MP19112a_I	2021 Social Media: Rate/Review Products Very Important: Index
MP19113a_B	2021 Social Media: Meet/Network w Professional Contacts Very Important
MP19113a_I	2021 Social Media: Meet/Network w Professional Contacts Very Important: Index
MP19114a_B	2021 Social Media: Find People w Mutual Interests Very Important
MP19114a_I	2021 Social Media: Find People w Mutual Interests Very Important: Index
MP19115a_B	2021 Social Media: Track News/Events Very Important
MP19115a_I	2021 Social Media: Track News/Events Very Important: Index
MP19116a_B	2021 Social Media: Find Info On TV/Movies Very Important
MP19116a_I	2021 Social Media: Find Info On TV/Movies Very Important: Index
MP19117a_B	2021 Social Media: Find Local Information Very Important
MP19117a_I	2021 Social Media: Find Local Information Very Important: Index
MP19118a_B	2021 Social Media: Play Games Very Important
MP19118a_I	2021 Social Media: Play Games Very Important: Index
MP19119a_B	2021 Social Media: Show Support For Fav Companies/Brands Very Important
MP19119a_I	2021 Social Media: Show Support For Fav Companies/Brands Very Important: Index
MP19120a_B	2021 Social Media: Get Exclusive Offers/Discounts Very Important
MP19120a_I	2021 Social Media: Get Exclusive Offers/Discounts Very Important: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP19121a_B	2021 Social Media: Gain Access to VIP Events Very Important
MP19121a_I	2021 Social Media: Gain Access to VIP Events Very Important: Index
MP19057a_B	2021 Used Bing Website or Search Engine Last 30 Days
MP19057a_I	2021 Used Bing Website or Search Engine Last 30 Days: Index
MP19058a_B	2021 Used Google Website or Search Engine Last 30 Days
MP19058a_I	2021 Used Google Website or Search Engine Last 30 Days: Index
MP19059a_B	2021 Used Yahoo Website or Search Engine Last 30 Days
MP19059a_I	2021 Used Yahoo Website or Search Engine Last 30 Days: Index
MP19149a_B	2021 Used Indeed Job/Careers Website or App Last 30 Days
MP19149a_I	2021 Used Indeed Job/Careers Website or App Last 30 Days: Index
MP19150a_B	2021 Used Zillow Info/Reference Website or App Last 30 Days
MP19150a_I	2021 Used Zillow Info/Reference Website or App Last 30 Days: Index
MP19131a_B	2021 Used BuzzFeed Entertainment Website or App Last 30 Days
MP19131a_I	2021 Used BuzzFeed Entertainment Website or App Last 30 Days: Index
MP19130a_B	2021 Used Fandango Entertainment Website or App Last 30 Days
MP19130a_I	2021 Used Fandango Entertainment Website or App Last 30 Days: Index
MP19060a_B	2021 Used ABCNews Website or App Last 30 Days
MP19060a_I	2021 Used ABCNews Website or App Last 30 Days: Index
MP19122a_B	2021 Used BBC News Website or App Last 30 Days
MP19122a_I	2021 Used BBC News Website or App Last 30 Days: Index
MP19061a_B	2021 Used CBSNews Website or App Last 30 Days
MP19061a_I	2021 Used CBSNews Website or App Last 30 Days: Index
MP19062a_B	2021 Used CNN Website or App Last 30 Days
MP19062a_I	2021 Used CNN Website or App Last 30 Days: Index
MP19063a_B	2021 Used Fox News Website or App Last 30 Days
MP19063a_I	2021 Used Fox News Website or App Last 30 Days: Index
MP19123a_B	2021 Used HuffPost News Website or App Last 30 Days
MP19123a_I	2021 Used HuffPost News Website or App Last 30 Days: Index
MP19064a_B	2021 Used NBCNews Website or App Last 30 Days
MP19064a_I	2021 Used NBCNews Website or App Last 30 Days: Index
MP19065a_B	2021 Used Yahoo! News Website or App Last 30 Days
MP19065a_I	2021 Used Yahoo! News Website or App Last 30 Days: Index
MP19128a_B	2021 Used ESPN Sports Website or App Last 30 Days
MP19128a_I	2021 Used ESPN Sports Website or App Last 30 Days: Index
MP19129a_B	2021 Used Fox Sports Website or App Last 30 Days
MP19129a_I	2021 Used Fox Sports Website or App Last 30 Days: Index
MP19135a_B	2021 Used NBA Sports Website or App Last 30 Days
MP19135a_I	2021 Used NBA Sports Website or App Last 30 Days: Index
MP19127a_B	2021 Used NFL Sports Website or App Last 30 Days
MP19127a_I	2021 Used NFL Sports Website or App Last 30 Days: Index
MP19136a_B	2021 Used PBS Website or App Last 30 Days
MP19136a_I	2021 Used PBS Website or App Last 30 Days: Index
MP19151a_B	2021 Used Telemundo Website or App Last 30 Days
MP19151a_I	2021 Used Telemundo Website or App Last 30 Days: Index
<b>Financial and Insurance (Market Potential)</b>	
MP10001a_B	2021 Did Banking in Person Last 12 Mo
MP10001a_I	2021 Did Banking in Person Last 12 Mo: Index
MP10002a_B	2021 Used Bank of America Bank or Financial Institution
MP10002a_I	2021 Used Bank of America Bank or Financial Institution: Index
MP10003a_B	2021 Used Capital One Bank or Financial Institution
MP10003a_I	2021 Used Capital One Bank or Financial Institution: Index
MP10004a_B	2021 Used Chase Bank or Financial Institution
MP10004a_I	2021 Used Chase Bank or Financial Institution: Index
MP10005a_B	2021 Used Citibank Bank or Financial Institution
MP10005a_I	2021 Used Citibank Bank or Financial Institution: Index
MP10007a_B	2021 Used PNC Bank or Financial Institution
MP10007a_I	2021 Used PNC Bank or Financial Institution: Index
MP10008a_B	2021 Used U.S. Bank or Financial Institution
MP10008a_I	2021 Used U.S. Bank or Financial Institution: Index
MP10009a_B	2021 Used Wells Fargo Bank or Financial Institution
MP10009a_I	2021 Used Wells Fargo Bank or Financial Institution: Index
MP10010a_B	2021 Used Credit Union Bank or Financial Institution
MP10010a_I	2021 Used Credit Union Bank or Financial Institution: Index
MP10108a_B	2021 Used Local/Community Bank or Financial Institution
MP10108a_I	2021 Used Local/Community Bank or Financial Institution: Index
MP10011a_B	2021 Did Banking By Mail Last 12 Mo
MP10011a_I	2021 Did Banking By Mail Last 12 Mo: Index
MP10012a_B	2021 Did Banking By Phone Last 12 Mo
MP10012a_I	2021 Did Banking By Phone Last 12 Mo: Index
MP10013a_B	2021 Did Online Banking Last 12 Mo
MP10013a_I	2021 Did Online Banking Last 12 Mo: Index
MP10014a_B	2021 Did Mobile Device Banking Last 12 Mo
MP10014a_I	2021 Did Mobile Device Banking Last 12 Mo: Index
MP10015a_B	2021 Used ATM or Cash Machine Last 12 Mo
MP10015a_I	2021 Used ATM or Cash Machine Last 12 Mo: Index
MP10016a_B	2021 Used Direct Deposit of Paycheck Last 12 Mo
MP10016a_I	2021 Used Direct Deposit of Paycheck Last 12 Mo: Index
MP10017a_B	2021 Did Banking With Paperless Statements Last 12 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP10017a_I	2021 Did Banking With Paperless Statements Last 12 Mo: Index
MP10018a_B	2021 Have Interest Checking Account
MP10018a_I	2021 Have Interest Checking Account: Index
MP10019a_B	2021 Have Non-Interest Checking Account
MP10019a_I	2021 Have Non-Interest Checking Account: Index
MP10020a_B	2021 Have Savings Account
MP10020a_I	2021 Have Savings Account: Index
MP10021a_B	2021 Have Overdraft Protection
MP10021a_I	2021 Have Overdraft Protection: Index
MP10022a_B	2021 Have Auto Loan
MP10022a_I	2021 Have Auto Loan: Index
MP10023a_B	2021 Have Education Personal Loan (Student Loan)
MP10023a_I	2021 Have Education Personal Loan (Student Loan): Index
MP10024a_B	2021 Have Personal Loan (Not For Education)
MP10024a_I	2021 Have Personal Loan (Not For Education): Index
MP10025a_B	2021 Have 1st Home Mortgage
MP10025a_I	2021 Have 1st Home Mortgage: Index
MP10026a_B	2021 Have 2nd Mortgage (Home Equity Loan)
MP10026a_I	2021 Have 2nd Mortgage (Home Equity Loan): Index
MP10027a_B	2021 Have Home Equity Line of Credit
MP10027a_I	2021 Have Home Equity Line of Credit: Index
MP10028a_B	2021 Have Personal Line of Credit
MP10028a_I	2021 Have Personal Line of Credit: Index
MP10029a_B	2021 Have 401(k) Retirement Savings Plan
MP10029a_I	2021 Have 401(k) Retirement Savings Plan: Index
MP10030a_B	2021 Have 403(b) Retirement Savings Plan
MP10030a_I	2021 Have 403(b) Retirement Savings Plan: Index
MP10117a_B	2021 Have Roth IRA Retirement Savings Plan
MP10117a_I	2021 Have Roth IRA Retirement Savings Plan: Index
MP10109a_B	2021 Have Traditional IRA Retirement Savings Plan
MP10109a_I	2021 Have Traditional IRA Retirement Savings Plan: Index
MP10032a_B	2021 Own Any Securities Investment
MP10032a_I	2021 Own Any Securities Investment: Index
MP10033a_B	2021 Own Any Annuity
MP10033a_I	2021 Own Any Annuity: Index
MP10034a_B	2021 Own Certificate of Deposit (More Than 6 Mo)
MP10034a_I	2021 Own Certificate of Deposit (More Than 6 Mo): Index
MP10035a_B	2021 Own Shares in Money Market Fund
MP10035a_I	2021 Own Shares in Money Market Fund: Index
MP10036a_B	2021 Own Shares in Mutual Fund (Bonds)
MP10036a_I	2021 Own Shares in Mutual Fund (Bonds): Index
MP10037a_B	2021 Own Shares in Mutual Fund (Stock)
MP10037a_I	2021 Own Shares in Mutual Fund (Stock): Index
MP10038a_B	2021 Own Any Stock
MP10038a_I	2021 Own Any Stock: Index
MP10040a_B	2021 Own Common Stock in Company You Don't Work For
MP10040a_I	2021 Own Common Stock in Company You Don't Work For: Index
MP10041a_B	2021 Own U.S. Savings Bond
MP10041a_I	2021 Own U.S. Savings Bond: Index
MP10042a_B	2021 Own Investment Real Estate
MP10042a_I	2021 Own Investment Real Estate: Index
MP10043a_B	2021 Own Vacation or Weekend Home
MP10043a_I	2021 Own Vacation or Weekend Home: Index
MP10119a_B	2021 Used a Lawyer Last 12 Mo
MP10119a_I	2021 Used a Lawyer Last 12 Mo: Index
MP10044a_B	2021 Used a Real Estate Agent Last 12 Mo
MP10044a_I	2021 Used a Real Estate Agent Last 12 Mo: Index
MP10045a_B	2021 Used Financial Planner Last 12 Mo
MP10045a_I	2021 Used Financial Planner Last 12 Mo: Index
MP10046a_B	2021 Own 1 Credit Card
MP10046a_I	2021 Own 1 Credit Card: Index
MP10047a_B	2021 Own 2 Credit Cards
MP10047a_I	2021 Own 2 Credit Cards: Index
MP10048a_B	2021 Own 3 Credit Cards
MP10048a_I	2021 Own 3 Credit Cards: Index
MP10049a_B	2021 Own 4 Credit Cards
MP10049a_I	2021 Own 4 Credit Cards: Index
MP10050a_B	2021 Own 5 Credit Cards
MP10050a_I	2021 Own 5 Credit Cards: Index
MP10051a_B	2021 Own 6+ Credit Cards
MP10051a_I	2021 Own 6+ Credit Cards: Index
MP10114a_B	2021 Carry a Credit Card Balance: 1-Never or Rarely
MP10114a_I	2021 Carry a Credit Card Balance: 1-Never or Rarely: Index
MP10115a_B	2021 Carry a Credit Card Balance: 2-Sometimes
MP10115a_I	2021 Carry a Credit Card Balance: 2-Sometimes: Index
MP10116a_B	2021 Carry a Credit Card Balance: 3-Usually or Always
MP10116a_I	2021 Carry a Credit Card Balance: 3-Usually or Always: Index
MP10052a_B	2021 Average \$1-\$110 in Monthly Credit Card Expenditures
MP10052a_I	2021 Average \$1-\$110 in Monthly Credit Card Expenditures: Index
MP10053a_B	2021 Average \$111-\$225 in Monthly Credit Card Expenditures



# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP10053a_I	2021 Average \$111-\$225 in Monthly Credit Card Expenditures: Index
MP10054a_B	2021 Average \$226-\$450 in Monthly Credit Card Expenditures
MP10054a_I	2021 Average \$226-\$450 in Monthly Credit Card Expenditures: Index
MP10055a_B	2021 Average \$451-\$700 in Monthly Credit Card Expenditures
MP10055a_I	2021 Average \$451-\$700 in Monthly Credit Card Expenditures: Index
MP10056a_B	2021 Average \$701-\$1,000 in Monthly Credit Card Expenditures
MP10056a_I	2021 Average \$701-\$1,000 in Monthly Credit Card Expenditures: Index
MP10121a_B	2021 Average \$1,001-\$2,000 in Monthly Credit Card Expenditures
MP10121a_I	2021 Average \$1,001-\$2,000 in Monthly Credit Card Expenditures: Index
MP10122a_B	2021 Average \$2,001+ in Monthly Credit Card Expenditures
MP10122a_I	2021 Average \$2,001+ in Monthly Credit Card Expenditures: Index
MP10058a_B	2021 Own 1 Debit Card
MP10058a_I	2021 Own 1 Debit Card: Index
MP10059a_B	2021 Own 2 Debit Cards
MP10059a_I	2021 Own 2 Debit Cards: Index
MP10060a_B	2021 Own 3+ Debit Cards
MP10060a_I	2021 Own 3+ Debit Cards: Index
MP10061a_B	2021 Average \$1-\$90 in Debit Card Monthly Expenditures
MP10061a_I	2021 Average \$1-\$90 in Debit Card Monthly Expenditures: Index
MP10062a_B	2021 Average \$91-\$180 in Debit Card Monthly Expenditures
MP10062a_I	2021 Average \$91-\$180 in Debit Card Monthly Expenditures: Index
MP10063a_B	2021 Average \$181-\$225 in Debit Card Monthly Expenditures
MP10063a_I	2021 Average \$181-\$225 in Debit Card Monthly Expenditures: Index
MP10064a_B	2021 Average \$226-\$450 in Debit Card Monthly Expenditures
MP10064a_I	2021 Average \$226-\$450 in Debit Card Monthly Expenditures: Index
MP10065a_B	2021 Average \$451-\$700 in Debit Card Monthly Expenditures
MP10065a_I	2021 Average \$451-\$700 in Debit Card Monthly Expenditures: Index
MP10066a_B	2021 Average \$701-\$1,000 in Debit Card Monthly Expenditures
MP10066a_I	2021 Average \$701-\$1,000 in Debit Card Monthly Expenditures: Index
MP10067a_B	2021 Average \$1,001+ in Debit Card Monthly Expenditures
MP10067a_I	2021 Average \$1,001+ in Debit Card Monthly Expenditures: Index
MP10068a_B	2021 Own or Used Any Credit or Debit Card Last 12 Mo
MP10068a_I	2021 Own or Used Any Credit or Debit Card Last 12 Mo: Index
MP10069a_B	2021 Own or Used Any Major Credit or Debit Card Last 12 Mo
MP10069a_I	2021 Own or Used Any Major Credit or Debit Card Last 12 Mo: Index
MP10070a_B	2021 Own or Used Any Store Credit Card Last 12 Mo
MP10070a_I	2021 Own or Used Any Store Credit Card Last 12 Mo: Index
MP10071a_B	2021 Have Credit/Debit Card With Airline Miles Rewards
MP10071a_I	2021 Have Credit/Debit Card With Airline Miles Rewards: Index
MP10072a_B	2021 Have Credit/Debit Card With Cash Back Rewards
MP10072a_I	2021 Have Credit/Debit Card With Cash Back Rewards: Index
MP10073a_B	2021 Have Credit/Debit Card With Gasoline Discount Rewards
MP10073a_I	2021 Have Credit/Debit Card With Gasoline Discount Rewards: Index
MP10074a_B	2021 Have Credit/Debit Card With Gifts Rewards
MP10074a_I	2021 Have Credit/Debit Card With Gifts Rewards: Index
MP10075a_B	2021 Have Credit/Debit Card With Hotel or Car Rental Rewards
MP10075a_I	2021 Have Credit/Debit Card With Hotel or Car Rental Rewards: Index
MP10076a_B	2021 Have American Express Green Card in Own Name
MP10076a_I	2021 Have American Express Green Card in Own Name: Index
MP10079a_B	2021 Have American Express Blue Card in Own Name
MP10079a_I	2021 Have American Express Blue Card in Own Name: Index
MP10077a_B	2021 Have American Express Gold Card in Own Name
MP10077a_I	2021 Have American Express Gold Card in Own Name: Index
MP10078a_B	2021 Have American Express Platinum Card in Own Name
MP10078a_I	2021 Have American Express Platinum Card in Own Name: Index
MP10080a_B	2021 Have Discover Card in Own Name
MP10080a_I	2021 Have Discover Card in Own Name: Index
MP10081a_B	2021 Have MasterCard Standard Card in Own Name
MP10081a_I	2021 Have MasterCard Standard Card in Own Name: Index
MP10082a_B	2021 Have MasterCard Gold Card in Own Name
MP10082a_I	2021 Have MasterCard Gold Card in Own Name: Index
MP10083a_B	2021 Have MasterCard Platinum Card in Own Name
MP10083a_I	2021 Have MasterCard Platinum Card in Own Name: Index
MP10084a_B	2021 Have MasterCard Debit Card in Own Name
MP10084a_I	2021 Have MasterCard Debit Card in Own Name: Index
MP10085a_B	2021 Have Visa Regular or Classic Card in Own Name
MP10085a_I	2021 Have Visa Regular or Classic Card in Own Name: Index
MP10086a_B	2021 Have Visa Gold Card in Own Name
MP10086a_I	2021 Have Visa Gold Card in Own Name: Index
MP10087a_B	2021 Have Visa Platinum Card in Own Name
MP10087a_I	2021 Have Visa Platinum Card in Own Name: Index
MP10088a_B	2021 Have Visa Signature Card in Own Name
MP10088a_I	2021 Have Visa Signature Card in Own Name: Index
MP10089a_B	2021 Have Visa Check Card (Debit) in Own Name
MP10089a_I	2021 Have Visa Check Card (Debit) in Own Name: Index
MP10090a_B	2021 Paid Bills By Mail Last 12 Mo
MP10090a_I	2021 Paid Bills By Mail Last 12 Mo: Index
MP10091a_B	2021 Paid Bills Online Last 12 Mo
MP10091a_I	2021 Paid Bills Online Last 12 Mo: Index
MP10092a_B	2021 Paid Bills in Person Last 12 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP10092a_I	2021 Paid Bills in Person Last 12 Mo: Index
MP10093a_B	2021 Paid Bills By Phone Using Credit Card Last 12 Mo
MP10093a_I	2021 Paid Bills By Phone Using Credit Card Last 12 Mo: Index
MP10094a_B	2021 Paid Bills By Mobile Device Last 12 Mo
MP10094a_I	2021 Paid Bills By Mobile Device Last 12 Mo: Index
MP10095a_B	2021 Paid Bills By Automatic Charge to Credit Card Last 12 Mo
MP10095a_I	2021 Paid Bills By Automatic Charge to Credit Card Last 12 Mo: Index
MP10096a_B	2021 Paid Bills By Automatic Deduction From Bank Account Last 12 Mo
MP10096a_I	2021 Paid Bills By Automatic Deduction From Bank Account Last 12 Mo: Index
MP10097a_B	2021 Wired or Sent Money Last 6 Mo
MP10097a_I	2021 Wired or Sent Money Last 6 Mo: Index
MP10101a_B	2021 Wired or Sent Money With Bank Wire Transfer Last 6 Mo
MP10101a_I	2021 Wired or Sent Money With Bank Wire Transfer Last 6 Mo: Index
MP10098a_B	2021 Wired or Sent Money With MoneyGram Last 6 Mo
MP10098a_I	2021 Wired or Sent Money With MoneyGram Last 6 Mo: Index
MP10123a_B	2021 Wired or Sent Money With Money Order Last 6 Mo
MP10123a_I	2021 Wired or Sent Money With Money Order Last 6 Mo: Index
MP10100a_B	2021 Wired or Sent Money With Western Union Last 6 Mo
MP10100a_I	2021 Wired or Sent Money With Western Union Last 6 Mo: Index
MP10124a_B	2021 Wired or Sent Money With US Postal Service Last 6 Mo
MP10124a_I	2021 Wired or Sent Money With US Postal Service Last 6 Mo: Index
MP10110a_B	2021 Used Apple Pay Digital Payment Service Last 30 Days
MP10110a_I	2021 Used Apple Pay Digital Payment Service Last 30 Days: Index
MP10120a_B	2021 Used Google Pay Digital Payment Service Last 30 Days
MP10120a_I	2021 Used Google Pay Digital Payment Service Last 30 Days: Index
MP10099a_B	2021 Used PayPal Digital Payment Service Last 30 Days
MP10099a_I	2021 Used PayPal Digital Payment Service Last 30 Days: Index
MP10118a_B	2021 Used Venmo Digital Payment Service Last 30 Days
MP10118a_I	2021 Used Venmo Digital Payment Service Last 30 Days: Index
MP10113a_B	2021 Used Visa Checkout Digital Payment Service Last 30 Days
MP10113a_I	2021 Used Visa Checkout Digital Payment Service Last 30 Days: Index
MP10125a_B	2021 Used Zelle Digital Payment Service Last 30 Days
MP10125a_I	2021 Used Zelle Digital Payment Service Last 30 Days: Index
MP10112a_B	2021 Used Other Digital Payment Service Last 30 Days
MP10112a_I	2021 Used Other Digital Payment Service Last 30 Days: Index
MP10102a_B	2021 Did Manual Tax Preparation
MP10102a_I	2021 Did Manual Tax Preparation: Index
MP10126a_B	2021 Used H&R Block Software Program to Prepare Taxes
MP10126a_I	2021 Used H&R Block Software Program to Prepare Taxes: Index
MP10103a_B	2021 Used TurboTax Software Program to Prepare Taxes
MP10103a_I	2021 Used TurboTax Software Program to Prepare Taxes: Index
MP10127a_B	2021 Used Any Online Program/Service to Prepare Taxes
MP10127a_I	2021 Used Any Online Program/Service to Prepare Taxes: Index
MP10128a_B	2021 Used H&R Block Online to Prepare Taxes
MP10128a_I	2021 Used H&R Block Online to Prepare Taxes: Index
MP10104a_B	2021 Used TurboTax Online to Prepare Taxes
MP10104a_I	2021 Used TurboTax Online to Prepare Taxes: Index
MP10105a_B	2021 Used H&R Block On-Site Tax Service to Prepare Taxes
MP10105a_I	2021 Used H&R Block On-Site Tax Service to Prepare Taxes: Index
MP10106a_B	2021 Used CPA or Other Tax Professional to Prepare Taxes
MP10106a_I	2021 Used CPA or Other Tax Professional to Prepare Taxes: Index
MP18076h_B	2021 HH Has Auto Insurance: Any Vehicle in HH Covered
MP18076h_I	2021 HH Has Auto Insurance: Any Vehicle in HH Covered: Index
MP18001h_B	2021 HH Has 1 Vehicle Covered With Auto Insurance
MP18001h_I	2021 HH Has 1 Vehicle Covered With Auto Insurance: Index
MP18002h_B	2021 HH Has 2 Vehicles Covered With Auto Insurance
MP18002h_I	2021 HH Has 2 Vehicles Covered With Auto Insurance: Index
MP18003h_B	2021 HH Has 3+ Vehicles Covered With Auto Insurance
MP18003h_I	2021 HH Has 3+ Vehicles Covered With Auto Insurance: Index
MP18004a_B	2021 Have Collision Auto Insurance
MP18004a_I	2021 Have Collision Auto Insurance: Index
MP18005a_B	2021 Have Comprehensive Auto Insurance
MP18005a_I	2021 Have Comprehensive Auto Insurance: Index
MP18006a_B	2021 Have Liability - Bodily Injury Auto Insurance
MP18006a_I	2021 Have Liability - Bodily Injury Auto Insurance: Index
MP18007a_B	2021 Have Liability - Property Damage Auto Insurance
MP18007a_I	2021 Have Liability - Property Damage Auto Insurance: Index
MP18008a_B	2021 Have Medical Payments Auto Insurance
MP18008a_I	2021 Have Medical Payments Auto Insurance: Index
MP18009a_B	2021 Have Towing Auto Insurance
MP18009a_I	2021 Have Towing Auto Insurance: Index
MP18010a_B	2021 Have Uninsured Motorist Auto Insurance
MP18010a_I	2021 Have Uninsured Motorist Auto Insurance: Index
MP18011a_B	2021 Have AAA Auto Insurance
MP18011a_I	2021 Have AAA Auto Insurance: Index
MP18012a_B	2021 Have Allstate Auto Insurance
MP18012a_I	2021 Have Allstate Auto Insurance: Index
MP18013a_B	2021 Have Farmers Auto Insurance
MP18013a_I	2021 Have Farmers Auto Insurance: Index
MP18014a_B	2021 Have GEICO Auto Insurance

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP18014a_I	2021 Have GEICO Auto Insurance: Index
MP18015a_B	2021 Have Liberty Mutual Auto Insurance
MP18015a_I	2021 Have Liberty Mutual Auto Insurance: Index
MP18016a_B	2021 Have Nationwide Auto Insurance
MP18016a_I	2021 Have Nationwide Auto Insurance: Index
MP18017a_B	2021 Have Progressive Auto Insurance
MP18017a_I	2021 Have Progressive Auto Insurance: Index
MP18018a_B	2021 Have State Farm Auto Insurance
MP18018a_I	2021 Have State Farm Auto Insurance: Index
MP18019a_B	2021 Have USAA Auto Insurance
MP18019a_I	2021 Have USAA Auto Insurance: Index
MP18020a_B	2021 Acquired Auto Insurance From Agent
MP18020a_I	2021 Acquired Auto Insurance From Agent: Index
MP18021a_B	2021 Acquired Auto Insurance Direct via Phone
MP18021a_I	2021 Acquired Auto Insurance Direct via Phone: Index
MP18022a_B	2021 Acquired Auto Insurance Direct via Website
MP18022a_I	2021 Acquired Auto Insurance Direct via Website: Index
MP18023a_B	2021 Homeowner Carries Insurance On Home/Personal Property
MP18023a_I	2021 Homeowner Carries Insurance On Home/Personal Property: Index
MP18077a_B	2021 Renter Carries Insurance On Home/Personal Property
MP18077a_I	2021 Renter Carries Insurance On Home/Personal Property: Index
MP18024a_B	2021 Have Combined Home and Auto Insurance Policy
MP18024a_I	2021 Have Combined Home and Auto Insurance Policy: Index
MP18025a_B	2021 Have Home Insurance Coverage For Earthquake or Flood
MP18025a_I	2021 Have Home Insurance Coverage For Earthquake or Flood: Index
MP18026a_B	2021 Have Any Homeowners or Personal Property Insurance
MP18026a_I	2021 Have Any Homeowners or Personal Property Insurance: Index
MP18086a_B	2021 Have AAA Home or Personal Property Insurance
MP18086a_I	2021 Have AAA Home or Personal Property Insurance: Index
MP18028a_B	2021 Have Allstate Home or Personal Property Insurance
MP18028a_I	2021 Have Allstate Home or Personal Property Insurance: Index
MP18029a_B	2021 Have Farmers Home or Personal Property Insurance
MP18029a_I	2021 Have Farmers Home or Personal Property Insurance: Index
MP18087a_B	2021 Have GEICO Home or Personal Property Insurance
MP18087a_I	2021 Have GEICO Home or Personal Property Insurance: Index
MP18088a_B	2021 Have Liberty Mutual Home or Personal Property Insurance
MP18088a_I	2021 Have Liberty Mutual Home or Personal Property Insurance: Index
MP18031a_B	2021 Have State Farm Home or Personal Property Insurance
MP18031a_I	2021 Have State Farm Home or Personal Property Insurance: Index
MP18033a_B	2021 Have USAA Home or Personal Property Insurance
MP18033a_I	2021 Have USAA Home or Personal Property Insurance: Index
MP18034a_B	2021 Acquired via Agent: Home/Personal Property Insurance
MP18034a_I	2021 Acquired via Agent: Home/Personal Property Insurance: Index
MP18035a_B	2021 Acquired via Phone: Home/Personal Property Insurance
MP18035a_I	2021 Acquired via Phone: Home/Personal Property Insurance: Index
MP18078a_B	2021 Acquired via Website: Home/Personal Property Insurance
MP18078a_I	2021 Acquired via Website: Home/Personal Property Insurance: Index
MP18036a_B	2021 Currently Carry Life Insurance
MP18036a_I	2021 Currently Carry Life Insurance: Index
MP18037a_B	2021 Have Separate Term Policy Life Insurance
MP18037a_I	2021 Have Separate Term Policy Life Insurance: Index
MP18038a_B	2021 Have Separate Whole Policy Life Insurance
MP18038a_I	2021 Have Separate Whole Policy Life Insurance: Index
MP18039a_B	2021 Have Combination Term/Whole Policy Life Insurance
MP18039a_I	2021 Have Combination Term/Whole Policy Life Insurance: Index
MP18040a_B	2021 Have Universal Life Insurance
MP18040a_I	2021 Have Universal Life Insurance: Index
MP18041a_B	2021 Have Life Insurance Through Place Of Work
MP18041a_I	2021 Have Life Insurance Through Place Of Work: Index
MP18042a_B	2021 Have Life Insurance Through a Union
MP18042a_I	2021 Have Life Insurance Through a Union: Index
MP18043a_B	2021 Have \$1-\$19,999 Value in Life Insurance
MP18043a_I	2021 Have \$1-\$19,999 Value in Life Insurance: Index
MP18044a_B	2021 Have \$20,000-\$49,999 Value in Life Insurance
MP18044a_I	2021 Have \$20,000-\$49,999 Value in Life Insurance: Index
MP18045a_B	2021 Have \$50,000-\$99,999 Value in Life Insurance
MP18045a_I	2021 Have \$50,000-\$99,999 Value in Life Insurance: Index
MP18046a_B	2021 Have \$100,000-\$149,999 Value in Life Insurance
MP18046a_I	2021 Have \$100,000-\$149,999 Value in Life Insurance: Index
MP18047a_B	2021 Have \$150,000-\$249,999 Value in Life Insurance
MP18047a_I	2021 Have \$150,000-\$249,999 Value in Life Insurance: Index
MP18048a_B	2021 Have \$250,000-\$499,999 Value in Life Insurance
MP18048a_I	2021 Have \$250,000-\$499,999 Value in Life Insurance: Index
MP18049a_B	2021 Have \$500,000+ Value in Life Insurance
MP18049a_I	2021 Have \$500,000+ Value in Life Insurance: Index
MP18050a_B	2021 Carry Any Medical or Hospital or Accident Insurance
MP18050a_I	2021 Carry Any Medical or Hospital or Accident Insurance: Index
MP18051a_B	2021 Medical Insurance Covers You Alone
MP18051a_I	2021 Medical Insurance Covers You Alone: Index
MP18052a_B	2021 Medical Insurance Covers You and Other HH/Family Members

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP18052a_I	2021 Medical Insurance Covers You and Other HH/Family Members: Index
MP18053a_B	2021 Have EPO (Exclusive Provider Org) Medical Insurance
MP18053a_I	2021 Have EPO (Exclusive Provider Org) Medical Insurance: Index
MP18054a_B	2021 Have HMO (Health Maintenance Org) Medical Insurance
MP18054a_I	2021 Have HMO (Health Maintenance Org) Medical Insurance: Index
MP18055a_B	2021 Have POS (Point-Of-Service) Medical Insurance
MP18055a_I	2021 Have POS (Point-Of-Service) Medical Insurance: Index
MP18056a_B	2021 Have PPO (Preferred Provider Org) Medical Insurance
MP18056a_I	2021 Have PPO (Preferred Provider Org) Medical Insurance: Index
MP18079a_B	2021 Have AARP Medical Insurance
MP18079a_I	2021 Have AARP Medical Insurance: Index
MP18057a_B	2021 Have Aetna Medical Insurance
MP18057a_I	2021 Have Aetna Medical Insurance: Index
MP18058a_B	2021 Have BlueCross or BlueShield Medical Insurance
MP18058a_I	2021 Have BlueCross or BlueShield Medical Insurance: Index
MP18059a_B	2021 Have Cigna Medical Insurance
MP18059a_I	2021 Have Cigna Medical Insurance: Index
MP18060a_B	2021 Have Humana Medical Insurance
MP18060a_I	2021 Have Humana Medical Insurance: Index
MP18062a_B	2021 Have United Healthcare Medical Insurance
MP18062a_I	2021 Have United Healthcare Medical Insurance: Index
MP18085a_B	2021 Obtained Medical Insurance Through Agent Representing One Company
MP18085a_I	2021 Obtained Medical Insurance Through Agent Representing One Company: Index
MP18081a_B	2021 Obtained Medical Insurance Through Government Exchange
MP18081a_I	2021 Obtained Medical Insurance Through Government Exchange: Index
MP18084a_B	2021 Obtained Medical Insurance Through Other Government Source
MP18084a_I	2021 Obtained Medical Insurance Through Other Government Source: Index
MP18089a_B	2021 Obtained Medical Insurance Through Internet
MP18089a_I	2021 Obtained Medical Insurance Through Internet: Index
MP18063a_B	2021 Obtained Medical Insurance Through Place of Work
MP18063a_I	2021 Obtained Medical Insurance Through Place of Work: Index
MP18064a_B	2021 Obtained Medical Insurance Through a Union
MP18064a_I	2021 Obtained Medical Insurance Through a Union: Index
MP18065a_B	2021 Have Medicaid Medical Policy
MP18065a_I	2021 Have Medicaid Medical Policy: Index
MP18066a_B	2021 Have Medicare Medical Policy
MP18066a_I	2021 Have Medicare Medical Policy: Index
MP18067a_B	2021 Personally Carry Accidental Death and Dismemberment Insurance
MP18067a_I	2021 Personally Carry Accidental Death and Dismemberment Insurance: Index
MP18082a_B	2021 Personally Carry Delta Dental Insurance
MP18082a_I	2021 Personally Carry Delta Dental Insurance: Index
MP18083a_B	2021 Personally Carry Other Dental Insurance
MP18083a_I	2021 Personally Carry Other Dental Insurance: Index
MP18069a_B	2021 Personally Carry Disability Insurance
MP18069a_I	2021 Personally Carry Disability Insurance: Index
MP18071a_B	2021 Personally Carry Long Term Care Insurance
MP18071a_I	2021 Personally Carry Long Term Care Insurance: Index
MP18072a_B	2021 Personally Carry Mortgage Insurance
MP18072a_I	2021 Personally Carry Mortgage Insurance: Index
MP18073a_B	2021 Personally Carry Liability Insurance (Not Auto or Home)
MP18073a_I	2021 Personally Carry Liability Insurance (Not Auto or Home): Index
MP18074a_B	2021 Personally Carry Prescription Drug Insurance
MP18074a_I	2021 Personally Carry Prescription Drug Insurance: Index
MP18075a_B	2021 Personally Carry Vision Insurance
MP18075a_I	2021 Personally Carry Vision Insurance: Index
<b>Grocery and Alcoholic Beverages (Market Potential)</b>	
MP04001a_B	2021 Drank Beer or Ale Last 6 Mo
MP04001a_I	2021 Drank Beer or Ale Last 6 Mo: Index
MP04002a_B	2021 Drank Imported Beer or Ale Last 6 Mo
MP04002a_I	2021 Drank Imported Beer or Ale Last 6 Mo: Index
MP04003a_B	2021 Drank Regular Domestic Beer or Ale Last 6 Mo
MP04003a_I	2021 Drank Regular Domestic Beer or Ale Last 6 Mo: Index
MP04004a_B	2021 Drank Premium Domestic Beer or Ale Last 6 Mo
MP04004a_I	2021 Drank Premium Domestic Beer or Ale Last 6 Mo: Index
MP04005a_B	2021 Drank Super Premium Domestic Beer or Ale Last 6 Mo
MP04005a_I	2021 Drank Super Premium Domestic Beer or Ale Last 6 Mo: Index
MP04006a_B	2021 Drank Low Calorie Domestic Beer Last 6 Mo
MP04006a_I	2021 Drank Low Calorie Domestic Beer Last 6 Mo: Index
MP04008a_B	2021 Drank Imported Dinner or Table Wine Last 6 Mo
MP04008a_I	2021 Drank Imported Dinner or Table Wine Last 6 Mo: Index
MP04009a_B	2021 Drank Domestic Dinner or Table Wine Last 6 Mo
MP04009a_I	2021 Drank Domestic Dinner or Table Wine Last 6 Mo: Index
MP04010a_B	2021 Drank Cabernet Sauvignon Wine Last 6 Mo
MP04010a_I	2021 Drank Cabernet Sauvignon Wine Last 6 Mo: Index
MP04011a_B	2021 Drank Chardonnay Domestic Wine Last 6 Mo
MP04011a_I	2021 Drank Chardonnay Domestic Wine Last 6 Mo: Index
MP04012a_B	2021 Drank Merlot Domestic Wine Last 6 Mo
MP04012a_I	2021 Drank Merlot Domestic Wine Last 6 Mo: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP04013a_B	2021 Drank Pinot Grigio Domestic Wine Last 6 Mo
MP04013a_I	2021 Drank Pinot Grigio Domestic Wine Last 6 Mo: Index
MP04014a_B	2021 Drank Pinot Noir Domestic Wine Last 6 Mo
MP04014a_I	2021 Drank Pinot Noir Domestic Wine Last 6 Mo: Index
MP04015a_B	2021 Drank Bourbon Last 6 Mo
MP04015a_I	2021 Drank Bourbon Last 6 Mo: Index
MP04016a_B	2021 Drank Brandy Last 6 Mo
MP04016a_I	2021 Drank Brandy Last 6 Mo: Index
MP04017a_B	2021 Drank Canadian Whisky Last 6 Mo
MP04017a_I	2021 Drank Canadian Whisky Last 6 Mo: Index
MP04018a_B	2021 Drank Champagne or Sparkling Wine Last 6 Mo
MP04018a_I	2021 Drank Champagne or Sparkling Wine Last 6 Mo: Index
MP04019a_B	2021 Drank Cognac Last 6 Mo
MP04019a_I	2021 Drank Cognac Last 6 Mo: Index
MP04020a_B	2021 Drank Cordial or Liqueur Last 6 Mo
MP04020a_I	2021 Drank Cordial or Liqueur Last 6 Mo: Index
MP04021a_B	2021 Drank Gin Last 6 Mo
MP04021a_I	2021 Drank Gin Last 6 Mo: Index
MP04042a_B	2021 Drank Hard Cider Last 6 Mo
MP04042a_I	2021 Drank Hard Cider Last 6 Mo: Index
MP04022a_B	2021 Drank Irish Whiskey Last 6 Mo
MP04022a_I	2021 Drank Irish Whiskey Last 6 Mo: Index
MP04023a_B	2021 Drank Malt Liqueur Last 6 Mo
MP04023a_I	2021 Drank Malt Liqueur Last 6 Mo: Index
MP04024a_B	2021 Drank Port or Sherry or Dessert Wine Last 6 Mo
MP04024a_I	2021 Drank Port or Sherry or Dessert Wine Last 6 Mo: Index
MP04025a_B	2021 Drank Rum Last 6 Mo
MP04025a_I	2021 Drank Rum Last 6 Mo: Index
MP04026a_B	2021 Drank Rye or Blended Whiskey Last 6 Mo
MP04026a_I	2021 Drank Rye or Blended Whiskey Last 6 Mo: Index
MP04027a_B	2021 Drank Scotch Whisky Last 6 Mo
MP04027a_I	2021 Drank Scotch Whisky Last 6 Mo: Index
MP04028a_B	2021 Drank Tequila Last 6 Mo
MP04028a_I	2021 Drank Tequila Last 6 Mo: Index
MP04029a_B	2021 Drank Vermouth Last 6 Mo
MP04029a_I	2021 Drank Vermouth Last 6 Mo: Index
MP04030a_B	2021 Drank Vodka Last 6 Mo
MP04030a_I	2021 Drank Vodka Last 6 Mo: Index
MP04031a_B	2021 Drank Flavored Alcoholic Beverage or Cooler Last 6 Mo
MP04031a_I	2021 Drank Flavored Alcoholic Beverage or Cooler Last 6 Mo: Index
MP04032a_B	2021 Drank Prepared Mixed Drink With Liqueur Last 6 Mo
MP04032a_I	2021 Drank Prepared Mixed Drink With Liqueur Last 6 Mo: Index
MP04033a_B	2021 Consumed Beer at Bar or Club Last 30 Days
MP04033a_I	2021 Consumed Beer at Bar or Club Last 30 Days: Index
MP04035a_B	2021 Consumed Liqueur at Bar or Club Last 30 Days
MP04035a_I	2021 Consumed Liqueur at Bar or Club Last 30 Days: Index
MP04036a_B	2021 Consumed Beer at Restaurant Last 30 Days
MP04036a_I	2021 Consumed Beer at Restaurant Last 30 Days: Index
MP04037a_B	2021 Consumed Wine at Restaurant Last 30 Days
MP04037a_I	2021 Consumed Wine at Restaurant Last 30 Days: Index
MP04038a_B	2021 Consumed Liqueur at Restaurant Last 30 Days
MP04038a_I	2021 Consumed Liqueur at Restaurant Last 30 Days: Index
MP04039a_B	2021 Consumed Beer at Home Last 30 Days
MP04039a_I	2021 Consumed Beer at Home Last 30 Days: Index
MP04040a_B	2021 Consumed Wine at Home Last 30 Days
MP04040a_I	2021 Consumed Wine at Home Last 30 Days: Index
MP04041a_B	2021 Consumed Liqueur at Home Last 30 Days
MP04041a_I	2021 Consumed Liqueur at Home Last 30 Days: Index
MP12001h_B	2021 HH Used Organic Food Last 6 Mo
MP12001h_I	2021 HH Used Organic Food Last 6 Mo: Index
MP12210h_B	2021 HH Used Organic Bread Last 6 Mo
MP12210h_I	2021 HH Used Organic Bread Last 6 Mo: Index
MP12211h_B	2021 HH Used Organic Breakfast Cereals Last 6 Mo
MP12211h_I	2021 HH Used Organic Breakfast Cereals Last 6 Mo: Index
MP12212h_B	2021 HH Used Organic Cheese Last 6 Mo
MP12212h_I	2021 HH Used Organic Cheese Last 6 Mo: Index
MP12213h_B	2021 HH Used Organic Chocolate Last 6 Mo
MP12213h_I	2021 HH Used Organic Chocolate Last 6 Mo: Index
MP12214h_B	2021 HH Used Organic Coffee Last 6 Mo
MP12214h_I	2021 HH Used Organic Coffee Last 6 Mo: Index
MP12215h_B	2021 HH Used Organic Fish or Seafood Last 6 Mo
MP12215h_I	2021 HH Used Organic Fish or Seafood Last 6 Mo: Index
MP12216h_B	2021 HH Used Organic Fresh Fruit or Vegetables Last 6 Mo
MP12216h_I	2021 HH Used Organic Fresh Fruit or Vegetables Last 6 Mo: Index
MP12217h_B	2021 HH Used Organic Frozen Foods Last 6 Mo
MP12217h_I	2021 HH Used Organic Frozen Foods Last 6 Mo: Index
MP12218h_B	2021 HH Used Organic Granola Last 6 Mo
MP12218h_I	2021 HH Used Organic Granola Last 6 Mo: Index
MP12219h_B	2021 HH Used Organic Ice Cream Last 6 Mo
MP12219h_I	2021 HH Used Organic Ice Cream Last 6 Mo: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP12220h_B	2021 HH Used Organic Juice Last 6 Mo
MP12220h_I	2021 HH Used Organic Juice Last 6 Mo: Index
MP12221h_B	2021 HH Used Organic Meat Last 6 Mo
MP12221h_I	2021 HH Used Organic Meat Last 6 Mo: Index
MP12222h_B	2021 HH Used Organic Pasta Last 6 Mo
MP12222h_I	2021 HH Used Organic Pasta Last 6 Mo: Index
MP12223h_B	2021 HH Used Organic Peanut Butter Last 6 Mo
MP12223h_I	2021 HH Used Organic Peanut Butter Last 6 Mo: Index
MP12224h_B	2021 HH Used Organic Poultry Last 6 Mo
MP12224h_I	2021 HH Used Organic Poultry Last 6 Mo: Index
MP12225h_B	2021 HH Used Organic Soup Last 6 Mo
MP12225h_I	2021 HH Used Organic Soup Last 6 Mo: Index
MP12226h_B	2021 HH Used Organic Pasta Sauce Last 6 Mo
MP12226h_I	2021 HH Used Organic Pasta Sauce Last 6 Mo: Index
MP12227h_B	2021 HH Used Organic Tea Last 6 Mo
MP12227h_I	2021 HH Used Organic Tea Last 6 Mo: Index
MP12003h_B	2021 HH Used Bacon or Breakfast Strips Last 6 Mo
MP12003h_I	2021 HH Used Bacon or Breakfast Strips Last 6 Mo: Index
MP12004h_B	2021 HH Used Bagels Last 6 Mo
MP12004h_I	2021 HH Used Bagels Last 6 Mo: Index
MP12010h_B	2021 HH Used Beef (Fresh or Frozen) Last 6 Mo
MP12010h_I	2021 HH Used Beef (Fresh or Frozen) Last 6 Mo: Index
MP12013h_B	2021 HH Used Bread Last 6 Mo
MP12013h_I	2021 HH Used Bread Last 6 Mo: Index
MP12033h_B	2021 HH Used Cold Breakfast Cereal Last 6 Mo
MP12033h_I	2021 HH Used Cold Breakfast Cereal Last 6 Mo: Index
MP12034h_B	2021 HH Used Hot Breakfast Cereal Last 6 Mo
MP12034h_I	2021 HH Used Hot Breakfast Cereal Last 6 Mo: Index
MP12035h_B	2021 HH Used Breakfast or Cereal or Granola Bars Last 6 Mo
MP12035h_I	2021 HH Used Breakfast or Cereal or Granola Bars Last 6 Mo: Index
MP12046h_B	2021 HH Used Canned or Jarred Fruit Last 6 Mo
MP12046h_I	2021 HH Used Canned or Jarred Fruit Last 6 Mo: Index
MP12047h_B	2021 HH Used Canned or Jarred Soup or Broth Last 6 Mo
MP12047h_I	2021 HH Used Canned or Jarred Soup or Broth Last 6 Mo: Index
MP12049h_B	2021 HH Used Canned or Jarred Vegetables Last 6 Mo
MP12049h_I	2021 HH Used Canned or Jarred Vegetables Last 6 Mo: Index
MP12052h_B	2021 HH Used Canned Tuna Last 6 Mo
MP12052h_I	2021 HH Used Canned Tuna Last 6 Mo: Index
MP12053h_B	2021 HH Used Cheese (Amer Pasteurized Processed) Last 6 Mo
MP12053h_I	2021 HH Used Cheese (Amer Pasteurized Processed) Last 6 Mo: Index
MP12055h_B	2021 HH Used Cheese (Natural or Imported) Last 6 Mo
MP12055h_I	2021 HH Used Cheese (Natural or Imported) Last 6 Mo: Index
MP12200h_B	2021 HH Used Chicken (Fresh or Frozen) Last 6 Mo
MP12200h_I	2021 HH Used Chicken (Fresh or Frozen) Last 6 Mo: Index
MP12060h_B	2021 HH Used Ground Coffee Last 6 Mo
MP12060h_I	2021 HH Used Ground Coffee Last 6 Mo: Index
MP12061h_B	2021 HH Used Flavored Ground Coffee Last 6 Mo
MP12061h_I	2021 HH Used Flavored Ground Coffee Last 6 Mo: Index
MP12062h_B	2021 HH Used Unflavored Ground Coffee Last 6 Mo
MP12062h_I	2021 HH Used Unflavored Ground Coffee Last 6 Mo: Index
MP12063h_B	2021 HH Used Decaffeinated Ground Coffee Last 6 Mo
MP12063h_I	2021 HH Used Decaffeinated Ground Coffee Last 6 Mo: Index
MP12202h_B	2021 HH Used Dunkin' Donuts Ground Coffee Last 6 Mo
MP12202h_I	2021 HH Used Dunkin' Donuts Ground Coffee Last 6 Mo: Index
MP12064h_B	2021 HH Used Folgers Breakfast Blend Ground Coffee Last 6 Mo
MP12064h_I	2021 HH Used Folgers Breakfast Blend Ground Coffee Last 6 Mo: Index
MP12065h_B	2021 HH Used Folgers Classic Roast Ground Coffee Last 6 Mo
MP12065h_I	2021 HH Used Folgers Classic Roast Ground Coffee Last 6 Mo: Index
MP12066h_B	2021 HH Used Folgers 100% Colombian Ground Coffee Last 6 Mo
MP12066h_I	2021 HH Used Folgers 100% Colombian Ground Coffee Last 6 Mo: Index
MP12067h_B	2021 HH Used Folgers French Roast Ground Coffee Last 6 Mo
MP12067h_I	2021 HH Used Folgers French Roast Ground Coffee Last 6 Mo: Index
MP12068h_B	2021 HH Used Green Mountain Ground Coffee Last 6 Mo
MP12068h_I	2021 HH Used Green Mountain Ground Coffee Last 6 Mo: Index
MP12069h_B	2021 HH Used Maxwell House Master Blend Ground Coffee Last 6 Mo
MP12069h_I	2021 HH Used Maxwell House Master Blend Ground Coffee Last 6 Mo: Index
MP12070h_B	2021 HH Used Maxwell House Original Ground Coffee Last 6 Mo
MP12070h_I	2021 HH Used Maxwell House Original Ground Coffee Last 6 Mo: Index
MP12071h_B	2021 HH Used Maxwell House Colombian Ground Coffee Last 6 Mo
MP12071h_I	2021 HH Used Maxwell House Colombian Ground Coffee Last 6 Mo: Index
MP12072h_B	2021 HH Used Starbucks Ground Coffee Last 6 Mo
MP12072h_I	2021 HH Used Starbucks Ground Coffee Last 6 Mo: Index
MP12203h_B	2021 HH Used Single Serve Pod/K-Cup Ground Coffee Last 6 Mo
MP12203h_I	2021 HH Used Single Serve Pod/K-Cup Ground Coffee Last 6 Mo: Index
MP12073h_B	2021 HH Used Flavored Instant Coffee Last 6 Mo
MP12073h_I	2021 HH Used Flavored Instant Coffee Last 6 Mo: Index
MP12074h_B	2021 HH Used Instant or Freeze-Dried Coffee Last 6 Mo
MP12074h_I	2021 HH Used Instant or Freeze-Dried Coffee Last 6 Mo: Index
MP12075h_B	2021 HH Used Whole Coffee Beans Last 6 Mo
MP12075h_I	2021 HH Used Whole Coffee Beans Last 6 Mo: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.

[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP12076h_B	2021 HH Used Starbucks Whole Coffee Beans Last 6 Mo
MP12076h_I	2021 HH Used Starbucks Whole Coffee Beans Last 6 Mo: Index
MP12079h_B	2021 HH Used Cold Cuts Last 6 Mo
MP12079h_I	2021 HH Used Cold Cuts Last 6 Mo: Index
MP12080h_B	2021 HH Used Cooked Ham Last 6 Mo
MP12080h_I	2021 HH Used Cooked Ham Last 6 Mo: Index
MP12081h_B	2021 HH Used Cookies (Ready-To-Eat) Last 6 Mo
MP12081h_I	2021 HH Used Cookies (Ready-To-Eat) Last 6 Mo: Index
MP12082h_B	2021 HH Used Corn/Tortilla/Other Chips/Cheese Snacks Last 6 Mo
MP12082h_I	2021 HH Used Corn/Tortilla/Other Chips/Cheese Snacks Last 6 Mo: Index
MP12083h_B	2021 HH Used Cottage Cheese Last 6 Mo
MP12083h_I	2021 HH Used Cottage Cheese Last 6 Mo: Index
MP12084h_B	2021 HH Used Crackers Last 6 Mo
MP12084h_I	2021 HH Used Crackers Last 6 Mo: Index
MP12090h_B	2021 HH Used Doughnuts (Ready-To-Eat) Last 6 Mo
MP12090h_I	2021 HH Used Doughnuts (Ready-To-Eat) Last 6 Mo: Index
MP12091h_B	2021 HH Used Dried Fruit Last 6 Mo
MP12091h_I	2021 HH Used Dried Fruit Last 6 Mo: Index
MP12095h_B	2021 HH Used Eggs Last 6 Mo
MP12095h_I	2021 HH Used Eggs Last 6 Mo: Index
MP12098h_B	2021 HH Used English Muffins Last 6 Mo
MP12098h_I	2021 HH Used English Muffins Last 6 Mo: Index
MP12101h_B	2021 HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo
MP12101h_I	2021 HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo: Index
MP12103h_B	2021 HH Used Frankfurters or Hot Dogs Last 6 Mo
MP12103h_I	2021 HH Used Frankfurters or Hot Dogs Last 6 Mo: Index
MP12104h_B	2021 HH Used Fresh Fruit or Vegetables Last 6 Mo
MP12104h_I	2021 HH Used Fresh Fruit or Vegetables Last 6 Mo: Index
MP12107h_B	2021 HH Used Frozen Breakfast Last 6 Mo
MP12107h_I	2021 HH Used Frozen Breakfast Last 6 Mo: Index
MP12108h_B	2021 HH Used Frozen Complete Dinner Last 6 Mo
MP12108h_I	2021 HH Used Frozen Complete Dinner Last 6 Mo: Index
MP12109h_B	2021 HH Used Frozen or Refrigerated Dessert Last 6 Mo
MP12109h_I	2021 HH Used Frozen or Refrigerated Dessert Last 6 Mo: Index
MP12110h_B	2021 HH Used Frozen Hot Snack Last 6 Mo
MP12110h_I	2021 HH Used Frozen Hot Snack Last 6 Mo: Index
MP12111h_B	2021 HH Used Frozen Main Course (Entree or Casserole) Last 6 Mo
MP12111h_I	2021 HH Used Frozen Main Course (Entree or Casserole) Last 6 Mo: Index
MP12112h_B	2021 HH Used Frozen Orange Juice Last 6 Mo
MP12112h_I	2021 HH Used Frozen Orange Juice Last 6 Mo: Index
MP12114h_B	2021 HH Used Frozen Pizza Last 6 Mo
MP12114h_I	2021 HH Used Frozen Pizza Last 6 Mo: Index
MP12116h_B	2021 HH Used Frozen Snack (Not Yogurt or Ice Cream) Last 6 Mo
MP12116h_I	2021 HH Used Frozen Snack (Not Yogurt or Ice Cream) Last 6 Mo: Index
MP12117h_B	2021 HH Used Frozen Vegetables Last 6 Mo
MP12117h_I	2021 HH Used Frozen Vegetables Last 6 Mo: Index
MP12209h_B	2021 HH Used Frozen Vegetarian Burgers Last 6 Mo
MP12209h_I	2021 HH Used Frozen Vegetarian Burgers Last 6 Mo: Index
MP12118h_B	2021 HH Used Frozen Waffles Last 6 Mo
MP12118h_I	2021 HH Used Frozen Waffles Last 6 Mo: Index
MP12119h_B	2021 HH Used Frozen Yogurt Last 6 Mo
MP12119h_I	2021 HH Used Frozen Yogurt Last 6 Mo: Index
MP12120h_B	2021 HH Used Fruit Snacks Last 6 Mo
MP12120h_I	2021 HH Used Fruit Snacks Last 6 Mo: Index
MP12126h_B	2021 HH Used Ice Cream Bars or Sandwiches or Bon-Bons Last 6 Mo
MP12126h_I	2021 HH Used Ice Cream Bars or Sandwiches or Bon-Bons Last 6 Mo: Index
MP12127h_B	2021 HH Used Ice Cream or Gelato or Sherbet Last 6 Mo
MP12127h_I	2021 HH Used Ice Cream or Gelato or Sherbet Last 6 Mo: Index
MP12139h_B	2021 HH Used Fresh Milk Last 6 Mo
MP12139h_I	2021 HH Used Fresh Milk Last 6 Mo: Index
MP12142h_B	2021 HH Used Muffins (Ready-To-Eat) Last 6 Mo
MP12142h_I	2021 HH Used Muffins (Ready-To-Eat) Last 6 Mo: Index
MP12148h_B	2021 HH Used Nutrition or Energy Bars Last 6 Mo
MP12148h_I	2021 HH Used Nutrition or Energy Bars Last 6 Mo: Index
MP12149h_B	2021 HH Bought Nuts Last 6 Mo
MP12149h_I	2021 HH Bought Nuts Last 6 Mo: Index
MP12151h_B	2021 HH Used Orange Juice (Not Frozen) Last 6 Mo
MP12151h_I	2021 HH Used Orange Juice (Not Frozen) Last 6 Mo: Index
MP12156h_B	2021 HH Used Peanut Butter or Other Nut Spread Last 6 Mo
MP12156h_I	2021 HH Used Peanut Butter or Other Nut Spread Last 6 Mo: Index
MP12161h_B	2021 HH Used Popping Corn or Popcorn Snack Last 6 Mo
MP12161h_I	2021 HH Used Popping Corn or Popcorn Snack Last 6 Mo: Index
MP12162h_B	2021 HH Used Potato Chips Last 6 Mo
MP12162h_I	2021 HH Used Potato Chips Last 6 Mo: Index
MP12165h_B	2021 HH Used Pretzels Last 6 Mo
MP12165h_I	2021 HH Used Pretzels Last 6 Mo: Index
MP12167h_B	2021 HH Used Rice Last 6 Mo
MP12167h_I	2021 HH Used Rice Last 6 Mo: Index
MP12168h_B	2021 HH Used Rice (Flavored or Seasoned) Last 6 Mo
MP12168h_I	2021 HH Used Rice (Flavored or Seasoned) Last 6 Mo: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP12170h_B	2021 HH Used Packaged Fresh Salad Last 6 Mo
MP12170h_I	2021 HH Used Packaged Fresh Salad Last 6 Mo: Index
MP12177h_B	2021 HH Used Sausage Last 6 Mo
MP12177h_I	2021 HH Used Sausage Last 6 Mo: Index
MP12180h_B	2021 HH Used Snack Cakes Last 6 Mo
MP12180h_I	2021 HH Used Snack Cakes Last 6 Mo: Index
MP12186h_B	2021 HH Used Stuffing Mix or Product Last 6 Mo
MP12186h_I	2021 HH Used Stuffing Mix or Product Last 6 Mo: Index
MP12188h_B	2021 HH Used Sweet Rolls or Pastries (Ready-To-Eat) Last 6 Mo
MP12188h_I	2021 HH Used Sweet Rolls or Pastries (Ready-To-Eat) Last 6 Mo: Index
MP12190h_B	2021 HH Used Regular Tea Last 6 Mo
MP12190h_I	2021 HH Used Regular Tea Last 6 Mo: Index
MP12201h_B	2021 HH Used Turkey (Fresh or Frozen) Last 6 Mo
MP12201h_I	2021 HH Used Turkey (Fresh or Frozen) Last 6 Mo: Index
MP12198h_B	2021 HH Used Yogurt Last 6 Mo
MP12198h_I	2021 HH Used Yogurt Last 6 Mo: Index
MP12038a_B	2021 Bought Any Candy Last 6 Mo
MP12038a_I	2021 Bought Any Candy Last 6 Mo: Index
MP12039a_B	2021 Bought Candy (Regular or King Size) Last 6 Mo
MP12039a_I	2021 Bought Candy (Regular or King Size) Last 6 Mo: Index
MP12040a_B	2021 Bought Packages of Miniature or Loose Candy Last 6 Mo
MP12040a_I	2021 Bought Packages of Miniature or Loose Candy Last 6 Mo: Index
MP12041a_B	2021 Bought Hard Roll Candy Last 6 Mo
MP12041a_I	2021 Bought Hard Roll Candy Last 6 Mo: Index
MP12042a_B	2021 Bought Boxed Chocolates Last 6 Mo
MP12042a_I	2021 Bought Boxed Chocolates Last 6 Mo: Index
MP12199a_B	2021 Bought Boxed Chocolates as a Gift Last 6 Mo
MP12199a_I	2021 Bought Boxed Chocolates as a Gift Last 6 Mo: Index
MP12012a_B	2021 Drank Bottled Water or Seltzer Last 6 Mo
MP12012a_I	2021 Drank Bottled Water or Seltzer Last 6 Mo: Index
MP12204a_B	2021 Drank Coffee (Ready-To-Drink) Last 6 Mo
MP12204a_I	2021 Drank Coffee (Ready-To-Drink) Last 6 Mo: Index
MP12129a_B	2021 Drank Iced Tea (Ready-To-Drink) Last 6 Mo
MP12129a_I	2021 Drank Iced Tea (Ready-To-Drink) Last 6 Mo: Index
MP12078a_B	2021 Drank Diet Cola Last 6 Mo
MP12078a_I	2021 Drank Diet Cola Last 6 Mo: Index
MP12077a_B	2021 Drank Non-Diet (Regular) Cola Last 6 Mo
MP12077a_I	2021 Drank Non-Diet (Regular) Cola Last 6 Mo: Index
MP12146a_B	2021 Drank Diet Non-Cola Soft Drink Last 6 Mo
MP12146a_I	2021 Drank Diet Non-Cola Soft Drink Last 6 Mo: Index
MP12145a_B	2021 Drank Non-Cola Soft Drink (Regular) Last 6 Mo
MP12145a_I	2021 Drank Non-Cola Soft Drink (Regular) Last 6 Mo: Index
MP12097a_B	2021 Drank Energy Drink Last 6 Mo
MP12097a_I	2021 Drank Energy Drink Last 6 Mo: Index
MP12205a_B	2021 Drank 5-Hour Energy Drink Last 6 Mo
MP12205a_I	2021 Drank 5-Hour Energy Drink Last 6 Mo: Index
MP12206a_B	2021 Drank Monster Energy Drink Last 6 Mo
MP12206a_I	2021 Drank Monster Energy Drink Last 6 Mo: Index
MP12207a_B	2021 Drank Red Bull Energy Drink Last 6 Mo
MP12207a_I	2021 Drank Red Bull Energy Drink Last 6 Mo: Index
MP12208a_B	2021 Drank Rockstar Energy Drink Last 6 Mo
MP12208a_I	2021 Drank Rockstar Energy Drink Last 6 Mo: Index
MP12184a_B	2021 Drank Sports Drink or Thirst Quencher Last 6 Mo
MP12184a_I	2021 Drank Sports Drink or Thirst Quencher Last 6 Mo: Index
MP13001h_B	2021 HH Spent \$1-\$99 in Average Week at Food Stores
MP13001h_I	2021 HH Spent \$1-\$99 in Average Week at Food Stores: Index
MP13002h_B	2021 HH Spent \$100-\$149 in Average Week at Food Stores
MP13002h_I	2021 HH Spent \$100-\$149 in Average Week at Food Stores: Index
MP13003h_B	2021 HH Spent \$150+ in Average Week at Food Stores
MP13003h_I	2021 HH Spent \$150+ in Average Week at Food Stores: Index
MP13005a_B	2021 Shopped at Albertsons Grocery Store Last 6 Mo
MP13005a_I	2021 Shopped at Albertsons Grocery Store Last 6 Mo: Index
MP13006a_B	2021 Shopped at Aldi Grocery Store Last 6 Mo
MP13006a_I	2021 Shopped at Aldi Grocery Store Last 6 Mo: Index
MP13007a_B	2021 Shopped at Food Lion Grocery Store Last 6 Mo
MP13007a_I	2021 Shopped at Food Lion Grocery Store Last 6 Mo: Index
MP13008a_B	2021 Shopped at GNC Store Last 6 Mo
MP13008a_I	2021 Shopped at GNC Store Last 6 Mo: Index
MP13009a_B	2021 Shopped at Giant Grocery Store Last 6 Mo
MP13009a_I	2021 Shopped at Giant Grocery Store Last 6 Mo: Index
MP13011a_B	2021 Shopped at Kroger Grocery Store Last 6 Mo
MP13011a_I	2021 Shopped at Kroger Grocery Store Last 6 Mo: Index
MP13012a_B	2021 Shopped at Meijer Grocery Store Last 6 Mo
MP13012a_I	2021 Shopped at Meijer Grocery Store Last 6 Mo: Index
MP13014a_B	2021 Shopped at Publix Grocery Store Last 6 Mo
MP13014a_I	2021 Shopped at Publix Grocery Store Last 6 Mo: Index
MP13016a_B	2021 Shopped at Safeway Grocery Store Last 6 Mo
MP13016a_I	2021 Shopped at Safeway Grocery Store Last 6 Mo: Index
MP13017a_B	2021 Shopped at Save-A-Lot Grocery Store Last 6 Mo
MP13017a_I	2021 Shopped at Save-A-Lot Grocery Store Last 6 Mo: Index



# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP13018a_B	2021 Shopped at Stop & Shop Grocery Store Last 6 Mo
MP13018a_I	2021 Shopped at Stop & Shop Grocery Store Last 6 Mo: Index
MP13029a_B	2021 Shopped at Target Grocery Store Last 6 Mo
MP13029a_I	2021 Shopped at Target Grocery Store Last 6 Mo: Index
MP13019a_B	2021 Shopped at Trader Joe's Grocery Store Last 6 Mo
MP13019a_I	2021 Shopped at Trader Joe's Grocery Store Last 6 Mo: Index
MP13030a_B	2021 Shopped at Walmart Neighborhood Market Grocery Store Last 6 Mo
MP13030a_I	2021 Shopped at Walmart Neighborhood Market Grocery Store Last 6 Mo: Index
MP13021a_B	2021 Shopped at Walmart Supercenter Grocery Store Last 6 Mo
MP13021a_I	2021 Shopped at Walmart Supercenter Grocery Store Last 6 Mo: Index
MP13022a_B	2021 Shopped at Wegmans Grocery Store Last 6 Mo
MP13022a_I	2021 Shopped at Wegmans Grocery Store Last 6 Mo: Index
MP13023a_B	2021 Shopped at Whole Foods Market Grocery Store Last 6 Mo
MP13023a_I	2021 Shopped at Whole Foods Market Grocery Store Last 6 Mo: Index
MP13024a_B	2021 Shopped at Winn-Dixie Grocery Store Last 6 Mo
MP13024a_I	2021 Shopped at Winn-Dixie Grocery Store Last 6 Mo: Index
MP13025a_B	2021 Shopped at BJ's Warehouse or Club Store Last 6 Mo
MP13025a_I	2021 Shopped at BJ's Warehouse or Club Store Last 6 Mo: Index
MP13026a_B	2021 Shopped at Costco Warehouse or Club Store Last 6 Mo
MP13026a_I	2021 Shopped at Costco Warehouse or Club Store Last 6 Mo: Index
MP13027a_B	2021 Shopped at Sam's Club Warehouse or Club Store Last 6 Mo
MP13027a_I	2021 Shopped at Sam's Club Warehouse or Club Store Last 6 Mo: Index
MP13028a_B	2021 Purchased Groceries Online Last 30 Days
MP13028a_I	2021 Purchased Groceries Online Last 30 Days: Index
<b>Health and Personal Care (Market Potential)</b>	
MP14129a_B	2021 Typically Spend 1-3 Hours Exercising Per Week
MP14129a_I	2021 Typically Spend 1-3 Hours Exercising Per Week: Index
MP14128a_B	2021 Typically Spend 4-6 Hours Exercising Per Week
MP14128a_I	2021 Typically Spend 4-6 Hours Exercising Per Week: Index
MP14127a_B	2021 Typically Spend 7+ Hours Exercising Per Week
MP14127a_I	2021 Typically Spend 7+ Hours Exercising Per Week: Index
MP14001a_B	2021 Exercise at Home 2+ Times Per Week
MP14001a_I	2021 Exercise at Home 2+ Times Per Week: Index
MP14002a_B	2021 Exercise at Club 2+ Times Per Week
MP14002a_I	2021 Exercise at Club 2+ Times Per Week: Index
MP14003a_B	2021 Exercise at Other Facility (Not Club) 2+ Times Per Week
MP14003a_I	2021 Exercise at Other Facility (Not Club) 2+ Times Per Week: Index
MP14153a_B	2021 Member of LA Fitness Club/Gym
MP14153a_I	2021 Member of LA Fitness Club/Gym: Index
MP14154a_B	2021 Member of Planet Fitness Club/Gym
MP14154a_I	2021 Member of Planet Fitness Club/Gym: Index
MP14155a_B	2021 Member of YMCA Fitness Club/Gym
MP14155a_I	2021 Member of YMCA Fitness Club/Gym: Index
MP14004a_B	2021 Own Elliptical
MP14004a_I	2021 Own Elliptical: Index
MP14005a_B	2021 Own Stationary Bicycle
MP14005a_I	2021 Own Stationary Bicycle: Index
MP14006a_B	2021 Own Treadmill
MP14006a_I	2021 Own Treadmill: Index
MP14007a_B	2021 Own Weight Lifting Equipment
MP14007a_I	2021 Own Weight Lifting Equipment: Index
MP14009a_B	2021 Control Diet For Blood Sugar Level
MP14009a_I	2021 Control Diet For Blood Sugar Level: Index
MP14010a_B	2021 Control Diet For Cholesterol Level
MP14010a_I	2021 Control Diet For Cholesterol Level: Index
MP14146a_B	2021 Control Diet For Food Allergies
MP14146a_I	2021 Control Diet For Food Allergies: Index
MP14011a_B	2021 Control Diet to Maintain Weight
MP14011a_I	2021 Control Diet to Maintain Weight: Index
MP14012a_B	2021 Control Diet For Physical Fitness
MP14012a_I	2021 Control Diet For Physical Fitness: Index
MP14013a_B	2021 Control Diet For Salt Restriction
MP14013a_I	2021 Control Diet For Salt Restriction: Index
MP14014a_B	2021 Control Diet For Weight Loss
MP14014a_I	2021 Control Diet For Weight Loss: Index
MP14015a_B	2021 Use Doctor's Care or Diet For Diet Method
MP14015a_I	2021 Use Doctor's Care or Diet For Diet Method: Index
MP14016a_B	2021 Use Exercise Program For Diet Method
MP14016a_I	2021 Use Exercise Program For Diet Method: Index
MP14018a_B	2021 Buy Foods Specifically Labeled as Fat-Free
MP14018a_I	2021 Buy Foods Specifically Labeled as Fat-Free: Index
MP14019a_B	2021 Buy Foods Specifically Labeled as Gluten-Free
MP14019a_I	2021 Buy Foods Specifically Labeled as Gluten-Free: Index
MP14020a_B	2021 Buy Foods Specifically Labeled as High Fiber
MP14020a_I	2021 Buy Foods Specifically Labeled as High Fiber: Index
MP14021a_B	2021 Buy Foods Specifically Labeled as High Protein
MP14021a_I	2021 Buy Foods Specifically Labeled as High Protein: Index
MP14151a_B	2021 Buy Foods Specifically Labeled as Hormone-Free

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP14151a_I	2021 Buy Foods Specifically Labeled as Hormone-Free: Index
MP14022a_B	2021 Buy Foods Specifically Labeled as Lactose-Free
MP14022a_I	2021 Buy Foods Specifically Labeled as Lactose-Free: Index
MP14023a_B	2021 Buy Foods Specifically Labeled as Low-Calorie
MP14023a_I	2021 Buy Foods Specifically Labeled as Low-Calorie: Index
MP14024a_B	2021 Buy Foods Specifically Labeled as Low-Carb
MP14024a_I	2021 Buy Foods Specifically Labeled as Low-Carb: Index
MP14025a_B	2021 Buy Foods Specifically Labeled as Low-Cholesterol
MP14025a_I	2021 Buy Foods Specifically Labeled as Low-Cholesterol: Index
MP14026a_B	2021 Buy Foods Specifically Labeled as Low-Fat
MP14026a_I	2021 Buy Foods Specifically Labeled as Low-Fat: Index
MP14027a_B	2021 Buy Foods Specifically Labeled as Low-Sodium
MP14027a_I	2021 Buy Foods Specifically Labeled as Low-Sodium: Index
MP14028a_B	2021 Buy Foods Specifically Labeled as Natural/Organic
MP14028a_I	2021 Buy Foods Specifically Labeled as Natural/Organic: Index
MP14145a_B	2021 Buy Foods Specifically Labeled as Probiotic
MP14145a_I	2021 Buy Foods Specifically Labeled as Probiotic: Index
MP14029a_B	2021 Buy Foods Specifically Labeled as Sugar-Free
MP14029a_I	2021 Buy Foods Specifically Labeled as Sugar-Free: Index
MP14152a_B	2021 Consider Self to Be Semi-Vegetarian
MP14152a_I	2021 Consider Self to Be Semi-Vegetarian: Index
MP14030a_B	2021 Used Meal or Dietary or Weight Loss Supplement Last 6 Mo
MP14030a_I	2021 Used Meal or Dietary or Weight Loss Supplement Last 6 Mo: Index
MP14031a_B	2021 Used Vitamins or Dietary Supplements Last 6 Mo
MP14031a_I	2021 Used Vitamins or Dietary Supplements Last 6 Mo: Index
MP14050a_B	2021 Provide Services as a Primary Caregiver or Caretaker
MP14050a_I	2021 Provide Services as a Primary Caregiver or Caretaker: Index
MP14156a_B	2021 Assist With Chores as Caregiver/Caretaker
MP14156a_I	2021 Assist With Chores as Caregiver/Caretaker: Index
MP14157a_B	2021 Assist With Personal Care as Caregiver/Caretaker
MP14157a_I	2021 Assist With Personal Care as Caregiver/Caretaker: Index
MP14158a_B	2021 Give Medication as Caregiver/Caretaker
MP14158a_I	2021 Give Medication as Caregiver/Caretaker: Index
MP14159a_B	2021 Make Doctor Appointments as Caregiver/Caretaker
MP14159a_I	2021 Make Doctor Appointments as Caregiver/Caretaker: Index
MP14160a_B	2021 Provide Transportation as Caregiver/Caretaker
MP14160a_I	2021 Provide Transportation as Caregiver/Caretaker: Index
MP14051a_B	2021 Visited Doctor Last 12 Mo
MP14051a_I	2021 Visited Doctor Last 12 Mo: Index
MP14052a_B	2021 Visited Doctor 1-2 Times Last 12 Mo
MP14052a_I	2021 Visited Doctor 1-2 Times Last 12 Mo: Index
MP14053a_B	2021 Visited Doctor 3-5 Times Last 12 Mo
MP14053a_I	2021 Visited Doctor 3-5 Times Last 12 Mo: Index
MP14054a_B	2021 Visited Doctor 6+ Times Last 12 Mo
MP14054a_I	2021 Visited Doctor 6+ Times Last 12 Mo: Index
MP14056a_B	2021 Visited Cardiologist Doctor Last 12 Mo
MP14056a_I	2021 Visited Cardiologist Doctor Last 12 Mo: Index
MP14057a_B	2021 Visited Chiropractor Doctor Last 12 Mo
MP14057a_I	2021 Visited Chiropractor Doctor Last 12 Mo: Index
MP14058a_B	2021 Visited Dentist Doctor Last 12 Mo
MP14058a_I	2021 Visited Dentist Doctor Last 12 Mo: Index
MP14059a_B	2021 Visited Dermatologist Doctor Last 12 Mo
MP14059a_I	2021 Visited Dermatologist Doctor Last 12 Mo: Index
MP14060a_B	2021 Visited Ear or Nose or Throat Doctor Last 12 Mo
MP14060a_I	2021 Visited Ear or Nose or Throat Doctor Last 12 Mo: Index
MP14061a_B	2021 Visited Eye Doctor Last 12 Mo
MP14061a_I	2021 Visited Eye Doctor Last 12 Mo: Index
MP14062a_B	2021 Visited Gastroenterologist Doctor Last 12 Mo
MP14062a_I	2021 Visited Gastroenterologist Doctor Last 12 Mo: Index
MP14063a_B	2021 Visited General or Family Doctor Last 12 Mo
MP14063a_I	2021 Visited General or Family Doctor Last 12 Mo: Index
MP14064a_B	2021 Visited Internist Doctor Last 12 Mo
MP14064a_I	2021 Visited Internist Doctor Last 12 Mo: Index
MP14065a_B	2021 Visited Physical Therapist Doctor Last 12 Mo
MP14065a_I	2021 Visited Physical Therapist Doctor Last 12 Mo: Index
MP14066a_B	2021 Visited Podiatrist Doctor Last 12 Mo
MP14066a_I	2021 Visited Podiatrist Doctor Last 12 Mo: Index
MP14067a_B	2021 Visited Urologist Doctor Last 12 Mo
MP14067a_I	2021 Visited Urologist Doctor Last 12 Mo: Index
MP14068a_B	2021 Visited Nurse Practitioner Last 12 Mo
MP14068a_I	2021 Visited Nurse Practitioner Last 12 Mo: Index
MP14069a_B	2021 Wear Regular/Sun/Tinted Prescription Eyeglasses
MP14069a_I	2021 Wear Regular/Sun/Tinted Prescription Eyeglasses: Index
MP14070a_B	2021 Wear Bi-Focal/Multi-Focal/Progressive Glasses
MP14070a_I	2021 Wear Bi-Focal/Multi-Focal/Progressive Glasses: Index
MP14072a_B	2021 Wear Soft Contact Lenses
MP14072a_I	2021 Wear Soft Contact Lenses: Index
MP14074a_B	2021 Spent \$1-\$99 On Eyeglasses Last 12 Mo
MP14074a_I	2021 Spent \$1-\$99 On Eyeglasses Last 12 Mo: Index
MP14075a_B	2021 Spent \$100-\$199 On Eyeglasses Last 12 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.

[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP14075a_I	2021 Spent \$100-\$199 On Eyeglasses Last 12 Mo: Index
MP14076a_B	2021 Spent \$200-\$249 On Eyeglasses Last 12 Mo
MP14076a_I	2021 Spent \$200-\$249 On Eyeglasses Last 12 Mo: Index
MP14077a_B	2021 Spent \$250+ On Eyeglasses Last 12 Mo
MP14077a_I	2021 Spent \$250+ On Eyeglasses Last 12 Mo: Index
MP14161a_B	2021 Spent \$100-\$199 On Contact Lenses Last 12 Mo
MP14161a_I	2021 Spent \$100-\$199 On Contact Lenses Last 12 Mo: Index
MP14080a_B	2021 Spent \$200+ On Contact Lenses Last 12 Mo
MP14080a_I	2021 Spent \$200+ On Contact Lenses Last 12 Mo: Index
MP14081a_B	2021 Bought Prescription Eyewear at Discount Optical Center
MP14081a_I	2021 Bought Prescription Eyewear at Discount Optical Center: Index
MP14082a_B	2021 Bought Prescription Eyewear at Private Eye Doctor
MP14082a_I	2021 Bought Prescription Eyewear at Private Eye Doctor: Index
MP14083a_B	2021 Bought Prescription Eyewear at Retail Optical Chain
MP14083a_I	2021 Bought Prescription Eyewear at Retail Optical Chain: Index
MP14134a_B	2021 Bought Prescription Eyewear Online
MP14134a_I	2021 Bought Prescription Eyewear Online: Index
MP14142a_B	2021 Used Acne Prescription Drug
MP14142a_I	2021 Used Acne Prescription Drug: Index
MP14084a_B	2021 Used Allergy or Hay Fever Prescription Drug
MP14084a_I	2021 Used Allergy or Hay Fever Prescription Drug: Index
MP14085a_B	2021 Used Anxiety or Panic Prescription Drug
MP14085a_I	2021 Used Anxiety or Panic Prescription Drug: Index
MP14086a_B	2021 Used Arthritis or Osteoarthritis Prescription Drug
MP14086a_I	2021 Used Arthritis or Osteoarthritis Prescription Drug: Index
MP14087a_B	2021 Used Rheumatoid Arthritis Prescription Drug
MP14087a_I	2021 Used Rheumatoid Arthritis Prescription Drug: Index
MP14088a_B	2021 Used Asthma Prescription Drug
MP14088a_I	2021 Used Asthma Prescription Drug: Index
MP14089a_B	2021 Used Backache or Back Pain Prescription Drug
MP14089a_I	2021 Used Backache or Back Pain Prescription Drug: Index
MP14090a_B	2021 Used Depression Prescription Drug
MP14090a_I	2021 Used Depression Prescription Drug: Index
MP14092a_B	2021 Used Diabetes (Non-Insulin Dependent Type-2) Prescription Drug
MP14092a_I	2021 Used Diabetes (Non-Insulin Dependent Type-2) Prescription Drug: Index
MP14094a_B	2021 Used Heartburn or Acid Reflux Prescription Drug
MP14094a_I	2021 Used Heartburn or Acid Reflux Prescription Drug: Index
MP14095a_B	2021 Used High Blood Pressure Prescription Drug
MP14095a_I	2021 Used High Blood Pressure Prescription Drug: Index
MP14096a_B	2021 Used High Cholesterol Prescription Drug
MP14096a_I	2021 Used High Cholesterol Prescription Drug: Index
MP14143a_B	2021 Used Insomnia Prescription Drug
MP14143a_I	2021 Used Insomnia Prescription Drug: Index
MP14097a_B	2021 Used Migraine Headache Prescription Drug
MP14097a_I	2021 Used Migraine Headache Prescription Drug: Index
MP14098a_B	2021 Used Sinus Congestion or Headache Prescription Drug
MP14098a_I	2021 Used Sinus Congestion or Headache Prescription Drug: Index
MP14099a_B	2021 Used Urinary Tract Infection Prescription Drug
MP14099a_I	2021 Used Urinary Tract Infection Prescription Drug: Index
MP14130a_B	2021 Filled Prescription at Discount or Department Store Last 12 Mo
MP14130a_I	2021 Filled Prescription at Discount or Department Store Last 12 Mo: Index
MP14131a_B	2021 Filled Prescription at Drug Store or Pharmacy Last 12 Mo
MP14131a_I	2021 Filled Prescription at Drug Store or Pharmacy Last 12 Mo: Index
MP14132a_B	2021 Filled Prescription at Supermarket Last 12 Mo
MP14132a_I	2021 Filled Prescription at Supermarket Last 12 Mo: Index
MP14133a_B	2021 Filled Prescription by Mail Order Last 12 Mo
MP14133a_I	2021 Filled Prescription by Mail Order Last 12 Mo: Index
MP14135a_B	2021 Spent \$1-\$9 On Out of Pocket Prescription Drugs Last 30 Days
MP14135a_I	2021 Spent \$1-\$9 On Out of Pocket Prescription Drugs Last 30 Days: Index
MP14136a_B	2021 Spent \$10-\$19 On Out of Pocket Prescription Drugs Last 30 Days
MP14136a_I	2021 Spent \$10-\$19 On Out of Pocket Prescription Drugs Last 30 Days: Index
MP14137a_B	2021 Spent \$20-\$29 On Out of Pocket Prescription Drugs Last 30 Days
MP14137a_I	2021 Spent \$20-\$29 On Out of Pocket Prescription Drugs Last 30 Days: Index
MP14138a_B	2021 Spent \$30-\$49 On Out of Pocket Prescription Drugs Last 30 Days
MP14138a_I	2021 Spent \$30-\$49 On Out of Pocket Prescription Drugs Last 30 Days: Index
MP14139a_B	2021 Spent \$50-\$99 On Out of Pocket Prescription Drugs Last 30 Days
MP14139a_I	2021 Spent \$50-\$99 On Out of Pocket Prescription Drugs Last 30 Days: Index
MP14140a_B	2021 Spent \$100-\$149 On Out of Pocket Prescription Drugs Last 30 Days
MP14140a_I	2021 Spent \$100-\$149 On Out of Pocket Prescription Drugs Last 30 Days: Index
MP14141a_B	2021 Spent \$150+ On Out of Pocket Prescription Drugs Last 30 Days
MP14141a_I	2021 Spent \$150+ On Out of Pocket Prescription Drugs Last 30 Days: Index
MP14103a_B	2021 Used Cold or Sinus or Allergy Med (Nonprescr) Last 6 Mo
MP14103a_I	2021 Used Cold or Sinus or Allergy Med (Nonprescr) Last 6 Mo: Index
MP14107a_B	2021 Used Cough Syrup or Suppressant (Nonprescr) Last 6 Mo
MP14107a_I	2021 Used Cough Syrup or Suppressant (Nonprescr) Last 6 Mo: Index
MP14114a_B	2021 Used Medicated Skin Cream or Lotion or Spray Last 6 Mo
MP14114a_I	2021 Used Medicated Skin Cream or Lotion or Spray Last 6 Mo: Index
MP14115a_B	2021 Used Non-Medicated Nasal Spray Last 6 Mo
MP14115a_I	2021 Used Non-Medicated Nasal Spray Last 6 Mo: Index
MP14117a_B	2021 Used Pain Relieving Rub or Liquid or Patch Last 6 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP14117a_I	2021 Used Pain Relieving Rub or Liquid or Patch Last 6 Mo: Index
MP14118a_B	2021 Used Sleeping Aid or Snore Relief Last 6 Mo
MP14118a_I	2021 Used Sleeping Aid or Snore Relief Last 6 Mo: Index
MP14119a_B	2021 Used Sore Throat Remedy or Cough Drops Last 6 Mo
MP14119a_I	2021 Used Sore Throat Remedy or Cough Drops Last 6 Mo: Index
MP14120a_B	2021 Used Sunburn Remedy Last 12 Mo
MP14120a_I	2021 Used Sunburn Remedy Last 12 Mo: Index
MP14121a_B	2021 Used Suntan or Sunscreen Product Last 12 Mo
MP14121a_I	2021 Used Suntan or Sunscreen Product Last 12 Mo: Index
MP14125a_B	2021 Used Toothache/Gum/Canker Sore Remedy Last 6 Mo
MP14125a_I	2021 Used Toothache/Gum/Canker Sore Remedy Last 6 Mo: Index
MP14147h_B	2021 HH Used Children's Cold Tablets/Liquids Last 6 Mo
MP14147h_I	2021 HH Used Children's Cold Tablets/Liquids Last 6 Mo: Index
MP14148h_B	2021 HH Used Children's Cough Syrup Last 6 Mo
MP14148h_I	2021 HH Used Children's Cough Syrup Last 6 Mo: Index
MP14149h_B	2021 HH Used Kids Pain Reliever/Fever Reducer Last 6 Mo
MP14149h_I	2021 HH Used Kids Pain Reliever/Fever Reducer Last 6 Mo: Index
MP14150h_B	2021 HH Used Kids Vitamins/Nutritional Supplements Last 6 Mo
MP14150h_I	2021 HH Used Kids Vitamins/Nutritional Supplements Last 6 Mo: Index
MP25002a_B	2021 Used Body Wash or Shower Gel Last 6 Mo
MP25002a_I	2021 Used Body Wash or Shower Gel Last 6 Mo: Index
MP25003a_B	2021 Used Breath Freshener Last 6 Mo
MP25003a_I	2021 Used Breath Freshener Last 6 Mo: Index
MP25004a_B	2021 Used Gum Breath Freshener Last 6 Mo
MP25004a_I	2021 Used Gum Breath Freshener Last 6 Mo: Index
MP25005a_B	2021 Used Mints Breath Freshener Last 6 Mo
MP25005a_I	2021 Used Mints Breath Freshener Last 6 Mo: Index
MP25007a_B	2021 Used Thin Film Breath Freshener Last 6 Mo
MP25007a_I	2021 Used Thin Film Breath Freshener Last 6 Mo: Index
MP25009a_B	2021 Used Complexion Care Product Last 6 Mo
MP25009a_I	2021 Used Complexion Care Product Last 6 Mo: Index
MP25015a_B	2021 Used Denture Adhesive or Fixative Last 6 Mo
MP25015a_I	2021 Used Denture Adhesive or Fixative Last 6 Mo: Index
MP25016a_B	2021 Used Denture Cleaner Last 6 Mo
MP25016a_I	2021 Used Denture Cleaner Last 6 Mo: Index
MP25020a_B	2021 Used Facial Moisturizer Last 6 Mo
MP25020a_I	2021 Used Facial Moisturizer Last 6 Mo: Index
MP25021a_B	2021 Used Personal Foot Care Product Last 6 Mo
MP25021a_I	2021 Used Personal Foot Care Product Last 6 Mo: Index
MP25022a_B	2021 Used Hair Coloring Product (At Home) Last 6 Mo
MP25022a_I	2021 Used Hair Coloring Product (At Home) Last 6 Mo: Index
MP25024a_B	2021 Used Hair Conditioning Treatment (At Home) Last 6 Mo
MP25024a_I	2021 Used Hair Conditioning Treatment (At Home) Last 6 Mo: Index
MP25025a_B	2021 Used Hair Growth Product Last 6 Mo
MP25025a_I	2021 Used Hair Growth Product Last 6 Mo: Index
MP25026a_B	2021 Used Hair Spray (At Home) Last 6 Mo
MP25026a_I	2021 Used Hair Spray (At Home) Last 6 Mo: Index
MP25027a_B	2021 Used Hair Styling Gel or Lotion or Mousse Last 6 Mo
MP25027a_I	2021 Used Hair Styling Gel or Lotion or Mousse Last 6 Mo: Index
MP25031a_B	2021 Used Mouthwash Last 6 Mo
MP25031a_I	2021 Used Mouthwash Last 6 Mo: Index
MP25032a_B	2021 Used Mouthwash 8+ Times Last 7 Days
MP25032a_I	2021 Used Mouthwash 8+ Times Last 7 Days: Index
MP25040a_B	2021 Used Whitening Toothpaste Last 6 Mo
MP25040a_I	2021 Used Whitening Toothpaste Last 6 Mo: Index
MP25043a_B	2021 Used Tooth Whitener (Not Toothpaste) Last 6 Mo
MP25043a_I	2021 Used Tooth Whitener (Not Toothpaste) Last 6 Mo: Index
MP25055a_B	2021 Used Tooth Whitener (Gel) Last 6 Mo
MP25055a_I	2021 Used Tooth Whitener (Gel) Last 6 Mo: Index
MP25044a_B	2021 Used Tooth Whitener (Strips) Last 6 Mo
MP25044a_I	2021 Used Tooth Whitener (Strips) Last 6 Mo: Index
MP25045a_B	2021 Visited a Day Spa Last 6 Mo
MP25045a_I	2021 Visited a Day Spa Last 6 Mo: Index
MP25046a_B	2021 Purchased Product at Salon or Day Spa Last 6 Mo
MP25046a_I	2021 Purchased Product at Salon or Day Spa Last 6 Mo: Index
MP25047a_B	2021 Used Professional Service For Haircut Last 6 Mo
MP25047a_I	2021 Used Professional Service For Haircut Last 6 Mo: Index
MP25048a_B	2021 Used Professional Service For Hair Color/Highlights Last 6 Mo
MP25048a_I	2021 Used Professional Service For Hair Color/Highlights Last 6 Mo: Index
MP25049a_B	2021 Used Professional Service For Facial Last 6 Mo
MP25049a_I	2021 Used Professional Service For Facial Last 6 Mo: Index
MP25050a_B	2021 Used Professional Service For Massage Last 6 Mo
MP25050a_I	2021 Used Professional Service For Massage Last 6 Mo: Index
MP25051a_B	2021 Used Professional Service For Manicure Last 6 Mo
MP25051a_I	2021 Used Professional Service For Manicure Last 6 Mo: Index
MP25052a_B	2021 Used Professional Service For Pedicure Last 6 Mo
MP25052a_I	2021 Used Professional Service For Pedicure Last 6 Mo: Index
MP25056a_B	2021 Spent \$1-\$99 at Barber Shop Last 6 Mo
MP25056a_I	2021 Spent \$1-\$99 at Barber Shop Last 6 Mo: Index
MP25057a_B	2021 Spent \$100+ at Barber Shop Last 6 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.

[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP25057a_I	2021 Spent \$100+ at Barber Shop Last 6 Mo: Index
MP25058a_B	2021 Spent \$1-\$99 at Beauty Salon Last 6 Mo
MP25058a_I	2021 Spent \$1-\$99 at Beauty Salon Last 6 Mo: Index
MP25059a_B	2021 Spent \$100+ at Beauty Salon Last 6 Mo
MP25059a_I	2021 Spent \$100+ at Beauty Salon Last 6 Mo: Index
MP32001a_B	2021 Smoked Cigarettes Last 12 Mo
MP32001a_I	2021 Smoked Cigarettes Last 12 Mo: Index
MP32002a_B	2021 Smoked 9+ Packs Of Cigarettes Last 7 Days
MP32002a_I	2021 Smoked 9+ Packs Of Cigarettes Last 7 Days: Index
MP32003a_B	2021 Smoked Menthol Cigarettes Last 12 Mo
MP32003a_I	2021 Smoked Menthol Cigarettes Last 12 Mo: Index
MP32004a_B	2021 Smoked Non-Menthol Cigarettes Last 12 Mo
MP32004a_I	2021 Smoked Non-Menthol Cigarettes Last 12 Mo: Index
MP32010a_B	2021 Smoked Electronic/E-Cigarette/Vaporizer Last 12 Mo
MP32010a_I	2021 Smoked Electronic/E-Cigarette/Vaporizer Last 12 Mo: Index
MP32005a_B	2021 Smoked Cigar Last 6 Mo
MP32005a_I	2021 Smoked Cigar Last 6 Mo: Index
MP32006a_B	2021 Smoked 2+ Cigars Last 7 Days
MP32006a_I	2021 Smoked 2+ Cigars Last 7 Days: Index
MP32011a_B	2021 Used Chewing or Smokeless Tobacco Last 6 Mo
MP32011a_I	2021 Used Chewing or Smokeless Tobacco Last 6 Mo: Index
MP32012a_B	2021 Used Pipe Tobacco Last 6 Mo
MP32012a_I	2021 Used Pipe Tobacco Last 6 Mo: Index
MP32007a_B	2021 Used 'Cold Turkey' Method to Stop Smoking/Last 12 Mo
MP32007a_I	2021 Used 'Cold Turkey' Method to Stop Smoking/Last 12 Mo: Index
<b>Home Improvement, Garden and Lawn (Market Potential)</b>	
MP11001a_B	2021 Have a Garden
MP11001a_I	2021 Have a Garden: Index
MP11002a_B	2021 Participated in Outdoor Gardening Last 12 Mo
MP11002a_I	2021 Participated in Outdoor Gardening Last 12 Mo: Index
MP11003h_B	2021 HH Purchased Lawn Maintenance Service Last 12 Mo
MP11003h_I	2021 HH Purchased Lawn Maintenance Service Last 12 Mo: Index
MP11004h_B	2021 HH Used Service For Property/Garden Maintenance Last 12 Mo
MP11004h_I	2021 HH Used Service For Property/Garden Maintenance Last 12 Mo: Index
MP11005h_B	2021 HH Spent \$1-\$299 On Property/Garden Maintenance Last 12 Mo
MP11005h_I	2021 HH Spent \$1-\$299 On Property/Garden Maintenance Last 12 Mo: Index
MP11006h_B	2021 HH Spent \$300-\$499 On Property/Garden Maintenance Last 12 Mo
MP11006h_I	2021 HH Spent \$300-\$499 On Property/Garden Maintenance Last 12 Mo: Index
MP11007h_B	2021 HH Spent \$500+ On Property/Garden Maintenance Last 12 Mo
MP11007h_I	2021 HH Spent \$500+ On Property/Garden Maintenance Last 12 Mo: Index
MP11008h_B	2021 HH Purchased Bulbs Last 12 Mo
MP11008h_I	2021 HH Purchased Bulbs Last 12 Mo: Index
MP11009h_B	2021 HH Purchased Flower Seeds Last 12 Mo
MP11009h_I	2021 HH Purchased Flower Seeds Last 12 Mo: Index
MP11010h_B	2021 HH Purchased Garden Fertilizer Last 12 Mo
MP11010h_I	2021 HH Purchased Garden Fertilizer Last 12 Mo: Index
MP11011h_B	2021 HH Purchased Garden Insecticide Last 12 Mo
MP11011h_I	2021 HH Purchased Garden Insecticide Last 12 Mo: Index
MP11012h_B	2021 HH Bought Lawn Fertilizer With Weed Control Last 12 Mo
MP11012h_I	2021 HH Bought Lawn Fertilizer With Weed Control Last 12 Mo: Index
MP11013h_B	2021 HH Bought Lawn Fertilizer With No Weed Control Last 12 Mo
MP11013h_I	2021 HH Bought Lawn Fertilizer With No Weed Control Last 12 Mo: Index
MP11014h_B	2021 HH Purchased Lawn Insecticide Last 12 Mo
MP11014h_I	2021 HH Purchased Lawn Insecticide Last 12 Mo: Index
MP11015h_B	2021 HH Purchased Lawn Seed Last 12 Mo
MP11015h_I	2021 HH Purchased Lawn Seed Last 12 Mo: Index
MP11016h_B	2021 HH Purchased Organic Soil Additives Last 12 Mo
MP11016h_I	2021 HH Purchased Organic Soil Additives Last 12 Mo: Index
MP11017h_B	2021 HH Purchased Outdoor Plant Food Last 12 Mo
MP11017h_I	2021 HH Purchased Outdoor Plant Food Last 12 Mo: Index
MP11019h_B	2021 HH Purchased Outdoor Shrub or Plant Last 12 Mo
MP11019h_I	2021 HH Purchased Outdoor Shrub or Plant Last 12 Mo: Index
MP11020h_B	2021 HH Purchased Tree Last 12 Mo
MP11020h_I	2021 HH Purchased Tree Last 12 Mo: Index
MP11021h_B	2021 HH Purchased Vegetable Plants Last 12 Mo
MP11021h_I	2021 HH Purchased Vegetable Plants Last 12 Mo: Index
MP11022h_B	2021 HH Purchased Vegetable Seeds Last 12 Mo
MP11022h_I	2021 HH Purchased Vegetable Seeds Last 12 Mo: Index
MP11024h_B	2021 HH Owns Garden Tiller
MP11024h_I	2021 HH Owns Garden Tiller: Index
MP11025h_B	2021 HH Owns Electric Walk Behind Lawn Mower
MP11025h_I	2021 HH Owns Electric Walk Behind Lawn Mower: Index
MP11026h_B	2021 HH Owns Gas Walk Behind Lawn Mower
MP11026h_I	2021 HH Owns Gas Walk Behind Lawn Mower: Index
MP11027h_B	2021 HH Owns Riding Lawn Mower
MP11027h_I	2021 HH Owns Riding Lawn Mower: Index
MP11029h_B	2021 HH Owns Lawn or Garden Tractor
MP11029h_I	2021 HH Owns Lawn or Garden Tractor: Index
MP11030h_B	2021 HH Owns Electric Outdoor Blower

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP11030h_I	2021 HH Owns Electric Outdoor Blower: Index
MP11031h_B	2021 HH Owns Gas Outdoor Blower
MP11031h_I	2021 HH Owns Gas Outdoor Blower: Index
MP11034h_B	2021 HH Owns Electric Trimmer or Edger
MP11034h_I	2021 HH Owns Electric Trimmer or Edger: Index
MP11035h_B	2021 HH Owns Gas Trimmer or Edger
MP11035h_I	2021 HH Owns Gas Trimmer or Edger: Index
MP11036h_B	2021 HH Purchased Any Tool Last 12 Mo
MP11036h_I	2021 HH Purchased Any Tool Last 12 Mo: Index
MP11037h_B	2021 HH Owns Automotive Tools
MP11037h_I	2021 HH Owns Automotive Tools: Index
MP11038h_B	2021 HH Owns Electric Chain Saw
MP11038h_I	2021 HH Owns Electric Chain Saw: Index
MP11039h_B	2021 HH Owns Gas Chain Saw
MP11039h_I	2021 HH Owns Gas Chain Saw: Index
MP11040h_B	2021 HH Owns Portable Circular Saw
MP11040h_I	2021 HH Owns Portable Circular Saw: Index
MP11042h_B	2021 HH Owns Corded Electric Drill
MP11042h_I	2021 HH Owns Corded Electric Drill: Index
MP11043h_B	2021 HH Owns Cordless Electric Drill
MP11043h_I	2021 HH Owns Cordless Electric Drill: Index
MP11044h_B	2021 HH Owns Electric Router
MP11044h_I	2021 HH Owns Electric Router: Index
MP11045h_B	2021 HH Owns Electric Sander
MP11045h_I	2021 HH Owns Electric Sander: Index
MP11046h_B	2021 HH Owns Electric Cordless Screwdriver
MP11046h_I	2021 HH Owns Electric Cordless Screwdriver: Index
MP11049h_B	2021 HH Owns Portable Jig or Sabre Saw
MP11049h_I	2021 HH Owns Portable Jig or Sabre Saw: Index
MP11051h_B	2021 HH Owns Cordless Power Ratchet
MP11051h_I	2021 HH Owns Cordless Power Ratchet: Index
MP11052h_B	2021 HH Owns Staple Gun
MP11052h_I	2021 HH Owns Staple Gun: Index
MP11053h_B	2021 HH Owns Band Saw (Stationary)
MP11053h_I	2021 HH Owns Band Saw (Stationary): Index
MP11054h_B	2021 HH Owns Drill Press (Stationary)
MP11054h_I	2021 HH Owns Drill Press (Stationary): Index
MP11055h_B	2021 HH Owns Radial Arm Saw (Stationary)
MP11055h_I	2021 HH Owns Radial Arm Saw (Stationary): Index
MP11056h_B	2021 HH Owns Table Saw (Stationary)
MP11056h_I	2021 HH Owns Table Saw (Stationary): Index
MP11057h_B	2021 HH Owns Welder
MP11057h_I	2021 HH Owns Welder: Index
MP15001h_B	2021 HH Did Any Home Remodeling Last 12 Mo
MP15001h_I	2021 HH Did Any Home Remodeling Last 12 Mo: Index
MP15002h_B	2021 HH Used Any Green Product With Home Remodeling Work
MP15002h_I	2021 HH Used Any Green Product With Home Remodeling Work: Index
MP15003h_B	2021 HH Spent \$1-\$499 On Home Remodeling Last 12 Mo
MP15003h_I	2021 HH Spent \$1-\$499 On Home Remodeling Last 12 Mo: Index
MP15004h_B	2021 HH Spent \$500-\$2,499 On Home Remodeling Last 12 Mo
MP15004h_I	2021 HH Spent \$500-\$2,499 On Home Remodeling Last 12 Mo: Index
MP15005h_B	2021 HH Spent \$2,500-\$4,999 On Home Remodeling Last 12 Mo
MP15005h_I	2021 HH Spent \$2,500-\$4,999 On Home Remodeling Last 12 Mo: Index
MP15006h_B	2021 HH Spent \$5,000+ On Home Remodeling Last 12 Mo
MP15006h_I	2021 HH Spent \$5,000+ On Home Remodeling Last 12 Mo: Index
MP15007h_B	2021 HH Member Did Home Remodeling Work Last 12 Mo
MP15007h_I	2021 HH Member Did Home Remodeling Work Last 12 Mo: Index
MP15008h_B	2021 HH Used Contractor For Home Remodeling Work Last 12 Mo
MP15008h_I	2021 HH Used Contractor For Home Remodeling Work Last 12 Mo: Index
MP15009h_B	2021 HH Did Bathroom Remodeling Last 12 Mo
MP15009h_I	2021 HH Did Bathroom Remodeling Last 12 Mo: Index
MP15010h_B	2021 HH Did Bedroom Remodeling Last 12 Mo
MP15010h_I	2021 HH Did Bedroom Remodeling Last 12 Mo: Index
MP15011h_B	2021 HH Did Kitchen Remodeling Last 12 Mo
MP15011h_I	2021 HH Did Kitchen Remodeling Last 12 Mo: Index
MP15012h_B	2021 HH Did Carpeting Home Remodeling Last 12 Mo
MP15012h_I	2021 HH Did Carpeting Home Remodeling Last 12 Mo: Index
MP15013h_B	2021 HH Did Roofing Home Remodeling Last 12 Mo
MP15013h_I	2021 HH Did Roofing Home Remodeling Last 12 Mo: Index
MP15014h_B	2021 HH Did Any Home Improvements Last 12 Mo
MP15014h_I	2021 HH Did Any Home Improvements Last 12 Mo: Index
MP15015h_B	2021 HH Used Any Green Product With Home Improvement Work
MP15015h_I	2021 HH Used Any Green Product With Home Improvement Work: Index
MP15016h_B	2021 HH Spent \$1-\$149 On Home Improvements Last 12 Mo
MP15016h_I	2021 HH Spent \$1-\$149 On Home Improvements Last 12 Mo: Index
MP15017h_B	2021 HH Spent \$150-\$499 On Home Improvements Last 12 Mo
MP15017h_I	2021 HH Spent \$150-\$499 On Home Improvements Last 12 Mo: Index
MP15018h_B	2021 HH Spent \$500+ On Home Improvements Last 12 Mo
MP15018h_I	2021 HH Spent \$500+ On Home Improvements Last 12 Mo: Index
MP15019h_B	2021 HH Member Did Home Improvement Work Last 12 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP15019h_I	2021 HH Member Did Home Improvement Work Last 12 Mo: Index
MP15020h_B	2021 HH Used Contractor For Home Improvement Work Last 12 Mo
MP15020h_I	2021 HH Used Contractor For Home Improvement Work Last 12 Mo: Index
MP15027h_B	2021 HH Did Exterior Painting Last 12 Mo
MP15027h_I	2021 HH Did Exterior Painting Last 12 Mo: Index
MP15029h_B	2021 HH Did Interior Painting Last 12 Mo
MP15029h_I	2021 HH Did Interior Painting Last 12 Mo: Index
MP15028h_B	2021 HH Member Did Exterior Painting Last 12 Mo
MP15028h_I	2021 HH Member Did Exterior Painting Last 12 Mo: Index
MP15030h_B	2021 HH Member Did Interior Painting Last 12 Mo
MP15030h_I	2021 HH Member Did Interior Painting Last 12 Mo: Index
MP15031h_B	2021 HH Bought Paint or Stain Last 12 Mo
MP15031h_I	2021 HH Bought Paint or Stain Last 12 Mo: Index
MP15032h_B	2021 HH Bought 1-3 Gallons Paint or Stain Last 12 Mo
MP15032h_I	2021 HH Bought 1-3 Gallons Paint or Stain Last 12 Mo: Index
MP15033h_B	2021 HH Bought 4-7 Gallons Paint or Stain Last 12 Mo
MP15033h_I	2021 HH Bought 4-7 Gallons Paint or Stain Last 12 Mo: Index
MP15034h_B	2021 HH Bought 8+ Gallons Paint or Stain Last 12 Mo
MP15034h_I	2021 HH Bought 8+ Gallons Paint or Stain Last 12 Mo: Index
MP15036h_B	2021 HH Bought Exterior Paint or Stain Last 12 Mo
MP15036h_I	2021 HH Bought Exterior Paint or Stain Last 12 Mo: Index
MP15039h_B	2021 HH Bought Interior Paint or Stain Last 12 Mo
MP15039h_I	2021 HH Bought Interior Paint or Stain Last 12 Mo: Index
MP15035h_B	2021 HH Spent \$101+ On Paint or Stain Last 12 Mo
MP15035h_I	2021 HH Spent \$101+ On Paint or Stain Last 12 Mo: Index
MP15043h_B	2021 HH Used Professional Exterminator Last 12 Mo
MP15043h_I	2021 HH Used Professional Exterminator Last 12 Mo: Index
MP15044h_B	2021 HH Used Any Maid/Prof Cleaning Service (Incl Furn/Carpet) Last 12 Mo
MP15044h_I	2021 HH Used Any Maid/Prof Cleaning Service (Incl Furn/Carpet) Last 12 Mo: Index
MP15045h_B	2021 HH Used Maid or Housekeeper Last 12 Mo
MP15045h_I	2021 HH Used Maid or Housekeeper Last 12 Mo: Index
MP15046h_B	2021 HH Used Prof Cleaning Service (Not Incl Furn/Carpet) Last 12 Mo
MP15046h_I	2021 HH Used Prof Cleaning Service (Not Incl Furn/Carpet) Last 12 Mo: Index
MP15042h_B	2021 HH Used Professional Carpet Cleaning Service Last 12 Mo
MP15042h_I	2021 HH Used Professional Carpet Cleaning Service Last 12 Mo: Index
<b>Household Goods, Furniture and Appliances (Market Potential)</b>	
MP16004h_B	2021 HH Purchased Low Ticket HH Furnishing Last 12 Mo
MP16004h_I	2021 HH Purchased Low Ticket HH Furnishing Last 12 Mo: Index
MP16005h_B	2021 HH Purchased Curtains Last 12 Mo
MP16005h_I	2021 HH Purchased Curtains Last 12 Mo: Index
MP16007h_B	2021 HH Purchased Table or Floor Lamp Last 12 Mo
MP16007h_I	2021 HH Purchased Table or Floor Lamp Last 12 Mo: Index
MP16008h_B	2021 HH Purchased Area Rug Last 12 Mo
MP16008h_I	2021 HH Purchased Area Rug Last 12 Mo: Index
MP16009h_B	2021 HH Purchased Lawn or Porch Furniture Last 12 Mo
MP16009h_I	2021 HH Purchased Lawn or Porch Furniture Last 12 Mo: Index
MP16010h_B	2021 HH Purchased Big Ticket HH Furnishing Last 12 Mo
MP16010h_I	2021 HH Purchased Big Ticket HH Furnishing Last 12 Mo: Index
MP16011h_B	2021 HH Purchased Bedroom Furniture Last 12 Mo
MP16011h_I	2021 HH Purchased Bedroom Furniture Last 12 Mo: Index
MP16012h_B	2021 HH Purchased Bed Frame or Headboard Last 12 Mo
MP16012h_I	2021 HH Purchased Bed Frame or Headboard Last 12 Mo: Index
MP16013h_B	2021 HH Purchased Box Spring Last 12 Mo
MP16013h_I	2021 HH Purchased Box Spring Last 12 Mo: Index
MP16014h_B	2021 HH Purchased Mattress Last 12 Mo
MP16014h_I	2021 HH Purchased Mattress Last 12 Mo: Index
MP16015h_B	2021 HH Purchased Dining Room Furniture Last 12 Mo
MP16015h_I	2021 HH Purchased Dining Room Furniture Last 12 Mo: Index
MP16016h_B	2021 HH Purchased Kitchen Furniture Last 12 Mo
MP16016h_I	2021 HH Purchased Kitchen Furniture Last 12 Mo: Index
MP16017h_B	2021 HH Purchased Living Room Furniture Last 12 Mo
MP16017h_I	2021 HH Purchased Living Room Furniture Last 12 Mo: Index
MP16018h_B	2021 HH Purchased Recliner Last 12 Mo
MP16018h_I	2021 HH Purchased Recliner Last 12 Mo: Index
MP16019h_B	2021 HH Purchased Sofa or Sectional Last 12 Mo
MP16019h_I	2021 HH Purchased Sofa or Sectional Last 12 Mo: Index
MP16020h_B	2021 HH Bought Any Climate Control Appliance Last 12 Mo
MP16020h_I	2021 HH Bought Any Climate Control Appliance Last 12 Mo: Index
MP16021h_B	2021 HH Owns Air Cleaner (Electric)
MP16021h_I	2021 HH Owns Air Cleaner (Electric): Index
MP16022h_B	2021 HH Owns Air Conditioner (Separate Room)
MP16022h_I	2021 HH Owns Air Conditioner (Separate Room): Index
MP16023h_B	2021 HH Owns Dehumidifier
MP16023h_I	2021 HH Owns Dehumidifier: Index
MP16024h_B	2021 HH Owns Attic or Whole House Fan
MP16024h_I	2021 HH Owns Attic or Whole House Fan: Index
MP16025h_B	2021 HH Owns Ceiling Fan (Not Bathroom Vent)
MP16025h_I	2021 HH Owns Ceiling Fan (Not Bathroom Vent): Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP16026h_B	2021 HH Owns Fireplace
MP16026h_I	2021 HH Owns Fireplace: Index
MP16027h_B	2021 HH Owns Heat Pump
MP16027h_I	2021 HH Owns Heat Pump: Index
MP16028h_B	2021 HH Owns Humidifier
MP16028h_I	2021 HH Owns Humidifier: Index
MP16029h_B	2021 HH Owns Space Heater (Electric)
MP16029h_I	2021 HH Owns Space Heater (Electric): Index
MP16098h_B	2021 HH Owns 'Smart' or Wi-Fi Connected Thermostat
MP16098h_I	2021 HH Owns 'Smart' or Wi-Fi Connected Thermostat: Index
MP16030h_B	2021 HH Has Central Air Conditioner
MP16030h_I	2021 HH Has Central Air Conditioner: Index
MP16031h_B	2021 HH Has Central Electric Heating
MP16031h_I	2021 HH Has Central Electric Heating: Index
MP16032h_B	2021 HH Has Central Natural Gas Heating
MP16032h_I	2021 HH Has Central Natural Gas Heating: Index
MP16034h_B	2021 HH Bought Any Small Kitchen Appliance Last 12 Mo
MP16034h_I	2021 HH Bought Any Small Kitchen Appliance Last 12 Mo: Index
MP16036h_B	2021 HH Owns Bread Making Machine
MP16036h_I	2021 HH Owns Bread Making Machine: Index
MP16038h_B	2021 HH Owns Electric Coffee Grinder
MP16038h_I	2021 HH Owns Electric Coffee Grinder: Index
MP16041h_B	2021 HH Owns Coffee Maker (Single Cup or Pod Brewing)
MP16041h_I	2021 HH Owns Coffee Maker (Single Cup or Pod Brewing): Index
MP16043h_B	2021 HH Owns Espresso or Cappuccino Maker
MP16043h_I	2021 HH Owns Espresso or Cappuccino Maker: Index
MP16044h_B	2021 HH Owns Electric Food Processor
MP16044h_I	2021 HH Owns Electric Food Processor: Index
MP16047h_B	2021 HH Owns Ice Cream Maker
MP16047h_I	2021 HH Owns Ice Cream Maker: Index
MP16046h_B	2021 HH Owns Electric Indoor Grill
MP16046h_I	2021 HH Owns Electric Indoor Grill: Index
MP16048h_B	2021 HH Owns Electric Juicer
MP16048h_I	2021 HH Owns Electric Juicer: Index
MP16052h_B	2021 HH Owns Pasta Machine
MP16052h_I	2021 HH Owns Pasta Machine: Index
MP16059h_B	2021 HH Owns Vacuum Sealer
MP16059h_I	2021 HH Owns Vacuum Sealer: Index
MP16061h_B	2021 HH Bought Any Large Kitchen Appliance Last 12 Mo
MP16061h_I	2021 HH Bought Any Large Kitchen Appliance Last 12 Mo: Index
MP16062h_B	2021 HH Owns Cooktop
MP16062h_I	2021 HH Owns Cooktop: Index
MP16099h_B	2021 HH Owns Dishwasher
MP16099h_I	2021 HH Owns Dishwasher: Index
MP16065h_B	2021 HH Owns Separate Freezer
MP16065h_I	2021 HH Owns Separate Freezer: Index
MP16067h_B	2021 HH Owns Charcoal Grill
MP16067h_I	2021 HH Owns Charcoal Grill: Index
MP16068h_B	2021 HH Owns Electric Outdoor Grill
MP16068h_I	2021 HH Owns Electric Outdoor Grill: Index
MP16069h_B	2021 HH Owns Gas Grill
MP16069h_I	2021 HH Owns Gas Grill: Index
MP16100h_B	2021 HH Owns Microwave
MP16100h_I	2021 HH Owns Microwave: Index
MP16071h_B	2021 HH Owns Continuous Cleaning Oven
MP16071h_I	2021 HH Owns Continuous Cleaning Oven: Index
MP16072h_B	2021 HH Owns Convection Oven
MP16072h_I	2021 HH Owns Convection Oven: Index
MP16073h_B	2021 HH Owns Built-In Electric Range or Oven
MP16073h_I	2021 HH Owns Built-In Electric Range or Oven: Index
MP16074h_B	2021 HH Owns Built-In Gas Range or Oven
MP16074h_I	2021 HH Owns Built-In Gas Range or Oven: Index
MP16075h_B	2021 HH Owns Combination Range or Microwave
MP16075h_I	2021 HH Owns Combination Range or Microwave: Index
MP16077h_B	2021 HH Owns Electric Stove or Range
MP16077h_I	2021 HH Owns Electric Stove or Range: Index
MP16078h_B	2021 HH Owns Gas Stove or Range
MP16078h_I	2021 HH Owns Gas Stove or Range: Index
MP16101h_B	2021 HH Owns Refrigerator
MP16101h_I	2021 HH Owns Refrigerator: Index
MP16079h_B	2021 HH Owns Trash Compactor
MP16079h_I	2021 HH Owns Trash Compactor: Index
MP16080h_B	2021 HH Bought Any Appliance Last 12 Mo
MP16080h_I	2021 HH Bought Any Appliance Last 12 Mo: Index
MP16083h_B	2021 HH Owns Electric Clothes Dryer
MP16083h_I	2021 HH Owns Electric Clothes Dryer: Index
MP16084h_B	2021 HH Owns Gas Clothes Dryer
MP16084h_I	2021 HH Owns Gas Clothes Dryer: Index
MP16087h_B	2021 HH Owns Portable Generator
MP16087h_I	2021 HH Owns Portable Generator: Index



# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.

[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP16088h_B	2021 HH Owns Hot Tub or Whirlpool Spa
MP16088h_I	2021 HH Owns Hot Tub or Whirlpool Spa: Index
MP16090h_B	2021 HH Owns Sewing Machine
MP16090h_I	2021 HH Owns Sewing Machine: Index
MP16102h_B	2021 HH Owns Standard or Wired Home Security System
MP16102h_I	2021 HH Owns Standard or Wired Home Security System: Index
MP16103h_B	2021 HH Owns 'Smart' or Wi-Fi Home Security System
MP16103h_I	2021 HH Owns 'Smart' or Wi-Fi Home Security System: Index
MP16091h_B	2021 HH Owns Smoke or Fire Detector
MP16091h_I	2021 HH Owns Smoke or Fire Detector: Index
MP16095h_B	2021 HH Owns High Efficiency Washing Machine
MP16095h_I	2021 HH Owns High Efficiency Washing Machine: Index
MP16096h_B	2021 HH Owns Standard Washing Machine
MP16096h_I	2021 HH Owns Standard Washing Machine: Index
MP16097h_B	2021 HH Owns Stacked Washer or Dryer
MP16097h_I	2021 HH Owns Stacked Washer or Dryer: Index
MP16104h_B	2021 HH Owns 'SmartHome' Thermostat Connected to Hub
MP16104h_I	2021 HH Owns 'SmartHome' Thermostat Connected to Hub: Index
MP16105h_B	2021 HH Owns 'SmartHome' Audio System Connected to Hub
MP16105h_I	2021 HH Owns 'SmartHome' Audio System Connected to Hub: Index
MP16106h_B	2021 HH Owns 'SmartHome' Lighting Connected to Hub
MP16106h_I	2021 HH Owns 'SmartHome' Lighting Connected to Hub: Index
MP16107h_B	2021 HH Owns 'SmartHome' TV Connected to Hub
MP16107h_I	2021 HH Owns 'SmartHome' TV Connected to Hub: Index
MP17057h_B	2021 HH Recycled Aluminum Beverage Cans Last 30 Days
MP17057h_I	2021 HH Recycled Aluminum Beverage Cans Last 30 Days: Index
MP17058h_B	2021 HH Recycled Batteries Last 30 Days
MP17058h_I	2021 HH Recycled Batteries Last 30 Days: Index
MP17059h_B	2021 HH Recycled Electronic Equipment Last 30 Days
MP17059h_I	2021 HH Recycled Electronic Equipment Last 30 Days: Index
MP17060h_B	2021 HH Recycled Glass Bottles Last 30 Days
MP17060h_I	2021 HH Recycled Glass Bottles Last 30 Days: Index
MP17061h_B	2021 HH Recycled Newspapers Last 30 Days
MP17061h_I	2021 HH Recycled Newspapers Last 30 Days: Index
MP17062h_B	2021 HH Recycled Plastic Bags Last 30 Days
MP17062h_I	2021 HH Recycled Plastic Bags Last 30 Days: Index
MP17063h_B	2021 HH Recycled Plastic Bottles Last 30 Days
MP17063h_I	2021 HH Recycled Plastic Bottles Last 30 Days: Index
MP17001h_B	2021 HH Used Environmentally Friendly/Green Product Last 6 Mo
MP17001h_I	2021 HH Used Environmentally Friendly/Green Product Last 6 Mo: Index
MP17002h_B	2021 HH Used Biodegradable Dishwashing Liquid Last 6 Mo
MP17002h_I	2021 HH Used Biodegradable Dishwashing Liquid Last 6 Mo: Index
MP17003h_B	2021 HH Used Biodegradable All Purpose Cleaner Last 6 Mo
MP17003h_I	2021 HH Used Biodegradable All Purpose Cleaner Last 6 Mo: Index
MP17004h_B	2021 HH Used Biodegradable Glass or Surface Cleaner Last 6 Mo
MP17004h_I	2021 HH Used Biodegradable Glass or Surface Cleaner Last 6 Mo: Index
MP17005h_B	2021 HH Used Biodegradable Laundry Detergent Last 6 Mo
MP17005h_I	2021 HH Used Biodegradable Laundry Detergent Last 6 Mo: Index
MP17006h_B	2021 HH Used Environmentally Friendly Light Bulbs Last 6 Mo
MP17006h_I	2021 HH Used Environmentally Friendly Light Bulbs Last 6 Mo: Index
MP17007h_B	2021 HH Used Recycled Facial Tissues Last 6 Mo
MP17007h_I	2021 HH Used Recycled Facial Tissues Last 6 Mo: Index
MP17008h_B	2021 HH Used Recycled Paper Napkins Last 6 Mo
MP17008h_I	2021 HH Used Recycled Paper Napkins Last 6 Mo: Index
MP17009h_B	2021 HH Used Recycled Paper Plates Last 6 Mo
MP17009h_I	2021 HH Used Recycled Paper Plates Last 6 Mo: Index
MP17010h_B	2021 HH Used Recycled Paper Towels Last 6 Mo
MP17010h_I	2021 HH Used Recycled Paper Towels Last 6 Mo: Index
MP17011h_B	2021 HH Used Recycled Toilet Paper Last 6 Mo
MP17011h_I	2021 HH Used Recycled Toilet Paper Last 6 Mo: Index
<b>Leisure Activities and Lifestyle (Market Potential)</b>	
MP05001a_B	2021 Bought Digital Book Last 12 Mo
MP05001a_I	2021 Bought Digital Book Last 12 Mo: Index
MP05002a_B	2021 Bought Hardcover Book Last 12 Mo
MP05002a_I	2021 Bought Hardcover Book Last 12 Mo: Index
MP05003a_B	2021 Bought Paperback Book Last 12 Mo
MP05003a_I	2021 Bought Paperback Book Last 12 Mo: Index
MP05004a_B	2021 Bought 1-3 Books Last 12 Mo
MP05004a_I	2021 Bought 1-3 Books Last 12 Mo: Index
MP05005a_B	2021 Bought 4-6 Books Last 12 Mo
MP05005a_I	2021 Bought 4-6 Books Last 12 Mo: Index
MP05006a_B	2021 Bought 7+ Books Last 12 Mo
MP05006a_I	2021 Bought 7+ Books Last 12 Mo: Index
MP05007a_B	2021 Bought Fiction Book Last 12 Mo
MP05007a_I	2021 Bought Fiction Book Last 12 Mo: Index
MP05008a_B	2021 Bought Non-Fiction Book Last 12 Mo
MP05008a_I	2021 Bought Non-Fiction Book Last 12 Mo: Index
MP05009a_B	2021 Bought Biography Last 12 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP05009a_I	2021 Bought Biography Last 12 Mo: Index
MP05010a_B	2021 Bought Children's Book Last 12 Mo
MP05010a_I	2021 Bought Children's Book Last 12 Mo: Index
MP05011a_B	2021 Bought Cookbook Last 12 Mo
MP05011a_I	2021 Bought Cookbook Last 12 Mo: Index
MP05012a_B	2021 Bought History Book Last 12 Mo
MP05012a_I	2021 Bought History Book Last 12 Mo: Index
MP05013a_B	2021 Bought Mystery Book Last 12 Mo
MP05013a_I	2021 Bought Mystery Book Last 12 Mo: Index
MP05028a_B	2021 Bought Novel Last 12 Mo
MP05028a_I	2021 Bought Novel Last 12 Mo: Index
MP05014a_B	2021 Bought Religious Book (Not Bible) Last 12 Mo
MP05014a_I	2021 Bought Religious Book (Not Bible) Last 12 Mo: Index
MP05015a_B	2021 Bought Romance Book Last 12 Mo
MP05015a_I	2021 Bought Romance Book Last 12 Mo: Index
MP05016a_B	2021 Bought Science Fiction Book Last 12 Mo
MP05016a_I	2021 Bought Science Fiction Book Last 12 Mo: Index
MP05017a_B	2021 Bought Personal/Business Self-Help Book Last 12 Mo
MP05017a_I	2021 Bought Personal/Business Self-Help Book Last 12 Mo: Index
MP05018a_B	2021 Bought Travel Book Last 12 Mo
MP05018a_I	2021 Bought Travel Book Last 12 Mo: Index
MP05019a_B	2021 Bought Book Online Last 12 Mo
MP05019a_I	2021 Bought Book Online Last 12 Mo: Index
MP05027a_B	2021 Listened to or Purchased Audiobook Last 6 Mo
MP05027a_I	2021 Listened to or Purchased Audiobook Last 6 Mo: Index
MP05029a_B	2021 Purchased Greeting Card Last 6 Mo
MP05029a_I	2021 Purchased Greeting Card Last 6 Mo: Index
MP20001a_B	2021 Member of AARP
MP20001a_I	2021 Member of AARP: Index
MP20002a_B	2021 Member of Charitable Organization
MP20002a_I	2021 Member of Charitable Organization: Index
MP20003a_B	2021 Member of Church Board
MP20003a_I	2021 Member of Church Board: Index
MP20004a_B	2021 Member of Fraternal Order
MP20004a_I	2021 Member of Fraternal Order: Index
MP20005a_B	2021 Member of Religious Club
MP20005a_I	2021 Member of Religious Club: Index
MP20006a_B	2021 Member of Union
MP20006a_I	2021 Member of Union: Index
MP20007a_B	2021 Member of Veterans Club
MP20007a_I	2021 Member of Veterans Club: Index
MP20036a_B	2021 Participate in Indoor Gardening or Plant Care
MP20036a_I	2021 Participate in Indoor Gardening or Plant Care: Index
MP20008a_B	2021 Attended Adult Education Course Last 12 Mo
MP20008a_I	2021 Attended Adult Education Course Last 12 Mo: Index
MP20112a_B	2021 Visited An Aquarium Last 12 Mo
MP20112a_I	2021 Visited An Aquarium Last 12 Mo: Index
MP20009a_B	2021 Went to Art Gallery Last 12 Mo
MP20009a_I	2021 Went to Art Gallery Last 12 Mo: Index
MP20010a_B	2021 Attended Auto Show Last 12 Mo
MP20010a_I	2021 Attended Auto Show Last 12 Mo: Index
MP20011a_B	2021 Did Baking Last 12 Mo
MP20011a_I	2021 Did Baking Last 12 Mo: Index
MP20106a_B	2021 Barbecued Last 12 Mo
MP20106a_I	2021 Barbecued Last 12 Mo: Index
MP20012a_B	2021 Went to Bar or Night Club Last 12 Mo
MP20012a_I	2021 Went to Bar or Night Club Last 12 Mo: Index
MP20013a_B	2021 Went to Beach Last 12 Mo
MP20013a_I	2021 Went to Beach Last 12 Mo: Index
MP20014a_B	2021 Played Billiards or Pool Last 12 Mo
MP20014a_I	2021 Played Billiards or Pool Last 12 Mo: Index
MP20015a_B	2021 Played Bingo Last 12 Mo
MP20015a_I	2021 Played Bingo Last 12 Mo: Index
MP20016a_B	2021 Did Birdwatching Last 12 Mo
MP20016a_I	2021 Did Birdwatching Last 12 Mo: Index
MP20017a_B	2021 Played Board Game Last 12 Mo
MP20017a_I	2021 Played Board Game Last 12 Mo: Index
MP20018a_B	2021 Read Book Last 12 Mo
MP20018a_I	2021 Read Book Last 12 Mo: Index
MP20019a_B	2021 Participated in Book Club Last 12 Mo
MP20019a_I	2021 Participated in Book Club Last 12 Mo: Index
MP20020a_B	2021 Went On Overnight Camping Trip Last 12 Mo
MP20020a_I	2021 Went On Overnight Camping Trip Last 12 Mo: Index
MP20021a_B	2021 Played Cards Last 12 Mo
MP20021a_I	2021 Played Cards Last 12 Mo: Index
MP20022a_B	2021 Played Chess Last 12 Mo
MP20022a_I	2021 Played Chess Last 12 Mo: Index
MP20023a_B	2021 Played Computer Game (Offline With Software) Last 12 Mo
MP20023a_I	2021 Played Computer Game (Offline With Software) Last 12 Mo: Index
MP20025a_B	2021 Played Computer Game (Online Without Software) Last 12 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.

[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP20025a_I	2021 Played Computer Game (Online Without Software) Last 12 Mo: Index
MP20026a_B	2021 Cooked For Fun Last 12 Mo
MP20026a_I	2021 Cooked For Fun Last 12 Mo: Index
MP20027a_B	2021 Did Crossword Puzzle Last 12 Mo
MP20027a_I	2021 Did Crossword Puzzle Last 12 Mo: Index
MP20028a_B	2021 Danced or Went Dancing Last 12 Mo
MP20028a_I	2021 Danced or Went Dancing Last 12 Mo: Index
MP20029a_B	2021 Attended Dance Performance Last 12 Mo
MP20029a_I	2021 Attended Dance Performance Last 12 Mo: Index
MP20030a_B	2021 Dined Out Last 12 Mo
MP20030a_I	2021 Dined Out Last 12 Mo: Index
MP20111a_B	2021 Flew a Drone Last 12 Mo
MP20111a_I	2021 Flew a Drone Last 12 Mo: Index
MP20107a_B	2021 Attended State or County Fair Last 12 Mo
MP20107a_I	2021 Attended State or County Fair Last 12 Mo: Index
MP20031a_B	2021 Participated in Fantasy Sports League Last 12 Mo
MP20031a_I	2021 Participated in Fantasy Sports League Last 12 Mo: Index
MP20032a_B	2021 Did Furniture Refinishing Last 12 Mo
MP20032a_I	2021 Did Furniture Refinishing Last 12 Mo: Index
MP20033a_B	2021 Gambled at Casino Last 12 Mo
MP20033a_I	2021 Gambled at Casino Last 12 Mo: Index
MP20035a_B	2021 Gambled in Las Vegas Last 12 Mo
MP20035a_I	2021 Gambled in Las Vegas Last 12 Mo: Index
MP20110a_B	2021 Participated in Genealogy Last 12 Mo
MP20110a_I	2021 Participated in Genealogy Last 12 Mo: Index
MP20037a_B	2021 Attended Horse Races Last 12 Mo
MP20037a_I	2021 Attended Horse Races Last 12 Mo: Index
MP20038a_B	2021 Participated in Karaoke Last 12 Mo
MP20038a_I	2021 Participated in Karaoke Last 12 Mo: Index
MP20039a_B	2021 Bought Lottery Ticket Last 12 Mo
MP20039a_I	2021 Bought Lottery Ticket Last 12 Mo: Index
MP20040a_B	2021 Played Lottery 6+ Times Last 30 Days
MP20040a_I	2021 Played Lottery 6+ Times Last 30 Days: Index
MP20041a_B	2021 Bought Daily Drawing Lottery Ticket Last 12 Mo
MP20041a_I	2021 Bought Daily Drawing Lottery Ticket Last 12 Mo: Index
MP20042a_B	2021 Bought Instant Game Lottery Ticket Last 12 Mo
MP20042a_I	2021 Bought Instant Game Lottery Ticket Last 12 Mo: Index
MP20103a_B	2021 Bought Mega Millions Lottery Ticket Last 12 Mo
MP20103a_I	2021 Bought Mega Millions Lottery Ticket Last 12 Mo: Index
MP20104a_B	2021 Bought Powerball Lottery Ticket Last 12 Mo
MP20104a_I	2021 Bought Powerball Lottery Ticket Last 12 Mo: Index
MP20044a_B	2021 Attended a Movie Last 6 Mo
MP20044a_I	2021 Attended a Movie Last 6 Mo: Index
MP20045a_B	2021 Attended Movie Once a Week or More Last 90 Days
MP20045a_I	2021 Attended Movie Once a Week or More Last 90 Days: Index
MP20046a_B	2021 Attended Movie 2-3 Times a Month Last 90 Days
MP20046a_I	2021 Attended Movie 2-3 Times a Month Last 90 Days: Index
MP20047a_B	2021 Attended Movie Once a Month Last 90 Days
MP20047a_I	2021 Attended Movie Once a Month Last 90 Days: Index
MP20048a_B	2021 Attended Movie < Once a Month Last 90 Days
MP20048a_I	2021 Attended Movie < Once a Month Last 90 Days: Index
MP20049a_B	2021 Saw Action Genre Movie at Theater Last 6 Mo
MP20049a_I	2021 Saw Action Genre Movie at Theater Last 6 Mo: Index
MP20050a_B	2021 Saw Adventure Genre Movie at Theater Last 6 Mo
MP20050a_I	2021 Saw Adventure Genre Movie at Theater Last 6 Mo: Index
MP20108a_B	2021 Saw Animation Genre Movie at Theater Last 6 Mo
MP20108a_I	2021 Saw Animation Genre Movie at Theater Last 6 Mo: Index
MP20109a_B	2021 Saw Biography Genre Movie at Theater Last 6 Mo
MP20109a_I	2021 Saw Biography Genre Movie at Theater Last 6 Mo: Index
MP20051a_B	2021 Saw Comedy Genre Movie at Theater Last 6 Mo
MP20051a_I	2021 Saw Comedy Genre Movie at Theater Last 6 Mo: Index
MP20052a_B	2021 Saw Crime Genre Movie at Theater Last 6 Mo
MP20052a_I	2021 Saw Crime Genre Movie at Theater Last 6 Mo: Index
MP20053a_B	2021 Saw Drama Genre Movie at Theater Last 6 Mo
MP20053a_I	2021 Saw Drama Genre Movie at Theater Last 6 Mo: Index
MP20054a_B	2021 Saw Family Genre Movie at Theater Last 6 Mo
MP20054a_I	2021 Saw Family Genre Movie at Theater Last 6 Mo: Index
MP20055a_B	2021 Saw Fantasy Genre Movie at Theater Last 6 Mo
MP20055a_I	2021 Saw Fantasy Genre Movie at Theater Last 6 Mo: Index
MP20056a_B	2021 Saw Horror Genre Movie at Theater Last 6 Mo
MP20056a_I	2021 Saw Horror Genre Movie at Theater Last 6 Mo: Index
MP20057a_B	2021 Saw Romance Genre Movie at Theater Last 6 Mo
MP20057a_I	2021 Saw Romance Genre Movie at Theater Last 6 Mo: Index
MP20058a_B	2021 Saw Science Fiction Genre Movie at Theater Last 6 Mo
MP20058a_I	2021 Saw Science Fiction Genre Movie at Theater Last 6 Mo: Index
MP20059a_B	2021 Saw Thriller Genre Movie at Theater Last 6 Mo
MP20059a_I	2021 Saw Thriller Genre Movie at Theater Last 6 Mo: Index
MP20060a_B	2021 Went to Museum Last 12 Mo
MP20060a_I	2021 Went to Museum Last 12 Mo: Index
MP20061a_B	2021 Attended Classical Music or Opera Performance Last 12 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP20061a_I	2021 Attended Classical Music or Opera Performance Last 12 Mo: Index
MP20062a_B	2021 Attended Country Music Performance Last 12 Mo
MP20062a_I	2021 Attended Country Music Performance Last 12 Mo: Index
MP20063a_B	2021 Attended Rock Music Performance Last 12 Mo
MP20063a_I	2021 Attended Rock Music Performance Last 12 Mo: Index
MP20064a_B	2021 Played Musical Instrument Last 12 Mo
MP20064a_I	2021 Played Musical Instrument Last 12 Mo: Index
MP20065a_B	2021 Did Painting or Drawing Last 12 Mo
MP20065a_I	2021 Did Painting or Drawing Last 12 Mo: Index
MP20066a_B	2021 Did Photo Album or Scrapbooking Last 12 Mo
MP20066a_I	2021 Did Photo Album or Scrapbooking Last 12 Mo: Index
MP20067a_B	2021 Did Photography Last 12 Mo
MP20067a_I	2021 Did Photography Last 12 Mo: Index
MP20068a_B	2021 Did Sudoku Puzzle Last 12 Mo
MP20068a_I	2021 Did Sudoku Puzzle Last 12 Mo: Index
MP20105a_B	2021 Participated in Tailgating Last 12 Mo
MP20105a_I	2021 Participated in Tailgating Last 12 Mo: Index
MP20069a_B	2021 Went to Live Theater Last 12 Mo
MP20069a_I	2021 Went to Live Theater Last 12 Mo: Index
MP20070a_B	2021 Visited a Theme Park Last 12 Mo
MP20070a_I	2021 Visited a Theme Park Last 12 Mo: Index
MP20071a_B	2021 Visited a Theme Park 5+ Times Last 12 Mo
MP20071a_I	2021 Visited a Theme Park 5+ Times Last 12 Mo: Index
MP20072a_B	2021 Participated in Trivia Games Last 12 Mo
MP20072a_I	2021 Participated in Trivia Games Last 12 Mo: Index
MP20073a_B	2021 Played (Console) Video or Electronic Game Last 12 Mo
MP20073a_I	2021 Played (Console) Video or Electronic Game Last 12 Mo: Index
MP20074a_B	2021 Played (Portable) Video or Electronic Game Last 12 Mo
MP20074a_I	2021 Played (Portable) Video or Electronic Game Last 12 Mo: Index
MP20075a_B	2021 Visited An Indoor Water Park Last 12 Mo
MP20075a_I	2021 Visited An Indoor Water Park Last 12 Mo: Index
MP20076a_B	2021 Did Woodworking Last 12 Mo
MP20076a_I	2021 Did Woodworking Last 12 Mo: Index
MP20077a_B	2021 Participated in Word Games Last 12 Mo
MP20077a_I	2021 Participated in Word Games Last 12 Mo: Index
MP20078a_B	2021 Went to Zoo Last 12 Mo
MP20078a_I	2021 Went to Zoo Last 12 Mo: Index
MP20082a_B	2021 Purchased DVD or Blu-Ray Disc Online Last 12 Mo
MP20082a_I	2021 Purchased DVD or Blu-Ray Disc Online Last 12 Mo: Index
MP20113a_B	2021 Bought 1-2 DVDs Last 30 Days
MP20113a_I	2021 Bought 1-2 DVDs Last 30 Days: Index
MP20114a_B	2021 Bought 3+ DVDs Last 30 Days
MP20114a_I	2021 Bought 3+ DVDs Last 30 Days: Index
MP20083a_B	2021 Rented 1 DVDs (Movie or Other Video) Last 30 Days
MP20083a_I	2021 Rented 1 DVDs (Movie or Other Video) Last 30 Days: Index
MP20084a_B	2021 Rented 2 DVDs (Movie or Other Video) Last 30 Days
MP20084a_I	2021 Rented 2 DVDs (Movie or Other Video) Last 30 Days: Index
MP20085a_B	2021 Rented 3+ DVDs (Movie or Other Video) Last 30 Days
MP20085a_I	2021 Rented 3+ DVDs (Movie or Other Video) Last 30 Days: Index
MP20086a_B	2021 Rented Action or Adventure Movie Last 30 Days
MP20086a_I	2021 Rented Action or Adventure Movie Last 30 Days: Index
MP20087a_B	2021 Rented Classics Movie Last 30 Days
MP20087a_I	2021 Rented Classics Movie Last 30 Days: Index
MP20088a_B	2021 Rented Comedy Movie Last 30 Days
MP20088a_I	2021 Rented Comedy Movie Last 30 Days: Index
MP20089a_B	2021 Rented Drama Movie Last 30 Days
MP20089a_I	2021 Rented Drama Movie Last 30 Days: Index
MP20090a_B	2021 Rented Family or Children's Movie Last 30 Days
MP20090a_I	2021 Rented Family or Children's Movie Last 30 Days: Index
MP20091a_B	2021 Rented Foreign Movie Last 30 Days
MP20091a_I	2021 Rented Foreign Movie Last 30 Days: Index
MP20092a_B	2021 Rented Horror Movie Last 30 Days
MP20092a_I	2021 Rented Horror Movie Last 30 Days: Index
MP20093a_B	2021 Rented Musical Movie Last 30 Days
MP20093a_I	2021 Rented Musical Movie Last 30 Days: Index
MP20094a_B	2021 Rented News or Documentary Movie Last 30 Days
MP20094a_I	2021 Rented News or Documentary Movie Last 30 Days: Index
MP20095a_B	2021 Rented Romance Movie Last 30 Days
MP20095a_I	2021 Rented Romance Movie Last 30 Days: Index
MP20096a_B	2021 Rented Science Fiction Movie Last 30 Days
MP20096a_I	2021 Rented Science Fiction Movie Last 30 Days: Index
MP20097a_B	2021 Rented TV Show Movie Last 30 Days
MP20097a_I	2021 Rented TV Show Movie Last 30 Days: Index
MP20098a_B	2021 Rented Western Movie Last 30 Days
MP20098a_I	2021 Rented Western Movie Last 30 Days: Index
MP20099a_B	2021 Rented/Purchased DVD or Blu-Ray From Amazon Last 30 Days
MP20099a_I	2021 Rented/Purchased DVD or Blu-Ray From Amazon Last 30 Days: Index
MP20100a_B	2021 Rented/Purchased DVD or Blu-Ray From Netflix Last 30 Days
MP20100a_I	2021 Rented/Purchased DVD or Blu-Ray From Netflix Last 30 Days: Index
MP20101a_B	2021 Rented/Purchased DVD or Blu-Ray From Redbox Last 30 Days

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP21011a_I	2021 Rented/Purchased DVD or Blu-Ray From Redbox Last 30 Days: Index
<b>Media - Magazines and Newspapers (Market Potential)</b>	
MP21001a_B	2021 Read Any Magazine (Paper or Electronic Version) Last 6 Mo
MP21001a_I	2021 Read Any Magazine (Paper or Electronic Version) Last 6 Mo: Index
MP21003a_B	2021 Read Airline Magazine (Hard Copy) Last 6 Mo
MP21003a_I	2021 Read Airline Magazine (Hard Copy) Last 6 Mo: Index
MP21004a_B	2021 Read Automotive Magazine (Hard Copy) Last 6 Mo
MP21004a_I	2021 Read Automotive Magazine (Hard Copy) Last 6 Mo: Index
MP21007a_B	2021 Read Business or Finance Magazine (Hard Copy) Last 6 Mo
MP21007a_I	2021 Read Business or Finance Magazine (Hard Copy) Last 6 Mo: Index
MP21009a_B	2021 Read Epicurean Magazine (Hard Copy) Last 6 Mo
MP21009a_I	2021 Read Epicurean Magazine (Hard Copy) Last 6 Mo: Index
MP21010a_B	2021 Read Fishing or Hunting Magazine (Hard Copy) Last 6 Mo
MP21010a_I	2021 Read Fishing or Hunting Magazine (Hard Copy) Last 6 Mo: Index
MP21011a_B	2021 Read General Editorial Magazine (Hard Copy) Last 6 Mo
MP21011a_I	2021 Read General Editorial Magazine (Hard Copy) Last 6 Mo: Index
MP21012a_B	2021 Read Health Magazine (Hard Copy) Last 6 Mo
MP21012a_I	2021 Read Health Magazine (Hard Copy) Last 6 Mo: Index
MP21013a_B	2021 Read Home Service Magazine (Hard Copy) Last 6 Mo
MP21013a_I	2021 Read Home Service Magazine (Hard Copy) Last 6 Mo: Index
MP21016a_B	2021 Read News and Entertainment Magazine (Hard Copy) Last 6 Mo
MP21016a_I	2021 Read News and Entertainment Magazine (Hard Copy) Last 6 Mo: Index
MP21017a_B	2021 Read Parenthood Magazine (Hard Copy) Last 6 Mo
MP21017a_I	2021 Read Parenthood Magazine (Hard Copy) Last 6 Mo: Index
MP21018a_B	2021 Read Science or Technology Magazine (Hard Copy) Last 6 Mo
MP21018a_I	2021 Read Science or Technology Magazine (Hard Copy) Last 6 Mo: Index
MP21019a_B	2021 Read Sports Magazine (Hard Copy) Last 6 Mo
MP21019a_I	2021 Read Sports Magazine (Hard Copy) Last 6 Mo: Index
MP21020a_B	2021 Read Travel Magazine (Hard Copy) Last 6 Mo
MP21020a_I	2021 Read Travel Magazine (Hard Copy) Last 6 Mo: Index
MP21022a_B	2021 Read Women's Fashion Magazine (Hard Copy) Last 6 Mo
MP21022a_I	2021 Read Women's Fashion Magazine (Hard Copy) Last 6 Mo: Index
MP21023a_B	2021 Read Any Daily Newspaper (Paper Version)
MP21023a_I	2021 Read Any Daily Newspaper (Paper Version): Index
MP21024a_B	2021 Read 1 Daily Newspaper (Paper Version)
MP21024a_I	2021 Read 1 Daily Newspaper (Paper Version): Index
MP21025a_B	2021 Read 2+ Daily Newspapers (Paper Version)
MP21025a_I	2021 Read 2+ Daily Newspapers (Paper Version): Index
MP21026a_B	2021 Read Any Sunday Newspaper (Paper Version)
MP21026a_I	2021 Read Any Sunday Newspaper (Paper Version): Index
MP21027a_B	2021 Read 1 Sunday Newspaper (Paper Version)
MP21027a_I	2021 Read 1 Sunday Newspaper (Paper Version): Index
MP21028a_B	2021 Read 2+ Sunday Newspapers (Paper Version)
MP21028a_I	2021 Read 2+ Sunday Newspapers (Paper Version): Index
MP21030a_B	2021 Read Main News or Front Page in Newspaper
MP21030a_I	2021 Read Main News or Front Page in Newspaper: Index
MP21031a_B	2021 Read International or National News in Newspaper
MP21031a_I	2021 Read International or National News in Newspaper: Index
MP21032a_B	2021 Read Local News in Newspaper
MP21032a_I	2021 Read Local News in Newspaper: Index
MP21033a_B	2021 Read Business or Finance Section in Newspaper
MP21033a_I	2021 Read Business or Finance Section in Newspaper: Index
MP21034a_B	2021 Read Classified Section in Newspaper
MP21034a_I	2021 Read Classified Section in Newspaper: Index
MP21035a_B	2021 Read Comics Section in Newspaper
MP21035a_I	2021 Read Comics Section in Newspaper: Index
MP21036a_B	2021 Read Editorial Page in Newspaper
MP21036a_I	2021 Read Editorial Page in Newspaper: Index
MP21037a_B	2021 Read Entertainment or Lifestyle Section in Newspaper
MP21037a_I	2021 Read Entertainment or Lifestyle Section in Newspaper: Index
MP21038a_B	2021 Read Fashion Section in Newspaper
MP21038a_I	2021 Read Fashion Section in Newspaper: Index
MP21039a_B	2021 Read Food or Cooking Section in Newspaper
MP21039a_I	2021 Read Food or Cooking Section in Newspaper: Index
MP21040a_B	2021 Read Health Section in Newspaper
MP21040a_I	2021 Read Health Section in Newspaper: Index
MP21041a_B	2021 Read Home/Furnishings/Gardening Section in Newspaper
MP21041a_I	2021 Read Home/Furnishings/Gardening Section in Newspaper: Index
MP21042a_B	2021 Read Movie Listings & Reviews in Newspaper
MP21042a_I	2021 Read Movie Listings & Reviews in Newspaper: Index
MP21043a_B	2021 Read Science & Technology Section in Newspaper
MP21043a_I	2021 Read Science & Technology Section in Newspaper: Index
MP21044a_B	2021 Read Sports Section in Newspaper
MP21044a_I	2021 Read Sports Section in Newspaper: Index
MP21045a_B	2021 Read Travel Section in Newspaper
MP21045a_I	2021 Read Travel Section in Newspaper: Index
MP21046a_B	2021 Read TV Listings in Newspaper
MP21046a_I	2021 Read TV Listings in Newspaper: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP21056a_B	2021 Read Weather in Newspaper
MP21056a_I	2021 Read Weather in Newspaper: Index
MP21047a_B	2021 Read Advertisements in Newspaper
MP21047a_I	2021 Read Advertisements in Newspaper: Index
MP21048a_B	2021 Read Circulars/Inserts/Fliers in Newspaper
MP21048a_I	2021 Read Circulars/Inserts/Fliers in Newspaper: Index
MP21053a_B	2021 Read Any Digital Newspaper Last 30 Days
MP21053a_I	2021 Read Any Digital Newspaper Last 30 Days: Index
MP21049a_B	2021 Used NYTimes News Website or App Last 30 Days
MP21049a_I	2021 Used NYTimes News Website or App Last 30 Days: Index
MP21050a_B	2021 Used USA Today News Website or App Last 30 Days
MP21050a_I	2021 Used USA Today News Website or App Last 30 Days: Index
MP21057a_B	2021 Used Washington Post News Website or App Last 30 Days
MP21057a_I	2021 Used Washington Post News Website or App Last 30 Days: Index
MP21051a_B	2021 Used Wall Street Journal News Website or App Last 30 Days
MP21051a_I	2021 Used Wall Street Journal News Website or App Last 30 Days: Index
<b>Media - Radio and Other Audio (Market Potential)</b>	
MP22002a_B	2021 Listen to Radio at Home On Typical Weekday
MP22002a_I	2021 Listen to Radio at Home On Typical Weekday: Index
MP22003a_B	2021 Listen to Radio in Car On Typical Weekday
MP22003a_I	2021 Listen to Radio in Car On Typical Weekday: Index
MP22004a_B	2021 Listen to Radio at Work On Typical Weekday
MP22004a_I	2021 Listen to Radio at Work On Typical Weekday: Index
MP22005a_B	2021 Listen to Radio at Home On Typical Weekend
MP22005a_I	2021 Listen to Radio at Home On Typical Weekend: Index
MP22006a_B	2021 Listen to Radio in Car On Typical Weekend
MP22006a_I	2021 Listen to Radio in Car On Typical Weekend: Index
MP22007a_B	2021 Listen to Radio at Work On Typical Weekend
MP22007a_I	2021 Listen to Radio at Work On Typical Weekend: Index
MP22008a_B	2021 Listen to Adult Contemporary Radio Format
MP22008a_I	2021 Listen to Adult Contemporary Radio Format: Index
MP22009a_B	2021 Listen to All News Radio Format
MP22009a_I	2021 Listen to All News Radio Format: Index
MP22011a_B	2021 Listen to Alternative Radio Format
MP22011a_I	2021 Listen to Alternative Radio Format: Index
MP22012a_B	2021 Listen to Contemporary Hit Radio Format
MP22012a_I	2021 Listen to Contemporary Hit Radio Format: Index
MP22013a_B	2021 Listen to Classic Hits Radio Format
MP22013a_I	2021 Listen to Classic Hits Radio Format: Index
MP22014a_B	2021 Listen to Classic Rock Radio Format
MP22014a_I	2021 Listen to Classic Rock Radio Format: Index
MP22015a_B	2021 Listen to Classical Radio Format
MP22015a_I	2021 Listen to Classical Radio Format: Index
MP22016a_B	2021 Listen to Country Radio Format
MP22016a_I	2021 Listen to Country Radio Format: Index
MP22017a_B	2021 Listen to Hispanic Radio Format
MP22017a_I	2021 Listen to Hispanic Radio Format: Index
MP22019a_B	2021 Listen to News or Talk Radio Format
MP22019a_I	2021 Listen to News or Talk Radio Format: Index
MP22021a_B	2021 Listen to Public Radio Format
MP22021a_I	2021 Listen to Public Radio Format: Index
MP22022a_B	2021 Listen to Religious Radio Format
MP22022a_I	2021 Listen to Religious Radio Format: Index
MP22023a_B	2021 Listen to Rhythmic Radio Format
MP22023a_I	2021 Listen to Rhythmic Radio Format: Index
MP22024a_B	2021 Listen to Rock Radio Format
MP22024a_I	2021 Listen to Rock Radio Format: Index
MP22025a_B	2021 Listen to Soft Adult Contemporary Radio Format
MP22025a_I	2021 Listen to Soft Adult Contemporary Radio Format: Index
MP22026a_B	2021 Listen to Sports Radio Format
MP22026a_I	2021 Listen to Sports Radio Format: Index
MP22027a_B	2021 Listen to Urban Radio Format
MP22027a_I	2021 Listen to Urban Radio Format: Index
MP22028a_B	2021 Listen to Radio 6:00 am - 10:00 am Weekday
MP22028a_I	2021 Listen to Radio 6:00 am - 10:00 am Weekday: Index
MP22029a_B	2021 Listen to Radio 10:00 am - 3:00 pm Weekday
MP22029a_I	2021 Listen to Radio 10:00 am - 3:00 pm Weekday: Index
MP22030a_B	2021 Listen to Radio 3:00 pm - 7:00 pm Weekday
MP22030a_I	2021 Listen to Radio 3:00 pm - 7:00 pm Weekday: Index
MP22031a_B	2021 Listen to Radio 7:00 pm - Midnight Weekday
MP22031a_I	2021 Listen to Radio 7:00 pm - Midnight Weekday: Index
MP22032a_B	2021 Listen to Radio Midnight - 6:00 am Weekday
MP22032a_I	2021 Listen to Radio Midnight - 6:00 am Weekday: Index
MP22033a_B	2021 Listen to Radio 6:00 am - 10:00 am Weekend
MP22033a_I	2021 Listen to Radio 6:00 am - 10:00 am Weekend: Index
MP22034a_B	2021 Listen to Radio 10:00 am - 3:00 pm Weekend
MP22034a_I	2021 Listen to Radio 10:00 am - 3:00 pm Weekend: Index
MP22035a_B	2021 Listen to Radio 3:00 pm - 7:00 pm Weekend
MP22035a_I	2021 Listen to Radio 3:00 pm - 7:00 pm Weekend: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP22035a_I	2021 Listen to Radio 3:00 pm - 7:00 pm Weekend: Index
MP22036a_B	2021 Listen to Radio 7:00 pm - Midnight Weekend
MP22036a_I	2021 Listen to Radio 7:00 pm - Midnight Weekend: Index
MP22037a_B	2021 Listen to Radio Midnight - 6:00 am Weekend
MP22037a_I	2021 Listen to Radio Midnight - 6:00 am Weekend: Index
MP22098a_B	2021 Listened to Any Podcast Last 30 Days
MP22098a_I	2021 Listened to Any Podcast Last 30 Days: Index
MP22099a_B	2021 Listened to Business/Finance Podcast Last 30 Days
MP22099a_I	2021 Listened to Business/Finance Podcast Last 30 Days: Index
MP22100a_B	2021 Listened to Comedy Podcast Last 30 Days
MP22100a_I	2021 Listened to Comedy Podcast Last 30 Days: Index
MP22101a_B	2021 Listened to Crime/Investigative Reporting Podcast Last 30 Days
MP22101a_I	2021 Listened to Crime/Investigative Reporting Podcast Last 30 Days: Index
MP22102a_B	2021 Listened to Education Podcast Last 30 Days
MP22102a_I	2021 Listened to Education Podcast Last 30 Days: Index
MP22103a_B	2021 Listened to Entertainment/Culture Podcast Last 30 Days
MP22103a_I	2021 Listened to Entertainment/Culture Podcast Last 30 Days: Index
MP22104a_B	2021 Listened to Health/Fitness/Lifestyle Podcast Last 30 Days
MP22104a_I	2021 Listened to Health/Fitness/Lifestyle Podcast Last 30 Days: Index
MP22105a_B	2021 Listened to History Podcast Last 30 Days
MP22105a_I	2021 Listened to History Podcast Last 30 Days: Index
MP22106a_B	2021 Listened to Music Podcast Last 30 Days
MP22106a_I	2021 Listened to Music Podcast Last 30 Days: Index
MP22107a_B	2021 Listened to News/Current Events Podcast Last 30 Days
MP22107a_I	2021 Listened to News/Current Events Podcast Last 30 Days: Index
MP22108a_B	2021 Listened to Politics Podcast Last 30 Days
MP22108a_I	2021 Listened to Politics Podcast Last 30 Days: Index
MP22109a_B	2021 Listened to Science Podcast Last 30 Days
MP22109a_I	2021 Listened to Science Podcast Last 30 Days: Index
MP22110a_B	2021 Listened to Sports Podcast Last 30 Days
MP22110a_I	2021 Listened to Sports Podcast Last 30 Days: Index
MP22093a_B	2021 Listened to Online Only Radio or Music Service Last 30 Days
MP22093a_I	2021 Listened to Online Only Radio or Music Service Last 30 Days: Index
MP22092a_B	2021 Listened to Online AM/FM Radio Stations Last 30 Days
MP22092a_I	2021 Listened to Online AM/FM Radio Stations Last 30 Days: Index
MP22094a_B	2021 Listened to Amazon Prime Music Audio Service Last 30 Days
MP22094a_I	2021 Listened to Amazon Prime Music Audio Service Last 30 Days: Index
MP22088a_B	2021 Listened to Apple Music Audio Service Last 30 Days
MP22088a_I	2021 Listened to Apple Music Audio Service Last 30 Days: Index
MP22095a_B	2021 Listened to Google Play Music Audio Service Last 30 Days
MP22095a_I	2021 Listened to Google Play Music Audio Service Last 30 Days: Index
MP22089a_B	2021 Listened to iHeartRadio Audio Service Last 30 Days
MP22089a_I	2021 Listened to iHeartRadio Audio Service Last 30 Days: Index
MP22096a_B	2021 Listened to iTunes Audio Service Last 30 Days
MP22096a_I	2021 Listened to iTunes Audio Service Last 30 Days: Index
MP22090a_B	2021 Listened to Pandora Audio Service Last 30 Days
MP22090a_I	2021 Listened to Pandora Audio Service Last 30 Days: Index
MP22097a_B	2021 Listened to SoundCloud Audio Service Last 30 Days
MP22097a_I	2021 Listened to SoundCloud Audio Service Last 30 Days: Index
MP22091a_B	2021 Listened to Spotify Audio Service Last 30 Days
MP22091a_I	2021 Listened to Spotify Audio Service Last 30 Days: Index
MP22075h_B	2021 HH Subscribes to SiriusXM Satellite Radio
MP22075h_I	2021 HH Subscribes to SiriusXM Satellite Radio: Index
MP22040a_B	2021 Downloaded Any Individual Song Last 6 Mo
MP22040a_I	2021 Downloaded Any Individual Song Last 6 Mo: Index
MP22080a_B	2021 Downloaded <10 Individual Songs Last 6 Mo
MP22080a_I	2021 Downloaded <10 Individual Songs Last 6 Mo: Index
MP22043a_B	2021 Downloaded 10-29 Individual Songs Last 6 Mo
MP22043a_I	2021 Downloaded 10-29 Individual Songs Last 6 Mo: Index
MP22044a_B	2021 Downloaded 30+ Individual Songs Last 6 Mo
MP22044a_I	2021 Downloaded 30+ Individual Songs Last 6 Mo: Index
MP22045a_B	2021 Downloaded Any Album Last 6 Mo
MP22045a_I	2021 Downloaded Any Album Last 6 Mo: Index
MP22046a_B	2021 Downloaded 1 Album Last 6 Mo
MP22046a_I	2021 Downloaded 1 Album Last 6 Mo: Index
MP22047a_B	2021 Downloaded 2-4 Albums Last 6 Mo
MP22047a_I	2021 Downloaded 2-4 Albums Last 6 Mo: Index
MP22048a_B	2021 Downloaded 5+ Albums Last 6 Mo
MP22048a_I	2021 Downloaded 5+ Albums Last 6 Mo: Index
MP22049a_B	2021 Purchased Any CD Last 6 Mo
MP22049a_I	2021 Purchased Any CD Last 6 Mo: Index
MP22050a_B	2021 Purchased 1 CD Last 6 Mo
MP22050a_I	2021 Purchased 1 CD Last 6 Mo: Index
MP22051a_B	2021 Purchased 2-4 CDs Last 6 Mo
MP22051a_I	2021 Purchased 2-4 CDs Last 6 Mo: Index
MP22053a_B	2021 Listen/Purchased Alternative Music Last 6 Mo
MP22053a_I	2021 Listen/Purchased Alternative Music Last 6 Mo: Index
MP22054a_B	2021 Listen/Purchased Blues Last 6 Mo
MP22054a_I	2021 Listen/Purchased Blues Last 6 Mo: Index
MP22055a_B	2021 Listen/Purchased Classic Rock Last 6 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.

[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP22055a_I	2021 Listen/Purchased Classic Rock Last 6 Mo: Index
MP22056a_B	2021 Listen/Purchased Classical Music Last 6 Mo
MP22056a_I	2021 Listen/Purchased Classical Music Last 6 Mo: Index
MP22057a_B	2021 Listen/Purchased Contemporary Christian Last 6 Mo
MP22057a_I	2021 Listen/Purchased Contemporary Christian Last 6 Mo: Index
MP22058a_B	2021 Listen/Purchased Country Music Last 6 Mo
MP22058a_I	2021 Listen/Purchased Country Music Last 6 Mo: Index
MP22059a_B	2021 Listen/Purchased Dance Music Last 6 Mo
MP22059a_I	2021 Listen/Purchased Dance Music Last 6 Mo: Index
MP22060a_B	2021 Listen/Purchased Easy Listening Music Last 6 Mo
MP22060a_I	2021 Listen/Purchased Easy Listening Music Last 6 Mo: Index
MP22076a_B	2021 Listen/Purchased 80's Pop Last 6 Mo
MP22076a_I	2021 Listen/Purchased 80's Pop Last 6 Mo: Index
MP22061a_B	2021 Listen/Purchased Faith & Inspiration Last 6 Mo
MP22061a_I	2021 Listen/Purchased Faith & Inspiration Last 6 Mo: Index
MP22062a_B	2021 Listen/Purchased Folk Music Last 6 Mo
MP22062a_I	2021 Listen/Purchased Folk Music Last 6 Mo: Index
MP22063a_B	2021 Listen/Purchased Gospel Music Last 6 Mo
MP22063a_I	2021 Listen/Purchased Gospel Music Last 6 Mo: Index
MP22064a_B	2021 Listen/Purchased Hard Rock Last 6 Mo
MP22064a_I	2021 Listen/Purchased Hard Rock Last 6 Mo: Index
MP22065a_B	2021 Listen/Purchased Hip Hop Music Last 6 Mo
MP22065a_I	2021 Listen/Purchased Hip Hop Music Last 6 Mo: Index
MP22077a_B	2021 Listen/Purchased Indie Last 6 Mo
MP22077a_I	2021 Listen/Purchased Indie Last 6 Mo: Index
MP22066a_B	2021 Listen/Purchased Jazz Last 6 Mo
MP22066a_I	2021 Listen/Purchased Jazz Last 6 Mo: Index
MP22067a_B	2021 Listen/Purchased New Age Music Last 6 Mo
MP22067a_I	2021 Listen/Purchased New Age Music Last 6 Mo: Index
MP22078a_B	2021 Listen/Purchased Oldies (50's & 60'S) Last 6 Mo
MP22078a_I	2021 Listen/Purchased Oldies (50's & 60'S) Last 6 Mo: Index
MP22068a_B	2021 Listen/Purchased Pop or Top 40 Music Last 6 Mo
MP22068a_I	2021 Listen/Purchased Pop or Top 40 Music Last 6 Mo: Index
MP22069a_B	2021 Listen/Purchased R&B Music Last 6 Mo
MP22069a_I	2021 Listen/Purchased R&B Music Last 6 Mo: Index
MP22070a_B	2021 Listen/Purchased Rap Music Last 6 Mo
MP22070a_I	2021 Listen/Purchased Rap Music Last 6 Mo: Index
MP22071a_B	2021 Listen/Purchased Reggae Last 6 Mo
MP22071a_I	2021 Listen/Purchased Reggae Last 6 Mo: Index
MP22072a_B	2021 Listen/Purchased Soft Rock Last 6 Mo
MP22072a_I	2021 Listen/Purchased Soft Rock Last 6 Mo: Index
MP22079a_B	2021 Listen/Purchased Soundtracks Last 6 Mo
MP22079a_I	2021 Listen/Purchased Soundtracks Last 6 Mo: Index
MP22073a_B	2021 Listen/Purchased Spanish or Latin Music Last 6 Mo
MP22073a_I	2021 Listen/Purchased Spanish or Latin Music Last 6 Mo: Index
MP22082a_B	2021 Purchased Music at Discount Department Store Last 6 Mo
MP22082a_I	2021 Purchased Music at Discount Department Store Last 6 Mo: Index
MP22083a_B	2021 Purchased Music at Music Store Last 6 Mo
MP22083a_I	2021 Purchased Music at Music Store Last 6 Mo: Index
MP22084a_B	2021 Purchased Music Through Amazon Music Last 6 Mo
MP22084a_I	2021 Purchased Music Through Amazon Music Last 6 Mo: Index
MP22085a_B	2021 Purchased Music Through Google Play Last 6 Mo
MP22085a_I	2021 Purchased Music Through Google Play Last 6 Mo: Index
MP22086a_B	2021 Purchased Music Through iTunes Last 6 Mo
MP22086a_I	2021 Purchased Music Through iTunes Last 6 Mo: Index
MP22087a_B	2021 Purchased Music Through Other Online Site Last 6 Mo
MP22087a_I	2021 Purchased Music Through Other Online Site Last 6 Mo: Index
<b>Media - TV Viewing (Market Potential)</b>	
MP23168a_B	2021 Used Google Play Streaming Video Services Last 30 Days
MP23168a_I	2021 Used Google Play Streaming Video Services Last 30 Days: Index
MP23169a_B	2021 Used Hulu Streaming Video Services Last 30 Days
MP23169a_I	2021 Used Hulu Streaming Video Services Last 30 Days: Index
MP23170a_B	2021 Used Netflix Streaming Video Services Last 30 Days
MP23170a_I	2021 Used Netflix Streaming Video Services Last 30 Days: Index
MP23171a_B	2021 Used Prime Video Streaming Video Services Last 30 Days
MP23171a_I	2021 Used Prime Video Streaming Video Services Last 30 Days: Index
MP23172a_B	2021 Used Sling TV Streaming Video Services Last 30 Days
MP23172a_I	2021 Used Sling TV Streaming Video Services Last 30 Days: Index
MP23173a_B	2021 Used YouTube Streaming Video Services Last 30 Days
MP23173a_I	2021 Used YouTube Streaming Video Services Last 30 Days: Index
MP23001h_B	2021 HH Subscribes to Cable TV
MP23001h_I	2021 HH Subscribes to Cable TV: Index
MP23002h_B	2021 HH Subscribes to Fiber Optic
MP23002h_I	2021 HH Subscribes to Fiber Optic: Index
MP23158h_B	2021 HH Subscribes to Google Play Streaming Video Service
MP23158h_I	2021 HH Subscribes to Google Play Streaming Video Service: Index
MP23155h_B	2021 HH Subscribes to Hulu Streaming Video Service
MP23155h_I	2021 HH Subscribes to Hulu Streaming Video Service: Index



# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.

[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP23156h_B	2021 HH Subscribes to Netflix Streaming Video Service
MP23156h_I	2021 HH Subscribes to Netflix Streaming Video Service: Index
MP23157h_B	2021 HH Subscribes to Prime Video Streaming Video Service
MP23157h_I	2021 HH Subscribes to Prime Video Streaming Video Service: Index
MP23160h_B	2021 HH Subscribes to Sling TV Streaming Video Service
MP23160h_I	2021 HH Subscribes to Sling TV Streaming Video Service: Index
MP23004h_B	2021 HH Has Directv Satellite Dish
MP23004h_I	2021 HH Has Directv Satellite Dish: Index
MP23005h_B	2021 HH Has Dish Network Satellite Dish
MP23005h_I	2021 HH Has Dish Network Satellite Dish: Index
MP23006h_B	2021 HH Has Bundled Services (TV or Internet or Phone)
MP23006h_I	2021 HH Has Bundled Services (TV or Internet or Phone): Index
MP23007h_B	2021 HH Has Digital Video Recorder (DVR)
MP23007h_I	2021 HH Has Digital Video Recorder (DVR): Index
MP23009h_B	2021 HH Subscribes to Cinemax Premium Channel
MP23009h_I	2021 HH Subscribes to Cinemax Premium Channel: Index
MP23010h_B	2021 HH Subscribes to Starz Encore Premium Channel
MP23010h_I	2021 HH Subscribes to Starz Encore Premium Channel: Index
MP23128h_B	2021 HH Subscribes to EPIX Premium Channel
MP23128h_I	2021 HH Subscribes to EPIX Premium Channel: Index
MP23011h_B	2021 HH Subscribes to HBO Premium Channel
MP23011h_I	2021 HH Subscribes to HBO Premium Channel: Index
MP23012h_B	2021 HH Subscribes to The Movie Channel Premium Channel
MP23012h_I	2021 HH Subscribes to The Movie Channel Premium Channel: Index
MP23013h_B	2021 HH Subscribes to Showtime Premium Channel
MP23013h_I	2021 HH Subscribes to Showtime Premium Channel: Index
MP23014h_B	2021 HH Subscribes to Starz Premium Channel
MP23014h_I	2021 HH Subscribes to Starz Premium Channel: Index
MP23015a_B	2021 Watch TV (Including Cable) 30 Min or More in Typical Week
MP23015a_I	2021 Watch TV (Including Cable) 30 Min or More in Typical Week: Index
MP23016a_B	2021 Viewed Any Program On Spanish TV Network Last 12 Mo
MP23016a_I	2021 Viewed Any Program On Spanish TV Network Last 12 Mo: Index
MP23152a_B	2021 Viewed Any Program On Telemundo Last 12 Mo
MP23152a_I	2021 Viewed Any Program On Telemundo Last 12 Mo: Index
MP23153a_B	2021 Viewed Any Program On UniMas Last 12 Mo
MP23153a_I	2021 Viewed Any Program On UniMas Last 12 Mo: Index
MP23154a_B	2021 Viewed Any Program On Univision Last 12 Mo
MP23154a_I	2021 Viewed Any Program On Univision Last 12 Mo: Index
MP23018a_B	2021 Viewed Movie (Video-On-Demand) Last 30 Days
MP23018a_I	2021 Viewed Movie (Video-On-Demand) Last 30 Days: Index
MP23019a_B	2021 Viewed TV Show (Video-On-Demand) Last 30 Days
MP23019a_I	2021 Viewed TV Show (Video-On-Demand) Last 30 Days: Index
MP23020a_B	2021 Watched Any Pay-Per-View TV Last 12 Mo
MP23020a_I	2021 Watched Any Pay-Per-View TV Last 12 Mo: Index
MP23021a_B	2021 Watched Movies On Pay-Per-View TV Last 12 Mo
MP23021a_I	2021 Watched Movies On Pay-Per-View TV Last 12 Mo: Index
MP23022a_B	2021 Watched Sports Events On Pay-Per-View TV Last 12 Mo
MP23022a_I	2021 Watched Sports Events On Pay-Per-View TV Last 12 Mo: Index
MP23161a_B	2021 Watch Daytime Talk or Variety On TV
MP23161a_I	2021 Watch Daytime Talk or Variety On TV: Index
MP23025a_B	2021 Watch Documentary or Informational (Primetime) On TV
MP23025a_I	2021 Watch Documentary or Informational (Primetime) On TV: Index
MP23026a_B	2021 Watch Early Evening Network News (Mon-Fri) On TV
MP23026a_I	2021 Watch Early Evening Network News (Mon-Fri) On TV: Index
MP23027a_B	2021 Watch Early Evening Network News (Weekend) On TV
MP23027a_I	2021 Watch Early Evening Network News (Weekend) On TV: Index
MP23028a_B	2021 Watch Early Morning News On TV
MP23028a_I	2021 Watch Early Morning News On TV: Index
MP23029a_B	2021 Watch Early Morning Talk/Informational/News On TV
MP23029a_I	2021 Watch Early Morning Talk/Informational/News On TV: Index
MP23144a_B	2021 Watch Early Evening Local News (Mon-Fri) On TV
MP23144a_I	2021 Watch Early Evening Local News (Mon-Fri) On TV: Index
MP23145a_B	2021 Watch Late Evening Local News (Mon-Fri) On TV
MP23145a_I	2021 Watch Late Evening Local News (Mon-Fri) On TV: Index
MP23162a_B	2021 Watch Late Night Talk or Variety On TV
MP23162a_I	2021 Watch Late Night Talk or Variety On TV: Index
MP23031a_B	2021 Watch Game Shows (Daytime) On TV
MP23031a_I	2021 Watch Game Shows (Daytime) On TV: Index
MP23033a_B	2021 Watch News Specials On TV
MP23033a_I	2021 Watch News Specials On TV: Index
MP23034a_B	2021 Watch Pageants (Specials) On TV
MP23034a_I	2021 Watch Pageants (Specials) On TV: Index
MP23163a_B	2021 Watch Reality-Based Shows On TV
MP23163a_I	2021 Watch Reality-Based Shows On TV: Index
MP23036a_B	2021 Watch Sunday News or Interview Programs On TV
MP23036a_I	2021 Watch Sunday News or Interview Programs On TV: Index
MP23038a_B	2021 Watched A&E Television Network Last Week
MP23038a_I	2021 Watched A&E Television Network Last Week: Index
MP23039a_B	2021 Watched Freeform Channel Last Week
MP23039a_I	2021 Watched Freeform Channel Last Week: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP23137a_B	2021 Watched Adult Swim Last Week
MP23137a_I	2021 Watched Adult Swim Last Week: Index
MP23040a_B	2021 Watched AMC (American Movie Classics) Last Week
MP23040a_I	2021 Watched AMC (American Movie Classics) Last Week: Index
MP23041a_B	2021 Watched Animal Planet Last Week
MP23041a_I	2021 Watched Animal Planet Last Week: Index
MP23042a_B	2021 Watched BBC America Last Week
MP23042a_I	2021 Watched BBC America Last Week: Index
MP23146a_B	2021 Watched BBC World News Last Week
MP23146a_I	2021 Watched BBC World News Last Week: Index
MP23043a_B	2021 Watched BET (Black Entertainment TV) Last Week
MP23043a_I	2021 Watched BET (Black Entertainment TV) Last Week: Index
MP23164a_B	2021 Watched Bounce Last Week
MP23164a_I	2021 Watched Bounce Last Week: Index
MP23045a_B	2021 Watched Bravo Last Week
MP23045a_I	2021 Watched Bravo Last Week: Index
MP23046a_B	2021 Watched Cartoon Network Last Week
MP23046a_I	2021 Watched Cartoon Network Last Week: Index
MP23114a_B	2021 Watched CBS Sports Network Last Week
MP23114a_I	2021 Watched CBS Sports Network Last Week: Index
MP23047a_B	2021 Watched CMT (Country Music Television) Last Week
MP23047a_I	2021 Watched CMT (Country Music Television) Last Week: Index
MP23048a_B	2021 Watched CNBC Last Week
MP23048a_I	2021 Watched CNBC Last Week: Index
MP23049a_B	2021 Watched CNN (Cable News Network) Last Week
MP23049a_I	2021 Watched CNN (Cable News Network) Last Week: Index
MP23050a_B	2021 Watched Comedy Central Last Week
MP23050a_I	2021 Watched Comedy Central Last Week: Index
MP23115a_B	2021 Watched Cooking Channel Last Week
MP23115a_I	2021 Watched Cooking Channel Last Week: Index
MP23174a_B	2021 Watched Cozi TV Last Week
MP23174a_I	2021 Watched Cozi TV Last Week: Index
MP23051a_B	2021 Watched Discovery Channel Last Week
MP23051a_I	2021 Watched Discovery Channel Last Week: Index
MP23147a_B	2021 Watched Discovery Family Last Week
MP23147a_I	2021 Watched Discovery Family Last Week: Index
MP23140a_B	2021 Watched Discovery Life Channel Last Week
MP23140a_I	2021 Watched Discovery Life Channel Last Week: Index
MP23052a_B	2021 Watched Disney Channel Last Week
MP23052a_I	2021 Watched Disney Channel Last Week: Index
MP23148a_B	2021 Watched Disney Junior Last Week
MP23148a_I	2021 Watched Disney Junior Last Week: Index
MP23053a_B	2021 Watched Disney XD Last Week
MP23053a_I	2021 Watched Disney XD Last Week: Index
MP23054a_B	2021 Watched DIY Network Last Week
MP23054a_I	2021 Watched DIY Network Last Week: Index
MP23055a_B	2021 Watched E! (Entertainment Television) Last Week
MP23055a_I	2021 Watched E! (Entertainment Television) Last Week: Index
MP23056a_B	2021 Watched ESPN Last Week
MP23056a_I	2021 Watched ESPN Last Week: Index
MP23057a_B	2021 Watched ESPN2 Last Week
MP23057a_I	2021 Watched ESPN2 Last Week: Index
MP23059a_B	2021 Watched ESPNNews Last Week
MP23059a_I	2021 Watched ESPNNews Last Week: Index
MP23129a_B	2021 Watched ESPNU Last Week
MP23129a_I	2021 Watched ESPNU Last Week: Index
MP23060a_B	2021 Watched Food Network Last Week
MP23060a_I	2021 Watched Food Network Last Week: Index
MP23130a_B	2021 Watched Fox Business Network Last Week
MP23130a_I	2021 Watched Fox Business Network Last Week: Index
MP23061a_B	2021 Watched Fox News Channel Last Week
MP23061a_I	2021 Watched Fox News Channel Last Week: Index
MP23092a_B	2021 Watched Fox Sports 1 Last Week
MP23092a_I	2021 Watched Fox Sports 1 Last Week: Index
MP23131a_B	2021 Watched Fox Sports 2 Last Week
MP23131a_I	2021 Watched Fox Sports 2 Last Week: Index
MP23064a_B	2021 Watched FX Last Week
MP23064a_I	2021 Watched FX Last Week: Index
MP23149a_B	2021 Watched FXM (FX Movie Channel) Last Week
MP23149a_I	2021 Watched FXM (FX Movie Channel) Last Week: Index
MP23150a_B	2021 Watched FXX Last Week
MP23150a_I	2021 Watched FXX Last Week: Index
MP23065a_B	2021 Watched Golf Channel Last Week
MP23065a_I	2021 Watched Golf Channel Last Week: Index
MP23066a_B	2021 Watched GSN (Game Show Network) Last Week
MP23066a_I	2021 Watched GSN (Game Show Network) Last Week: Index
MP23067a_B	2021 Watched Hallmark Channel Last Week
MP23067a_I	2021 Watched Hallmark Channel Last Week: Index
MP23132a_B	2021 Watched Hallmark Movies and Mysteries Last Week
MP23132a_I	2021 Watched Hallmark Movies and Mysteries Last Week: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP23068a_B	2021 Watched HGTV Last Week
MP23068a_I	2021 Watched HGTV Last Week: Index
MP23069a_B	2021 Watched History Channel Last Week
MP23069a_I	2021 Watched History Channel Last Week: Index
MP23070a_B	2021 Watched HLN Last Week
MP23070a_I	2021 Watched HLN Last Week: Index
MP23071a_B	2021 Watched HSN (Home Shopping Network) Last Week
MP23071a_I	2021 Watched HSN (Home Shopping Network) Last Week: Index
MP23072a_B	2021 Watched IFC TV Last Week
MP23072a_I	2021 Watched IFC TV Last Week: Index
MP23073a_B	2021 Watched Investigation Discovery Last Week
MP23073a_I	2021 Watched Investigation Discovery Last Week: Index
MP23133a_B	2021 Watched ION Last Week
MP23133a_I	2021 Watched ION Last Week: Index
MP23175a_B	2021 Watched INSP Last Week
MP23175a_I	2021 Watched INSP Last Week: Index
MP23074a_B	2021 Watched Lifetime Last Week
MP23074a_I	2021 Watched Lifetime Last Week: Index
MP23075a_B	2021 Watched LMN (Lifetime Movie Network) Last Week
MP23075a_I	2021 Watched LMN (Lifetime Movie Network) Last Week: Index
MP23151a_B	2021 Watched MeTV Last Week
MP23151a_I	2021 Watched MeTV Last Week: Index
MP23077a_B	2021 Watched MLB Network Last Week
MP23077a_I	2021 Watched MLB Network Last Week: Index
MP23176a_B	2021 Watched Motor Trend Network Last Week
MP23176a_I	2021 Watched Motor Trend Network Last Week: Index
MP23078a_B	2021 Watched MSNBC Last Week
MP23078a_I	2021 Watched MSNBC Last Week: Index
MP23079a_B	2021 Watched MTV Last Week
MP23079a_I	2021 Watched MTV Last Week: Index
MP23080a_B	2021 Watched MTV2 Last Week
MP23080a_I	2021 Watched MTV2 Last Week: Index
MP23177a_B	2021 Watched MTV Classic Last Week
MP23177a_I	2021 Watched MTV Classic Last Week: Index
MP23081a_B	2021 Watched Music Choice Last Week
MP23081a_I	2021 Watched Music Choice Last Week: Index
MP23082a_B	2021 Watched Nat Geo Wild Last Week
MP23082a_I	2021 Watched Nat Geo Wild Last Week: Index
MP23083a_B	2021 Watched National Geographic Channel Last Week
MP23083a_I	2021 Watched National Geographic Channel Last Week: Index
MP23134a_B	2021 Watched NBA TV Last Week
MP23134a_I	2021 Watched NBA TV Last Week: Index
MP23118a_B	2021 Watched NBC Sports Network Last Week
MP23118a_I	2021 Watched NBC Sports Network Last Week: Index
MP23084a_B	2021 Watched NFL Network Last Week
MP23084a_I	2021 Watched NFL Network Last Week: Index
MP23085a_B	2021 Watched Nick at Nite Last Week
MP23085a_I	2021 Watched Nick at Nite Last Week: Index
MP23086a_B	2021 Watched Nickelodeon Last Week
MP23086a_I	2021 Watched Nickelodeon Last Week: Index
MP23135a_B	2021 Watched Nick Jr. Last Week
MP23135a_I	2021 Watched Nick Jr. Last Week: Index
MP23087a_B	2021 Watched Outdoor Channel Last Week
MP23087a_I	2021 Watched Outdoor Channel Last Week: Index
MP23119a_B	2021 Watched OWN (Oprah Winfrey Network) Last Week
MP23119a_I	2021 Watched OWN (Oprah Winfrey Network) Last Week: Index
MP23088a_B	2021 Watched Oxygen Last Week
MP23088a_I	2021 Watched Oxygen Last Week: Index
MP23093a_B	2021 Watched Paramount Network Last Week
MP23093a_I	2021 Watched Paramount Network Last Week: Index
MP23165a_B	2021 Watched PBS Kids Last Week
MP23165a_I	2021 Watched PBS Kids Last Week: Index
MP23090a_B	2021 Watched QVC Last Week
MP23090a_I	2021 Watched QVC Last Week: Index
MP23136a_B	2021 Watched Reelz Channel Last Week
MP23136a_I	2021 Watched Reelz Channel Last Week: Index
MP23120a_B	2021 Watched SCI Last Week
MP23120a_I	2021 Watched SCI Last Week: Index
MP23142a_B	2021 Watched Smithsonian Channel Last Week
MP23142a_I	2021 Watched Smithsonian Channel Last Week: Index
MP23095a_B	2021 Watched Sundance TV Last Week
MP23095a_I	2021 Watched Sundance TV Last Week: Index
MP23096a_B	2021 Watched SYFY Last Week
MP23096a_I	2021 Watched SYFY Last Week: Index
MP23098a_B	2021 Watched TBS Last Week
MP23098a_I	2021 Watched TBS Last Week: Index
MP23099a_B	2021 Watched TCM (Turner Classic Movies) Last Week
MP23099a_I	2021 Watched TCM (Turner Classic Movies) Last Week: Index
MP23101a_B	2021 Watched TLC (The Learning Channel) Last Week
MP23101a_I	2021 Watched TLC (The Learning Channel) Last Week: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP23102a_B	2021 Watched TNT (Turner Network Television) Last Week
MP23102a_I	2021 Watched TNT (Turner Network Television) Last Week: Index
MP23103a_B	2021 Watched Travel Channel Last Week
MP23103a_I	2021 Watched Travel Channel Last Week: Index
MP23104a_B	2021 Watched truTV Last Week
MP23104a_I	2021 Watched truTV Last Week: Index
MP23106a_B	2021 Watched TV Land Last Week
MP23106a_I	2021 Watched TV Land Last Week: Index
MP23166a_B	2021 Watched TV Land Classic Last Week
MP23166a_I	2021 Watched TV Land Classic Last Week: Index
MP23107a_B	2021 Watched TV One Last Week
MP23107a_I	2021 Watched TV One Last Week: Index
MP23108a_B	2021 Watched USA Network Last Week
MP23108a_I	2021 Watched USA Network Last Week: Index
MP23109a_B	2021 Watched VH1 Last Week
MP23109a_I	2021 Watched VH1 Last Week: Index
MP23167a_B	2021 Watched Viceland Last Week
MP23167a_I	2021 Watched Viceland Last Week: Index
MP23111a_B	2021 Watched The Weather Channel Last Week
MP23111a_I	2021 Watched The Weather Channel Last Week: Index
MP23112a_B	2021 Watched WE TV Last Week
MP23112a_I	2021 Watched WE TV Last Week: Index
MP23113a_B	2021 Watched WGN America Last Week
MP23113a_I	2021 Watched WGN America Last Week: Index
MP23121a_B	2021 Watched Any Premium Channel Last 30 Days
MP23121a_I	2021 Watched Any Premium Channel Last 30 Days: Index
MP23122a_B	2021 Watched Cinemax Last Week
MP23122a_I	2021 Watched Cinemax Last Week: Index
MP23123a_B	2021 Watched Starz Encore Last Week
MP23123a_I	2021 Watched Starz Encore Last Week: Index
MP23124a_B	2021 Watched HBO Last Week
MP23124a_I	2021 Watched HBO Last Week: Index
MP23125a_B	2021 Watched The Movie Channel Last Week
MP23125a_I	2021 Watched The Movie Channel Last Week: Index
MP23126a_B	2021 Watched Showtime Last Week
MP23126a_I	2021 Watched Showtime Last Week: Index
MP23127a_B	2021 Watched Starz Last Week
MP23127a_I	2021 Watched Starz Last Week: Index
<b>Pets and Pet Products (Market Potential)</b>	
MP26001h_B	2021 HH Owns Any Pet
MP26001h_I	2021 HH Owns Any Pet: Index
MP26003h_B	2021 HH Owns Any Cat
MP26003h_I	2021 HH Owns Any Cat: Index
MP26004h_B	2021 HH Owns Any Dog
MP26004h_I	2021 HH Owns Any Dog: Index
MP26005h_B	2021 HH Owns 1 Cat
MP26005h_I	2021 HH Owns 1 Cat: Index
MP26006h_B	2021 HH Owns 2+ Cats
MP26006h_I	2021 HH Owns 2+ Cats: Index
MP26007h_B	2021 HH Owns 1 Dog
MP26007h_I	2021 HH Owns 1 Dog: Index
MP26008h_B	2021 HH Owns 2+ Dogs
MP26008h_I	2021 HH Owns 2+ Dogs: Index
MP26009h_B	2021 HH Used Canned or Wet Cat Food Last 6 Mo
MP26009h_I	2021 HH Used Canned or Wet Cat Food Last 6 Mo: Index
MP26012h_B	2021 HH Used Packaged Dry Cat Food Last 6 Mo
MP26012h_I	2021 HH Used Packaged Dry Cat Food Last 6 Mo: Index
MP26015h_B	2021 HH Used Cat Treats Last 6 Mo
MP26015h_I	2021 HH Used Cat Treats Last 6 Mo: Index
MP26017h_B	2021 HH Used Cat Litter Last 6 Mo
MP26017h_I	2021 HH Used Cat Litter Last 6 Mo: Index
MP26019h_B	2021 HH Used Canned or Wet Dog Food Last 6 Mo
MP26019h_I	2021 HH Used Canned or Wet Dog Food Last 6 Mo: Index
MP26022h_B	2021 HH Used Packaged Dry Dog Food Last 6 Mo
MP26022h_I	2021 HH Used Packaged Dry Dog Food Last 6 Mo: Index
MP26025h_B	2021 HH Used Dog Biscuits or Treats Last 6 Mo
MP26025h_I	2021 HH Used Dog Biscuits or Treats Last 6 Mo: Index
MP26027h_B	2021 HH Used Flea or Tick or Parasite Product For Cat or Dog
MP26027h_I	2021 HH Used Flea or Tick or Parasite Product For Cat or Dog: Index
MP26029h_B	2021 HH Purchased Pet Food Last 12 Mo
MP26029h_I	2021 HH Purchased Pet Food Last 12 Mo: Index
MP26030h_B	2021 HH Purchased Pet Food From Grocery Store Last 12 Mo
MP26030h_I	2021 HH Purchased Pet Food From Grocery Store Last 12 Mo: Index
MP26031h_B	2021 HH Purchased Pet Food From Petco Last 12 Mo
MP26031h_I	2021 HH Purchased Pet Food From Petco Last 12 Mo: Index
MP26032h_B	2021 HH Purchased Pet Food From Petsmart Last 12 Mo
MP26032h_I	2021 HH Purchased Pet Food From Petsmart Last 12 Mo: Index
MP26048h_B	2021 HH Purchased Pet Food From Other Specialty Pet Store Last 12 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP26048h_I	2021 HH Purchased Pet Food From Other Specialty Pet Store Last 12 Mo: Index
MP26033h_B	2021 HH Purchased Pet Food From Wholesale Club Last 12 Mo
MP26033h_I	2021 HH Purchased Pet Food From Wholesale Club Last 12 Mo: Index
MP26047h_B	2021 HH Purchased Pet Food Internet/Online Last 12 Mo
MP26047h_I	2021 HH Purchased Pet Food Internet/Online Last 12 Mo: Index
MP26034h_B	2021 HH Purchased Pet Food From Vet Last 12 Mo
MP26034h_I	2021 HH Purchased Pet Food From Vet Last 12 Mo: Index
MP26046h_B	2021 HH Purchased Flea Control From Online Last 12 Mo
MP26046h_I	2021 HH Purchased Flea Control From Online Last 12 Mo: Index
MP26035h_B	2021 HH Purchased Flea Control From Vet Last 12 Mo
MP26035h_I	2021 HH Purchased Flea Control From Vet Last 12 Mo: Index
MP26036h_B	2021 HH Took Pet 1 Time to Veterinarian Last 12 Mo
MP26036h_I	2021 HH Took Pet 1 Time to Veterinarian Last 12 Mo: Index
MP26037h_B	2021 HH Took Pet 2 Times to Veterinarian Last 12 Mo
MP26037h_I	2021 HH Took Pet 2 Times to Veterinarian Last 12 Mo: Index
MP26038h_B	2021 HH Took Pet 3 Times to Veterinarian Last 12 Mo
MP26038h_I	2021 HH Took Pet 3 Times to Veterinarian Last 12 Mo: Index
MP26039h_B	2021 HH Took Pet 4 Times to Veterinarian Last 12 Mo
MP26039h_I	2021 HH Took Pet 4 Times to Veterinarian Last 12 Mo: Index
MP26040h_B	2021 HH Took Pet 5+ Times to Veterinarian Last 12 Mo
MP26040h_I	2021 HH Took Pet 5+ Times to Veterinarian Last 12 Mo: Index
MP26041h_B	2021 HH Used Professional Pet Service Last 12 Mo
MP26041h_I	2021 HH Used Professional Pet Service Last 12 Mo: Index
MP26042h_B	2021 HH Used Professional Pet Service 3+ Times Last 12 Mo
MP26042h_I	2021 HH Used Professional Pet Service 3+ Times Last 12 Mo: Index
MP26043h_B	2021 HH Used Professional Boarding or Kennel Pet Service
MP26043h_I	2021 HH Used Professional Boarding or Kennel Pet Service: Index
MP26044h_B	2021 HH Used Professional Grooming Pet Service
MP26044h_I	2021 HH Used Professional Grooming Pet Service: Index
MP26045h_B	2021 HH Has Pet Insurance
MP26045h_I	2021 HH Has Pet Insurance: Index
<b>Phones and Yellow Pages (Market Potential)</b>	
MP24001a_B	2021 Referred to Paper or Online Yellow Pages Last 12 Mo
MP24001a_I	2021 Referred to Paper or Online Yellow Pages Last 12 Mo: Index
MP24002a_B	2021 Referred to Paper Yellow Pages Last 12 Mo
MP24002a_I	2021 Referred to Paper Yellow Pages Last 12 Mo: Index
MP24003a_B	2021 Referred to Online Yellow Pages Last 12 Mo
MP24003a_I	2021 Referred to Online Yellow Pages Last 12 Mo: Index
MP27001a_B	2021 Have a Working Cell Phone
MP27001a_I	2021 Have a Working Cell Phone: Index
MP27002a_B	2021 Have a Smartphone
MP27002a_I	2021 Have a Smartphone: Index
MP27080a_B	2021 Have an Android Phone (Any Brand) Smartphone
MP27080a_I	2021 Have an Android Phone (Any Brand) Smartphone: Index
MP27081a_B	2021 Have an Apple iPhone Smartphone
MP27081a_I	2021 Have an Apple iPhone Smartphone: Index
MP27003a_B	2021 Bought Cell Phone Last 12 Mo
MP27003a_I	2021 Bought Cell Phone Last 12 Mo: Index
MP27004a_B	2021 Use Cell Phone For Business
MP27004a_I	2021 Use Cell Phone For Business: Index
MP27005a_B	2021 Use Cell Phone For Personal Use
MP27005a_I	2021 Use Cell Phone For Personal Use: Index
MP27014a_B	2021 Used Cell Phone to Access Search Engine Last 30 Days
MP27014a_I	2021 Used Cell Phone to Access Search Engine Last 30 Days: Index
MP27015a_B	2021 Used Cell Phone For Entertainment Info Last 30 Days
MP27015a_I	2021 Used Cell Phone For Entertainment Info Last 30 Days: Index
MP27016a_B	2021 Used Cell Phone For Financial Info Last 30 Days
MP27016a_I	2021 Used Cell Phone For Financial Info Last 30 Days: Index
MP27017a_B	2021 Used Cell Phone For News Last 30 Days
MP27017a_I	2021 Used Cell Phone For News Last 30 Days: Index
MP27018a_B	2021 Used Cell Phone For Sports Last 30 Days
MP27018a_I	2021 Used Cell Phone For Sports Last 30 Days: Index
MP27093a_B	2021 Used Cell Phone For Video Call Last 30 Days
MP27093a_I	2021 Used Cell Phone For Video Call Last 30 Days: Index
MP27019a_B	2021 Used Cell Phone For Weather Last 30 Days
MP27019a_I	2021 Used Cell Phone For Weather Last 30 Days: Index
MP27020a_B	2021 Used Cell Phone to Download An App Last 30 Days
MP27020a_I	2021 Used Cell Phone to Download An App Last 30 Days: Index
MP27021a_B	2021 Used Cell Phone to Download a Game Last 30 Days
MP27021a_I	2021 Used Cell Phone to Download a Game Last 30 Days: Index
MP27022a_B	2021 Used Cell Phone to Download a Ringtone Last 30 Days
MP27022a_I	2021 Used Cell Phone to Download a Ringtone Last 30 Days: Index
MP27023a_B	2021 Used Cell Phone to Download a Song Last 30 Days
MP27023a_I	2021 Used Cell Phone to Download a Song Last 30 Days: Index
MP27024a_B	2021 Used Cell Phone to Listen to Music Last 30 Days
MP27024a_I	2021 Used Cell Phone to Listen to Music Last 30 Days: Index
MP27025a_B	2021 Used Cell Phone to Listen to Podcast Last 30 Days
MP27025a_I	2021 Used Cell Phone to Listen to Podcast Last 30 Days: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP27026a_B	2021 Used Cell Phone For Map or Directions Last 30 Days
MP27026a_I	2021 Used Cell Phone For Map or Directions Last 30 Days: Index
MP27085a_B	2021 Used Cell Phone to Purchase Product Last 30 Days
MP27085a_I	2021 Used Cell Phone to Purchase Product Last 30 Days: Index
MP27079a_B	2021 Used Cell Phone to Receive Text Msg Alert Last 30 Days
MP27079a_I	2021 Used Cell Phone to Receive Text Msg Alert Last 30 Days: Index
MP27027a_B	2021 Used Cell Phone to Redeem a Mobile Coupon Last 30 Days
MP27027a_I	2021 Used Cell Phone to Redeem a Mobile Coupon Last 30 Days: Index
MP27087a_B	2021 Used Cell Phone to Research Product Last 30 Days
MP27087a_I	2021 Used Cell Phone to Research Product Last 30 Days: Index
MP27083a_B	2021 Used Cell Phone to Scan a Code Last 30 Days
MP27083a_I	2021 Used Cell Phone to Scan a Code Last 30 Days: Index
MP27078a_B	2021 Used Cell Phone to Sign Up For Text Alert Last 30 Days
MP27078a_I	2021 Used Cell Phone to Sign Up For Text Alert Last 30 Days: Index
MP27097a_B	2021 Used Cell Phone to Take a Video Last 30 Days
MP27097a_I	2021 Used Cell Phone to Take a Video Last 30 Days: Index
MP27028a_B	2021 Used Cell Phone to Text Friends/Family Last 30 Days
MP27028a_I	2021 Used Cell Phone to Text Friends/Family Last 30 Days: Index
MP27086a_B	2021 Used Cell Phone to Text Respond to Ad Last 30 Days
MP27086a_I	2021 Used Cell Phone to Text Respond to Ad Last 30 Days: Index
MP27076a_B	2021 Used Cell Phone to Vote With Text Message Last 30 Days
MP27076a_I	2021 Used Cell Phone to Vote With Text Message Last 30 Days: Index
MP27077a_B	2021 Used Cell Phone to View Ad Sent With Text Last 30 Days
MP27077a_I	2021 Used Cell Phone to View Ad Sent With Text Last 30 Days: Index
MP27088a_B	2021 Used Cell Phone App Last 30 Days
MP27088a_I	2021 Used Cell Phone App Last 30 Days: Index
MP27084a_B	2021 Used Cell Phone to Visit Social Media Site Last 30 Days
MP27084a_I	2021 Used Cell Phone to Visit Social Media Site Last 30 Days: Index
MP27029a_B	2021 Used Cell Phone to Watch a Movie Last 30 Days
MP27029a_I	2021 Used Cell Phone to Watch a Movie Last 30 Days: Index
MP27031a_B	2021 Used Cell Phone to Watch Downloaded/Streamed TV Program Last 30 Days
MP27031a_I	2021 Used Cell Phone to Watch Downloaded/Streamed TV Program Last 30 Days: Index
MP27092a_B	2021 Used Cell Phone to Watch Live TV Last 30 Days
MP27092a_I	2021 Used Cell Phone to Watch Live TV Last 30 Days: Index
MP27032a_B	2021 Used Cell Phone to Watch a Video Clip Last 30 Days
MP27032a_I	2021 Used Cell Phone to Watch a Video Clip Last 30 Days: Index
MP27094a_B	2021 Used Calendar Cell Phone App Last 30 Days
MP27094a_I	2021 Used Calendar Cell Phone App Last 30 Days: Index
MP27095a_B	2021 Used Dating Cell Phone App Last 30 Days
MP27095a_I	2021 Used Dating Cell Phone App Last 30 Days: Index
MP27098a_B	2021 Used Magazine Cell Phone App Last 30 Days
MP27098a_I	2021 Used Magazine Cell Phone App Last 30 Days: Index
MP27096a_B	2021 Used Rideshare/Taxi Cell Phone App Last 30 Days
MP27096a_I	2021 Used Rideshare/Taxi Cell Phone App Last 30 Days: Index
MP27033a_B	2021 Average \$1-\$24 For Monthly Cell Phone Bill
MP27033a_I	2021 Average \$1-\$24 For Monthly Cell Phone Bill: Index
MP27034a_B	2021 Average \$25-\$49 For Monthly Cell Phone Bill
MP27034a_I	2021 Average \$25-\$49 For Monthly Cell Phone Bill: Index
MP27035a_B	2021 Average \$50-\$74 For Monthly Cell Phone Bill
MP27035a_I	2021 Average \$50-\$74 For Monthly Cell Phone Bill: Index
MP27036a_B	2021 Average \$75-\$99 For Monthly Cell Phone Bill
MP27036a_I	2021 Average \$75-\$99 For Monthly Cell Phone Bill: Index
MP27037a_B	2021 Average \$100-\$199 For Monthly Cell Phone Bill
MP27037a_I	2021 Average \$100-\$199 For Monthly Cell Phone Bill: Index
MP27038a_B	2021 Average \$200+ For Monthly Cell Phone Bill
MP27038a_I	2021 Average \$200+ For Monthly Cell Phone Bill: Index
MP27039a_B	2021 Have Individual Cell Phone Plan
MP27039a_I	2021 Have Individual Cell Phone Plan: Index
MP27040a_B	2021 Have Family or Shared Cell Phone Plan
MP27040a_I	2021 Have Family or Shared Cell Phone Plan: Index
MP27041a_B	2021 Have Corporate Cell Phone Plan
MP27041a_I	2021 Have Corporate Cell Phone Plan: Index
MP27042a_B	2021 AT&T Service On Cell Phone Used Most Often
MP27042a_I	2021 AT&T Service On Cell Phone Used Most Often: Index
MP27099a_B	2021 Boost Mobile Service On Cell Phone Used Most Often
MP27099a_I	2021 Boost Mobile Service On Cell Phone Used Most Often: Index
MP27100a_B	2021 Cricket Wireless Service On Cell Phone Used Most Often
MP27100a_I	2021 Cricket Wireless Service On Cell Phone Used Most Often: Index
MP27043a_B	2021 Metro By T-Mobile Service On Cell Phone Used Most Often
MP27043a_I	2021 Metro By T-Mobile Service On Cell Phone Used Most Often: Index
MP27044a_B	2021 Sprint Service On Cell Phone Used Most Often
MP27044a_I	2021 Sprint Service On Cell Phone Used Most Often: Index
MP27045a_B	2021 T-Mobile Service On Cell Phone Used Most Often
MP27045a_I	2021 T-Mobile Service On Cell Phone Used Most Often: Index
MP27046a_B	2021 Verizon Wireless Service On Cell Phone Used Most Often
MP27046a_I	2021 Verizon Wireless Service On Cell Phone Used Most Often: Index
MP27089a_B	2021 Use Monthly Plan With Contract Cellular Service
MP27089a_I	2021 Use Monthly Plan With Contract Cellular Service: Index
MP27090a_B	2021 Use Monthly Plan Without Contract Cellular Service
MP27090a_I	2021 Use Monthly Plan Without Contract Cellular Service: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP27091a_B	2021 Use Prepaid Plan Cellular Service
MP27091a_I	2021 Use Prepaid Plan Cellular Service: Index
MP27048a_B	2021 Purchased or Refilled Calling Card Last 12 Mo
MP27048a_I	2021 Purchased or Refilled Calling Card Last 12 Mo: Index
MP27049h_B	2021 HH Has a Landline Telephone
MP27049h_I	2021 HH Has a Landline Telephone: Index
MP27050h_B	2021 HH Has Cell Phone Only (No Landline Telephone)
MP27050h_I	2021 HH Has Cell Phone Only (No Landline Telephone): Index
MP27052h_B	2021 HH Owns Any Cell Phone
MP27052h_I	2021 HH Owns Any Cell Phone: Index
MP27053h_B	2021 HH Owns 1 Cell Phone
MP27053h_I	2021 HH Owns 1 Cell Phone: Index
MP27054h_B	2021 HH Owns 2 Cell Phones
MP27054h_I	2021 HH Owns 2 Cell Phones: Index
MP27055h_B	2021 HH Owns 3+ Cell Phones
MP27055h_I	2021 HH Owns 3+ Cell Phones: Index
MP27058h_B	2021 HH Owns An Answering Machine
MP27058h_I	2021 HH Owns An Answering Machine: Index
MP27063h_B	2021 HH Has Caller ID Phone Service
MP27063h_I	2021 HH Has Caller ID Phone Service: Index
MP27066h_B	2021 HH Has Voice Messaging or Voice Mail Phone Service
MP27066h_I	2021 HH Has Voice Messaging or Voice Mail Phone Service: Index
MP27067h_B	2021 HH Made Phone Call to Foreign Country Last 30 Days
MP27067h_I	2021 HH Made Phone Call to Foreign Country Last 30 Days: Index
<b>Psychographics and Advertising (Market Potential)</b>	
MP28001a_B	2021 Buying American Is Important: 1-Disagree Mostly
MP28001a_I	2021 Buying American Is Important: 1-Disagree Mostly: Index
MP28002a_B	2021 Buying American Is Important: 2-Disagree Somewhat
MP28002a_I	2021 Buying American Is Important: 2-Disagree Somewhat: Index
MP28003a_B	2021 Buying American Is Important: 3-Agree Somewhat
MP28003a_I	2021 Buying American Is Important: 3-Agree Somewhat: Index
MP28004a_B	2021 Buying American Is Important: 4-Agree Mostly
MP28004a_I	2021 Buying American Is Important: 4-Agree Mostly: Index
MP28005a_B	2021 Buy On Credit Rather Than Wait: 1-Disagree Mostly
MP28005a_I	2021 Buy On Credit Rather Than Wait: 1-Disagree Mostly: Index
MP28006a_B	2021 Buy On Credit Rather Than Wait: 2-Disagree Somewhat
MP28006a_I	2021 Buy On Credit Rather Than Wait: 2-Disagree Somewhat: Index
MP28007a_B	2021 Buy On Credit Rather Than Wait: 3-Agree Somewhat
MP28007a_I	2021 Buy On Credit Rather Than Wait: 3-Agree Somewhat: Index
MP28008a_B	2021 Buy On Credit Rather Than Wait: 4-Agree Mostly
MP28008a_I	2021 Buy On Credit Rather Than Wait: 4-Agree Mostly: Index
MP28009a_B	2021 Buy Based On Quality Not Price: 1-Disagree Mostly
MP28009a_I	2021 Buy Based On Quality Not Price: 1-Disagree Mostly: Index
MP28010a_B	2021 Buy Based On Quality Not Price: 2-Disagree Somewhat
MP28010a_I	2021 Buy Based On Quality Not Price: 2-Disagree Somewhat: Index
MP28011a_B	2021 Buy Based On Quality Not Price: 3-Agree Somewhat
MP28011a_I	2021 Buy Based On Quality Not Price: 3-Agree Somewhat: Index
MP28012a_B	2021 Buy Based On Quality Not Price: 4-Agree Mostly
MP28012a_I	2021 Buy Based On Quality Not Price: 4-Agree Mostly: Index
MP28013a_B	2021 Buy Based On Price Not Brands: 1-Disagree Mostly
MP28013a_I	2021 Buy Based On Price Not Brands: 1-Disagree Mostly: Index
MP28014a_B	2021 Buy Based On Price Not Brands: 2-Disagree Somewhat
MP28014a_I	2021 Buy Based On Price Not Brands: 2-Disagree Somewhat: Index
MP28015a_B	2021 Buy Based On Price Not Brands: 3-Agree Somewhat
MP28015a_I	2021 Buy Based On Price Not Brands: 3-Agree Somewhat: Index
MP28016a_B	2021 Buy Based On Price Not Brands: 4-Agree Mostly
MP28016a_I	2021 Buy Based On Price Not Brands: 4-Agree Mostly: Index
MP28017a_B	2021 Only Use Coupons For Brands Usually Buy: 1-Disagree Mostly
MP28017a_I	2021 Only Use Coupons For Brands Usually Buy: 1-Disagree Mostly: Index
MP28018a_B	2021 Only Use Coupons For Brands Usually Buy: 2-Disagree Somewhat
MP28018a_I	2021 Only Use Coupons For Brands Usually Buy: 2-Disagree Somewhat: Index
MP28019a_B	2021 Only Use Coupons For Brands Usually Buy: 3-Agree Somewhat
MP28019a_I	2021 Only Use Coupons For Brands Usually Buy: 3-Agree Somewhat: Index
MP28020a_B	2021 Only Use Coupons For Brands Usually Buy: 4-Agree Mostly
MP28020a_I	2021 Only Use Coupons For Brands Usually Buy: 4-Agree Mostly: Index
MP28219a_B	2021 Prefer Shop at Stores w/Loyalty Points: 1-Disagree Mostly
MP28219a_I	2021 Prefer Shop at Stores w/Loyalty Points: 1-Disagree Mostly: Index
MP28220a_B	2021 Prefer Shop at Stores w/Loyalty Points: 2-Disagree Somewhat
MP28220a_I	2021 Prefer Shop at Stores w/Loyalty Points: 2-Disagree Somewhat: Index
MP28218a_B	2021 Prefer Shop at Stores w/Loyalty Points: 3-Agree Somewhat
MP28218a_I	2021 Prefer Shop at Stores w/Loyalty Points: 3-Agree Somewhat: Index
MP28217a_B	2021 Prefer Shop at Stores w/Loyalty Points: 4-Agree Mostly
MP28217a_I	2021 Prefer Shop at Stores w/Loyalty Points: 4-Agree Mostly: Index
MP28223a_B	2021 Prefer to Shop Online vs in Store: 1-Disagree Completely
MP28223a_I	2021 Prefer to Shop Online vs in Store: 1-Disagree Completely: Index
MP28224a_B	2021 Prefer to Shop Online vs in Store: 2-Disagree Somewhat
MP28224a_I	2021 Prefer to Shop Online vs in Store: 2-Disagree Somewhat: Index
MP28222a_B	2021 Prefer to Shop Online vs in Store: 3-Agree Somewhat
MP28222a_I	2021 Prefer to Shop Online vs in Store: 3-Agree Somewhat: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP28222a_I	2021 Prefer to Shop Online vs in Store: 3-Agree Somewhat: Index
MP28221a_B	2021 Prefer to Shop Online vs in Store: 4-Agree Completely
MP28221a_I	2021 Prefer to Shop Online vs in Store: 4-Agree Completely: Index
MP28254a_B	2021 Free Shipping Attracts Me to Shop Website: 1-Disagree Mostly
MP28254a_I	2021 Free Shipping Attracts Me to Shop Website: 1-Disagree Mostly: Index
MP28255a_B	2021 Free Shipping Attracts Me to Shop Website: 2-Disagree Somewhat
MP28255a_I	2021 Free Shipping Attracts Me to Shop Website: 2-Disagree Somewhat: Index
MP28256a_B	2021 Free Shipping Attracts Me to Shop Website: 3-Agree Somewhat
MP28256a_I	2021 Free Shipping Attracts Me to Shop Website: 3-Agree Somewhat: Index
MP28257a_B	2021 Free Shipping Attracts Me to Shop Website: 4-Agree Mostly
MP28257a_I	2021 Free Shipping Attracts Me to Shop Website: 4-Agree Mostly: Index
MP28243a_B	2021 Use Mobile In-Store to Look Up Coupons: 1-Disagree Completely
MP28243a_I	2021 Use Mobile In-Store to Look Up Coupons: 1-Disagree Completely: Index
MP28244a_B	2021 Use Mobile In-Store to Look Up Coupons: 2-Disagree Somewhat
MP28244a_I	2021 Use Mobile In-Store to Look Up Coupons: 2-Disagree Somewhat: Index
MP28242a_B	2021 Use Mobile In-Store to Look Up Coupons: 3-Agree Somewhat
MP28242a_I	2021 Use Mobile In-Store to Look Up Coupons: 3-Agree Somewhat: Index
MP28241a_B	2021 Use Mobile In-Store to Look Up Coupons: 4-Agree Completely
MP28241a_I	2021 Use Mobile In-Store to Look Up Coupons: 4-Agree Completely: Index
MP28021a_B	2021 Expect Brands I Buy Support Social Causes: 1-Disagree Mostly
MP28021a_I	2021 Expect Brands I Buy Support Social Causes: 1-Disagree Mostly: Index
MP28022a_B	2021 Expect Brands I Buy Support Social Causes: 2-Disagree Somewhat
MP28022a_I	2021 Expect Brands I Buy Support Social Causes: 2-Disagree Somewhat: Index
MP28023a_B	2021 Expect Brands I Buy Support Social Causes: 3-Agree Somewhat
MP28023a_I	2021 Expect Brands I Buy Support Social Causes: 3-Agree Somewhat: Index
MP28024a_B	2021 Expect Brands I Buy Support Social Causes: 4-Agree Mostly
MP28024a_I	2021 Expect Brands I Buy Support Social Causes: 4-Agree Mostly: Index
MP28025a_B	2021 Gladly Switch Brands to Use Coupons: 1-Disagree Mostly
MP28025a_I	2021 Gladly Switch Brands to Use Coupons: 1-Disagree Mostly: Index
MP28026a_B	2021 Gladly Switch Brands to Use Coupons: 2-Disagree Somewhat
MP28026a_I	2021 Gladly Switch Brands to Use Coupons: 2-Disagree Somewhat: Index
MP28027a_B	2021 Gladly Switch Brands to Use Coupons: 3-Agree Somewhat
MP28027a_I	2021 Gladly Switch Brands to Use Coupons: 3-Agree Somewhat: Index
MP28028a_B	2021 Gladly Switch Brands to Use Coupons: 4-Agree Mostly
MP28028a_I	2021 Gladly Switch Brands to Use Coupons: 4-Agree Mostly: Index
MP28029a_B	2021 Use Internet to Shop Fashion Products: 1-Disagree Completely
MP28029a_I	2021 Use Internet to Shop Fashion Products: 1-Disagree Completely: Index
MP28030a_B	2021 Use Internet to Shop Fashion Products: 2-Disagree Somewhat
MP28030a_I	2021 Use Internet to Shop Fashion Products: 2-Disagree Somewhat: Index
MP28031a_B	2021 Use Internet to Shop Fashion Products: 3-Agree Somewhat
MP28031a_I	2021 Use Internet to Shop Fashion Products: 3-Agree Somewhat: Index
MP28032a_B	2021 Use Internet to Shop Fashion Products: 4-Agree Completely
MP28032a_I	2021 Use Internet to Shop Fashion Products: 4-Agree Completely: Index
MP28034a_B	2021 Helping to Preserve Nature: 1-Not Important
MP28034a_I	2021 Helping to Preserve Nature: 1-Not Important: Index
MP28035a_B	2021 Helping to Preserve Nature: 2-Average Importance
MP28035a_I	2021 Helping to Preserve Nature: 2-Average Importance: Index
MP28033a_B	2021 Helping to Preserve Nature: 3-Very Important
MP28033a_I	2021 Helping to Preserve Nature: 3-Very Important: Index
MP28036a_B	2021 Govt Should Focus More On Environ Issues: 1-Disagree Completely
MP28036a_I	2021 Govt Should Focus More On Environ Issues: 1-Disagree Completely: Index
MP28037a_B	2021 Govt Should Focus More On Environ Issues: 2-Disagree Somewhat
MP28037a_I	2021 Govt Should Focus More On Environ Issues: 2-Disagree Somewhat: Index
MP28038a_B	2021 Govt Should Focus More On Environ Issues: 3-Agree Somewhat
MP28038a_I	2021 Govt Should Focus More On Environ Issues: 3-Agree Somewhat: Index
MP28039a_B	2021 Govt Should Focus More On Environ Issues: 4-Agree Completely
MP28039a_I	2021 Govt Should Focus More On Environ Issues: 4-Agree Completely: Index
MP28040a_B	2021 Am Interested in How to Help Environment: 1-Disagree Completely
MP28040a_I	2021 Am Interested in How to Help Environment: 1-Disagree Completely: Index
MP28041a_B	2021 Am Interested in How to Help Environment: 2-Disagree Somewhat
MP28041a_I	2021 Am Interested in How to Help Environment: 2-Disagree Somewhat: Index
MP28042a_B	2021 Am Interested in How to Help Environment: 3-Agree Somewhat
MP28042a_I	2021 Am Interested in How to Help Environment: 3-Agree Somewhat: Index
MP28043a_B	2021 Am Interested in How to Help Environment: 4-Agree Completely
MP28043a_I	2021 Am Interested in How to Help Environment: 4-Agree Completely: Index
MP28044a_B	2021 Global Warming Is a Serious Threat: 1-Disagree Completely
MP28044a_I	2021 Global Warming Is a Serious Threat: 1-Disagree Completely: Index
MP28045a_B	2021 Global Warming Is a Serious Threat: 2-Disagree Somewhat
MP28045a_I	2021 Global Warming Is a Serious Threat: 2-Disagree Somewhat: Index
MP28046a_B	2021 Global Warming Is a Serious Threat: 3-Agree Somewhat
MP28046a_I	2021 Global Warming Is a Serious Threat: 3-Agree Somewhat: Index
MP28047a_B	2021 Global Warming Is a Serious Threat: 4-Agree Completely
MP28047a_I	2021 Global Warming Is a Serious Threat: 4-Agree Completely: Index
MP28048a_B	2021 More Environmentally Conscious Than Most: 1-Disagree Completely
MP28048a_I	2021 More Environmentally Conscious Than Most: 1-Disagree Completely: Index
MP28049a_B	2021 More Environmentally Conscious Than Most: 2-Disagree Somewhat
MP28049a_I	2021 More Environmentally Conscious Than Most: 2-Disagree Somewhat: Index
MP28050a_B	2021 More Environmentally Conscious Than Most: 3-Agree Somewhat
MP28050a_I	2021 More Environmentally Conscious Than Most: 3-Agree Somewhat: Index
MP28051a_B	2021 More Environmentally Conscious Than Most: 4-Agree Completely



# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.

[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP28051a_I	2021 More Environmentally Conscious Than Most: 4-Agree Completely: Index
MP28052a_B	2021 Co Environ Record Important When Buying: 1-Disagree Completely
MP28052a_I	2021 Co Environ Record Important When Buying: 1-Disagree Completely: Index
MP28053a_B	2021 Co Environ Record Important When Buying: 2-Disagree Somewhat
MP28053a_I	2021 Co Environ Record Important When Buying: 2-Disagree Somewhat: Index
MP28054a_B	2021 Co Environ Record Important When Buying: 3-Agree Somewhat
MP28054a_I	2021 Co Environ Record Important When Buying: 3-Agree Somewhat: Index
MP28055a_B	2021 Co Environ Record Important When Buying: 4-Agree Completely
MP28055a_I	2021 Co Environ Record Important When Buying: 4-Agree Completely: Index
MP28203a_B	2021 Like to Live Lifestyle Impresses Others: 1-Disagree Completely
MP28203a_I	2021 Like to Live Lifestyle Impresses Others: 1-Disagree Completely: Index
MP28204a_B	2021 Like to Live Lifestyle Impresses Others: 2-Disagree Somewhat
MP28204a_I	2021 Like to Live Lifestyle Impresses Others: 2-Disagree Somewhat: Index
MP28202a_B	2021 Like to Live Lifestyle Impresses Others: 3-Agree Somewhat
MP28202a_I	2021 Like to Live Lifestyle Impresses Others: 3-Agree Somewhat: Index
MP28201a_B	2021 Like to Live Lifestyle Impresses Others: 4-Agree Completely
MP28201a_I	2021 Like to Live Lifestyle Impresses Others: 4-Agree Completely: Index
MP28247a_B	2021 Like 'Binge Watching' TV Episodes: 1-Disagree Completely
MP28247a_I	2021 Like 'Binge Watching' TV Episodes: 1-Disagree Completely: Index
MP28248a_B	2021 Like 'Binge Watching' TV Episodes: 2-Disagree Somewhat
MP28248a_I	2021 Like 'Binge Watching' TV Episodes: 2-Disagree Somewhat: Index
MP28246a_B	2021 Like 'Binge Watching' TV Episodes: 3-Agree Somewhat
MP28246a_I	2021 Like 'Binge Watching' TV Episodes: 3-Agree Somewhat: Index
MP28245a_B	2021 Like 'Binge Watching' TV Episodes: 4-Agree Completely
MP28245a_I	2021 Like 'Binge Watching' TV Episodes: 4-Agree Completely: Index
MP28056a_B	2021 Will Pay More For Environ Safe Products: 1-Disagree Mostly
MP28056a_I	2021 Will Pay More For Environ Safe Products: 1-Disagree Mostly: Index
MP28057a_B	2021 Will Pay More For Environ Safe Products: 2-Disagree Somewhat
MP28057a_I	2021 Will Pay More For Environ Safe Products: 2-Disagree Somewhat: Index
MP28058a_B	2021 Will Pay More For Environ Safe Products: 3-Agree Somewhat
MP28058a_I	2021 Will Pay More For Environ Safe Products: 3-Agree Somewhat: Index
MP28059a_B	2021 Will Pay More For Environ Safe Products: 4-Agree Mostly
MP28059a_I	2021 Will Pay More For Environ Safe Products: 4-Agree Mostly: Index
MP28060a_B	2021 Give Up Convenience For Environ Safe Prods: 1-Disagree Mostly
MP28060a_I	2021 Give Up Convenience For Environ Safe Prods: 1-Disagree Mostly: Index
MP28061a_B	2021 Give Up Convenience For Environ Safe Prods: 2-Disagree Somewhat
MP28061a_I	2021 Give Up Convenience For Environ Safe Prods: 2-Disagree Somewhat: Index
MP28062a_B	2021 Give Up Convenience For Environ Safe Prods: 3-Agree Somewhat
MP28062a_I	2021 Give Up Convenience For Environ Safe Prods: 3-Agree Somewhat: Index
MP28063a_B	2021 Give Up Convenience For Environ Safe Prods: 4-Agree Mostly
MP28063a_I	2021 Give Up Convenience For Environ Safe Prods: 4-Agree Mostly: Index
MP28064a_B	2021 Buy Natural Prods For Environ Concerns: 1-Disagree Mostly
MP28064a_I	2021 Buy Natural Prods For Environ Concerns: 1-Disagree Mostly: Index
MP28065a_B	2021 Buy Natural Prods For Environ Concerns: 2-Disagree Somewhat
MP28065a_I	2021 Buy Natural Prods For Environ Concerns: 2-Disagree Somewhat: Index
MP28066a_B	2021 Buy Natural Prods For Environ Concerns: 3-Agree Somewhat
MP28066a_I	2021 Buy Natural Prods For Environ Concerns: 3-Agree Somewhat: Index
MP28067a_B	2021 Buy Natural Prods For Environ Concerns: 4-Agree Mostly
MP28067a_I	2021 Buy Natural Prods For Environ Concerns: 4-Agree Mostly: Index
MP28068a_B	2021 Eat Healthy/Pay Attention to Nutrition: 1-Disagree Completely
MP28068a_I	2021 Eat Healthy/Pay Attention to Nutrition: 1-Disagree Completely: Index
MP28069a_B	2021 Eat Healthy/Pay Attention to Nutrition: 2-Disagree Somewhat
MP28069a_I	2021 Eat Healthy/Pay Attention to Nutrition: 2-Disagree Somewhat: Index
MP28070a_B	2021 Eat Healthy/Pay Attention to Nutrition: 3-Agree Somewhat
MP28070a_I	2021 Eat Healthy/Pay Attention to Nutrition: 3-Agree Somewhat: Index
MP28071a_B	2021 Eat Healthy/Pay Attention to Nutrition: 4-Agree Completely
MP28071a_I	2021 Eat Healthy/Pay Attention to Nutrition: 4-Agree Completely: Index
MP28072a_B	2021 Regularly Eat Organic Foods: 1-Disagree Completely
MP28072a_I	2021 Regularly Eat Organic Foods: 1-Disagree Completely: Index
MP28073a_B	2021 Regularly Eat Organic Foods: 2-Disagree Somewhat
MP28073a_I	2021 Regularly Eat Organic Foods: 2-Disagree Somewhat: Index
MP28074a_B	2021 Regularly Eat Organic Foods: 3-Agree Somewhat
MP28074a_I	2021 Regularly Eat Organic Foods: 3-Agree Somewhat: Index
MP28075a_B	2021 Regularly Eat Organic Foods: 4-Agree Completely
MP28075a_I	2021 Regularly Eat Organic Foods: 4-Agree Completely: Index
MP28258a_B	2021 Like Healthier Options at Fast Food: 1-Disagree Completely
MP28258a_I	2021 Like Healthier Options at Fast Food: 1-Disagree Completely: Index
MP28259a_B	2021 Like Healthier Options at Fast Food: 2-Disagree Somewhat
MP28259a_I	2021 Like Healthier Options at Fast Food: 2-Disagree Somewhat: Index
MP28260a_B	2021 Like Healthier Options at Fast Food: 3-Agree Somewhat
MP28260a_I	2021 Like Healthier Options at Fast Food: 3-Agree Somewhat: Index
MP28261a_B	2021 Like Healthier Options at Fast Food: 4-Agree Completely
MP28261a_I	2021 Like Healthier Options at Fast Food: 4-Agree Completely: Index
MP28076a_B	2021 Check Food Ingredients Before I Buy: 1-Disagree Mostly
MP28076a_I	2021 Check Food Ingredients Before I Buy: 1-Disagree Mostly: Index
MP28077a_B	2021 Check Food Ingredients Before I Buy: 2-Disagree Somewhat
MP28077a_I	2021 Check Food Ingredients Before I Buy: 2-Disagree Somewhat: Index
MP28078a_B	2021 Check Food Ingredients Before I Buy: 3-Agree Somewhat
MP28078a_I	2021 Check Food Ingredients Before I Buy: 3-Agree Somewhat: Index
MP28079a_B	2021 Check Food Ingredients Before I Buy: 4-Agree Mostly

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.

[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP28079a_I	2021 Check Food Ingredients Before I Buy: 4-Agree Mostly: Index
MP28087a_B	2021 Prefer Alternative Medicine to Traditional: 1-Disagree Strongly
MP28087a_I	2021 Prefer Alternative Medicine to Traditional: 1-Disagree Strongly: Index
MP28086a_B	2021 Prefer Alternative Medicine to Traditional: 2-Disagree Somewhat
MP28086a_I	2021 Prefer Alternative Medicine to Traditional: 2-Disagree Somewhat: Index
MP28085a_B	2021 Prefer Alternative Medicine to Traditional: 3-Agree Somewhat
MP28085a_I	2021 Prefer Alternative Medicine to Traditional: 3-Agree Somewhat: Index
MP28084a_B	2021 Prefer Alternative Medicine to Traditional: 4-Agree Strongly
MP28084a_I	2021 Prefer Alternative Medicine to Traditional: 4-Agree Strongly: Index
MP28095a_B	2021 Follow a Regular Exercise Routine: 1-Disagree Strongly
MP28095a_I	2021 Follow a Regular Exercise Routine: 1-Disagree Strongly: Index
MP28094a_B	2021 Follow a Regular Exercise Routine: 2-Disagree Somewhat
MP28094a_I	2021 Follow a Regular Exercise Routine: 2-Disagree Somewhat: Index
MP28093a_B	2021 Follow a Regular Exercise Routine: 3-Agree Somewhat
MP28093a_I	2021 Follow a Regular Exercise Routine: 3-Agree Somewhat: Index
MP28092a_B	2021 Follow a Regular Exercise Routine: 4-Agree Strongly
MP28092a_I	2021 Follow a Regular Exercise Routine: 4-Agree Strongly: Index
MP28096a_B	2021 Attend Religious Services Regularly: 1-Disagree Completely
MP28096a_I	2021 Attend Religious Services Regularly: 1-Disagree Completely: Index
MP28097a_B	2021 Attend Religious Services Regularly: 2-Disagree Somewhat
MP28097a_I	2021 Attend Religious Services Regularly: 2-Disagree Somewhat: Index
MP28098a_B	2021 Attend Religious Services Regularly: 3-Agree Somewhat
MP28098a_I	2021 Attend Religious Services Regularly: 3-Agree Somewhat: Index
MP28099a_B	2021 Attend Religious Services Regularly: 4-Agree Completely
MP28099a_I	2021 Attend Religious Services Regularly: 4-Agree Completely: Index
MP28100a_B	2021 More Likely Buy Brand Supporting a Cause: 1-Disagree Mostly
MP28100a_I	2021 More Likely Buy Brand Supporting a Cause: 1-Disagree Mostly: Index
MP28101a_B	2021 More Likely Buy Brand Supporting a Cause: 2-Disagree Somewhat
MP28101a_I	2021 More Likely Buy Brand Supporting a Cause: 2-Disagree Somewhat: Index
MP28102a_B	2021 More Likely Buy Brand Supporting a Cause: 3-Agree Somewhat
MP28102a_I	2021 More Likely Buy Brand Supporting a Cause: 3-Agree Somewhat: Index
MP28103a_B	2021 More Likely Buy Brand Supporting a Cause: 4-Agree Mostly
MP28103a_I	2021 More Likely Buy Brand Supporting a Cause: 4-Agree Mostly: Index
MP28104a_B	2021 More Likely Buy Brand Supports Charity: 1-Disagree Completely
MP28104a_I	2021 More Likely Buy Brand Supports Charity: 1-Disagree Completely: Index
MP28105a_B	2021 More Likely Buy Brand Supports Charity: 2-Disagree Somewhat
MP28105a_I	2021 More Likely Buy Brand Supports Charity: 2-Disagree Somewhat: Index
MP28106a_B	2021 More Likely Buy Brand Supports Charity: 3-Agree Somewhat
MP28106a_I	2021 More Likely Buy Brand Supports Charity: 3-Agree Somewhat: Index
MP28107a_B	2021 More Likely Buy Brand Supports Charity: 4-Agree Completely
MP28107a_I	2021 More Likely Buy Brand Supports Charity: 4-Agree Completely: Index
MP28108a_B	2021 Spend 7+ Hours Commuting To/From Work Per Week
MP28108a_I	2021 Spend 7+ Hours Commuting To/From Work Per Week: Index
MP28109a_B	2021 Spend 3-6 Hours Commuting To/From Work Per Week
MP28109a_I	2021 Spend 3-6 Hours Commuting To/From Work Per Week: Index
MP28110a_B	2021 Spend 1-2 Hours Commuting To/From Work Per Week
MP28110a_I	2021 Spend 1-2 Hours Commuting To/From Work Per Week: Index
MP28111a_B	2021 Spend No Time Commuting To/From Work Each Week
MP28111a_I	2021 Spend No Time Commuting To/From Work Each Week: Index
MP28112a_B	2021 Buy Vehicles Supporting Environment: 1-Disagree Completely
MP28112a_I	2021 Buy Vehicles Supporting Environment: 1-Disagree Completely: Index
MP28113a_B	2021 Buy Vehicles Supporting Environment: 2-Disagree Somewhat
MP28113a_I	2021 Buy Vehicles Supporting Environment: 2-Disagree Somewhat: Index
MP28114a_B	2021 Buy Vehicles Supporting Environment: 3-Agree Somewhat
MP28114a_I	2021 Buy Vehicles Supporting Environment: 3-Agree Somewhat: Index
MP28115a_B	2021 Buy Vehicles Supporting Environment: 4-Agree Completely
MP28115a_I	2021 Buy Vehicles Supporting Environment: 4-Agree Completely: Index
MP28119a_B	2021 Buy a New Vehicle Next 12 Mo: 1-Not at All Likely
MP28119a_I	2021 Buy a New Vehicle Next 12 Mo: 1-Not at All Likely: Index
MP28118a_B	2021 Buy a New Vehicle Next 12 Mo: 2-Not Very Likely
MP28118a_I	2021 Buy a New Vehicle Next 12 Mo: 2-Not Very Likely: Index
MP28117a_B	2021 Buy a New Vehicle Next 12 Mo: 3-Somewhat Likely
MP28117a_I	2021 Buy a New Vehicle Next 12 Mo: 3-Somewhat Likely: Index
MP28116a_B	2021 Buy a New Vehicle Next 12 Mo: 4-Very Likely
MP28116a_I	2021 Buy a New Vehicle Next 12 Mo: 4-Very Likely: Index
MP28123a_B	2021 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 1-Not at All Likely
MP28123a_I	2021 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 1-Not at All Likely: Index
MP28122a_B	2021 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 2-Not Very Likely
MP28122a_I	2021 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 2-Not Very Likely: Index
MP28121a_B	2021 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 3-Somewhat Likely
MP28121a_I	2021 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 3-Somewhat Likely: Index
MP28120a_B	2021 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 4-Very Likely
MP28120a_I	2021 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 4-Very Likely: Index
MP28127a_B	2021 Lease a Vehicle in Next 12 Mo: 1-Not at All Likely
MP28127a_I	2021 Lease a Vehicle in Next 12 Mo: 1-Not at All Likely: Index
MP28126a_B	2021 Lease a Vehicle in Next 12 Mo: 2-Not Very Likely
MP28126a_I	2021 Lease a Vehicle in Next 12 Mo: 2-Not Very Likely: Index
MP28125a_B	2021 Lease a Vehicle in Next 12 Mo: 3-Somewhat Likely
MP28125a_I	2021 Lease a Vehicle in Next 12 Mo: 3-Somewhat Likely: Index
MP28124a_B	2021 Lease a Vehicle in Next 12 Mo: 4-Very Likely

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP28124a_I	2021 Lease a Vehicle in Next 12 Mo: 4-Very Likely: Index
MP28130a_B	2021 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 1-Not at All Likely
MP28130a_I	2021 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 1-Not at All Likely: Index
MP28129a_B	2021 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 2-Not Very Likely
MP28129a_I	2021 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 2-Not Very Likely: Index
MP28128a_B	2021 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 3-Somewhat Likely
MP28128a_I	2021 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 3-Somewhat Likely: Index
MP28188a_B	2021 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 4-Very Likely
MP28188a_I	2021 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 4-Very Likely: Index
MP28225a_B	2021 Buy First House Next 12 Mo: 1-Not at All Likely
MP28225a_I	2021 Buy First House Next 12 Mo: 1-Not at All Likely: Index
MP28226a_B	2021 Buy First House Next 12 Mo: 2-Not Very Likely
MP28226a_I	2021 Buy First House Next 12 Mo: 2-Not Very Likely: Index
MP28227a_B	2021 Buy First House Next 12 Mo: 3-Somewhat Likely
MP28227a_I	2021 Buy First House Next 12 Mo: 3-Somewhat Likely: Index
MP28228a_B	2021 Buy First House Next 12 Mo: 4-Very Likely
MP28228a_I	2021 Buy First House Next 12 Mo: 4-Very Likely: Index
MP28229a_B	2021 Retire From Work Next 12 Mo: 1-Not at All Likely
MP28229a_I	2021 Retire From Work Next 12 Mo: 1-Not at All Likely: Index
MP28230a_B	2021 Retire From Work Next 12 Mo: 2-Not Very Likely
MP28230a_I	2021 Retire From Work Next 12 Mo: 2-Not Very Likely: Index
MP28231a_B	2021 Retire From Work Next 12 Mo: 3-Somewhat Likely
MP28231a_I	2021 Retire From Work Next 12 Mo: 3-Somewhat Likely: Index
MP28232a_B	2021 Retire From Work Next 12 Mo: 4-Very Likely
MP28232a_I	2021 Retire From Work Next 12 Mo: 4-Very Likely: Index
MP28233a_B	2021 Start/Buy a New Business Next 12 Mo: 1-Not at All Likely
MP28233a_I	2021 Start/Buy a New Business Next 12 Mo: 1-Not at All Likely: Index
MP28234a_B	2021 Start/Buy a New Business Next 12 Mo: 2-Not Very Likely
MP28234a_I	2021 Start/Buy a New Business Next 12 Mo: 2-Not Very Likely: Index
MP28235a_B	2021 Start/Buy a New Business Next 12 Mo: 3-Somewhat Likely
MP28235a_I	2021 Start/Buy a New Business Next 12 Mo: 3-Somewhat Likely: Index
MP28236a_B	2021 Start/Buy a New Business Next 12 Mo: 4-Very Likely
MP28236a_I	2021 Start/Buy a New Business Next 12 Mo: 4-Very Likely: Index
MP28237a_B	2021 Start/Return to School Next 12 Mo: 1-Not at All Likely
MP28237a_I	2021 Start/Return to School Next 12 Mo: 1-Not at All Likely: Index
MP28238a_B	2021 Start/Return to School Next 12 Mo: 2-Not Very Likely
MP28238a_I	2021 Start/Return to School Next 12 Mo: 2-Not Very Likely: Index
MP28239a_B	2021 Start/Return to School Next 12 Mo: 3-Somewhat Likely
MP28239a_I	2021 Start/Return to School Next 12 Mo: 3-Somewhat Likely: Index
MP28240a_B	2021 Start/Return to School Next 12 Mo: 4-Very Likely
MP28240a_I	2021 Start/Return to School Next 12 Mo: 4-Very Likely: Index
MP28133a_B	2021 Personal/HH Finances Last 12 Mo: 1-Worse
MP28133a_I	2021 Personal/HH Finances Last 12 Mo: 1-Worse: Index
MP28132a_B	2021 Personal/HH Finances Last 12 Mo: 2-About Same
MP28132a_I	2021 Personal/HH Finances Last 12 Mo: 2-About Same: Index
MP28131a_B	2021 Personal/HH Finances Last 12 Mo: 3-Better
MP28131a_I	2021 Personal/HH Finances Last 12 Mo: 3-Better: Index
MP28136a_B	2021 Personal/HH Finances Will Be Next 12 Mo: 1-Worse
MP28136a_I	2021 Personal/HH Finances Will Be Next 12 Mo: 1-Worse: Index
MP28135a_B	2021 Personal/HH Finances Will Be Next 12 Mo: 2-About Same
MP28135a_I	2021 Personal/HH Finances Will Be Next 12 Mo: 2-About Same: Index
MP28134a_B	2021 Personal/HH Finances Will Be Next 12 Mo: 3-Better
MP28134a_I	2021 Personal/HH Finances Will Be Next 12 Mo: 3-Better: Index
MP28137a_B	2021 Use Internet For Day to Day Banking: 1-Disagree Completely
MP28137a_I	2021 Use Internet For Day to Day Banking: 1-Disagree Completely: Index
MP28138a_B	2021 Use Internet For Day to Day Banking: 2-Disagree Somewhat
MP28138a_I	2021 Use Internet For Day to Day Banking: 2-Disagree Somewhat: Index
MP28139a_B	2021 Use Internet For Day to Day Banking: 3-Agree Somewhat
MP28139a_I	2021 Use Internet For Day to Day Banking: 3-Agree Somewhat: Index
MP28140a_B	2021 Use Internet For Day to Day Banking: 4-Agree Completely
MP28140a_I	2021 Use Internet For Day to Day Banking: 4-Agree Completely: Index
MP28141a_B	2021 Like Investment Risks For High Returns: 1-Disagree Completely
MP28141a_I	2021 Like Investment Risks For High Returns: 1-Disagree Completely: Index
MP28142a_B	2021 Like Investment Risks For High Returns: 2-Disagree Somewhat
MP28142a_I	2021 Like Investment Risks For High Returns: 2-Disagree Somewhat: Index
MP28143a_B	2021 Like Investment Risks For High Returns: 3-Agree Somewhat
MP28143a_I	2021 Like Investment Risks For High Returns: 3-Agree Somewhat: Index
MP28144a_B	2021 Like Investment Risks For High Returns: 4-Agree Completely
MP28144a_I	2021 Like Investment Risks For High Returns: 4-Agree Completely: Index
MP28145a_B	2021 Hate Going to My Bank Branch: 1-Disagree Completely
MP28145a_I	2021 Hate Going to My Bank Branch: 1-Disagree Completely: Index
MP28146a_B	2021 Hate Going to My Bank Branch: 2-Disagree Somewhat
MP28146a_I	2021 Hate Going to My Bank Branch: 2-Disagree Somewhat: Index
MP28147a_B	2021 Hate Going to My Bank Branch: 3-Agree Somewhat
MP28147a_I	2021 Hate Going to My Bank Branch: 3-Agree Somewhat: Index
MP28148a_B	2021 Hate Going to My Bank Branch: 4-Agree Completely
MP28148a_I	2021 Hate Going to My Bank Branch: 4-Agree Completely: Index
MP28149a_B	2021 Happy to Use Phone For Banking Transaction: 1-Disagree Completely
MP28149a_I	2021 Happy to Use Phone For Banking Transaction: 1-Disagree Completely: Index
MP28150a_B	2021 Happy to Use Phone For Banking Transaction: 2-Disagree Somewhat

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP28150a_I	2021 Happy to Use Phone For Banking Transaction: 2-Disagree Somewhat: Index
MP28151a_B	2021 Happy to Use Phone For Banking Transaction: 3-Agree Somewhat
MP28151a_I	2021 Happy to Use Phone For Banking Transaction: 3-Agree Somewhat: Index
MP28152a_B	2021 Happy to Use Phone For Banking Transaction: 4-Agree Completely
MP28152a_I	2021 Happy to Use Phone For Banking Transaction: 4-Agree Completely: Index
MP28191a_B	2021 Hate to Borrow Money: 1-Disagree Completely
MP28191a_I	2021 Hate to Borrow Money: 1-Disagree Completely: Index
MP28192a_B	2021 Hate to Borrow Money: 2-Disagree Somewhat
MP28192a_I	2021 Hate to Borrow Money: 2-Disagree Somewhat: Index
MP28190a_B	2021 Hate to Borrow Money: 3-Agree Somewhat
MP28190a_I	2021 Hate to Borrow Money: 3-Agree Somewhat: Index
MP28189a_B	2021 Hate to Borrow Money: 4-Agree Completely
MP28189a_I	2021 Hate to Borrow Money: 4-Agree Completely: Index
MP28153a_B	2021 Have Seen Ad On Billboard Last 6 Mo
MP28153a_I	2021 Have Seen Ad On Billboard Last 6 Mo: Index
MP28154a_B	2021 Have Seen Ad On Bus or Train Last 6 Mo
MP28154a_I	2021 Have Seen Ad On Bus or Train Last 6 Mo: Index
MP28155a_B	2021 Have Seen Ad at Bus Stop or Train Station Last 6 Mo
MP28155a_I	2021 Have Seen Ad at Bus Stop or Train Station Last 6 Mo: Index
MP28156a_B	2021 Have Seen Ad Inside Taxi Last 6 Mo
MP28156a_I	2021 Have Seen Ad Inside Taxi Last 6 Mo: Index
MP28157a_B	2021 Have Seen Ad On Top of Taxi Last 6 Mo
MP28157a_I	2021 Have Seen Ad On Top of Taxi Last 6 Mo: Index
MP28158a_B	2021 Have Seen Ad On Phone Booth Last 6 Mo
MP28158a_I	2021 Have Seen Ad On Phone Booth Last 6 Mo: Index
MP28159a_B	2021 Have Seen Ad at Sports or Entertain Event Last 6 Mo
MP28159a_I	2021 Have Seen Ad at Sports or Entertain Event Last 6 Mo: Index
MP28160a_B	2021 Have Seen Ad On Postcard Last 6 Mo
MP28160a_I	2021 Have Seen Ad On Postcard Last 6 Mo: Index
MP28161a_B	2021 Have Seen Ad On Mobile Device Last 6 Mo
MP28161a_I	2021 Have Seen Ad On Mobile Device Last 6 Mo: Index
MP28162a_B	2021 Have Seen Ad in Store (Not Video Ad) Last 6 Mo
MP28162a_I	2021 Have Seen Ad in Store (Not Video Ad) Last 6 Mo: Index
MP28187a_B	2021 Have Seen Ad in Mall (Not Video Ad) Last 6 Mo
MP28187a_I	2021 Have Seen Ad in Mall (Not Video Ad) Last 6 Mo: Index
MP28163a_B	2021 Have Seen Infomercial Last 6 Mo
MP28163a_I	2021 Have Seen Infomercial Last 6 Mo: Index
MP28164a_B	2021 Have Seen Offer or Ad Sent to Home By Mail Last 6 Mo
MP28164a_I	2021 Have Seen Offer or Ad Sent to Home By Mail Last 6 Mo: Index
MP28165a_B	2021 Have Seen Product Placement in Video Game Last 6 Mo
MP28165a_I	2021 Have Seen Product Placement in Video Game Last 6 Mo: Index
MP28166a_B	2021 Have Seen Product Placement in TV Show Last 6 Mo
MP28166a_I	2021 Have Seen Product Placement in TV Show Last 6 Mo: Index
MP28167a_B	2021 Have Seen Product Placement in Movie Last 6 Mo
MP28167a_I	2021 Have Seen Product Placement in Movie Last 6 Mo: Index
MP28169a_B	2021 Have Seen Ad On Poster at Movie Theater Last 6 Mo
MP28169a_I	2021 Have Seen Ad On Poster at Movie Theater Last 6 Mo: Index
MP28170a_B	2021 Have Seen Ad On-Screen Before Start of Movie Last 6 Mo
MP28170a_I	2021 Have Seen Ad On-Screen Before Start of Movie Last 6 Mo: Index
MP28171a_B	2021 Have Seen Video Ad in Airport Last 6 Mo
MP28171a_I	2021 Have Seen Video Ad in Airport Last 6 Mo: Index
MP28172a_B	2021 Have Seen Video Ad in Bar or Pub Last 6 Mo
MP28172a_I	2021 Have Seen Video Ad in Bar or Pub Last 6 Mo: Index
MP28173a_B	2021 Have Seen Video Ad in Coffee Shop or Cafe or Deli Last 6 Mo
MP28173a_I	2021 Have Seen Video Ad in Coffee Shop or Cafe or Deli Last 6 Mo: Index
MP28174a_B	2021 Have Seen Video Ad in Convenience Store Last 6 Mo
MP28174a_I	2021 Have Seen Video Ad in Convenience Store Last 6 Mo: Index
MP28175a_B	2021 Have Seen Video Ad in Discount/Dept Store Last 6 Mo
MP28175a_I	2021 Have Seen Video Ad in Discount/Dept Store Last 6 Mo: Index
MP28176a_B	2021 Have Seen Video Ad in Drug Store Last 6 Mo
MP28176a_I	2021 Have Seen Video Ad in Drug Store Last 6 Mo: Index
MP28177a_B	2021 Have Seen Video Ad in Fast Food/Family Restaurant Last 6 Mo
MP28177a_I	2021 Have Seen Video Ad in Fast Food/Family Restaurant Last 6 Mo: Index
MP28178a_B	2021 Have Seen Video Ad at Gas Station Last 6 Mo
MP28178a_I	2021 Have Seen Video Ad at Gas Station Last 6 Mo: Index
MP28179a_B	2021 Have Seen Video Ad in Grocery Store Last 6 Mo
MP28179a_I	2021 Have Seen Video Ad in Grocery Store Last 6 Mo: Index
MP28180a_B	2021 Have Seen Video Ad in Gym/Health Club Last 6 Mo
MP28180a_I	2021 Have Seen Video Ad in Gym/Health Club Last 6 Mo: Index
MP28181a_B	2021 Have Seen Video Ad in Office Bldg Elevator Last 6 Mo
MP28181a_I	2021 Have Seen Video Ad in Office Bldg Elevator Last 6 Mo: Index
MP28182a_B	2021 Have Seen Video Ad in Office Bldg Lobby Last 6 Mo
MP28182a_I	2021 Have Seen Video Ad in Office Bldg Lobby Last 6 Mo: Index
MP28183a_B	2021 Have Seen Video Ad in Medical Office Last 6 Mo
MP28183a_I	2021 Have Seen Video Ad in Medical Office Last 6 Mo: Index
MP28184a_B	2021 Have Seen Video Ad in Movie Theater Lobby Last 6 Mo
MP28184a_I	2021 Have Seen Video Ad in Movie Theater Lobby Last 6 Mo: Index
MP28185a_B	2021 Have Seen Video Ad in Shopping Mall Last 6 Mo
MP28185a_I	2021 Have Seen Video Ad in Shopping Mall Last 6 Mo: Index
MP28186a_B	2021 Have Seen Video Ad in Warehouse/Club Store Last 6 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP28186a_I	2021 Have Seen Video Ad in Warehouse/Club Store Last 6 Mo: Index
MP28199a_B	2021 Internet Little Impact On My Daily Life: 1-Disagree Completely
MP28199a_I	2021 Internet Little Impact On My Daily Life: 1-Disagree Completely: Index
MP28200a_B	2021 Internet Little Impact On My Daily Life: 2-Disagree Somewhat
MP28200a_I	2021 Internet Little Impact On My Daily Life: 2-Disagree Somewhat: Index
MP28198a_B	2021 Internet Little Impact On My Daily Life: 3-Agree Somewhat
MP28198a_I	2021 Internet Little Impact On My Daily Life: 3-Agree Somewhat: Index
MP28197a_B	2021 Internet Little Impact On My Daily Life: 4-Agree Completely
MP28197a_I	2021 Internet Little Impact On My Daily Life: 4-Agree Completely: Index
MP28195a_B	2021 Keep Personal Webpages Updated w Life Info: 1-Disagree Completely
MP28195a_I	2021 Keep Personal Webpages Updated w Life Info: 1-Disagree Completely: Index
MP28196a_B	2021 Keep Personal Webpages Updated w Life Info: 2-Disagree Somewhat
MP28196a_I	2021 Keep Personal Webpages Updated w Life Info: 2-Disagree Somewhat: Index
MP28194a_B	2021 Keep Personal Webpages Updated w Life Info: 3-Agree Somewhat
MP28194a_I	2021 Keep Personal Webpages Updated w Life Info: 3-Agree Somewhat: Index
MP28193a_B	2021 Keep Personal Webpages Updated w Life Info: 4-Agree Completely
MP28193a_I	2021 Keep Personal Webpages Updated w Life Info: 4-Agree Completely: Index
MP28262a_B	2021 Worry 'Smart' Products Invade Privacy: 1-Disagree Completely
MP28262a_I	2021 Worry 'Smart' Products Invade Privacy: 1-Disagree Completely: Index
MP28263a_B	2021 Worry 'Smart' Products Invade Privacy: 2-Disagree Somewhat
MP28263a_I	2021 Worry 'Smart' Products Invade Privacy: 2-Disagree Somewhat: Index
MP28264a_B	2021 Worry 'Smart' Products Invade Privacy: 3-Agree Somewhat
MP28264a_I	2021 Worry 'Smart' Products Invade Privacy: 3-Agree Somewhat: Index
MP28265a_B	2021 Worry 'Smart' Products Invade Privacy: 4-Agree Completely
MP28265a_I	2021 Worry 'Smart' Products Invade Privacy: 4-Agree Completely: Index
MP28211a_B	2021 Discounts Influence Where I Travel/Stay: 1-Disagree Completely
MP28211a_I	2021 Discounts Influence Where I Travel/Stay: 1-Disagree Completely: Index
MP28212a_B	2021 Discounts Influence Where I Travel/Stay: 2-Disagree Somewhat
MP28212a_I	2021 Discounts Influence Where I Travel/Stay: 2-Disagree Somewhat: Index
MP28210a_B	2021 Discounts Influence Where I Travel/Stay: 3-Agree Somewhat
MP28210a_I	2021 Discounts Influence Where I Travel/Stay: 3-Agree Somewhat: Index
MP28209a_B	2021 Discounts Influence Where I Travel/Stay: 4-Agree Completely
MP28209a_I	2021 Discounts Influence Where I Travel/Stay: 4-Agree Completely: Index
MP28215a_B	2021 Choose Active Vacations With Lots to Do: 1-Disagree Completely
MP28215a_I	2021 Choose Active Vacations With Lots to Do: 1-Disagree Completely: Index
MP28216a_B	2021 Choose Active Vacations With Lots to Do: 2-Disagree Somewhat
MP28216a_I	2021 Choose Active Vacations With Lots to Do: 2-Disagree Somewhat: Index
MP28214a_B	2021 Choose Active Vacations With Lots to Do: 3-Agree Somewhat
MP28214a_I	2021 Choose Active Vacations With Lots to Do: 3-Agree Somewhat: Index
MP28213a_B	2021 Choose Active Vacations With Lots to Do: 4-Agree Completely
MP28213a_I	2021 Choose Active Vacations With Lots to Do: 4-Agree Completely: Index
MP28207a_B	2021 Prefer Travel in U.S. vs Foreign: 1-Disagree Completely
MP28207a_I	2021 Prefer Travel in U.S. vs Foreign: 1-Disagree Completely: Index
MP28208a_B	2021 Prefer Travel in U.S. vs Foreign: 2-Disagree Somewhat
MP28208a_I	2021 Prefer Travel in U.S. vs Foreign: 2-Disagree Somewhat: Index
MP28206a_B	2021 Prefer Travel in U.S. vs Foreign: 3-Agree Somewhat
MP28206a_I	2021 Prefer Travel in U.S. vs Foreign: 3-Agree Somewhat: Index
MP28205a_B	2021 Prefer Travel in U.S. vs Foreign: 4-Agree Completely
MP28205a_I	2021 Prefer Travel in U.S. vs Foreign: 4-Agree Completely: Index
<b>Restaurants (Market Potential)</b>	
MP29001a_B	2021 Went to Family Restaurant/Steak House Last 6 Mo
MP29001a_I	2021 Went to Family Restaurant/Steak House Last 6 Mo: Index
MP29002a_B	2021 Went to Family Restaurant/Steak House 4+ Times Last 30 Days
MP29002a_I	2021 Went to Family Restaurant/Steak House 4+ Times Last 30 Days: Index
MP29003a_B	2021 Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days
MP29003a_I	2021 Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days: Index
MP29004a_B	2021 Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days
MP29004a_I	2021 Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days: Index
MP29005a_B	2021 Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days
MP29005a_I	2021 Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days: Index
MP29006a_B	2021 Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days
MP29006a_I	2021 Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days: Index
MP29104a_B	2021 Spent \$201+ at Family Restaurant/Steak House Last 30 Days
MP29104a_I	2021 Spent \$201+ at Family Restaurant/Steak House Last 30 Days: Index
MP29105a_B	2021 Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days
MP29105a_I	2021 Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days: Index
MP29106a_B	2021 Spent \$101+ at Fine Dining Restaurants Last 30 Days
MP29106a_I	2021 Spent \$101+ at Fine Dining Restaurants Last 30 Days: Index
MP29009a_B	2021 Went For Breakfast at Family Restaurant/Steak House Last 6 Mo
MP29009a_I	2021 Went For Breakfast at Family Restaurant/Steak House Last 6 Mo: Index
MP29010a_B	2021 Went For Lunch at Family Restaurant/Steak House Last 6 Mo
MP29010a_I	2021 Went For Lunch at Family Restaurant/Steak House Last 6 Mo: Index
MP29011a_B	2021 Went For Dinner at Family Restaurant/Steak House Last 6 Mo
MP29011a_I	2021 Went For Dinner at Family Restaurant/Steak House Last 6 Mo: Index
MP29012a_B	2021 Went For Snacks at Family Restaurant/Steak House Last 6 Mo
MP29012a_I	2021 Went For Snacks at Family Restaurant/Steak House Last 6 Mo: Index
MP29013a_B	2021 Went On Weekday to Family Restaurant/Steak House Last 6 Mo
MP29013a_I	2021 Went On Weekday to Family Restaurant/Steak House Last 6 Mo: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP29014a_B	2021 Went On Weekend to Family Restaurant/Steak House Last 6 Mo
MP29014a_I	2021 Went On Weekend to Family Restaurant/Steak House Last 6 Mo: Index
MP29015a_B	2021 Went to Applebee's Last 6 Mo
MP29015a_I	2021 Went to Applebee's Last 6 Mo: Index
MP29089a_B	2021 Went to Bob Evans Last 6 Mo
MP29089a_I	2021 Went to Bob Evans Last 6 Mo: Index
MP29016a_B	2021 Went to Buffalo Wild Wings Last 6 Mo
MP29016a_I	2021 Went to Buffalo Wild Wings Last 6 Mo: Index
MP29017a_B	2021 Went to California Pizza Kitchen Last 6 Mo
MP29017a_I	2021 Went to California Pizza Kitchen Last 6 Mo: Index
MP29019a_B	2021 Went to The Cheesecake Factory Last 6 Mo
MP29019a_I	2021 Went to The Cheesecake Factory Last 6 Mo: Index
MP29020a_B	2021 Went to Chili's Grill & Bar Last 6 Mo
MP29020a_I	2021 Went to Chili's Grill & Bar Last 6 Mo: Index
MP29021a_B	2021 Went to Cicis Pizza Last 6 Mo
MP29021a_I	2021 Went to Cicis Pizza Last 6 Mo: Index
MP29022a_B	2021 Went to Cracker Barrel Last 6 Mo
MP29022a_I	2021 Went to Cracker Barrel Last 6 Mo: Index
MP29023a_B	2021 Went to Denny's Last 6 Mo
MP29023a_I	2021 Went to Denny's Last 6 Mo: Index
MP29024a_B	2021 Went to Golden Corral Last 6 Mo
MP29024a_I	2021 Went to Golden Corral Last 6 Mo: Index
MP29025a_B	2021 Went to IHOP Last 6 Mo
MP29025a_I	2021 Went to IHOP Last 6 Mo: Index
MP29090a_B	2021 Went to Logan's Roadhouse Last 6 Mo
MP29090a_I	2021 Went to Logan's Roadhouse Last 6 Mo: Index
MP29026a_B	2021 Went to Longhorn Steakhouse Last 6 Mo
MP29026a_I	2021 Went to Longhorn Steakhouse Last 6 Mo: Index
MP29028a_B	2021 Went to Olive Garden Last 6 Mo
MP29028a_I	2021 Went to Olive Garden Last 6 Mo: Index
MP29029a_B	2021 Went to Outback Steakhouse Last 6 Mo
MP29029a_I	2021 Went to Outback Steakhouse Last 6 Mo: Index
MP29030a_B	2021 Went to Red Lobster Last 6 Mo
MP29030a_I	2021 Went to Red Lobster Last 6 Mo: Index
MP29031a_B	2021 Went to Red Robin Last 6 Mo
MP29031a_I	2021 Went to Red Robin Last 6 Mo: Index
MP29032a_B	2021 Went to Ruby Tuesday Last 6 Mo
MP29032a_I	2021 Went to Ruby Tuesday Last 6 Mo: Index
MP29033a_B	2021 Went to Texas Roadhouse Last 6 Mo
MP29033a_I	2021 Went to Texas Roadhouse Last 6 Mo: Index
MP29034a_B	2021 Went to T.G.I. Friday's Last 6 Mo
MP29034a_I	2021 Went to T.G.I. Friday's Last 6 Mo: Index
MP29035a_B	2021 Went to Waffle House Last 6 Mo
MP29035a_I	2021 Went to Waffle House Last 6 Mo: Index
MP29036a_B	2021 Went to Fast Food or Drive-In Restaurant Last 6 Mo
MP29036a_I	2021 Went to Fast Food or Drive-In Restaurant Last 6 Mo: Index
MP29037a_B	2021 Went to Fast Food or Drive-In Restaurant 9+ Times Last 30 Days
MP29037a_I	2021 Went to Fast Food or Drive-In Restaurant 9+ Times Last 30 Days: Index
MP29038a_B	2021 Spent \$1-\$10 at Fast Food Restaurant Last 30 Days
MP29038a_I	2021 Spent \$1-\$10 at Fast Food Restaurant Last 30 Days: Index
MP29039a_B	2021 Spent \$11-\$20 at Fast Food Restaurant Last 30 Days
MP29039a_I	2021 Spent \$11-\$20 at Fast Food Restaurant Last 30 Days: Index
MP29040a_B	2021 Spent \$21-\$40 at Fast Food Restaurant Last 30 Days
MP29040a_I	2021 Spent \$21-\$40 at Fast Food Restaurant Last 30 Days: Index
MP29041a_B	2021 Spent \$41-\$50 at Fast Food Restaurant Last 30 Days
MP29041a_I	2021 Spent \$41-\$50 at Fast Food Restaurant Last 30 Days: Index
MP29042a_B	2021 Spent \$51-\$100 at Fast Food Restaurant Last 30 Days
MP29042a_I	2021 Spent \$51-\$100 at Fast Food Restaurant Last 30 Days: Index
MP29043a_B	2021 Spent \$101-\$200 at Fast Food Restaurant Last 30 Days
MP29043a_I	2021 Spent \$101-\$200 at Fast Food Restaurant Last 30 Days: Index
MP29044a_B	2021 Spent \$201+ at Fast Food Restaurant Last 30 Days
MP29044a_I	2021 Spent \$201+ at Fast Food Restaurant Last 30 Days: Index
MP29045a_B	2021 Ordered Eat-In Fast Food Last 6 Mo
MP29045a_I	2021 Ordered Eat-In Fast Food Last 6 Mo: Index
MP29046a_B	2021 Ordered Home Delivery Fast Food Last 6 Mo
MP29046a_I	2021 Ordered Home Delivery Fast Food Last 6 Mo: Index
MP29047a_B	2021 Ordered Take-Out/Drive-Thru Fast Food Last 6 Mo
MP29047a_I	2021 Ordered Take-Out/Drive-Thru Fast Food Last 6 Mo: Index
MP29048a_B	2021 Ordered Take-Out/Walk-In Fast Food Last 6 Mo
MP29048a_I	2021 Ordered Take-Out/Walk-In Fast Food Last 6 Mo: Index
MP29049a_B	2021 Bought Breakfast at Fast Food Restaurant Last 6 Mo
MP29049a_I	2021 Bought Breakfast at Fast Food Restaurant Last 6 Mo: Index
MP29050a_B	2021 Bought Lunch at Fast Food Restaurant Last 6 Mo
MP29050a_I	2021 Bought Lunch at Fast Food Restaurant Last 6 Mo: Index
MP29051a_B	2021 Bought Dinner at Fast Food Restaurant Last 6 Mo
MP29051a_I	2021 Bought Dinner at Fast Food Restaurant Last 6 Mo: Index
MP29052a_B	2021 Bought Snack at Fast Food Restaurant Last 6 Mo
MP29052a_I	2021 Bought Snack at Fast Food Restaurant Last 6 Mo: Index
MP29053a_B	2021 Bought From Fast Food Restaurant On Weekday Last 6 Mo
MP29053a_I	2021 Bought From Fast Food Restaurant On Weekday Last 6 Mo: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.

[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP29054a_B	2021 Bought From Fast Food Restaurant On Weekend Last 6 Mo
MP29054a_I	2021 Bought From Fast Food Restaurant On Weekend Last 6 Mo: Index
MP29055a_B	2021 Bought A & W Last 6 Mo
MP29055a_I	2021 Bought A & W Last 6 Mo: Index
MP29056a_B	2021 Bought Arby's Last 6 Mo
MP29056a_I	2021 Bought Arby's Last 6 Mo: Index
MP29057a_B	2021 Bought Baskin-Robbins Last 6 Mo
MP29057a_I	2021 Bought Baskin-Robbins Last 6 Mo: Index
MP29058a_B	2021 Bought Boston Market Last 6 Mo
MP29058a_I	2021 Bought Boston Market Last 6 Mo: Index
MP29059a_B	2021 Bought Burger King Last 6 Mo
MP29059a_I	2021 Bought Burger King Last 6 Mo: Index
MP29091a_B	2021 Bought Captain D's Last 6 Mo
MP29091a_I	2021 Bought Captain D's Last 6 Mo: Index
MP29060a_B	2021 Bought Carl's Jr. Last 6 Mo
MP29060a_I	2021 Bought Carl's Jr. Last 6 Mo: Index
MP29061a_B	2021 Bought Checkers Last 6 Mo
MP29061a_I	2021 Bought Checkers Last 6 Mo: Index
MP29062a_B	2021 Bought Chick-Fil-A Last 6 Mo
MP29062a_I	2021 Bought Chick-Fil-A Last 6 Mo: Index
MP29063a_B	2021 Bought Chipotle Mexican Grill Last 6 Mo
MP29063a_I	2021 Bought Chipotle Mexican Grill Last 6 Mo: Index
MP29064a_B	2021 Bought Chuck E. Cheese's Last 6 Mo
MP29064a_I	2021 Bought Chuck E. Cheese's Last 6 Mo: Index
MP29065a_B	2021 Bought Church's Fried Chicken Last 6 Mo
MP29065a_I	2021 Bought Church's Fried Chicken Last 6 Mo: Index
MP29066a_B	2021 Bought Cold Stone Creamery Last 6 Mo
MP29066a_I	2021 Bought Cold Stone Creamery Last 6 Mo: Index
MP29067a_B	2021 Bought Dairy Queen Last 6 Mo
MP29067a_I	2021 Bought Dairy Queen Last 6 Mo: Index
MP29092a_B	2021 Bought Del Taco Last 6 Mo
MP29092a_I	2021 Bought Del Taco Last 6 Mo: Index
MP29068a_B	2021 Bought Domino's Pizza Last 6 Mo
MP29068a_I	2021 Bought Domino's Pizza Last 6 Mo: Index
MP29069a_B	2021 Bought Dunkin' Donuts Last 6 Mo
MP29069a_I	2021 Bought Dunkin' Donuts Last 6 Mo: Index
MP29102a_B	2021 Bought Five Guys Last 6 Mo
MP29102a_I	2021 Bought Five Guys Last 6 Mo: Index
MP29093a_B	2021 Bought Hardee's Last 6 Mo
MP29093a_I	2021 Bought Hardee's Last 6 Mo: Index
MP29070a_B	2021 Bought Jack in The Box Last 6 Mo
MP29070a_I	2021 Bought Jack in The Box Last 6 Mo: Index
MP29103a_B	2021 Bought Jimmy John's Last 6 Mo
MP29103a_I	2021 Bought Jimmy John's Last 6 Mo: Index
MP29071a_B	2021 Bought KFC Last 6 Mo
MP29071a_I	2021 Bought KFC Last 6 Mo: Index
MP29072a_B	2021 Bought Krispy Kreme Doughnuts Last 6 Mo
MP29072a_I	2021 Bought Krispy Kreme Doughnuts Last 6 Mo: Index
MP29073a_B	2021 Bought Little Caesars Last 6 Mo
MP29073a_I	2021 Bought Little Caesars Last 6 Mo: Index
MP29074a_B	2021 Bought Long John Silver's Last 6 Mo
MP29074a_I	2021 Bought Long John Silver's Last 6 Mo: Index
MP29075a_B	2021 Bought McDonald's Last 6 Mo
MP29075a_I	2021 Bought McDonald's Last 6 Mo: Index
MP29101a_B	2021 Bought Panda Express Last 6 Mo
MP29101a_I	2021 Bought Panda Express Last 6 Mo: Index
MP29076a_B	2021 Bought Panera Bread Last 6 Mo
MP29076a_I	2021 Bought Panera Bread Last 6 Mo: Index
MP29077a_B	2021 Bought Papa John's Last 6 Mo
MP29077a_I	2021 Bought Papa John's Last 6 Mo: Index
MP29078a_B	2021 Bought Papa Murphy's Last 6 Mo
MP29078a_I	2021 Bought Papa Murphy's Last 6 Mo: Index
MP29079a_B	2021 Bought Pizza Hut Last 6 Mo
MP29079a_I	2021 Bought Pizza Hut Last 6 Mo: Index
MP29080a_B	2021 Bought Popeyes Chicken Last 6 Mo
MP29080a_I	2021 Bought Popeyes Chicken Last 6 Mo: Index
MP29082a_B	2021 Bought Sonic Drive-In Last 6 Mo
MP29082a_I	2021 Bought Sonic Drive-In Last 6 Mo: Index
MP29083a_B	2021 Bought Starbucks Last 6 Mo
MP29083a_I	2021 Bought Starbucks Last 6 Mo: Index
MP29084a_B	2021 Bought Steak 'N Shake Last 6 Mo
MP29084a_I	2021 Bought Steak 'N Shake Last 6 Mo: Index
MP29085a_B	2021 Bought Subway Last 6 Mo
MP29085a_I	2021 Bought Subway Last 6 Mo: Index
MP29086a_B	2021 Bought Taco Bell Last 6 Mo
MP29086a_I	2021 Bought Taco Bell Last 6 Mo: Index
MP29087a_B	2021 Bought Wendy's Last 6 Mo
MP29087a_I	2021 Bought Wendy's Last 6 Mo: Index
MP29094a_B	2021 Bought Whataburger Last 6 Mo
MP29094a_I	2021 Bought Whataburger Last 6 Mo: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP29088a_B	2021 Bought White Castle Last 6 Mo
MP29088a_I	2021 Bought White Castle Last 6 Mo: Index
MP29107a_B	2021 Bought Wing-Stop Last 6 Mo
MP29107a_I	2021 Bought Wing-Stop Last 6 Mo: Index
MP29095a_B	2021 Went to Fine Dining Restaurant Last Mo
MP29095a_I	2021 Went to Fine Dining Restaurant Last Mo: Index
MP29096a_B	2021 Went to Fine Dining Restaurant 3+ Times Last Mo
MP29096a_I	2021 Went to Fine Dining Restaurant 3+ Times Last Mo: Index
<b>Shopping (Market Potential)</b>	
MP08032a_B	2021 Shopped at Convenience Store Last 6 Mo
MP08032a_I	2021 Shopped at Convenience Store Last 6 Mo: Index
MP08001a_B	2021 Used ATM/Financial Service at Convenience Store Last 30 Days
MP08001a_I	2021 Used ATM/Financial Service at Convenience Store Last 30 Days: Index
MP08002a_B	2021 Bought Bread at Convenience Store Last 30 Days
MP08002a_I	2021 Bought Bread at Convenience Store Last 30 Days: Index
MP08003a_B	2021 Bought Breakfast Sandwich at Convenience Store Last 30 Days
MP08003a_I	2021 Bought Breakfast Sandwich at Convenience Store Last 30 Days: Index
MP08004a_B	2021 Bought Candy at Convenience Store Last 30 Days
MP08004a_I	2021 Bought Candy at Convenience Store Last 30 Days: Index
MP08005a_B	2021 Bought Cigarettes at Convenience Store Last 30 Days
MP08005a_I	2021 Bought Cigarettes at Convenience Store Last 30 Days: Index
MP08006a_B	2021 Bought Brewed Coffee at Convenience Store Last 30 Days
MP08006a_I	2021 Bought Brewed Coffee at Convenience Store Last 30 Days: Index
MP08007a_B	2021 Bought Gas at Convenience Store Last 30 Days
MP08007a_I	2021 Bought Gas at Convenience Store Last 30 Days: Index
MP08008a_B	2021 Bought Ice Cream at Convenience Store Last 30 Days
MP08008a_I	2021 Bought Ice Cream at Convenience Store Last 30 Days: Index
MP08009a_B	2021 Bought Juice Drink at Convenience Store Last 30 Days
MP08009a_I	2021 Bought Juice Drink at Convenience Store Last 30 Days: Index
MP08010a_B	2021 Bought Lottery Ticket at Convenience Store Last 30 Days
MP08010a_I	2021 Bought Lottery Ticket at Convenience Store Last 30 Days: Index
MP08011a_B	2021 Bought Lunch Sandwich at Convenience Store Last 30 Days
MP08011a_I	2021 Bought Lunch Sandwich at Convenience Store Last 30 Days: Index
MP08012a_B	2021 Bought Milk at Convenience Store Last 30 Days
MP08012a_I	2021 Bought Milk at Convenience Store Last 30 Days: Index
MP08013a_B	2021 Bought Nonprescription Drug at Convenience Store Last 30 Days
MP08013a_I	2021 Bought Nonprescription Drug at Convenience Store Last 30 Days: Index
MP08014a_B	2021 Bought Snack Food at Convenience Store Last 30 Days
MP08014a_I	2021 Bought Snack Food at Convenience Store Last 30 Days: Index
MP08015a_B	2021 Bought Soft Drink (Bottle/Can) at Convenience Store Last 30 Days
MP08015a_I	2021 Bought Soft Drink (Bottle/Can) at Convenience Store Last 30 Days: Index
MP08016a_B	2021 Bought Soft Drink (Fountain) at Convenience Store Last 30 Days
MP08016a_I	2021 Bought Soft Drink (Fountain) at Convenience Store Last 30 Days: Index
MP08033a_B	2021 Spent \$1-\$19 at Convenience Store Last 30 Days
MP08033a_I	2021 Spent \$1-\$19 at Convenience Store Last 30 Days: Index
MP08019a_B	2021 Spent \$20-\$39 at Convenience Store Last 30 Days
MP08019a_I	2021 Spent \$20-\$39 at Convenience Store Last 30 Days: Index
MP08020a_B	2021 Spent \$40-\$50 at Convenience Store Last 30 Days
MP08020a_I	2021 Spent \$40-\$50 at Convenience Store Last 30 Days: Index
MP08021a_B	2021 Spent \$51-\$99 at Convenience Store Last 30 Days
MP08021a_I	2021 Spent \$51-\$99 at Convenience Store Last 30 Days: Index
MP08022a_B	2021 Spent \$100+ at Convenience Store Last 30 Days
MP08022a_I	2021 Spent \$100+ at Convenience Store Last 30 Days: Index
MP08023a_B	2021 Shopped at ampm Last 6 Mo
MP08023a_I	2021 Shopped at ampm Last 6 Mo: Index
MP08024a_B	2021 Shopped at BP Food Mart Last 6 Mo
MP08024a_I	2021 Shopped at BP Food Mart Last 6 Mo: Index
MP08025a_B	2021 Shopped at Circle K Last 6 Mo
MP08025a_I	2021 Shopped at Circle K Last 6 Mo: Index
MP08026a_B	2021 Shopped at Citgo Last 6 Mo
MP08026a_I	2021 Shopped at Citgo Last 6 Mo: Index
MP08027a_B	2021 Shopped at ExxonMobil On The Run Last 6 Mo
MP08027a_I	2021 Shopped at ExxonMobil On The Run Last 6 Mo: Index
MP08028a_B	2021 Shopped at 7-Eleven Last 6 Mo
MP08028a_I	2021 Shopped at 7-Eleven Last 6 Mo: Index
MP08036a_B	2021 Shopped at Sheetz Last 6 Mo
MP08036a_I	2021 Shopped at Sheetz Last 6 Mo: Index
MP08034a_B	2021 Shopped at Shell Last 6 Mo
MP08034a_I	2021 Shopped at Shell Last 6 Mo: Index
MP08035a_B	2021 Shopped at Speedway Last 6 Mo
MP08035a_I	2021 Shopped at Speedway Last 6 Mo: Index
MP08031a_B	2021 Shopped at Wawa Last 6 Mo
MP08031a_I	2021 Shopped at Wawa Last 6 Mo: Index
MP31001a_B	2021 Ordered Any Item By Mail or Phone or Internet Last 12 Mo
MP31001a_I	2021 Ordered Any Item By Mail or Phone or Internet Last 12 Mo: Index
MP31002a_B	2021 Spent \$1-\$49 On Mail or Phone or Internet Orders Last 12 Mo
MP31002a_I	2021 Spent \$1-\$49 On Mail or Phone or Internet Orders Last 12 Mo: Index
MP31003a_B	2021 Spent \$50-\$99 On Mail or Phone or Internet Orders Last 12 Mo
MP31003a_I	2021 Spent \$50-\$99 On Mail or Phone or Internet Orders Last 12 Mo: Index



# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP31003a_I	2021 Spent \$50-\$99 On Mail or Phone or Internet Orders Last 12 Mo: Index
MP31004a_B	2021 Spent \$100-\$199 On Mail or Phone or Internet Orders Last 12 Mo
MP31004a_I	2021 Spent \$100-\$199 On Mail or Phone or Internet Orders Last 12 Mo: Index
MP31005a_B	2021 Spent \$200-\$499 On Mail or Phone or Internet Orders Last 12 Mo
MP31005a_I	2021 Spent \$200-\$499 On Mail or Phone or Internet Orders Last 12 Mo: Index
MP31006a_B	2021 Spent \$500-\$799 On Mail or Phone or Internet Orders Last 12 Mo
MP31006a_I	2021 Spent \$500-\$799 On Mail or Phone or Internet Orders Last 12 Mo: Index
MP31007a_B	2021 Spent \$800+ On Mail or Phone or Internet Orders Last 12 Mo
MP31007a_I	2021 Spent \$800+ On Mail or Phone or Internet Orders Last 12 Mo: Index
MP31099a_B	2021 Ordered Any Item Online Last 12 Mo
MP31099a_I	2021 Ordered Any Item Online Last 12 Mo: Index
MP31143a_B	2021 Ordered Meal Kit Online Last 12 Mo
MP31143a_I	2021 Ordered Meal Kit Online Last 12 Mo: Index
MP31100a_B	2021 Spent \$1-\$49 On Internet Orders Last 12 Mo
MP31100a_I	2021 Spent \$1-\$49 On Internet Orders Last 12 Mo: Index
MP31101a_B	2021 Spent \$50-\$99 On Internet Orders Last 12 Mo
MP31101a_I	2021 Spent \$50-\$99 On Internet Orders Last 12 Mo: Index
MP31102a_B	2021 Spent \$100-\$199 On Internet Orders Last 12 Mo
MP31102a_I	2021 Spent \$100-\$199 On Internet Orders Last 12 Mo: Index
MP31103a_B	2021 Spent \$200-\$499 On Internet Orders Last 12 Mo
MP31103a_I	2021 Spent \$200-\$499 On Internet Orders Last 12 Mo: Index
MP31104a_B	2021 Spent \$500+ On Internet Orders Last 12 Mo
MP31104a_I	2021 Spent \$500+ On Internet Orders Last 12 Mo: Index
MP31008a_B	2021 Ordered Any Item By Mail or Phone Last 12 Mo
MP31008a_I	2021 Ordered Any Item By Mail or Phone Last 12 Mo: Index
MP31105a_B	2021 Spent \$1-\$49 On Mail or Phone Orders Last 12 Mo
MP31105a_I	2021 Spent \$1-\$49 On Mail or Phone Orders Last 12 Mo: Index
MP31106a_B	2021 Spent \$50-\$99 On Mail or Phone Orders Last 12 Mo
MP31106a_I	2021 Spent \$50-\$99 On Mail or Phone Orders Last 12 Mo: Index
MP31107a_B	2021 Spent \$100-\$199 On Mail or Phone Orders Last 12 Mo
MP31107a_I	2021 Spent \$100-\$199 On Mail or Phone Orders Last 12 Mo: Index
MP31108a_B	2021 Spent \$200-\$499 On Mail or Phone Orders Last 12 Mo
MP31108a_I	2021 Spent \$200-\$499 On Mail or Phone Orders Last 12 Mo: Index
MP31109a_B	2021 Spent \$500+ On Mail or Phone Orders Last 12 Mo
MP31109a_I	2021 Spent \$500+ On Mail or Phone Orders Last 12 Mo: Index
MP31009a_B	2021 Bought Item From In-Home Sales Rep Last 6 Mo
MP31009a_I	2021 Bought Item From In-Home Sales Rep Last 6 Mo: Index
MP31010a_B	2021 Bought Item From Avon In-Home Sales Rep Last 6 Mo
MP31010a_I	2021 Bought Item From Avon In-Home Sales Rep Last 6 Mo: Index
MP31011a_B	2021 Spent \$150+ On In-Home Shopping Last 6 Mo
MP31011a_I	2021 Spent \$150+ On In-Home Shopping Last 6 Mo: Index
MP31132a_B	2021 Browse In-Store/Purchase by Computer Last 30 Days
MP31132a_I	2021 Browse In-Store/Purchase by Computer Last 30 Days: Index
MP31133a_B	2021 Browse In-Store/Purchase by Mobile Device Last 30 Days
MP31133a_I	2021 Browse In-Store/Purchase by Mobile Device Last 30 Days: Index
MP31013a_B	2021 Ordered From Amazon Website or App Last 12 Mo
MP31013a_I	2021 Ordered From Amazon Website or App Last 12 Mo: Index
MP31134a_B	2021 Ordered From Apple Website or App Last 12 Mo
MP31134a_I	2021 Ordered From Apple Website or App Last 12 Mo: Index
MP31135a_B	2021 Ordered From BestBuy Website or App Last 12 Mo
MP31135a_I	2021 Ordered From BestBuy Website or App Last 12 Mo: Index
MP31016a_B	2021 Ordered From eBay Website or App Last 12 Mo
MP31016a_I	2021 Ordered From eBay Website or App Last 12 Mo: Index
MP31129a_B	2021 Ordered From Etsy Website or App Last 12 Mo
MP31129a_I	2021 Ordered From Etsy Website or App Last 12 Mo: Index
MP31136a_B	2021 Ordered From HomeDepot Website or App Last 12 Mo
MP31136a_I	2021 Ordered From HomeDepot Website or App Last 12 Mo: Index
MP31017a_B	2021 Ordered From iTunes Website or App Last 12 Mo
MP31017a_I	2021 Ordered From iTunes Website or App Last 12 Mo: Index
MP31137a_B	2021 Ordered From Kohls Website or App Last 12 Mo
MP31137a_I	2021 Ordered From Kohls Website or App Last 12 Mo: Index
MP31140a_B	2021 Ordered From Lowes Website or App Last 12 Mo
MP31140a_I	2021 Ordered From Lowes Website or App Last 12 Mo: Index
MP31138a_B	2021 Ordered From Nike Website or App Last 12 Mo
MP31138a_I	2021 Ordered From Nike Website or App Last 12 Mo: Index
MP31139a_B	2021 Ordered From OldNavy Website or App Last 12 Mo
MP31139a_I	2021 Ordered From OldNavy Website or App Last 12 Mo: Index
MP31018a_B	2021 Ordered From Overstock Website or App Last 12 Mo
MP31018a_I	2021 Ordered From Overstock Website or App Last 12 Mo: Index
MP31019a_B	2021 Ordered From Target Website or App Last 12 Mo
MP31019a_I	2021 Ordered From Target Website or App Last 12 Mo: Index
MP31130a_B	2021 Ordered From Ticketmaster Website or App Last 12 Mo
MP31130a_I	2021 Ordered From Ticketmaster Website or App Last 12 Mo: Index
MP31020a_B	2021 Ordered From Walmart Website or App Last 12 Mo
MP31020a_I	2021 Ordered From Walmart Website or App Last 12 Mo: Index
MP31144a_B	2021 Ordered From Wayfair Website or App Last 12 Mo
MP31144a_I	2021 Ordered From Wayfair Website or App Last 12 Mo: Index
MP31145a_B	2021 Pay Subscrip Currently For Amazon Prime (Self or HH Member)
MP31145a_I	2021 Pay Subscrip Currently For Amazon Prime (Self or HH Member): Index
MP31021a_B	2021 Shopped at Ace Hardware Hardware Store Last 12 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP31021a_I	2021 Shopped at Ace Hardware Hardware Store Last 12 Mo: Index
MP31141a_B	2021 Shopped at Harbor Freight Tools Hardware Store Last 12 Mo
MP31141a_I	2021 Shopped at Harbor Freight Tools Hardware Store Last 12 Mo: Index
MP31022a_B	2021 Shopped at Home Depot Hardware Store Last 12 Mo
MP31022a_I	2021 Shopped at Home Depot Hardware Store Last 12 Mo: Index
MP31023a_B	2021 Shopped at Lowe's Hardware Store Last 12 Mo
MP31023a_I	2021 Shopped at Lowe's Hardware Store Last 12 Mo: Index
MP31024a_B	2021 Shopped at Sears Hardware Store Last 12 Mo
MP31024a_I	2021 Shopped at Sears Hardware Store Last 12 Mo: Index
MP31117a_B	2021 Shopped at Tractor Supply Co Hardware Store Last 12 Mo
MP31117a_I	2021 Shopped at Tractor Supply Co Hardware Store Last 12 Mo: Index
MP31025a_B	2021 Shopped at True Value Hardware Store Last 12 Mo
MP31025a_I	2021 Shopped at True Value Hardware Store Last 12 Mo: Index
MP31118a_B	2021 Shopped at Apple Store Electronics Store Last 12 Mo
MP31118a_I	2021 Shopped at Apple Store Electronics Store Last 12 Mo: Index
MP31026a_B	2021 Shopped at Best Buy Electronics Store Last 12 Mo
MP31026a_I	2021 Shopped at Best Buy Electronics Store Last 12 Mo: Index
MP31028a_B	2021 Shopped at Abercrombie & Fitch Store Last 3 Mo
MP31028a_I	2021 Shopped at Abercrombie & Fitch Store Last 3 Mo: Index
MP31029a_B	2021 Shopped at American Eagle Outfitters Store Last 3 Mo
MP31029a_I	2021 Shopped at American Eagle Outfitters Store Last 3 Mo: Index
MP31030a_B	2021 Shopped at Banana Republic Store Last 3 Mo
MP31030a_I	2021 Shopped at Banana Republic Store Last 3 Mo: Index
MP31031a_B	2021 Shopped at Bath & Body Works Store Last 3 Mo
MP31031a_I	2021 Shopped at Bath & Body Works Store Last 3 Mo: Index
MP31032a_B	2021 Shopped at Bed Bath & Beyond Store Last 3 Mo
MP31032a_I	2021 Shopped at Bed Bath & Beyond Store Last 3 Mo: Index
MP31033a_B	2021 Shopped at Big Lots Store Last 3 Mo
MP31033a_I	2021 Shopped at Big Lots Store Last 3 Mo: Index
MP31034a_B	2021 Shopped at Burlington Store Last 3 Mo
MP31034a_I	2021 Shopped at Burlington Store Last 3 Mo: Index
MP31035a_B	2021 Shopped at Dick's Sporting Goods Store Last 3 Mo
MP31035a_I	2021 Shopped at Dick's Sporting Goods Store Last 3 Mo: Index
MP31036a_B	2021 Shopped at Dillard's Store Last 3 Mo
MP31036a_I	2021 Shopped at Dillard's Store Last 3 Mo: Index
MP31037a_B	2021 Shopped at The Disney Store Last 3 Mo
MP31037a_I	2021 Shopped at The Disney Store Last 3 Mo: Index
MP31119a_B	2021 Shopped at Dollar General Store Last 3 Mo
MP31119a_I	2021 Shopped at Dollar General Store Last 3 Mo: Index
MP31120a_B	2021 Shopped at Dollar Tree Store Last 3 Mo
MP31120a_I	2021 Shopped at Dollar Tree Store Last 3 Mo: Index
MP31038a_B	2021 Shopped at DSW Store Last 3 Mo
MP31038a_I	2021 Shopped at DSW Store Last 3 Mo: Index
MP31039a_B	2021 Shopped at Express Store Last 3 Mo
MP31039a_I	2021 Shopped at Express Store Last 3 Mo: Index
MP31121a_B	2021 Shopped at Family Dollar Store Last 3 Mo
MP31121a_I	2021 Shopped at Family Dollar Store Last 3 Mo: Index
MP31040a_B	2021 Shopped at Famous Footwear Store Last 3 Mo
MP31040a_I	2021 Shopped at Famous Footwear Store Last 3 Mo: Index
MP31041a_B	2021 Shopped at Finish Line Store Last 3 Mo
MP31041a_I	2021 Shopped at Finish Line Store Last 3 Mo: Index
MP31042a_B	2021 Shopped at Foot Locker Store Last 3 Mo
MP31042a_I	2021 Shopped at Foot Locker Store Last 3 Mo: Index
MP31043a_B	2021 Shopped at Forever 21 Store Last 3 Mo
MP31043a_I	2021 Shopped at Forever 21 Store Last 3 Mo: Index
MP31044a_B	2021 Shopped at The Gap Store Last 3 Mo
MP31044a_I	2021 Shopped at The Gap Store Last 3 Mo: Index
MP31045a_B	2021 Shopped at H&M Store Last 3 Mo
MP31045a_I	2021 Shopped at H&M Store Last 3 Mo: Index
MP31142a_B	2021 Shopped at Hobby Lobby Store Last 3 Mo
MP31142a_I	2021 Shopped at Hobby Lobby Store Last 3 Mo: Index
MP31113a_B	2021 Shopped at Hollister Store Last 3 Mo
MP31113a_I	2021 Shopped at Hollister Store Last 3 Mo: Index
MP31131a_B	2021 Shopped at HomeGoods Store Last 3 Mo
MP31131a_I	2021 Shopped at HomeGoods Store Last 3 Mo: Index
MP31046a_B	2021 Shopped at JCPenney Store Last 3 Mo
MP31046a_I	2021 Shopped at JCPenney Store Last 3 Mo: Index
MP31127a_B	2021 Shopped at Jo-Ann Fabric and Craft Store Last 3 Mo
MP31127a_I	2021 Shopped at Jo-Ann Fabric and Craft Store Last 3 Mo: Index
MP31047a_B	2021 Shopped at Kmart Store Last 3 Mo
MP31047a_I	2021 Shopped at Kmart Store Last 3 Mo: Index
MP31048a_B	2021 Shopped at Kohl's Store Last 3 Mo
MP31048a_I	2021 Shopped at Kohl's Store Last 3 Mo: Index
MP31050a_B	2021 Shopped at Macy's Store Last 3 Mo
MP31050a_I	2021 Shopped at Macy's Store Last 3 Mo: Index
MP31051a_B	2021 Shopped at Marshalls Store Last 3 Mo
MP31051a_I	2021 Shopped at Marshalls Store Last 3 Mo: Index
MP31052a_B	2021 Shopped at Michaels Store Last 3 Mo
MP31052a_I	2021 Shopped at Michaels Store Last 3 Mo: Index
MP31053a_B	2021 Shopped at Nordstrom Store Last 3 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP31053a_I	2021 Shopped at Nordstrom Store Last 3 Mo: Index
MP31054a_B	2021 Shopped at Old Navy Store Last 3 Mo
MP31054a_I	2021 Shopped at Old Navy Store Last 3 Mo: Index
MP31056a_B	2021 Shopped at Pier 1 Imports Store Last 3 Mo
MP31056a_I	2021 Shopped at Pier 1 Imports Store Last 3 Mo: Index
MP31057a_B	2021 Shopped at Ross Store Last 3 Mo
MP31057a_I	2021 Shopped at Ross Store Last 3 Mo: Index
MP31058a_B	2021 Shopped at Sears Store Last 3 Mo
MP31058a_I	2021 Shopped at Sears Store Last 3 Mo: Index
MP31114a_B	2021 Shopped at Sephora Store Last 3 Mo
MP31114a_I	2021 Shopped at Sephora Store Last 3 Mo: Index
MP31059a_B	2021 Shopped at Target Store Last 3 Mo
MP31059a_I	2021 Shopped at Target Store Last 3 Mo: Index
MP31060a_B	2021 Shopped at T.J. Maxx Store Last 3 Mo
MP31060a_I	2021 Shopped at T.J. Maxx Store Last 3 Mo: Index
MP31122a_B	2021 Shopped at Ulta Store Last 3 Mo
MP31122a_I	2021 Shopped at Ulta Store Last 3 Mo: Index
MP31116a_B	2021 Shopped at Victoria's Secret Store Last 3 Mo
MP31116a_I	2021 Shopped at Victoria's Secret Store Last 3 Mo: Index
MP31062a_B	2021 Shopped at Walmart Store Last 3 Mo
MP31062a_I	2021 Shopped at Walmart Store Last 3 Mo: Index
MP31063a_B	2021 Shopped at CVS Drug Store Last 6 Mo
MP31063a_I	2021 Shopped at CVS Drug Store Last 6 Mo: Index
MP31064a_B	2021 Shopped at Rite Aid Drug Store Last 6 Mo
MP31064a_I	2021 Shopped at Rite Aid Drug Store Last 6 Mo: Index
MP31066a_B	2021 Shopped at Walgreens Drug Store Last 6 Mo
MP31066a_I	2021 Shopped at Walgreens Drug Store Last 6 Mo: Index
MP31067a_B	2021 Shopped at Walmart Pharmacy Drug Store Last 6 Mo
MP31067a_I	2021 Shopped at Walmart Pharmacy Drug Store Last 6 Mo: Index
MP31068a_B	2021 Shopped at FedEx Office Supply Store Last 12 Mo
MP31068a_I	2021 Shopped at FedEx Office Supply Store Last 12 Mo: Index
MP31069a_B	2021 Shopped at Office Depot Supply Store Last 12 Mo
MP31069a_I	2021 Shopped at Office Depot Supply Store Last 12 Mo: Index
MP31070a_B	2021 Shopped at OfficeMax Supply Store Last 12 Mo
MP31070a_I	2021 Shopped at OfficeMax Supply Store Last 12 Mo: Index
MP31071a_B	2021 Shopped at Staples Office Supply Store Last 12 Mo
MP31071a_I	2021 Shopped at Staples Office Supply Store Last 12 Mo: Index
MP31072a_B	2021 Used Coupons Last 12 Mo
MP31072a_I	2021 Used Coupons Last 12 Mo: Index
MP31073a_B	2021 Used Coupons 12+ Times Last 3 Mo
MP31073a_I	2021 Used Coupons 12+ Times Last 3 Mo: Index
MP31074a_B	2021 Used Coupons Handed Out By Person in Store Last 12 Mo
MP31074a_I	2021 Used Coupons Handed Out By Person in Store Last 12 Mo: Index
MP31075a_B	2021 Used Coupons in or On Package Last 12 Mo
MP31075a_I	2021 Used Coupons in or On Package Last 12 Mo: Index
MP31076a_B	2021 Used Instant Machine/Shelf Coupons Last 12 Mo
MP31076a_I	2021 Used Instant Machine/Shelf Coupons Last 12 Mo: Index
MP31077a_B	2021 Used Preferred Customer/Loyalty Coupons Last 12 Mo
MP31077a_I	2021 Used Preferred Customer/Loyalty Coupons Last 12 Mo: Index
MP31078a_B	2021 Used Coupons at Register Last 12 Mo
MP31078a_I	2021 Used Coupons at Register Last 12 Mo: Index
MP31079a_B	2021 Used Coupons From Internet or Email Last 12 Mo
MP31079a_I	2021 Used Coupons From Internet or Email Last 12 Mo: Index
MP31080a_B	2021 Used Coupons From In-Store Circular Last 12 Mo
MP31080a_I	2021 Used Coupons From In-Store Circular Last 12 Mo: Index
MP31081a_B	2021 Used Coupons From Magazine Last 12 Mo
MP31081a_I	2021 Used Coupons From Magazine Last 12 Mo: Index
MP31082a_B	2021 Used Coupons From Mail Last 12 Mo
MP31082a_I	2021 Used Coupons From Mail Last 12 Mo: Index
MP31083a_B	2021 Used Coupons From Sunday News Insert Last 12 Mo
MP31083a_I	2021 Used Coupons From Sunday News Insert Last 12 Mo: Index
MP31084a_B	2021 Used Coupons From Weekday News Insert Last 12 Mo
MP31084a_I	2021 Used Coupons From Weekday News Insert Last 12 Mo: Index
MP31123a_B	2021 Used Coupons Website or App Last 30 Days
MP31123a_I	2021 Used Coupons Website or App Last 30 Days: Index
MP31124a_B	2021 Used Groupon Website or App Last 30 Days
MP31124a_I	2021 Used Groupon Website or App Last 30 Days: Index
MP31085a_B	2021 Bought Any Gift or Prepaid Cards Last 6 Mo
MP31085a_I	2021 Bought Any Gift or Prepaid Cards Last 6 Mo: Index
MP31086a_B	2021 Bought 7+ Gift or Prepaid Cards Last 6 Mo
MP31086a_I	2021 Bought 7+ Gift or Prepaid Cards Last 6 Mo: Index
MP31088a_B	2021 Bought Gift/Prepaid Cards: Coffee Shop Last 6 Mo
MP31088a_I	2021 Bought Gift/Prepaid Cards: Coffee Shop Last 6 Mo: Index
MP31089a_B	2021 Bought Gift/Prepaid Cards: Department Store Last 6 Mo
MP31089a_I	2021 Bought Gift/Prepaid Cards: Department Store Last 6 Mo: Index
MP31090a_B	2021 Bought Gift/Prepaid Cards: Discount Store Last 6 Mo
MP31090a_I	2021 Bought Gift/Prepaid Cards: Discount Store Last 6 Mo: Index
MP31091a_B	2021 Bought Gift/Prepaid Cards: Restaurant Last 6 Mo
MP31091a_I	2021 Bought Gift/Prepaid Cards: Restaurant Last 6 Mo: Index
MP31146a_B	2021 Bought Gift/Prepaid Cards: Mastercard Last 6 Mo

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.

[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP31146a_I	2021 Bought Gift/Prepaid Cards: Mastercard Last 6 Mo: Index
MP31092a_B	2021 Bought Gift/Prepaid Cards: Visa Last 6 Mo
MP31092a_I	2021 Bought Gift/Prepaid Cards: Visa Last 6 Mo: Index
MP31093a_B	2021 Spent \$25-\$49 On Gift or Prepaid Cards Last 6 Mo
MP31093a_I	2021 Spent \$25-\$49 On Gift or Prepaid Cards Last 6 Mo: Index
MP31094a_B	2021 Spent \$50-\$75 On Gift or Prepaid Cards Last 6 Mo
MP31094a_I	2021 Spent \$50-\$75 On Gift or Prepaid Cards Last 6 Mo: Index
MP31095a_B	2021 Spent \$76-\$100 On Gift or Prepaid Cards Last 6 Mo
MP31095a_I	2021 Spent \$76-\$100 On Gift or Prepaid Cards Last 6 Mo: Index
MP31096a_B	2021 Spent \$101-\$200 On Gift or Prepaid Cards Last 6 Mo
MP31096a_I	2021 Spent \$101-\$200 On Gift or Prepaid Cards Last 6 Mo: Index
MP31097a_B	2021 Spent \$201+ On Gift or Prepaid Cards Last 6 Mo
MP31097a_I	2021 Spent \$201+ On Gift or Prepaid Cards Last 6 Mo: Index
MP31098a_B	2021 Received Any Gift or Prepaid Cards Last 6 Mo
MP31098a_I	2021 Received Any Gift or Prepaid Cards Last 6 Mo: Index
<b>Sports (Market Potential)</b>	
MP33001a_B	2021 Participated in Aerobics Last 12 Mo
MP33001a_I	2021 Participated in Aerobics Last 12 Mo: Index
MP33096a_B	2021 Participated in Archery Last 12 Mo
MP33096a_I	2021 Participated in Archery Last 12 Mo: Index
MP33002a_B	2021 Participated in Backpacking Last 12 Mo
MP33002a_I	2021 Participated in Backpacking Last 12 Mo: Index
MP33003a_B	2021 Participated in Baseball Last 12 Mo
MP33003a_I	2021 Participated in Baseball Last 12 Mo: Index
MP33004a_B	2021 Participated in Basketball Last 12 Mo
MP33004a_I	2021 Participated in Basketball Last 12 Mo: Index
MP33005a_B	2021 Participated in Bicycling (Mountain) Last 12 Mo
MP33005a_I	2021 Participated in Bicycling (Mountain) Last 12 Mo: Index
MP33006a_B	2021 Participated in Bicycling (Road) Last 12 Mo
MP33006a_I	2021 Participated in Bicycling (Road) Last 12 Mo: Index
MP33007a_B	2021 Participated in Boating (Power) Last 12 Mo
MP33007a_I	2021 Participated in Boating (Power) Last 12 Mo: Index
MP33008a_B	2021 Participated in Bowling Last 12 Mo
MP33008a_I	2021 Participated in Bowling Last 12 Mo: Index
MP33009a_B	2021 Participated in Canoeing or Kayaking Last 12 Mo
MP33009a_I	2021 Participated in Canoeing or Kayaking Last 12 Mo: Index
MP33010a_B	2021 Participated in Fishing (Fresh Water) Last 12 Mo
MP33010a_I	2021 Participated in Fishing (Fresh Water) Last 12 Mo: Index
MP33011a_B	2021 Participated in Fishing (Salt Water) Last 12 Mo
MP33011a_I	2021 Participated in Fishing (Salt Water) Last 12 Mo: Index
MP33012a_B	2021 Participated in Football Last 12 Mo
MP33012a_I	2021 Participated in Football Last 12 Mo: Index
MP33013a_B	2021 Participated in Frisbee Last 12 Mo
MP33013a_I	2021 Participated in Frisbee Last 12 Mo: Index
MP33014a_B	2021 Participated in Golf Last 12 Mo
MP33014a_I	2021 Participated in Golf Last 12 Mo: Index
MP33015a_B	2021 Participated in Hiking Last 12 Mo
MP33015a_I	2021 Participated in Hiking Last 12 Mo: Index
MP33016a_B	2021 Participated in Horseback Riding Last 12 Mo
MP33016a_I	2021 Participated in Horseback Riding Last 12 Mo: Index
MP33017a_B	2021 Participated in Hunting With Rifle Last 12 Mo
MP33017a_I	2021 Participated in Hunting With Rifle Last 12 Mo: Index
MP33018a_B	2021 Participated in Hunting With Shotgun Last 12 Mo
MP33018a_I	2021 Participated in Hunting With Shotgun Last 12 Mo: Index
MP33019a_B	2021 Participated in Ice Skating Last 12 Mo
MP33019a_I	2021 Participated in Ice Skating Last 12 Mo: Index
MP33020a_B	2021 Participated in Jogging or Running Last 12 Mo
MP33020a_I	2021 Participated in Jogging or Running Last 12 Mo: Index
MP33021a_B	2021 Participated in Motorcycling Last 12 Mo
MP33021a_I	2021 Participated in Motorcycling Last 12 Mo: Index
MP33022a_B	2021 Participated in Pilates Last 12 Mo
MP33022a_I	2021 Participated in Pilates Last 12 Mo: Index
MP33109a_B	2021 Participated in Ping Pong Last 12 Mo
MP33109a_I	2021 Participated in Ping Pong Last 12 Mo: Index
MP33023a_B	2021 Participated in Skiing(Downhill) Last 12 Mo
MP33023a_I	2021 Participated in Skiing(Downhill) Last 12 Mo: Index
MP33024a_B	2021 Participated in Soccer Last 12 Mo
MP33024a_I	2021 Participated in Soccer Last 12 Mo: Index
MP33025a_B	2021 Participated in Softball Last 12 Mo
MP33025a_I	2021 Participated in Softball Last 12 Mo: Index
MP33026a_B	2021 Participated in Swimming Last 12 Mo
MP33026a_I	2021 Participated in Swimming Last 12 Mo: Index
MP33027a_B	2021 Participated in Target Shooting Last 12 Mo
MP33027a_I	2021 Participated in Target Shooting Last 12 Mo: Index
MP33028a_B	2021 Participated in Tennis Last 12 Mo
MP33028a_I	2021 Participated in Tennis Last 12 Mo: Index
MP33029a_B	2021 Participated in Volleyball Last 12 Mo
MP33029a_I	2021 Participated in Volleyball Last 12 Mo: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP33030a_B	2021 Participated in Walking For Exercise Last 12 Mo
MP33030a_I	2021 Participated in Walking For Exercise Last 12 Mo: Index
MP33031a_B	2021 Participated in Weight Lifting Last 12 Mo
MP33031a_I	2021 Participated in Weight Lifting Last 12 Mo: Index
MP33032a_B	2021 Participated in Yoga Last 12 Mo
MP33032a_I	2021 Participated in Yoga Last 12 Mo: Index
MP33112a_B	2021 Participated in Zumba Last 12 Mo
MP33112a_I	2021 Participated in Zumba Last 12 Mo: Index
MP33033a_B	2021 Spent \$1-\$99 On Sports/Recreational Equipment Last 12 Mo
MP33033a_I	2021 Spent \$1-\$99 On Sports/Recreational Equipment Last 12 Mo: Index
MP33034a_B	2021 Spent \$100-\$249 On Sports/Recreational Equipment Last 12 Mo
MP33034a_I	2021 Spent \$100-\$249 On Sports/Recreational Equipment Last 12 Mo: Index
MP33035a_B	2021 Spent \$250+ On Sports/Recreational Equipment Last 12 Mo
MP33035a_I	2021 Spent \$250+ On Sports/Recreational Equipment Last 12 Mo: Index
MP33036a_B	2021 Attend Sports Events
MP33036a_I	2021 Attend Sports Events: Index
MP33038a_B	2021 Attend MLB Regular Season Baseball Game Last 12 Mo
MP33038a_I	2021 Attend MLB Regular Season Baseball Game Last 12 Mo: Index
MP33041a_B	2021 Attend College Football Game Last 12 Mo
MP33041a_I	2021 Attend College Football Game Last 12 Mo: Index
MP33044a_B	2021 Attend High School Sports Events Last 12 Mo
MP33044a_I	2021 Attend High School Sports Events Last 12 Mo: Index
MP33046a_B	2021 Listen to Sports On Radio
MP33046a_I	2021 Listen to Sports On Radio: Index
MP33049a_B	2021 Watch Sports On TV
MP33049a_I	2021 Watch Sports On TV: Index
MP33050a_B	2021 Watch Alpine Skiing or Ski Jumping On TV
MP33050a_I	2021 Watch Alpine Skiing or Ski Jumping On TV: Index
MP33051a_B	2021 Watch NASCAR Auto Racing On TV
MP33051a_I	2021 Watch NASCAR Auto Racing On TV: Index
MP33052a_B	2021 Watch Auto Racing (Not NASCAR) On TV
MP33052a_I	2021 Watch Auto Racing (Not NASCAR) On TV: Index
MP33053a_B	2021 Watch MLB Regular Season Baseball On TV
MP33053a_I	2021 Watch MLB Regular Season Baseball On TV: Index
MP33054a_B	2021 Watch MLB Playoffs or World Series Baseball On TV
MP33054a_I	2021 Watch MLB Playoffs or World Series Baseball On TV: Index
MP33055a_B	2021 Watch College Basketball On TV
MP33055a_I	2021 Watch College Basketball On TV: Index
MP33056a_B	2021 Watch NCAA Tournament Basketball On TV
MP33056a_I	2021 Watch NCAA Tournament Basketball On TV: Index
MP33057a_B	2021 Watch NBA Regular Season Basketball On TV
MP33057a_I	2021 Watch NBA Regular Season Basketball On TV: Index
MP33058a_B	2021 Watch NBA Playoffs or Finals Basketball On TV
MP33058a_I	2021 Watch NBA Playoffs or Finals Basketball On TV: Index
MP33059a_B	2021 Watch WNBA Basketball On TV
MP33059a_I	2021 Watch WNBA Basketball On TV: Index
MP33060a_B	2021 Watch Bicycle Racing On TV
MP33060a_I	2021 Watch Bicycle Racing On TV: Index
MP33061a_B	2021 Watch Bowling On TV
MP33061a_I	2021 Watch Bowling On TV: Index
MP33062a_B	2021 Watch Boxing On TV
MP33062a_I	2021 Watch Boxing On TV: Index
MP33063a_B	2021 Watch Pro Bull Riding On TV
MP33063a_I	2021 Watch Pro Bull Riding On TV: Index
MP33064a_B	2021 Watch Equestrian Events On TV
MP33064a_I	2021 Watch Equestrian Events On TV: Index
MP33065a_B	2021 Watch Summer Extreme Sports On TV
MP33065a_I	2021 Watch Summer Extreme Sports On TV: Index
MP33066a_B	2021 Watch Winter Extreme Sports On TV
MP33066a_I	2021 Watch Winter Extreme Sports On TV: Index
MP33067a_B	2021 Watch Figure Skating On TV
MP33067a_I	2021 Watch Figure Skating On TV: Index
MP33068a_B	2021 Watch Fishing On TV
MP33068a_I	2021 Watch Fishing On TV: Index
MP33069a_B	2021 Watch College Football On TV
MP33069a_I	2021 Watch College Football On TV: Index
MP33070a_B	2021 Watch NFL Sun/Mon/Thu Night Football Games On TV
MP33070a_I	2021 Watch NFL Sun/Mon/Thu Night Football Games On TV: Index
MP33071a_B	2021 Watch NFL Weekend Football Games On TV
MP33071a_I	2021 Watch NFL Weekend Football Games On TV: Index
MP33072a_B	2021 Watch NFL Playoffs or Super Bowl Football On TV
MP33072a_I	2021 Watch NFL Playoffs or Super Bowl Football On TV: Index
MP33073a_B	2021 Watch PGA Golf On TV
MP33073a_I	2021 Watch PGA Golf On TV: Index
MP33074a_B	2021 Watch PGA Golf On TV
MP33074a_I	2021 Watch PGA Golf On TV: Index
MP33075a_B	2021 Watch Gymnastics On TV
MP33075a_I	2021 Watch Gymnastics On TV: Index
MP33114a_B	2021 Watch High School Sports On TV
MP33114a_I	2021 Watch High School Sports On TV: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.  
[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP33076a_B	2021 Watch Horse Racing (At Track or OTB) On TV
MP33076a_I	2021 Watch Horse Racing (At Track or OTB) On TV: Index
MP33077a_B	2021 Watch NHL Regular Season Ice Hockey On TV
MP33077a_I	2021 Watch NHL Regular Season Ice Hockey On TV: Index
MP33078a_B	2021 Watch NHL Playoffs or Stanley Cup Ice Hockey On TV
MP33078a_I	2021 Watch NHL Playoffs or Stanley Cup Ice Hockey On TV: Index
MP33082a_B	2021 Watch Motorcycle Racing On TV
MP33082a_I	2021 Watch Motorcycle Racing On TV: Index
MP33083a_B	2021 Watch Summer Olympics On TV
MP33083a_I	2021 Watch Summer Olympics On TV: Index
MP33084a_B	2021 Watch Winter Olympics On TV
MP33084a_I	2021 Watch Winter Olympics On TV: Index
MP33115a_B	2021 Watch International Soccer On TV
MP33115a_I	2021 Watch International Soccer On TV: Index
MP33087a_B	2021 Watch MLS Soccer On TV
MP33087a_I	2021 Watch MLS Soccer On TV: Index
MP33116a_B	2021 Watch U.S. Men's National Team On TV
MP33116a_I	2021 Watch U.S. Men's National Team On TV: Index
MP33117a_B	2021 Watch U.S. Women's National Team On TV
MP33117a_I	2021 Watch U.S. Women's National Team On TV: Index
MP33088a_B	2021 Watch World Cup Soccer On TV
MP33088a_I	2021 Watch World Cup Soccer On TV: Index
MP33089a_B	2021 Watch Men's Tennis On TV
MP33089a_I	2021 Watch Men's Tennis On TV: Index
MP33090a_B	2021 Watch Women's Tennis On TV
MP33090a_I	2021 Watch Women's Tennis On TV: Index
MP33091a_B	2021 Watch Track & Field On TV
MP33091a_I	2021 Watch Track & Field On TV: Index
MP33093a_B	2021 Watch Pro Beach Volleyball On TV
MP33093a_I	2021 Watch Pro Beach Volleyball On TV: Index
MP33118a_B	2021 Watch Ultimate Fighting Championship (UFC) On TV
MP33118a_I	2021 Watch Ultimate Fighting Championship (UFC) On TV: Index
MP33081a_B	2021 Watch Other Mixed Martial Arts (MMA) On TV
MP33081a_I	2021 Watch Other Mixed Martial Arts (MMA) On TV: Index
MP33095a_B	2021 Watch Wrestling (WWE) On TV
MP33095a_I	2021 Watch Wrestling (WWE) On TV: Index
MP33100a_B	2021 College Basketball Super Fan (8-10 On 10 Scale)
MP33100a_I	2021 College Basketball Super Fan (8-10 On 10 Scale): Index
MP33101a_B	2021 College Football Super Fan (8-10 On 10 Scale)
MP33101a_I	2021 College Football Super Fan (8-10 On 10 Scale): Index
MP33102a_B	2021 Golf Super Fan (8-10 On 10 Scale)
MP33102a_I	2021 Golf Super Fan (8-10 On 10 Scale): Index
MP33103a_B	2021 High School Sports Super Fan (8-10 On 10 Scale)
MP33103a_I	2021 High School Sports Super Fan (8-10 On 10 Scale): Index
MP33104a_B	2021 MLB Super Fan (8-10 On 10 Scale)
MP33104a_I	2021 MLB Super Fan (8-10 On 10 Scale): Index
MP33105a_B	2021 NASCAR Super Fan (8-10 On 10 Scale)
MP33105a_I	2021 NASCAR Super Fan (8-10 On 10 Scale): Index
MP33106a_B	2021 NBA Super Fan (8-10 On 10 Scale)
MP33106a_I	2021 NBA Super Fan (8-10 On 10 Scale): Index
MP33107a_B	2021 NFL Super Fan (8-10 On 10 Scale)
MP33107a_I	2021 NFL Super Fan (8-10 On 10 Scale): Index
MP33108a_B	2021 NHL Super Fan (8-10 On 10 Scale)
MP33108a_I	2021 NHL Super Fan (8-10 On 10 Scale): Index
MP33113a_B	2021 Soccer Super Fan (8-10 On 10 Scale)
MP33113a_I	2021 Soccer Super Fan (8-10 On 10 Scale): Index
<b>Travel (Market Potential)</b>	
MP35093a_B	2021 Has a Valid Driver's License
MP35093a_I	2021 Has a Valid Driver's License: Index
MP35001a_B	2021 Own a Valid Passport
MP35001a_I	2021 Own a Valid Passport: Index
MP35002a_B	2021 Member of Any Frequent Flyer Program
MP35002a_I	2021 Member of Any Frequent Flyer Program: Index
MP35003a_B	2021 Took 3+ Round Trips By Plane Last 12 Mo
MP35003a_I	2021 Took 3+ Round Trips By Plane Last 12 Mo: Index
MP35004a_B	2021 Member of Any Hotel Rewards Program
MP35004a_I	2021 Member of Any Hotel Rewards Program: Index
MP35005a_B	2021 Purchased Luggage Last 12 Mo
MP35005a_I	2021 Purchased Luggage Last 12 Mo: Index
MP35085a_B	2021 Used Cheap Tickets Travel Website or App Last 30 Days
MP35085a_I	2021 Used Cheap Tickets Travel Website or App Last 30 Days: Index
MP35006a_B	2021 Used Expedia Travel Website or App Last 30 Days
MP35006a_I	2021 Used Expedia Travel Website or App Last 30 Days: Index
MP35007a_B	2021 Used Hotels Travel Website or App Last 30 Days
MP35007a_I	2021 Used Hotels Travel Website or App Last 30 Days: Index
MP35008a_B	2021 Used Hotwire Travel Website or App Last 30 Days
MP35008a_I	2021 Used Hotwire Travel Website or App Last 30 Days: Index
MP35009a_B	2021 Used Orbitz Travel Website or App Last 30 Days
MP35009a_I	2021 Used Orbitz Travel Website or App Last 30 Days: Index

# Esri Market Potential Data Variable List



## Data Vintage: Esri 2021

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.

[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP35009a_I	2021 Used Orbitz Travel Website or App Last 30 Days: Index
MP35010a_B	2021 Used Priceline Travel Website or App Last 30 Days
MP35010a_I	2021 Used Priceline Travel Website or App Last 30 Days: Index
MP35011a_B	2021 Used Travelocity Travel Website or App Last 30 Days
MP35011a_I	2021 Used Travelocity Travel Website or App Last 30 Days: Index
MP35012a_B	2021 Used Tripadvisor Travel Website or App Last 30 Days
MP35012a_I	2021 Used Tripadvisor Travel Website or App Last 30 Days: Index
MP35013a_B	2021 Took Domestic Trip in Continental Us Last 12 Mo
MP35013a_I	2021 Took Domestic Trip in Continental Us Last 12 Mo: Index
MP35014a_B	2021 Took Any Domestic Trip By Plane (Scheduled) Last 12 Mo
MP35014a_I	2021 Took Any Domestic Trip By Plane (Scheduled) Last 12 Mo: Index
MP35015a_B	2021 Rented Car On Domestic Trip Last 12 Mo
MP35015a_I	2021 Rented Car On Domestic Trip Last 12 Mo: Index
MP35096a_B	2021 Uses Lyft On Average Weekday
MP35096a_I	2021 Uses Lyft On Average Weekday: Index
MP35097a_B	2021 Uses Lyft On Average Weekend
MP35097a_I	2021 Uses Lyft On Average Weekend: Index
MP35094a_B	2021 Uses Uber On Average Weekday
MP35094a_I	2021 Uses Uber On Average Weekday: Index
MP35095a_B	2021 Uses Uber On Average Weekend
MP35095a_I	2021 Uses Uber On Average Weekend: Index
MP35016a_B	2021 Took Domestic Business Trip Last 12 Mo
MP35016a_I	2021 Took Domestic Business Trip Last 12 Mo: Index
MP35017a_B	2021 Took 1 Domestic Non-Business Trip Last 12 Mo
MP35017a_I	2021 Took 1 Domestic Non-Business Trip Last 12 Mo: Index
MP35018a_B	2021 Took 2 Domestic Non-Business Trips Last 12 Mo
MP35018a_I	2021 Took 2 Domestic Non-Business Trips Last 12 Mo: Index
MP35019a_B	2021 Took 3+ Domestic Non-Business Trips Last 12 Mo
MP35019a_I	2021 Took 3+ Domestic Non-Business Trips Last 12 Mo: Index
MP35020a_B	2021 Used Airline Website For Domestic Trip Last 12 Mo
MP35020a_I	2021 Used Airline Website For Domestic Trip Last 12 Mo: Index
MP35021a_B	2021 Used Internet Travel Site For Domestic Trip Last 12 Mo
MP35021a_I	2021 Used Internet Travel Site For Domestic Trip Last 12 Mo: Index
MP35022a_B	2021 Used Travel Agent For Domestic Trip Last 12 Mo
MP35022a_I	2021 Used Travel Agent For Domestic Trip Last 12 Mo: Index
MP35023a_B	2021 Spent \$1-\$999 On Domestic Vacations Last 12 Mo
MP35023a_I	2021 Spent \$1-\$999 On Domestic Vacations Last 12 Mo: Index
MP35024a_B	2021 Spent \$1,000-\$1,499 On Domestic Vacations Last 12 Mo
MP35024a_I	2021 Spent \$1,000-\$1,499 On Domestic Vacations Last 12 Mo: Index
MP35025a_B	2021 Spent \$1,500-\$1,999 On Domestic Vacations Last 12 Mo
MP35025a_I	2021 Spent \$1,500-\$1,999 On Domestic Vacations Last 12 Mo: Index
MP35026a_B	2021 Spent \$2,000-\$2,999 On Domestic Vacations Last 12 Mo
MP35026a_I	2021 Spent \$2,000-\$2,999 On Domestic Vacations Last 12 Mo: Index
MP35027a_B	2021 Spent \$3,000+ On Domestic Vacations Last 12 Mo
MP35027a_I	2021 Spent \$3,000+ On Domestic Vacations Last 12 Mo: Index
MP35028a_B	2021 Went Backpacking or Hiking On Domestic Vacation Last 12 Mo
MP35028a_I	2021 Went Backpacking or Hiking On Domestic Vacation Last 12 Mo: Index
MP35029a_B	2021 Went to Beach On Domestic Vacation Last 12 Mo
MP35029a_I	2021 Went to Beach On Domestic Vacation Last 12 Mo: Index
MP35030a_B	2021 Did General Sightseeing On Domestic Vacation Last 12 Mo
MP35030a_I	2021 Did General Sightseeing On Domestic Vacation Last 12 Mo: Index
MP35031a_B	2021 Visited National Park On Domestic Vacation Last 12 Mo
MP35031a_I	2021 Visited National Park On Domestic Vacation Last 12 Mo: Index
MP35033a_B	2021 Visited Northeast On Domestic Trip Last 12 Mo
MP35033a_I	2021 Visited Northeast On Domestic Trip Last 12 Mo: Index
MP35034a_B	2021 Visited South On Domestic Trip Last 12 Mo
MP35034a_I	2021 Visited South On Domestic Trip Last 12 Mo: Index
MP35035a_B	2021 Visited North Central On Domestic Trip Last 12 Mo
MP35035a_I	2021 Visited North Central On Domestic Trip Last 12 Mo: Index
MP35036a_B	2021 Visited West On Domestic Trip Last 12 Mo
MP35036a_I	2021 Visited West On Domestic Trip Last 12 Mo: Index
MP35037a_B	2021 Flew American or American Eagle On Domestic Trip Last 12 Mo
MP35037a_I	2021 Flew American or American Eagle On Domestic Trip Last 12 Mo: Index
MP35038a_B	2021 Flew Delta On Domestic Trip Last 12 Mo