

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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 and Automotive Products (Market Potential)

MP01001h_B	2022 HH Owns or Leases Any Vehicle
MP01001h_I	2022 HH Owns or Leases Any Vehicle: Index
MP01002h_B	2022 HH Owns or Leases 1 Vehicle
MP01002h_I	2022 HH Owns or Leases 1 Vehicle: Index
MP01003h_B	2022 HH Owns or Leases 2 Vehicles
MP01003h_I	2022 HH Owns or Leases 2 Vehicles: Index
MP01004h_B	2022 HH Owns or Leases 3+ Vehicles
MP01004h_I	2022 HH Owns or Leases 3+ Vehicles: Index
MP01005h_B	2022 HH Owns or Leases Any Domestic Vehicle
MP01005h_I	2022 HH Owns or Leases Any Domestic Vehicle: Index
MP01006h_B	2022 HH Owns or Leases Any Imported Vehicle
MP01006h_I	2022 HH Owns or Leases Any Imported Vehicle: Index
MP01007h_B	2022 HH Owns or Leases Convertible
MP01007h_I	2022 HH Owns or Leases Convertible: Index
MP01008h_B	2022 HH Owns or Leases 2 Door Coupe or Sports Coupe
MP01008h_I	2022 HH Owns or Leases 2 Door Coupe or Sports Coupe: Index
MP01009h_B	2022 HH Owns or Leases 4 Door Sedan or Hard Top Vehicle
MP01009h_I	2022 HH Owns or Leases 4 Door Sedan or Hard Top Vehicle: Index
MP01010h_B	2022 HH Owns or Leases 2 Door Sedan or Hard Top Vehicle
MP01010h_I	2022 HH Owns or Leases 2 Door Sedan or Hard Top Vehicle: Index
MP01011h_B	2022 HH Owns or Leases 5 Door Hatchback or Station Wagon
MP01011h_I	2022 HH Owns or Leases 5 Door Hatchback or Station Wagon: Index
MP01084h_B	2022 HH Owns or Leases Minivan or Van
MP01084h_I	2022 HH Owns or Leases Minivan or Van: Index
MP01013h_B	2022 HH Owns or Leases SUV
MP01013h_I	2022 HH Owns or Leases SUV: Index
MP01014h_B	2022 HH Owns or Leases Truck
MP01014h_I	2022 HH Owns or Leases Truck: Index
MP01081h_B	2022 HH Owns or Leases a Diesel Fuel Vehicle
MP01081h_I	2022 HH Owns or Leases a Diesel Fuel Vehicle: Index
MP01082h_B	2022 HH Owns or Leases a Gasoline Fuel Vehicle
MP01082h_I	2022 HH Owns or Leases a Gasoline Fuel Vehicle: Index
MP01083h_B	2022 HH Owns or Leases a Hybrid Vehicle
MP01083h_I	2022 HH Owns or Leases a Hybrid Vehicle: Index
MP01015h_B	2022 HH Owns or Leases Vehicle with Four or All Wheel Drive
MP01015h_I	2022 HH Owns or Leases Vehicle with Four or All Wheel Drive: Index
MP01017h_B	2022 HH Owns or Leases Vehicle with Bluetooth/Hands-Free Phone Capability
MP01017h_I	2022 HH Owns or Leases Vehicle with Bluetooth/Hands-Free Phone Capability: Index
MP01018h_B	2022 HH Owns or Leases Vehicle with Built-In Navigational System or GPS
MP01018h_I	2022 HH Owns or Leases Vehicle with Built-In Navigational System or GPS: Index
MP01019h_B	2022 HH Owns or Leases Vehicle with Onstar or Other Monitoring System
MP01019h_I	2022 HH Owns or Leases Vehicle with Onstar or Other Monitoring System: Index
MP01020h_B	2022 HH Owns or Leases Subcompact Car
MP01020h_I	2022 HH Owns or Leases Subcompact Car: Index
MP01021h_B	2022 HH Owns or Leases Compact Car
MP01021h_I	2022 HH Owns or Leases Compact Car: Index
MP01022h_B	2022 HH Owns or Leases Intermediate Car
MP01022h_I	2022 HH Owns or Leases Intermediate Car: Index
MP01023h_B	2022 HH Owns or Leases Standard Car
MP01023h_I	2022 HH Owns or Leases Standard Car: Index
MP01024h_B	2022 HH Owns or Leases Luxury Car
MP01024h_I	2022 HH Owns or Leases Luxury Car: Index
MP01025h_B	2022 HH Owns or Leases Compact SUV
MP01025h_I	2022 HH Owns or Leases Compact SUV: Index
MP01026h_B	2022 HH Owns or Leases Mid-Size SUV
MP01026h_I	2022 HH Owns or Leases Mid-Size SUV: Index
MP01027h_B	2022 HH Owns or Leases Full-Size SUV
MP01027h_I	2022 HH Owns or Leases Full-Size SUV: Index
MP01028h_B	2022 HH Bought or Leased Any Vehicle Last 12 Mo
MP01028h_I	2022 HH Bought or Leased Any Vehicle Last 12 Mo: Index
MP01029h_B	2022 HH Bought or Leased New Vehicle Last 12 Mo
MP01029h_I	2022 HH Bought or Leased New Vehicle Last 12 Mo: Index
MP01030h_B	2022 HH Bought or Leased Used Vehicle Last 12 Mo
MP01030h_I	2022 HH Bought or Leased Used Vehicle Last 12 Mo: Index
MP01035h_B	2022 HH Bought Most Recent Vehicle
MP01035h_I	2022 HH Bought Most Recent Vehicle: Index
MP01036h_B	2022 HH Leased Most Recent Vehicle
MP01036h_I	2022 HH Leased Most Recent Vehicle: Index
MP01037h_B	2022 HH Bought/Leased Most Recent Vehicle 1-2 Yrs Ago
MP01037h_I	2022 HH Bought/Leased Most Recent Vehicle 1-2 Yrs Ago: Index
MP01038h_B	2022 HH Bought/Leased Most Recent Vehicle 3-4 Yrs Ago
MP01038h_I	2022 HH Bought/Leased Most Recent Vehicle 3-4 Yrs Ago: Index
MP01039h_B	2022 HH Bought/Leased Most Recent Vehicle 5+ Yrs Ago
MP01039h_I	2022 HH Bought/Leased Most Recent Vehicle 5+ Yrs Ago: Index
MP01040h_B	2022 HH Spent \$1-\$19,999 on Most Recent Vehicle Purchase or Lease
MP01040h_I	2022 HH Spent \$1-\$19,999 on Most Recent Vehicle Purchase or Lease: Index
MP01041h_B	2022 HH Spent \$20,000-\$29,999 on Most Recent Vehicle Purchase or Lease
MP01041h_I	2022 HH Spent \$20,000-\$29,999 on Most Recent Vehicle Purchase or Lease: Index

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Data Table & Item Code	Data Item Description
MP01079h_B	2022 HH Spent \$30,000-\$39,999 on Most Recent Vehicle Purchase or Lease
MP01079h_I	2022 HH Spent \$30,000-\$39,999 on Most Recent Vehicle Purchase or Lease: Index
MP01077h_B	2022 HH Spent \$40,000-\$49,999 on Most Recent Vehicle Purchase or Lease
MP01077h_I	2022 HH Spent \$40,000-\$49,999 on Most Recent Vehicle Purchase or Lease: Index
MP01078h_B	2022 HH Spent \$50,000+ on Most Recent Vehicle Purchase or Lease
MP01078h_I	2022 HH Spent \$50,000+ on Most Recent Vehicle Purchase or Lease: Index
MP01043h_B	2022 HH Used Bank/Credit Union Loan on Most Recent Vehicle Purchase/Lease
MP01043h_I	2022 HH Used Bank/Credit Union Loan on Most Recent Vehicle Purchase/Lease: Index
MP01044h_B	2022 HH Used Cash on Most Recent Vehicle Purchase/Lease
MP01044h_I	2022 HH Used Cash on Most Recent Vehicle Purchase/Lease: Index
MP01045h_B	2022 HH Used Dealer Financing on Most Recent Vehicle Purchase/Lease
MP01045h_I	2022 HH Used Dealer Financing on Most Recent Vehicle Purchase/Lease: Index
MP01046h_B	2022 HH Used Manufacturer Financing on Most Recent Vehicle Purchase/Lease
MP01046h_I	2022 HH Used Manufacturer Financing on Most Recent Vehicle Purchase/Lease: Index
MP01047h_B	2022 HH Used Trade-In on Most Recent Vehicle Purchase/Lease
MP01047h_I	2022 HH Used Trade-In on Most Recent Vehicle Purchase/Lease: Index
MP01048h_B	2022 Buick: Most Recent HH Vehicle Purchase or Lease
MP01048h_I	2022 Buick: Most Recent HH Vehicle Purchase or Lease: Index
MP01089h_B	2022 BMW: Most Recent HH Vehicle Purchase or Lease
MP01089h_I	2022 BMW: Most Recent HH Vehicle Purchase or Lease: Index
MP01049h_B	2022 Chevrolet: Most Recent HH Vehicle Purchase or Lease
MP01049h_I	2022 Chevrolet: Most Recent HH Vehicle Purchase or Lease: Index
MP01051h_B	2022 Dodge: Most Recent HH Vehicle Purchase or Lease
MP01051h_I	2022 Dodge: Most Recent HH Vehicle Purchase or Lease: Index
MP01052h_B	2022 Ford: Most Recent HH Vehicle Purchase or Lease
MP01052h_I	2022 Ford: Most Recent HH Vehicle Purchase or Lease: Index
MP01053h_B	2022 Honda: Most Recent HH Vehicle Purchase or Lease
MP01053h_I	2022 Honda: Most Recent HH Vehicle Purchase or Lease: Index
MP01054h_B	2022 Hyundai: Most Recent HH Vehicle Purchase or Lease
MP01054h_I	2022 Hyundai: Most Recent HH Vehicle Purchase or Lease: Index
MP01055h_B	2022 Jeep: Most Recent HH Vehicle Purchase or Lease
MP01055h_I	2022 Jeep: Most Recent HH Vehicle Purchase or Lease: Index
MP01080h_B	2022 Kia: Most Recent HH Vehicle Purchase or Lease
MP01080h_I	2022 Kia: Most Recent HH Vehicle Purchase or Lease: Index
MP01090h_B	2022 Mazda: Most Recent HH Vehicle Purchase or Lease
MP01090h_I	2022 Mazda: Most Recent HH Vehicle Purchase or Lease: Index
MP01056h_B	2022 Nissan: Most Recent HH Vehicle Purchase or Lease
MP01056h_I	2022 Nissan: Most Recent HH Vehicle Purchase or Lease: Index
MP01085h_B	2022 Subaru: Most Recent HH Vehicle Purchase or Lease
MP01085h_I	2022 Subaru: Most Recent HH Vehicle Purchase or Lease: Index
MP01057h_B	2022 Toyota: Most Recent HH Vehicle Purchase or Lease
MP01057h_I	2022 Toyota: Most Recent HH Vehicle Purchase or Lease: Index
MP01086h_B	2022 HH Owns Any ATV or UTV
MP01086h_I	2022 HH Owns Any ATV or UTV: Index
MP01058h_B	2022 HH Owns Any Motorcycle
MP01058h_I	2022 HH Owns Any Motorcycle: Index
MP01059h_B	2022 HH Bought Any New Motorcycle
MP01059h_I	2022 HH Bought Any New Motorcycle: Index
MP01060h_B	2022 HH Bought Any Used Motorcycle
MP01060h_I	2022 HH Bought Any Used Motorcycle: Index
MP01061a_B	2022 Personally Drove <5,000 Miles Last 12 Mo
MP01061a_I	2022 Personally Drove <5,000 Miles Last 12 Mo: Index
MP01062a_B	2022 Personally Drove 5,000-9,999 Miles Last 12 Mo
MP01062a_I	2022 Personally Drove 5,000-9,999 Miles Last 12 Mo: Index
MP01063a_B	2022 Personally Drove 10,000-19,999 Miles Last 12 Mo
MP01063a_I	2022 Personally Drove 10,000-19,999 Miles Last 12 Mo: Index
MP01064a_B	2022 Personally Drove 20,000-29,999 Miles Last 12 Mo
MP01064a_I	2022 Personally Drove 20,000-29,999 Miles Last 12 Mo: Index
MP01065a_B	2022 Personally Drove 30,000+ Miles Last 12 Mo
MP01065a_I	2022 Personally Drove 30,000+ Miles Last 12 Mo: Index
MP01066a_B	2022 Member of Auto Club/Road Assistance Program
MP01066a_I	2022 Member of Auto Club/Road Assistance Program: Index
MP01067a_B	2022 Member of AAA Auto Club/Road Assistance Program
MP01067a_I	2022 Member of AAA Auto Club/Road Assistance Program: Index
MP01087a_B	2022 Member of AARP Auto Club/Road Assistance Program
MP01087a_I	2022 Member of AARP Auto Club/Road Assistance Program: Index
MP01088a_B	2022 Member of Dealer/Manuf/Warranty Auto Club/Road Assistance Program
MP01088a_I	2022 Member of Dealer/Manuf/Warranty Auto Club/Road Assistance Program: Index
MP01068a_B	2022 Rented Car for Business Use Last 12 Mo
MP01068a_I	2022 Rented Car for Business Use Last 12 Mo: Index
MP01069a_B	2022 Rented Car for Personal Use Last 12 Mo
MP01069a_I	2022 Rented Car for Personal Use Last 12 Mo: Index
MP01071a_B	2022 Rented Enterprise Car (Personal Use) Last 12 Mo
MP01071a_I	2022 Rented Enterprise Car (Personal Use) Last 12 Mo: Index
MP01072a_B	2022 Rented Hertz Car (Personal Use) Last 12 Mo
MP01072a_I	2022 Rented Hertz Car (Personal Use) Last 12 Mo: Index
MP01073a_B	2022 Rented Truck or Trailer Last 12 Mo
MP01073a_I	2022 Rented Truck or Trailer Last 12 Mo: Index
MP01074a_B	2022 Rented U-Haul Truck or Trailer Last 12 Mo
MP01074a_I	2022 Rented U-Haul Truck or Trailer Last 12 Mo: Index

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Data Table & Item Code	Data Item Description
MP01075a_B	2022 Rented Truck to Move Personal or HH Goods Last 12 Mo
MP01075a_I	2022 Rented Truck to Move Personal or HH Goods Last 12 Mo: Index
MP02001a_B	2022 Had Alignment Service or Repair Last 12 Mo
MP02001a_I	2022 Had Alignment Service or Repair Last 12 Mo: Index
MP02002a_B	2022 Had Vehicle Brakes Serviced Last 12 Mo
MP02002a_I	2022 Had Vehicle Brakes Serviced Last 12 Mo: Index
MP02003a_B	2022 Had Brake Lining or Pad Replacement Last 12 Mo
MP02003a_I	2022 Had Brake Lining or Pad Replacement Last 12 Mo: Index
MP02004a_B	2022 Had Major Engine Repair Last 12 Mo
MP02004a_I	2022 Had Major Engine Repair Last 12 Mo: Index
MP02005a_B	2022 Had Minor Engine Repair Last 12 Mo
MP02005a_I	2022 Had Minor Engine Repair Last 12 Mo: Index
MP02006a_B	2022 Had Vehicle Paint Job Done Last 12 Mo
MP02006a_I	2022 Had Vehicle Paint Job Done Last 12 Mo: Index
MP02007a_B	2022 Had Transmission Service Last 12 Mo
MP02007a_I	2022 Had Transmission Service Last 12 Mo: Index
MP02008a_B	2022 Had Vehicle Tune-Up Last 12 Mo
MP02008a_I	2022 Had Vehicle Tune-Up Last 12 Mo: Index
MP02009a_B	2022 Vehicle Serviced by Auto Repair Chain Store Last 12 Mo
MP02009a_I	2022 Vehicle Serviced by Auto Repair Chain Store Last 12 Mo: Index
MP02010a_B	2022 Vehicle Serviced by Car Dealer Last 12 Mo
MP02010a_I	2022 Vehicle Serviced by Car Dealer Last 12 Mo: Index
MP02011a_B	2022 Vehicle Serviced by Discount Dept Store Last 12 Mo
MP02011a_I	2022 Vehicle Serviced by Discount Dept Store Last 12 Mo: Index
MP02012a_B	2022 Vehicle Serviced by Gas Station or Garage Last 12 Mo
MP02012a_I	2022 Vehicle Serviced by Gas Station or Garage Last 12 Mo: Index
MP02013a_B	2022 Vehicle Serviced by Self Last 12 Mo
MP02013a_I	2022 Vehicle Serviced by Self Last 12 Mo: Index
MP02014a_B	2022 Bought Vehicle Air Filter Last 12 Mo
MP02014a_I	2022 Bought Vehicle Air Filter Last 12 Mo: Index
MP02015a_B	2022 Bought Anti-Freeze or Coolant Last 12 Mo
MP02015a_I	2022 Bought Anti-Freeze or Coolant Last 12 Mo: Index
MP02016a_B	2022 Bought Vehicle Battery Last 12 Mo
MP02016a_I	2022 Bought Vehicle Battery Last 12 Mo: Index
MP02021a_B	2022 Bought Gasoline Last 6 Mo
MP02021a_I	2022 Bought Gasoline Last 6 Mo: Index
MP02022a_B	2022 Bought Regular Gasoline Last 6 Mo
MP02022a_I	2022 Bought Regular Gasoline Last 6 Mo: Index
MP02023a_B	2022 Bought Mid-Grade Gasoline Last 6 Mo
MP02023a_I	2022 Bought Mid-Grade Gasoline Last 6 Mo: Index
MP02024a_B	2022 Bought Premium or Super Gasoline Last 6 Mo
MP02024a_I	2022 Bought Premium or Super Gasoline Last 6 Mo: Index
MP02025a_B	2022 Spent \$1-\$49 on Gasoline Last 30 Days
MP02025a_I	2022 Spent \$1-\$49 on Gasoline Last 30 Days: Index
MP02026a_B	2022 Spent \$50-\$99 on Gasoline Last 30 Days
MP02026a_I	2022 Spent \$50-\$99 on Gasoline Last 30 Days: Index
MP02027a_B	2022 Spent \$100-\$199 on Gasoline Last 30 Days
MP02027a_I	2022 Spent \$100-\$199 on Gasoline Last 30 Days: Index
MP02028a_B	2022 Spent \$200+ on Gasoline Last 30 Days
MP02028a_I	2022 Spent \$200+ on Gasoline Last 30 Days: Index
MP02029a_B	2022 Bought Gas Additives Last 12 Mo
MP02029a_I	2022 Bought Gas Additives Last 12 Mo: Index
MP02030a_B	2022 Bought Leather or Vinyl Protectant Last 12 Mo
MP02030a_I	2022 Bought Leather or Vinyl Protectant Last 12 Mo: Index
MP02031a_B	2022 Used Leather or Vinyl Protectant 4+ Times Last 12 Mo
MP02031a_I	2022 Used Leather or Vinyl Protectant 4+ Times Last 12 Mo: Index
MP02032a_B	2022 Bought Muffler Last 12 Mo
MP02032a_I	2022 Bought Muffler Last 12 Mo: Index
MP02033a_B	2022 Bought or Changed Motor Oil Last 12 Mo
MP02033a_I	2022 Bought or Changed Motor Oil Last 12 Mo: Index
MP02034a_B	2022 Bought 7+ Quarts of Motor Oil Last 12 Mo
MP02034a_I	2022 Bought 7+ Quarts of Motor Oil Last 12 Mo: Index
MP02038a_B	2022 Auto Repair Chain Added or Changed Motor Oil Last 12 Mo
MP02038a_I	2022 Auto Repair Chain Added or Changed Motor Oil Last 12 Mo: Index
MP02039a_B	2022 Car Dealer Added or Changed Motor Oil Last 12 Mo
MP02039a_I	2022 Car Dealer Added or Changed Motor Oil Last 12 Mo: Index
MP02040a_B	2022 Gas Station/Garage Added or Changed Motor Oil Last 12 Mo
MP02040a_I	2022 Gas Station/Garage Added or Changed Motor Oil Last 12 Mo: Index
MP02041a_B	2022 Jiffy Lube Added or Changed Motor Oil Last 12 Mo
MP02041a_I	2022 Jiffy Lube Added or Changed Motor Oil Last 12 Mo: Index
MP02042a_B	2022 Self Added or Changed Motor Oil Last 12 Mo
MP02042a_I	2022 Self Added or Changed Motor Oil Last 12 Mo: Index
MP02043a_B	2022 Oth HH Member Added or Changed Motor Oil Last 12 Mo
MP02043a_I	2022 Oth HH Member Added or Changed Motor Oil Last 12 Mo: Index
MP02044a_B	2022 Bought Motor Oil Additives Last 12 Mo
MP02044a_I	2022 Bought Motor Oil Additives Last 12 Mo: Index
MP02045a_B	2022 Bought Oil Filter Last 12 Mo
MP02045a_I	2022 Bought Oil Filter Last 12 Mo: Index
MP02046a_B	2022 Bought Shock Absorbers or Struts Last 12 Mo
MP02046a_I	2022 Bought Shock Absorbers or Struts Last 12 Mo: Index

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Data Table & Item Code	Data Item Description
MP02047a_B	2022 Bought Spark Plugs Last 12 Mo
MP02047a_I	2022 Bought Spark Plugs Last 12 Mo: Index
MP02048a_B	2022 Bought Tires Last 12 Mo
MP02048a_I	2022 Bought Tires Last 12 Mo: Index
MP02060a_B	2022 Spent \$1-\$249 on Tires Last 12 Mo
MP02060a_I	2022 Spent \$1-\$249 on Tires Last 12 Mo: Index
MP02054a_B	2022 Spent \$250-\$499 on Tires Last 12 Mo
MP02054a_I	2022 Spent \$250-\$499 on Tires Last 12 Mo: Index
MP02055a_B	2022 Spent \$500+ on Tires Last 12 Mo
MP02055a_I	2022 Spent \$500+ on Tires Last 12 Mo: Index
MP02056a_B	2022 Bought Tires at Discount Tire Co Last 12 Mo
MP02056a_I	2022 Bought Tires at Discount Tire Co Last 12 Mo: Index
MP02061a_B	2022 Bought Tires at Walmart Last 12 Mo
MP02061a_I	2022 Bought Tires at Walmart Last 12 Mo: Index
MP02057a_B	2022 Bought Car Wax or Polish Last 12 Mo
MP02057a_I	2022 Bought Car Wax or Polish Last 12 Mo: Index
MP02058a_B	2022 Used Car Wax/Polish 4+ Times Last 12 Mo
MP02058a_I	2022 Used Car Wax/Polish 4+ Times Last 12 Mo: Index
MP02059a_B	2022 Bought Windshield Wipers Last 12 Mo
MP02059a_I	2022 Bought Windshield Wipers Last 12 Mo: Index
<b>Baby Products, Toys and Games (Market Potential)</b>	
MP03017h_B	2022 HH Owns Any Baby Furniture or Equipment
MP03017h_I	2022 HH Owns Any Baby Furniture or Equipment: Index
MP03018h_B	2022 HH Bought Baby Furniture or Equipment Last 6 Mo
MP03018h_I	2022 HH Bought Baby Furniture or Equipment Last 6 Mo: Index
MP03019h_B	2022 HH Spent \$100+ on Baby Furniture or Equipment Last 6 Mo
MP03019h_I	2022 HH Spent \$100+ on Baby Furniture or Equipment Last 6 Mo: Index
MP03020h_B	2022 HH Owns Baby Car Seat
MP03020h_I	2022 HH Owns Baby Car Seat: Index
MP03021h_B	2022 HH Owns Baby Carrier (Front or Back)
MP03021h_I	2022 HH Owns Baby Carrier (Front or Back): Index
MP03022h_B	2022 HH Owns Infant Crib
MP03022h_I	2022 HH Owns Infant Crib: Index
MP03023h_B	2022 HH Owns High Chair
MP03023h_I	2022 HH Owns High Chair: Index
MP03024h_B	2022 HH Owns Playpen
MP03024h_I	2022 HH Owns Playpen: Index
MP03025h_B	2022 HH Owns Stroller
MP03025h_I	2022 HH Owns Stroller: Index
MP03026h_B	2022 HH Used Baby Food Last 6 Mo
MP03026h_I	2022 HH Used Baby Food Last 6 Mo: Index
MP03027h_B	2022 HH Used Organic Baby Food Last 6 Mo
MP03027h_I	2022 HH Used Organic Baby Food Last 6 Mo: Index
MP03028h_B	2022 HH Used Gerber Baby Food Last 6 Mo
MP03028h_I	2022 HH Used Gerber Baby Food Last 6 Mo: Index
MP03029h_B	2022 HH Used Infant Cereal Last 6 Mo
MP03029h_I	2022 HH Used Infant Cereal Last 6 Mo: Index
MP03030h_B	2022 HH Used Prepared Infant Formula Last 6 Mo
MP03030h_I	2022 HH Used Prepared Infant Formula Last 6 Mo: Index
MP03031h_B	2022 HH Used Disposable Diapers/Underpants Last 6 Mo
MP03031h_I	2022 HH Used Disposable Diapers/Underpants Last 6 Mo: Index
MP03032h_B	2022 HH Used Baby Bath/Wash/Soap Product Last 6 Mo
MP03032h_I	2022 HH Used Baby Bath/Wash/Soap Product Last 6 Mo: Index
MP03033h_B	2022 HH Used Baby Lotion Last 6 Mo
MP03033h_I	2022 HH Used Baby Lotion Last 6 Mo: Index
MP03034h_B	2022 HH Used Baby Nurser/Bottle Last 6 Mo
MP03034h_I	2022 HH Used Baby Nurser/Bottle Last 6 Mo: Index
MP03035h_B	2022 HH Used Baby Oil Last 6 Mo
MP03035h_I	2022 HH Used Baby Oil Last 6 Mo: Index
MP03036h_B	2022 HH Used Baby Ointment/Cream Last 6 Mo
MP03036h_I	2022 HH Used Baby Ointment/Cream Last 6 Mo: Index
MP03037h_B	2022 HH Used Baby Powder Last 6 Mo
MP03037h_I	2022 HH Used Baby Powder Last 6 Mo: Index
MP03038h_B	2022 HH Used Baby Shampoo Last 6 Mo
MP03038h_I	2022 HH Used Baby Shampoo Last 6 Mo: Index
MP03039h_B	2022 HH Used Teething Remedy Last 6 Mo
MP03039h_I	2022 HH Used Teething Remedy Last 6 Mo: Index
MP03040h_B	2022 HH Used Pre-Moistened Baby Wipes Last 6 Mo
MP03040h_I	2022 HH Used Pre-Moistened Baby Wipes Last 6 Mo: Index
MP34001a_B	2022 Bought Any Children's Toy or Game Last 12 Mo
MP34001a_I	2022 Bought Any Children's Toy or Game Last 12 Mo: Index
MP34002a_B	2022 Spent \$1-\$49 on Toys or Games for Child Last 12 Mo
MP34002a_I	2022 Spent \$1-\$49 on Toys or Games for Child Last 12 Mo: Index
MP34003a_B	2022 Spent \$50-\$99 on Toys or Games for Child Last 12 Mo
MP34003a_I	2022 Spent \$50-\$99 on Toys or Games for Child Last 12 Mo: Index
MP34004a_B	2022 Spent \$100-\$199 on Toys or Games for Child Last 12 Mo
MP34004a_I	2022 Spent \$100-\$199 on Toys or Games for Child Last 12 Mo: Index
MP34005a_B	2022 Spent \$200-\$499 on Toys or Games for Child Last 12 Mo

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MP34005a_I	2022 Spent \$200-\$499 on Toys or Games for Child Last 12 Mo: Index
MP34006a_B	2022 Spent \$500+ on Toys or Games for Child Last 12 Mo
MP34006a_I	2022 Spent \$500+ on Toys or Games for Child Last 12 Mo: Index
MP34008a_B	2022 Bought Infant Toy Last 12 Mo
MP34008a_I	2022 Bought Infant Toy Last 12 Mo: Index
MP34009a_B	2022 Bought Pre-School Toy Last 12 Mo
MP34009a_I	2022 Bought Pre-School Toy Last 12 Mo: Index
MP34010a_B	2022 Bought Boy Action Figure for Child Last 12 Mo
MP34010a_I	2022 Bought Boy Action Figure for Child Last 12 Mo: Index
MP34011a_B	2022 Bought Girl Action Figure for Child Last 12 Mo
MP34011a_I	2022 Bought Girl Action Figure for Child Last 12 Mo: Index
MP34012a_B	2022 Bought Action Game for Child Last 12 Mo
MP34012a_I	2022 Bought Action Game for Child Last 12 Mo: Index
MP34013a_B	2022 Bought Bicycle for Child Last 12 Mo
MP34013a_I	2022 Bought Bicycle for Child Last 12 Mo: Index
MP34014a_B	2022 Bought Board Game for Child Last 12 Mo
MP34014a_I	2022 Bought Board Game for Child Last 12 Mo: Index
MP34015a_B	2022 Bought Builder Set for Child Last 12 Mo
MP34015a_I	2022 Bought Builder Set for Child Last 12 Mo: Index
MP34016a_B	2022 Bought Car for Child Last 12 Mo
MP34016a_I	2022 Bought Car for Child Last 12 Mo: Index
MP34017a_B	2022 Bought Construction Toy for Child Last 12 Mo
MP34017a_I	2022 Bought Construction Toy for Child Last 12 Mo: Index
MP34018a_B	2022 Bought Fashion Doll for Child Last 12 Mo
MP34018a_I	2022 Bought Fashion Doll for Child Last 12 Mo: Index
MP34019a_B	2022 Bought Large/Baby Doll for Child Last 12 Mo
MP34019a_I	2022 Bought Large/Baby Doll for Child Last 12 Mo: Index
MP34020a_B	2022 Bought Doll Accessories for Child Last 12 Mo
MP34020a_I	2022 Bought Doll Accessories for Child Last 12 Mo: Index
MP34021a_B	2022 Bought Doll Clothing for Child Last 12 Mo
MP34021a_I	2022 Bought Doll Clothing for Child Last 12 Mo: Index
MP34022a_B	2022 Bought Educational Toy for Child Last 12 Mo
MP34022a_I	2022 Bought Educational Toy for Child Last 12 Mo: Index
MP34023a_B	2022 Bought Electronic Doll or Animal for Child Last 12 Mo
MP34023a_I	2022 Bought Electronic Doll or Animal for Child Last 12 Mo: Index
MP34024a_B	2022 Bought Electronic Game for Child Last 12 Mo
MP34024a_I	2022 Bought Electronic Game for Child Last 12 Mo: Index
MP34025a_B	2022 Bought Mechanical Toy for Child Last 12 Mo
MP34025a_I	2022 Bought Mechanical Toy for Child Last 12 Mo: Index
MP34026a_B	2022 Bought Model Kit or Set for Child Last 12 Mo
MP34026a_I	2022 Bought Model Kit or Set for Child Last 12 Mo: Index
MP34027a_B	2022 Bought Plush Doll or Animal for Child Last 12 Mo
MP34027a_I	2022 Bought Plush Doll or Animal for Child Last 12 Mo: Index
MP34029a_B	2022 Bought Water Toy for Child Last 12 Mo
MP34029a_I	2022 Bought Water Toy for Child Last 12 Mo: Index
MP34030a_B	2022 Bought Word Game for Child Last 12 Mo
MP34030a_I	2022 Bought Word Game for Child Last 12 Mo: Index
<b>Civic Activities and Political Affiliation (Market Potential)</b>	
MP06001a_B	2022 Participated in Any Public Activity Last 12 Mo
MP06001a_I	2022 Participated in Any Public Activity Last 12 Mo: Index
MP06002a_B	2022 Attended Public Meeting on Town or School Affairs Last 12 Mo
MP06002a_I	2022 Attended Public Meeting on Town or School Affairs Last 12 Mo: Index
MP06003a_B	2022 Served on Committee for Local Organization Last 12 Mo
MP06003a_I	2022 Served on Committee for Local Organization Last 12 Mo: Index
MP06004a_B	2022 Engaged in Fundraising Last 12 Mo
MP06004a_I	2022 Engaged in Fundraising Last 12 Mo: Index
MP06005a_B	2022 Volunteered for a Charitable Organization Last 12 Mo
MP06005a_I	2022 Volunteered for a Charitable Organization Last 12 Mo: Index
MP06006a_B	2022 Made a Speech Last 12 Mo
MP06006a_I	2022 Made a Speech Last 12 Mo: Index
MP06007a_B	2022 Wrote Something That Was Published Last 12 Mo
MP06007a_I	2022 Wrote Something That Was Published Last 12 Mo: Index
MP06008a_B	2022 Wrote to News/Magazine Editor or Called Radio/TV Last 12 Mo
MP06008a_I	2022 Wrote to News/Magazine Editor or Called Radio/TV Last 12 Mo: Index
MP06009a_B	2022 Wrote or Called a Politician Last 12 Mo
MP06009a_I	2022 Wrote or Called a Politician Last 12 Mo: Index
MP06010a_B	2022 Voted in Federal or State or Local Election Last 12 Mo
MP06010a_I	2022 Voted in Federal or State or Local Election Last 12 Mo: Index
MP06011a_B	2022 Attended Political Rally/Speech/Organized Protest Last 12 Mo
MP06011a_I	2022 Attended Political Rally/Speech/Organized Protest Last 12 Mo: Index
MP06032a_B	2022 Signed a Petition Last 12 Mo
MP06032a_I	2022 Signed a Petition Last 12 Mo: Index
MP06012a_B	2022 Participated in Environmental Groups/Causes Last 12 Mo
MP06012a_I	2022 Participated in Environmental Groups/Causes Last 12 Mo: Index
MP06013a_B	2022 Recycled Products Last 12 Mo
MP06013a_I	2022 Recycled Products Last 12 Mo: Index
MP06015a_B	2022 Contributed to NPR Last 12 Mo
MP06015a_I	2022 Contributed to NPR Last 12 Mo: Index

## Esri's Market Potential Data Variable List



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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP06016a_B	2022 Contributed to PBS Last 12 Mo
MP06016a_I	2022 Contributed to PBS Last 12 Mo: Index
MP06017a_B	2022 Contributed to Arts or Cultural Organization Last 12 Mo
MP06017a_I	2022 Contributed to Arts or Cultural Organization Last 12 Mo: Index
MP06018a_B	2022 Contributed to Educational Organization Last 12 Mo
MP06018a_I	2022 Contributed to Educational Organization Last 12 Mo: Index
MP06019a_B	2022 Contributed to Environmental Organization Last 12 Mo
MP06019a_I	2022 Contributed to Environmental Organization Last 12 Mo: Index
MP06020a_B	2022 Contributed to Health Organization Last 12 Mo
MP06020a_I	2022 Contributed to Health Organization Last 12 Mo: Index
MP06021a_B	2022 Contributed to Political Organization Last 12 Mo
MP06021a_I	2022 Contributed to Political Organization Last 12 Mo: Index
MP06022a_B	2022 Contributed to Religious Organization Last 12 Mo
MP06022a_I	2022 Contributed to Religious Organization Last 12 Mo: Index
MP06023a_B	2022 Contributed to Social Services Organization Last 12 Mo
MP06023a_I	2022 Contributed to Social Services Organization Last 12 Mo: Index
MP06024a_B	2022 Affiliated with Democratic Political Party
MP06024a_I	2022 Affiliated with Democratic Political Party: Index
MP06025a_B	2022 Affiliated with Republican Political Party
MP06025a_I	2022 Affiliated with Republican Political Party: Index
MP06026a_B	2022 Affiliated with Independent or No Political Party
MP06026a_I	2022 Affiliated with Independent or No Political Party: Index
MP06027a_B	2022 Very Conservative Political Outlook
MP06027a_I	2022 Very Conservative Political Outlook: Index
MP06028a_B	2022 Somewhat Conservative Political Outlook
MP06028a_I	2022 Somewhat Conservative Political Outlook: Index
MP06029a_B	2022 Middle of the Road Political Outlook
MP06029a_I	2022 Middle of the Road Political Outlook: Index
MP06030a_B	2022 Somewhat Liberal Political Outlook
MP06030a_I	2022 Somewhat Liberal Political Outlook: Index
MP06031a_B	2022 Very Liberal Political Outlook
MP06031a_I	2022 Very Liberal Political Outlook: Index
MP06033a_B	2022 Vote in National Elections: 1-Never
MP06033a_I	2022 Vote in National Elections: 1-Never: Index
MP06034a_B	2022 Vote in National Elections: 2-Sometimes
MP06034a_I	2022 Vote in National Elections: 2-Sometimes: Index
MP06035a_B	2022 Vote in National Elections: 3-Always
MP06035a_I	2022 Vote in National Elections: 3-Always: Index
MP06036a_B	2022 Vote in Statewide Elections: 1-Never
MP06036a_I	2022 Vote in Statewide Elections: 1-Never: Index
MP06037a_B	2022 Vote in Statewide Elections: 2-Sometimes
MP06037a_I	2022 Vote in Statewide Elections: 2-Sometimes: Index
MP06038a_B	2022 Vote in Statewide Elections: 3-Always
MP06038a_I	2022 Vote in Statewide Elections: 3-Always: Index
MP06039a_B	2022 Vote in Local Elections: 1-Never
MP06039a_I	2022 Vote in Local Elections: 1-Never: Index
MP06040a_B	2022 Vote in Local Elections: 2-Sometimes
MP06040a_I	2022 Vote in Local Elections: 2-Sometimes: Index
MP06041a_B	2022 Vote in Local Elections: 3-Always
MP06041a_I	2022 Vote in Local Elections: 3-Always: Index
<b>Clothing, Shoes and Accessories (Market Potential)</b>	
MP07007a_B	2022 Bought Clothing in Dept Store Last 6 Mo
MP07007a_I	2022 Bought Clothing in Dept Store Last 6 Mo: Index
MP07008a_B	2022 Bought Clothing in Discount Store Last 6 Mo
MP07008a_I	2022 Bought Clothing in Discount Store Last 6 Mo: Index
MP07009a_B	2022 Bought Clothing Online Last 6 Mo
MP07009a_I	2022 Bought Clothing Online Last 6 Mo: Index
MP07128a_B	2022 Spent \$1-\$100 on Clothing Last 12 Mo
MP07128a_I	2022 Spent \$1-\$100 on Clothing Last 12 Mo: Index
MP07129a_B	2022 Spent \$101-\$200 on Clothing Last 12 Mo
MP07129a_I	2022 Spent \$101-\$200 on Clothing Last 12 Mo: Index
MP07130a_B	2022 Spent \$201-\$300 on Clothing Last 12 Mo
MP07130a_I	2022 Spent \$201-\$300 on Clothing Last 12 Mo: Index
MP07131a_B	2022 Spent \$301-\$400 on Clothing Last 12 Mo
MP07131a_I	2022 Spent \$301-\$400 on Clothing Last 12 Mo: Index
MP07132a_B	2022 Spent \$401-\$500 on Clothing Last 12 Mo
MP07132a_I	2022 Spent \$401-\$500 on Clothing Last 12 Mo: Index
MP07133a_B	2022 Spent \$501-\$600 on Clothing Last 12 Mo
MP07133a_I	2022 Spent \$501-\$600 on Clothing Last 12 Mo: Index
MP07134a_B	2022 Spent \$601+ on Clothing Last 12 Mo
MP07134a_I	2022 Spent \$601+ on Clothing Last 12 Mo: Index
MP07135a_B	2022 Spent \$1-\$100 on Men's Clothing Last 12 Mo
MP07135a_I	2022 Spent \$1-\$100 on Men's Clothing Last 12 Mo: Index
MP07136a_B	2022 Spent \$101-\$200 on Men's Clothing Last 12 Mo
MP07136a_I	2022 Spent \$101-\$200 on Men's Clothing Last 12 Mo: Index
MP07137a_B	2022 Spent \$201-\$300 on Men's Clothing Last 12 Mo
MP07137a_I	2022 Spent \$201-\$300 on Men's Clothing Last 12 Mo: Index
MP07138a_B	2022 Spent \$301-\$400 on Men's Clothing Last 12 Mo



# Esri's Market Potential Data Variable List



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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP07138a_I	2022 Spent \$301-\$400 on Men's Clothing Last 12 Mo: Index
MP07139a_B	2022 Spent \$401-\$500 on Men's Clothing Last 12 Mo
MP07139a_I	2022 Spent \$401-\$500 on Men's Clothing Last 12 Mo: Index
MP07140a_B	2022 Spent \$501-\$600 on Men's Clothing Last 12 Mo
MP07140a_I	2022 Spent \$501-\$600 on Men's Clothing Last 12 Mo: Index
MP07141a_B	2022 Spent \$601+ on Men's Clothing Last 12 Mo
MP07141a_I	2022 Spent \$601+ on Men's Clothing Last 12 Mo: Index
MP07142a_B	2022 Spent \$1-\$100 on Women's Clothing Last 12 Mo
MP07142a_I	2022 Spent \$1-\$100 on Women's Clothing Last 12 Mo: Index
MP07143a_B	2022 Spent \$101-\$200 on Women's Clothing Last 12 Mo
MP07143a_I	2022 Spent \$101-\$200 on Women's Clothing Last 12 Mo: Index
MP07144a_B	2022 Spent \$201-\$300 on Women's Clothing Last 12 Mo
MP07144a_I	2022 Spent \$201-\$300 on Women's Clothing Last 12 Mo: Index
MP07145a_B	2022 Spent \$301-\$400 on Women's Clothing Last 12 Mo
MP07145a_I	2022 Spent \$301-\$400 on Women's Clothing Last 12 Mo: Index
MP07146a_B	2022 Spent \$401-\$500 on Women's Clothing Last 12 Mo
MP07146a_I	2022 Spent \$401-\$500 on Women's Clothing Last 12 Mo: Index
MP07147a_B	2022 Spent \$501-\$600 on Women's Clothing Last 12 Mo
MP07147a_I	2022 Spent \$501-\$600 on Women's Clothing Last 12 Mo: Index
MP07148a_B	2022 Spent \$601+ on Women's Clothing Last 12 Mo
MP07148a_I	2022 Spent \$601+ on Women's Clothing Last 12 Mo: Index
MP07011a_B	2022 Spent \$1-\$99 on Sports Clothing Last 12 Mo
MP07011a_I	2022 Spent \$1-\$99 on Sports Clothing Last 12 Mo: Index
MP07012a_B	2022 Spent \$100-\$149 on Sports Clothing Last 12 Mo
MP07012a_I	2022 Spent \$100-\$149 on Sports Clothing Last 12 Mo: Index
MP07108a_B	2022 Spent \$150-\$299 on Sports Clothing Last 12 Mo
MP07108a_I	2022 Spent \$150-\$299 on Sports Clothing Last 12 Mo: Index
MP07109a_B	2022 Spent \$300+ on Sports Clothing Last 12 Mo
MP07109a_I	2022 Spent \$300+ on Sports Clothing Last 12 Mo: Index
MP07110a_B	2022 Spent \$1-\$99 on Athletic/Workout Wear Last 12 Mo
MP07110a_I	2022 Spent \$1-\$99 on Athletic/Workout Wear Last 12 Mo: Index
MP07111a_B	2022 Spent \$100+ on Athletic/Workout Wear Last 12 Mo
MP07111a_I	2022 Spent \$100+ on Athletic/Workout Wear Last 12 Mo: Index
MP07112a_B	2022 Spent \$1-\$99 on Team Sports Clothing Last 12 Mo
MP07112a_I	2022 Spent \$1-\$99 on Team Sports Clothing Last 12 Mo: Index
MP07113a_B	2022 Spent \$100+ on Team Sports Clothing Last 12 Mo
MP07113a_I	2022 Spent \$100+ on Team Sports Clothing Last 12 Mo: Index
MP07014a_B	2022 Bought Any Men's Clothing Last 12 Mo
MP07014a_I	2022 Bought Any Men's Clothing Last 12 Mo: Index
MP07030a_B	2022 Bought Any Women's Clothing Last 12 Mo
MP07030a_I	2022 Bought Any Women's Clothing Last 12 Mo: Index
MP07114h_B	2022 HH Bought Clothing for Baby <1 Year Last 6 Mo
MP07114h_I	2022 HH Bought Clothing for Baby <1 Year Last 6 Mo: Index
MP07115h_B	2022 HH Bought Clothing for Child 1-2 Yrs Last 6 Mo
MP07115h_I	2022 HH Bought Clothing for Child 1-2 Yrs Last 6 Mo: Index
MP07116h_B	2022 HH Bought Clothing for Child 3-5 Yrs Last 6 Mo
MP07116h_I	2022 HH Bought Clothing for Child 3-5 Yrs Last 6 Mo: Index
MP07117h_B	2022 HH Bought Clothing for Child 6-12 Yrs Last 6 Mo
MP07117h_I	2022 HH Bought Clothing for Child 6-12 Yrs Last 6 Mo: Index
MP07118h_B	2022 HH Bought Clothing for Any Child <13 Yrs Last 6 Mo
MP07118h_I	2022 HH Bought Clothing for Any Child <13 Yrs Last 6 Mo: Index
MP07119h_B	2022 HH Spent \$1-\$50 on Clothing for Child <13 Last 6 Mo
MP07119h_I	2022 HH Spent \$1-\$50 on Clothing for Child <13 Last 6 Mo: Index
MP07120h_B	2022 HH Spent \$51-\$99 on Clothing for Child <13 Last 6 Mo
MP07120h_I	2022 HH Spent \$51-\$99 on Clothing for Child <13 Last 6 Mo: Index
MP07121h_B	2022 HH Spent \$100-\$199 on Clothing for Child <13 Last 6 Mo
MP07121h_I	2022 HH Spent \$100-\$199 on Clothing for Child <13 Last 6 Mo: Index
MP07122h_B	2022 HH Spent \$200-\$399 on Clothing for Child <13 Last 6 Mo
MP07122h_I	2022 HH Spent \$200-\$399 on Clothing for Child <13 Last 6 Mo: Index
MP07123h_B	2022 HH Spent \$400+ on Clothing for Child <13 Last 6 Mo
MP07123h_I	2022 HH Spent \$400+ on Clothing for Child <13 Last 6 Mo: Index
MP07124a_B	2022 Spent \$1-\$99 on Dry Cleaning Last 6 Mo
MP07124a_I	2022 Spent \$1-\$99 on Dry Cleaning Last 6 Mo: Index
MP07125a_B	2022 Spent \$100+ on Dry Cleaning Last 6 Mo
MP07125a_I	2022 Spent \$100+ on Dry Cleaning Last 6 Mo: Index
MP07126a_B	2022 Spent \$1-\$99 at Laundromat Last 6 Mo
MP07126a_I	2022 Spent \$1-\$99 at Laundromat Last 6 Mo: Index
MP07127a_B	2022 Spent \$100+ at Laundromat Last 6 Mo
MP07127a_I	2022 Spent \$100+ at Laundromat Last 6 Mo: Index
MP07082a_B	2022 Bought Watch Last 12 Mo
MP07082a_I	2022 Bought Watch Last 12 Mo: Index
MP07086a_B	2022 Spent \$100+ on Watches Last 12 Mo
MP07086a_I	2022 Spent \$100+ on Watches Last 12 Mo: Index
MP07093a_B	2022 Bought Fine Jewelry Last 12 Mo
MP07093a_I	2022 Bought Fine Jewelry Last 12 Mo: Index
MP07098a_B	2022 Bought Diamond Fine Jewelry Last 12 Mo
MP07098a_I	2022 Bought Diamond Fine Jewelry Last 12 Mo: Index
MP07099a_B	2022 Bought Gold Fine Jewelry Last 12 Mo
MP07099a_I	2022 Bought Gold Fine Jewelry Last 12 Mo: Index
MP07100a_B	2022 Bought Sterling Fine Jewelry Last 12 Mo

# Esri's Market Potential Data Variable List



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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP07100a_I	2022 Bought Sterling Fine Jewelry Last 12 Mo: Index
MP07101a_B	2022 Spent \$1-\$99 on Fine Jewelry Last 12 Mo
MP07101a_I	2022 Spent \$1-\$99 on Fine Jewelry Last 12 Mo: Index
MP07102a_B	2022 Spent \$100-\$399 on Fine Jewelry Last 12 Mo
MP07102a_I	2022 Spent \$100-\$399 on Fine Jewelry Last 12 Mo: Index
MP07103a_B	2022 Spent \$400-\$749 on Fine Jewelry Last 12 Mo
MP07103a_I	2022 Spent \$400-\$749 on Fine Jewelry Last 12 Mo: Index
MP07104a_B	2022 Spent \$750+ on Fine Jewelry Last 12 Mo
MP07104a_I	2022 Spent \$750+ on Fine Jewelry Last 12 Mo: Index
MP07105a_B	2022 Purchased Fine Jewelry at Department Store Last 12 Mo
MP07105a_I	2022 Purchased Fine Jewelry at Department Store Last 12 Mo: Index
MP07106a_B	2022 Purchased Fine Jewelry from Independent Jeweler Last 12 Mo
MP07106a_I	2022 Purchased Fine Jewelry from Independent Jeweler Last 12 Mo: Index
MP07149h_B	2022 HH Subscribes to Stitch Fix Clothing Service
MP07149h_I	2022 HH Subscribes to Stitch Fix Clothing Service: Index
MP30001a_B	2022 Bought Any Shoes Last 12 Mo
MP30001a_I	2022 Bought Any Shoes Last 12 Mo: Index
MP30013a_B	2022 Bought Shoes at Department Store Last 6 Mo
MP30013a_I	2022 Bought Shoes at Department Store Last 6 Mo: Index
MP30014a_B	2022 Bought Shoes at Discount Store Last 6 Mo
MP30014a_I	2022 Bought Shoes at Discount Store Last 6 Mo: Index
MP30015a_B	2022 Bought Shoes Online Last 6 Mo
MP30015a_I	2022 Bought Shoes Online Last 6 Mo: Index
MP30016a_B	2022 Bought Athletic Shoes Last 12 Mo
MP30016a_I	2022 Bought Athletic Shoes Last 12 Mo: Index
MP30017a_B	2022 Bought Aerobic or Fitness Shoes Last 12 Mo
MP30017a_I	2022 Bought Aerobic or Fitness Shoes Last 12 Mo: Index
MP30018a_B	2022 Bought Basketball Shoes Last 12 Mo
MP30018a_I	2022 Bought Basketball Shoes Last 12 Mo: Index
MP30019a_B	2022 Bought Cross-Training Shoes Last 12 Mo
MP30019a_I	2022 Bought Cross-Training Shoes Last 12 Mo: Index
MP30020a_B	2022 Bought Hiking/Backpacking Boots Last 12 Mo
MP30020a_I	2022 Bought Hiking/Backpacking Boots Last 12 Mo: Index
MP30021a_B	2022 Bought Running or Jogging Shoes Last 12 Mo
MP30021a_I	2022 Bought Running or Jogging Shoes Last 12 Mo: Index
MP30058a_B	2022 Bought Sport Sandals Last 12 Mo
MP30058a_I	2022 Bought Sport Sandals Last 12 Mo: Index
MP30023a_B	2022 Bought Tennis Shoes Last 12 Mo
MP30023a_I	2022 Bought Tennis Shoes Last 12 Mo: Index
MP30024a_B	2022 Bought Walking Shoes Last 12 Mo
MP30024a_I	2022 Bought Walking Shoes Last 12 Mo: Index
MP30029a_B	2022 Bought Adidas Athletic Shoes Last 12 Mo
MP30029a_I	2022 Bought Adidas Athletic Shoes Last 12 Mo: Index
MP30030a_B	2022 Bought Asics Athletic Shoes Last 12 Mo
MP30030a_I	2022 Bought Asics Athletic Shoes Last 12 Mo: Index
MP30031a_B	2022 Bought Converse Athletic Shoes Last 12 Mo
MP30031a_I	2022 Bought Converse Athletic Shoes Last 12 Mo: Index
MP30032a_B	2022 Bought Jordan Athletic Shoes Last 12 Mo
MP30032a_I	2022 Bought Jordan Athletic Shoes Last 12 Mo: Index
MP30033a_B	2022 Bought New Balance Athletic Shoes Last 12 Mo
MP30033a_I	2022 Bought New Balance Athletic Shoes Last 12 Mo: Index
MP30034a_B	2022 Bought Nike Athletic Shoes Last 12 Mo
MP30034a_I	2022 Bought Nike Athletic Shoes Last 12 Mo: Index
MP30035a_B	2022 Bought Puma Athletic Shoes Last 12 Mo
MP30035a_I	2022 Bought Puma Athletic Shoes Last 12 Mo: Index
MP30036a_B	2022 Bought Reebok Athletic Shoes Last 12 Mo
MP30036a_I	2022 Bought Reebok Athletic Shoes Last 12 Mo: Index
MP30037a_B	2022 Bought Skechers Athletic Shoes Last 12 Mo
MP30037a_I	2022 Bought Skechers Athletic Shoes Last 12 Mo: Index
MP30057a_B	2022 Bought Vans Athletic Shoes Last 12 Mo
MP30057a_I	2022 Bought Vans Athletic Shoes Last 12 Mo: Index
MP30060h_B	2022 HH Bought Shoes for Child <13 Last 6 Mo
MP30060h_I	2022 HH Bought Shoes for Child <13 Last 6 Mo: Index
MP30061h_B	2022 HH Spent \$1-\$50 on Shoes for Child <13 Last 6 Mo
MP30061h_I	2022 HH Spent \$1-\$50 on Shoes for Child <13 Last 6 Mo: Index
MP30062h_B	2022 HH Spent \$51-\$99 on Shoes for Child <13 Last 6 Mo
MP30062h_I	2022 HH Spent \$51-\$99 on Shoes for Child <13 Last 6 Mo: Index
MP30063h_B	2022 HH Spent \$100+ on Shoes for Child <13 Last 6 Mo
MP30063h_I	2022 HH Spent \$100+ on Shoes for Child <13 Last 6 Mo: Index
MP30064h_B	2022 HH Bought Athletic Shoes for Child <13 Last 6 Mo
MP30064h_I	2022 HH Bought Athletic Shoes for Child <13 Last 6 Mo: Index
MP30065h_B	2022 HH Bought Casual Shoes for Child <13 Last 6 Mo
MP30065h_I	2022 HH Bought Casual Shoes for Child <13 Last 6 Mo: Index
MP30066h_B	2022 HH Bought Dress Shoes for Child <13 Last 6 Mo
MP30066h_I	2022 HH Bought Dress Shoes for Child <13 Last 6 Mo: Index
MP30067h_B	2022 HH Bought Rain/Snow Boots for Child <13 Last 6 Mo
MP30067h_I	2022 HH Bought Rain/Snow Boots for Child <13 Last 6 Mo: Index
MP30068h_B	2022 HH Bought Sandals for Child <13 Last 6 Mo
MP30068h_I	2022 HH Bought Sandals for Child <13 Last 6 Mo: Index
MP30069h_B	2022 HH Bought Slippers for Child <13 Last 6 Mo



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Data Table & Item Code	Data Item Description
MP30069h_I	2022 HH Bought Slippers for Child <13 Last 6 Mo: Index
MP30070a_B	2022 Spent \$1-\$50 on Athletic Shoes Last 12 Mo
MP30070a_I	2022 Spent \$1-\$50 on Athletic Shoes Last 12 Mo: Index
MP30071a_B	2022 Spent \$51-\$100 on Athletic Shoes Last 12 Mo
MP30071a_I	2022 Spent \$51-\$100 on Athletic Shoes Last 12 Mo: Index
MP30072a_B	2022 Spent \$101-\$200 on Athletic Shoes Last 12 Mo
MP30072a_I	2022 Spent \$101-\$200 on Athletic Shoes Last 12 Mo: Index
MP30073a_B	2022 Spent \$201-\$300 on Athletic Shoes Last 12 Mo
MP30073a_I	2022 Spent \$201-\$300 on Athletic Shoes Last 12 Mo: Index
MP30074a_B	2022 Spent \$301+ on Athletic Shoes Last 12 Mo
MP30074a_I	2022 Spent \$301+ on Athletic Shoes Last 12 Mo: Index
MP30075a_B	2022 Spent \$1-\$50 on Other (Non-Athletic) Shoes Last 12 Mo
MP30075a_I	2022 Spent \$1-\$50 on Other (Non-Athletic) Shoes Last 12 Mo: Index
MP30076a_B	2022 Spent \$51-\$100 on Other (Non-Athletic) Shoes Last 12 Mo
MP30076a_I	2022 Spent \$51-\$100 on Other (Non-Athletic) Shoes Last 12 Mo: Index
MP30077a_B	2022 Spent \$101-\$200 on Other (Non-Athletic) Shoes Last 12 Mo
MP30077a_I	2022 Spent \$101-\$200 on Other (Non-Athletic) Shoes Last 12 Mo: Index
MP30078a_B	2022 Spent \$201-\$300 on Other (Non-Athletic) Shoes Last 12 Mo
MP30078a_I	2022 Spent \$201-\$300 on Other (Non-Athletic) Shoes Last 12 Mo: Index
MP30079a_B	2022 Spent \$301+ on Other (Non-Athletic) Shoes Last 12 Mo
MP30079a_I	2022 Spent \$301+ on Other (Non-Athletic) Shoes Last 12 Mo: Index
<b>Electronics and Internet (Market Potential)</b>	
MP09147a_B	2022 Own Any Tablet
MP09147a_I	2022 Own Any Tablet: Index
MP09148a_B	2022 Own Any E-Reader
MP09148a_I	2022 Own Any E-Reader: Index
MP09134a_B	2022 Own E-Reader or Tablet: Amazon Kindle
MP09134a_I	2022 Own E-Reader or Tablet: Amazon Kindle: Index
MP09132a_B	2022 Own E-Reader or Tablet: iPad
MP09132a_I	2022 Own E-Reader or Tablet: iPad: Index
MP09177a_B	2022 Own E-Reader or Tablet: Samsung Galaxy/Galaxy Note
MP09177a_I	2022 Own E-Reader or Tablet: Samsung Galaxy/Galaxy Note: Index
MP09002a_B	2022 Own Any Portable Mp3 Player
MP09002a_I	2022 Own Any Portable Mp3 Player: Index
MP09172a_B	2022 Own Apple Watch Wearable Technology
MP09172a_I	2022 Own Apple Watch Wearable Technology: Index
MP09173a_B	2022 Own Fitbit Wearable Technology
MP09173a_I	2022 Own Fitbit Wearable Technology: Index
MP09180a_B	2022 Own Garmin Wearable Technology
MP09180a_I	2022 Own Garmin Wearable Technology: Index
MP09152a_B	2022 Own Digital Camcorder
MP09152a_I	2022 Own Digital Camcorder: Index
MP09149a_B	2022 Own Digital Point and Shoot Camera or Camcorder
MP09149a_I	2022 Own Digital Point and Shoot Camera or Camcorder: Index
MP09150a_B	2022 Own Digital SLR Camera or Camcorder
MP09150a_I	2022 Own Digital SLR Camera or Camcorder: Index
MP09151a_B	2022 Own 35mm Camera or Camcorder
MP09151a_I	2022 Own 35mm Camera or Camcorder: Index
MP09022a_B	2022 Own Telephoto or Zoom Lens for Camera
MP09022a_I	2022 Own Telephoto or Zoom Lens for Camera: Index
MP09023a_B	2022 Own Wide Angle Lens for Camera
MP09023a_I	2022 Own Wide Angle Lens for Camera: Index
MP09174a_B	2022 Own a Selfie Stick for Camera
MP09174a_I	2022 Own a Selfie Stick for Camera: Index
MP09028a_B	2022 Printed Digital Photos Last 12 Mo
MP09028a_I	2022 Printed Digital Photos Last 12 Mo: Index
MP09030a_B	2022 Use a Computer at Work
MP09030a_I	2022 Use a Computer at Work: Index
MP09031a_B	2022 Use Desktop Computer at Work
MP09031a_I	2022 Use Desktop Computer at Work: Index
MP09032a_B	2022 Use Laptop or Notebook at Work
MP09032a_I	2022 Use Laptop or Notebook at Work: Index
MP09033h_B	2022 HH Owns a Computer
MP09033h_I	2022 HH Owns a Computer: Index
MP09034h_B	2022 HH Purchased Computer Last 12 Mo
MP09034h_I	2022 HH Purchased Computer Last 12 Mo: Index
MP09035h_B	2022 HH Owns Desktop Computer
MP09035h_I	2022 HH Owns Desktop Computer: Index
MP09036h_B	2022 HH Owns Laptop or Notebook
MP09036h_I	2022 HH Owns Laptop or Notebook: Index
MP09038h_B	2022 HH Has Child (<18 Yrs) Using Home Computer
MP09038h_I	2022 HH Has Child (<18 Yrs) Using Home Computer: Index
MP09039h_B	2022 HH Owns Any Apple or Mac Brand Computer
MP09039h_I	2022 HH Owns Any Apple or Mac Brand Computer: Index
MP09040h_B	2022 HH Owns Any PC or Non-Apple Brand Computer
MP09040h_I	2022 HH Owns Any PC or Non-Apple Brand Computer: Index
MP09048h_B	2022 HH Purchased 1-2 Yrs Ago Most Recent Computer
MP09048h_I	2022 HH Purchased 1-2 Yrs Ago Most Recent Computer: Index

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP09049h_B	2022 HH Purchased 3-4 Yrs Ago Most Recent Computer
MP09049h_I	2022 HH Purchased 3-4 Yrs Ago Most Recent Computer: Index
MP09050h_B	2022 HH Purchased 5+ Yrs Ago Most Recent Computer
MP09050h_I	2022 HH Purchased 5+ Yrs Ago Most Recent Computer: Index
MP09141h_B	2022 HH Purchased in a Store Most Recent Computer
MP09141h_I	2022 HH Purchased in a Store Most Recent Computer: Index
MP09142h_B	2022 HH Purchased Online Most Recent Computer
MP09142h_I	2022 HH Purchased Online Most Recent Computer: Index
MP09051h_B	2022 HH Spent \$1-\$499 on Most Recent Home Computer
MP09051h_I	2022 HH Spent \$1-\$499 on Most Recent Home Computer: Index
MP09052h_B	2022 HH Spent \$500-\$999 on Most Recent Home Computer
MP09052h_I	2022 HH Spent \$500-\$999 on Most Recent Home Computer: Index
MP09053h_B	2022 HH Spent \$1,000-\$1,499 on Most Recent Home Computer
MP09053h_I	2022 HH Spent \$1,000-\$1,499 on Most Recent Home Computer: Index
MP09054h_B	2022 HH Spent \$1,500-\$1,999 on Most Recent Home Computer
MP09054h_I	2022 HH Spent \$1,500-\$1,999 on Most Recent Home Computer: Index
MP09055h_B	2022 HH Spent \$2,000+ on Most Recent Home Computer
MP09055h_I	2022 HH Spent \$2,000+ on Most Recent Home Computer: Index
MP09071h_B	2022 HH Owns Webcam
MP09071h_I	2022 HH Owns Webcam: Index
MP09072h_B	2022 HH Owns Wireless Router
MP09072h_I	2022 HH Owns Wireless Router: Index
MP09166h_B	2022 HH Owns All-In-One Printer (Print Copy Scan)
MP09166h_I	2022 HH Owns All-In-One Printer (Print Copy Scan): Index
MP09073h_B	2022 HH Owns Accounting Software
MP09073h_I	2022 HH Owns Accounting Software: Index
MP09074h_B	2022 HH Owns Communications or Fax Software
MP09074h_I	2022 HH Owns Communications or Fax Software: Index
MP09075h_B	2022 HH Owns Database or Filing Software
MP09075h_I	2022 HH Owns Database or Filing Software: Index
MP09076h_B	2022 HH Owns Desktop Publishing Software
MP09076h_I	2022 HH Owns Desktop Publishing Software: Index
MP09077h_B	2022 HH Owns Education or Training Software
MP09077h_I	2022 HH Owns Education or Training Software: Index
MP09078h_B	2022 HH Owns Entertainment or Games Software
MP09078h_I	2022 HH Owns Entertainment or Games Software: Index
MP09079h_B	2022 HH Owns Personal Finance or Tax Preparation Software
MP09079h_I	2022 HH Owns Personal Finance or Tax Preparation Software: Index
MP09080h_B	2022 HH Owns Presentation Graphics Software
MP09080h_I	2022 HH Owns Presentation Graphics Software: Index
MP09081h_B	2022 HH Owns Multimedia Software
MP09081h_I	2022 HH Owns Multimedia Software: Index
MP09082h_B	2022 HH Owns Networking Software
MP09082h_I	2022 HH Owns Networking Software: Index
MP09083h_B	2022 HH Owns Online Meeting or Conference Software
MP09083h_I	2022 HH Owns Online Meeting or Conference Software: Index
MP09175h_B	2022 HH Owns Online or Remote Backup Software
MP09175h_I	2022 HH Owns Online or Remote Backup Software: Index
MP09084h_B	2022 HH Owns Security or Anti-Virus Software
MP09084h_I	2022 HH Owns Security or Anti-Virus Software: Index
MP09085h_B	2022 HH Owns Spreadsheet Software
MP09085h_I	2022 HH Owns Spreadsheet Software: Index
MP09178h_B	2022 HH Owns Touch Screen Monitor
MP09178h_I	2022 HH Owns Touch Screen Monitor: Index
MP09086h_B	2022 HH Owns Utility Software
MP09086h_I	2022 HH Owns Utility Software: Index
MP09087h_B	2022 HH Owns Web Authoring Software
MP09087h_I	2022 HH Owns Web Authoring Software: Index
MP09088h_B	2022 HH Owns Word Processing Software
MP09088h_I	2022 HH Owns Word Processing Software: Index
MP09135h_B	2022 HH Owns CD Player
MP09135h_I	2022 HH Owns CD Player: Index
MP09093h_B	2022 HH Owns Portable GPS Device
MP09093h_I	2022 HH Owns Portable GPS Device: Index
MP09136h_B	2022 HH Owns Ear Buds Headphones
MP09136h_I	2022 HH Owns Ear Buds Headphones: Index
MP09137h_B	2022 HH Owns Noise Reduction Headphones
MP09137h_I	2022 HH Owns Noise Reduction Headphones: Index
MP09165h_B	2022 HH Owns Bluetooth or Wireless Headphones
MP09165h_I	2022 HH Owns Bluetooth or Wireless Headphones: Index
MP09138h_B	2022 HH Owns Home Theater or Entertainment System
MP09138h_I	2022 HH Owns Home Theater or Entertainment System: Index
MP09095h_B	2022 HH Owns 1 TV
MP09095h_I	2022 HH Owns 1 TV: Index
MP09096h_B	2022 HH Owns 2 TVs
MP09096h_I	2022 HH Owns 2 TVs: Index
MP09097h_B	2022 HH Owns 3 TVs
MP09097h_I	2022 HH Owns 3 TVs: Index
MP09098h_B	2022 HH Owns 4+ TVs
MP09098h_I	2022 HH Owns 4+ TVs: Index

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP09100h_B	2022 HH Owns LCD TV
MP09100h_I	2022 HH Owns LCD TV: Index
MP09143h_B	2022 HH Owns LED TV
MP09143h_I	2022 HH Owns LED TV: Index
MP09181h_B	2022 HH Owns OLED TV
MP09181h_I	2022 HH Owns OLED TV: Index
MP09101h_B	2022 HH Owns Plasma TV
MP09101h_I	2022 HH Owns Plasma TV: Index
MP09103h_B	2022 HH Owns HDTV
MP09103h_I	2022 HH Owns HDTV: Index
MP09167h_B	2022 HH Owns 4K Ultra HDTV
MP09167h_I	2022 HH Owns 4K Ultra HDTV: Index
MP09104h_B	2022 HH Owns Internet Connectable TV
MP09104h_I	2022 HH Owns Internet Connectable TV: Index
MP09106h_B	2022 HH Owns <27 in Screen TV (Small)
MP09106h_I	2022 HH Owns <27 in Screen TV (Small): Index
MP09107h_B	2022 HH Owns 27-35 in Screen TV (Medium)
MP09107h_I	2022 HH Owns 27-35 in Screen TV (Medium): Index
MP09108h_B	2022 HH Owns 36-42 in Screen TV (Large)
MP09108h_I	2022 HH Owns 36-42 in Screen TV (Large): Index
MP09109h_B	2022 HH Owns 43-54 in Screen TV (XL)
MP09109h_I	2022 HH Owns 43-54 in Screen TV (XL): Index
MP09184h_B	2022 HH Owns 55-69 in Screen TV (XXL)
MP09184h_I	2022 HH Owns 55-69 in Screen TV (XXL): Index
MP09185h_B	2022 HH Owns 70 in+ Screen TV (XXXL)
MP09185h_I	2022 HH Owns 70 in+ Screen TV (XXXL): Index
MP09111h_B	2022 HH Most Recent TV Purchase: <27 in (Small)
MP09111h_I	2022 HH Most Recent TV Purchase: <27 in (Small): Index
MP09112h_B	2022 HH Most Recent TV Purchase: 27-35 in (Medium)
MP09112h_I	2022 HH Most Recent TV Purchase: 27-35 in (Medium): Index
MP09113h_B	2022 HH Most Recent TV Purchase: 36-42 in (Large)
MP09113h_I	2022 HH Most Recent TV Purchase: 36-42 in (Large): Index
MP09114h_B	2022 HH Most Recent TV Purchase: 43-54 in (XL)
MP09114h_I	2022 HH Most Recent TV Purchase: 43-54 in (XL): Index
MP09182h_B	2022 HH Most Recent TV Purchase: 55-69 in (XXL)
MP09182h_I	2022 HH Most Recent TV Purchase: 55-69 in (XXL): Index
MP09183h_B	2022 HH Most Recent TV Purchase: 70+ in (XXXL)
MP09183h_I	2022 HH Most Recent TV Purchase: 70+ in (XXXL): Index
MP09140h_B	2022 HH Owns Any Internet Video Device for TV
MP09140h_I	2022 HH Owns Any Internet Video Device for TV: Index
MP09156h_B	2022 HH Owns Amazon Fire Internet Device for TV
MP09156h_I	2022 HH Owns Amazon Fire Internet Device for TV: Index
MP09157h_B	2022 HH Owns Apple TV Internet Device for TV
MP09157h_I	2022 HH Owns Apple TV Internet Device for TV: Index
MP09158h_B	2022 HH Owns Google Chromecast Internet Device for TV
MP09158h_I	2022 HH Owns Google Chromecast Internet Device for TV: Index
MP09159h_B	2022 HH Owns Roku Internet Device for TV
MP09159h_I	2022 HH Owns Roku Internet Device for TV: Index
MP09117h_B	2022 HH Owns Handheld Video Game System
MP09117h_I	2022 HH Owns Handheld Video Game System: Index
MP09118h_B	2022 HH Owns Video Game System Attached to TV/Computer
MP09118h_I	2022 HH Owns Video Game System Attached to TV/Computer: Index
MP09186h_B	2022 HH Owns Nintendo DS/2DS/3DS Video Game System
MP09186h_I	2022 HH Owns Nintendo DS/2DS/3DS Video Game System: Index
MP09176h_B	2022 HH Owns Nintendo Switch Video Game System
MP09176h_I	2022 HH Owns Nintendo Switch Video Game System: Index
MP09187h_B	2022 HH Owns Nintendo Wii/Wii U Video Game System
MP09187h_I	2022 HH Owns Nintendo Wii/Wii U Video Game System: Index
MP09125h_B	2022 HH Owns PlayStation 2 (PS2) Video Game System
MP09125h_I	2022 HH Owns PlayStation 2 (PS2) Video Game System: Index
MP09126h_B	2022 HH Owns PlayStation 3 (PS3) Video Game System
MP09126h_I	2022 HH Owns PlayStation 3 (PS3) Video Game System: Index
MP09170h_B	2022 HH Owns PlayStation 4 (PS4) Video Game System
MP09170h_I	2022 HH Owns PlayStation 4 (PS4) Video Game System: Index
MP09129h_B	2022 HH Owns Xbox 360 Video Game System
MP09129h_I	2022 HH Owns Xbox 360 Video Game System: Index
MP09171h_B	2022 HH Owns Xbox One Video Game System
MP09171h_I	2022 HH Owns Xbox One Video Game System: Index
MP09116h_B	2022 HH Purchased Video Game System Last 12 Mo
MP09116h_I	2022 HH Purchased Video Game System Last 12 Mo: Index
MP09130h_B	2022 HH Purchased 5+ Video Games Last 12 Mo
MP09130h_I	2022 HH Purchased 5+ Video Games Last 12 Mo: Index
MP09131h_B	2022 HH Spent \$101+ on Video Games Last 12 Mo
MP09131h_I	2022 HH Spent \$101+ on Video Games Last 12 Mo: Index
MP19001a_B	2022 Have Internet Access at Home
MP19001a_I	2022 Have Internet Access at Home: Index
MP19007a_B	2022 Broadband or High Speed Connection to Internet at Home
MP19007a_I	2022 Broadband or High Speed Connection to Internet at Home: Index
MP19003a_B	2022 Cable Modem Connection to Internet at Home
MP19003a_I	2022 Cable Modem Connection to Internet at Home: Index

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP19004a_B	2022 DSL Connection to Internet at Home
MP19004a_I	2022 DSL Connection to Internet at Home: Index
MP19005a_B	2022 Fiber Optic Connection to Internet at Home
MP19005a_I	2022 Fiber Optic Connection to Internet at Home: Index
MP19137a_B	2022 Satellite Service Connection to Internet at Home
MP19137a_I	2022 Satellite Service Connection to Internet at Home: Index
MP19071a_B	2022 Spend <0.5 Hours Online (Excluding Email) Daily
MP19071a_I	2022 Spend <0.5 Hours Online (Excluding Email) Daily: Index
MP19070a_B	2022 Spend 0.5-0.9 Hours Online(Excluding Email) Daily
MP19070a_I	2022 Spend 0.5-0.9 Hours Online(Excluding Email) Daily: Index
MP19069a_B	2022 Spend 1-1.9 Hours Online (Excluding Email) Daily
MP19069a_I	2022 Spend 1-1.9 Hours Online (Excluding Email) Daily: Index
MP19068a_B	2022 Spend 2-4.9 Hours Online (Excluding Email) Daily
MP19068a_I	2022 Spend 2-4.9 Hours Online (Excluding Email) Daily: Index
MP19067a_B	2022 Spend 5-9.9 Hours Online (Excluding Email) Daily
MP19067a_I	2022 Spend 5-9.9 Hours Online (Excluding Email) Daily: Index
MP19066a_B	2022 Spend 10+ Hours Online (Excluding Email) Daily
MP19066a_I	2022 Spend 10+ Hours Online (Excluding Email) Daily: Index
MP19008a_B	2022 Used Internet Last 30 Days
MP19008a_I	2022 Used Internet Last 30 Days: Index
MP19009a_B	2022 Used Internet at Home Last 30 Days
MP19009a_I	2022 Used Internet at Home Last 30 Days: Index
MP19010a_B	2022 Used Internet at Work Last 30 Days
MP19010a_I	2022 Used Internet at Work Last 30 Days: Index
MP19011a_B	2022 Used Internet at School or Library Last 30 Days
MP19011a_I	2022 Used Internet at School or Library Last 30 Days: Index
MP19012a_B	2022 Used Internet Not Home/Work/School/Library Last 30 Days
MP19012a_I	2022 Used Internet Not Home/Work/School/Library Last 30 Days: Index
MP19013a_B	2022 Used Computer to Access Internet Last 30 Days
MP19013a_I	2022 Used Computer to Access Internet Last 30 Days: Index
MP19014a_B	2022 Used Cell Phone to Access Internet Last 30 Days
MP19014a_I	2022 Used Cell Phone to Access Internet Last 30 Days: Index
MP19084a_B	2022 Used Tablet to Access Internet Last 30 Days
MP19084a_I	2022 Used Tablet to Access Internet Last 30 Days: Index
MP19085a_B	2022 Used Video Game Console to Access Internet Last 30 Days
MP19085a_I	2022 Used Video Game Console to Access Internet Last 30 Days: Index
MP19086a_B	2022 Used Television to Access Internet Last 30 Days
MP19086a_I	2022 Used Television to Access Internet Last 30 Days: Index
MP19017a_B	2022 Used Internet for Email Last 30 Days
MP19017a_I	2022 Used Internet for Email Last 30 Days: Index
MP19018a_B	2022 Used Internet for IM Last 30 Days
MP19018a_I	2022 Used Internet for IM Last 30 Days: Index
MP19019a_B	2022 Used Internet for Personal Purchase Last 30 Days
MP19019a_I	2022 Used Internet for Personal Purchase Last 30 Days: Index
MP19020a_B	2022 Used Internet for Business Purchase Last 30 Days
MP19020a_I	2022 Used Internet for Business Purchase Last 30 Days: Index
MP19021a_B	2022 Used Internet to Pay Bills Last 30 Days
MP19021a_I	2022 Used Internet to Pay Bills Last 30 Days: Index
MP19079a_B	2022 Used Internet to Take Online Class Last 30 Days
MP19079a_I	2022 Used Internet to Take Online Class Last 30 Days: Index
MP19022a_B	2022 Used Internet to Look for Employment Last 30 Days
MP19022a_I	2022 Used Internet to Look for Employment Last 30 Days: Index
MP19023a_B	2022 Used Internet to Trade or Track Investments Last 30 Days
MP19023a_I	2022 Used Internet to Trade or Track Investments Last 30 Days: Index
MP19024a_B	2022 Used Internet for Travel Plans Last 30 Days
MP19024a_I	2022 Used Internet for Travel Plans Last 30 Days: Index
MP19025a_B	2022 Used Internet to Research New/Used Vehicle Purchase Last 30 Days
MP19025a_I	2022 Used Internet to Research New/Used Vehicle Purchase Last 30 Days: Index
MP19026a_B	2022 Used Internet for Financial Info Last 30 Days
MP19026a_I	2022 Used Internet for Financial Info Last 30 Days: Index
MP19027a_B	2022 Used Internet for Medical Info Last 30 Days
MP19027a_I	2022 Used Internet for Medical Info Last 30 Days: Index
MP19028a_B	2022 Used Internet for Movie Listings/Times Last 30 Days
MP19028a_I	2022 Used Internet for Movie Listings/Times Last 30 Days: Index
MP19029a_B	2022 Used Internet for Latest News Last 30 Days
MP19029a_I	2022 Used Internet for Latest News Last 30 Days: Index
MP19072a_B	2022 Used Internet for Parenting Info Last 30 Days
MP19072a_I	2022 Used Internet for Parenting Info Last 30 Days: Index
MP19030a_B	2022 Used Internet for Real Estate Info Last 30 Days
MP19030a_I	2022 Used Internet for Real Estate Info Last 30 Days: Index
MP19031a_B	2022 Used Internet for Sports News or Info Last 30 Days
MP19031a_I	2022 Used Internet for Sports News or Info Last 30 Days: Index
MP19032a_B	2022 Used Internet to Visit Blogs Last 30 Days
MP19032a_I	2022 Used Internet to Visit Blogs Last 30 Days: Index
MP19033a_B	2022 Used Internet to Write Blogs Last 30 Days
MP19033a_I	2022 Used Internet to Write Blogs Last 30 Days: Index
MP19034a_B	2022 Used Internet for Online Dating Last 30 Days
MP19034a_I	2022 Used Internet for Online Dating Last 30 Days: Index
MP19138a_B	2022 Used Internet for Video Chat Last 30 Days
MP19138a_I	2022 Used Internet for Video Chat Last 30 Days: Index

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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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
MP19016a_B	2022 Used Internet to Visit a Chat Room Last 30 Days
MP19016a_I	2022 Used Internet to Visit a Chat Room Last 30 Days: Index
MP19035a_B	2022 Used Internet to Play Games Last 30 Days
MP19035a_I	2022 Used Internet to Play Games Last 30 Days: Index
MP19036a_B	2022 Used Internet to Send Greeting Card Last 30 Days
MP19036a_I	2022 Used Internet to Send Greeting Card Last 30 Days: Index
MP19037a_B	2022 Used Internet for Phone Call Last 30 Days
MP19037a_I	2022 Used Internet for Phone Call Last 30 Days: Index
MP19038a_B	2022 Used Internet to Share Photos on Website Last 30 Days
MP19038a_I	2022 Used Internet to Share Photos on Website Last 30 Days: Index
MP19039a_B	2022 Used Internet to Look for Recipes Last 30 Days
MP19039a_I	2022 Used Internet to Look for Recipes Last 30 Days: Index
MP19040a_B	2022 Used Internet to Add Video to Website Last 30 Days
MP19040a_I	2022 Used Internet to Add Video to Website Last 30 Days: Index
MP19041a_B	2022 Used Internet to Download Movie Last 30 Days
MP19041a_I	2022 Used Internet to Download Movie Last 30 Days: Index
MP19042a_B	2022 Used Internet to Download Music Last 30 Days
MP19042a_I	2022 Used Internet to Download Music Last 30 Days: Index
MP19044a_B	2022 Used Internet to Download TV Program Last 30 Days
MP19044a_I	2022 Used Internet to Download TV Program Last 30 Days: Index
MP19045a_B	2022 Used Internet to Download Video Game Last 30 Days
MP19045a_I	2022 Used Internet to Download Video Game Last 30 Days: Index
MP19046a_B	2022 Used Internet to Watch Movie Last 30 Days
MP19046a_I	2022 Used Internet to Watch Movie Last 30 Days: Index
MP19047a_B	2022 Used Internet to Watch TV Program Last 30 Days
MP19047a_I	2022 Used Internet to Watch TV Program Last 30 Days: Index
MP19152a_B	2022 Used Nintendo Switch Online Gaming Service Last 30 Days
MP19152a_I	2022 Used Nintendo Switch Online Gaming Service Last 30 Days: Index
MP19081a_B	2022 Used PlayStation Network Online Gaming Service Last 30 Days
MP19081a_I	2022 Used PlayStation Network Online Gaming Service Last 30 Days: Index
MP19082a_B	2022 Used Xbox Live Online Gaming Service Last 30 Days
MP19082a_I	2022 Used Xbox Live Online Gaming Service Last 30 Days: Index
MP19083a_B	2022 Played Massive Multi-Player Online Game Last 30 Days
MP19083a_I	2022 Played Massive Multi-Player Online Game Last 30 Days: Index
MP19048a_B	2022 Used Spanish Language Website or App Last 30 Days
MP19048a_I	2022 Used Spanish Language Website or App Last 30 Days: Index
MP19049a_B	2022 Social Media: Used Facebook Last 30 Days
MP19049a_I	2022 Social Media: Used Facebook Last 30 Days: Index
MP19126a_B	2022 Social Media: Used Instagram Last 30 Days
MP19126a_I	2022 Social Media: Used Instagram Last 30 Days: Index
MP19050a_B	2022 Social Media: Used LinkedIn Last 30 Days
MP19050a_I	2022 Social Media: Used LinkedIn Last 30 Days: Index
MP19140a_B	2022 Social Media: Used Reddit Last 30 Days
MP19140a_I	2022 Social Media: Used Reddit Last 30 Days: Index
MP19053a_B	2022 Social Media: Used Shutterfly Last 30 Days
MP19053a_I	2022 Social Media: Used Shutterfly Last 30 Days: Index
MP19139a_B	2022 Social Media: Used Snapchat Last 30 Days
MP19139a_I	2022 Social Media: Used Snapchat Last 30 Days: Index
MP19077a_B	2022 Social Media: Used Tumblr Last 30 Days
MP19077a_I	2022 Social Media: Used Tumblr Last 30 Days: Index
MP19141a_B	2022 Social Media: Used Twitch Last 30 Days
MP19141a_I	2022 Social Media: Used Twitch Last 30 Days: Index
MP19054a_B	2022 Social Media: Used Twitter Last 30 Days
MP19054a_I	2022 Social Media: Used Twitter Last 30 Days: Index
MP19078a_B	2022 Social Media: Used Yelp Last 30 Days
MP19078a_I	2022 Social Media: Used Yelp Last 30 Days: Index
MP19055a_B	2022 Social Media: Used YouTube Last 30 Days
MP19055a_I	2022 Social Media: Used YouTube Last 30 Days: Index
MP19088a_B	2022 Social Media: Used Pinterest Last 30 Days
MP19088a_I	2022 Social Media: Used Pinterest Last 30 Days: Index
MP19089a_B	2022 Updated Status Using Social Media Last 30 Days
MP19089a_I	2022 Updated Status Using Social Media Last 30 Days: Index
MP19090a_B	2022 Updated Profile Using Social Media Last 30 Days
MP19090a_I	2022 Updated Profile Using Social Media Last 30 Days: Index
MP19091a_B	2022 Posted Picture Using Social Media Last 30 Days
MP19091a_I	2022 Posted Picture Using Social Media Last 30 Days: Index
MP19092a_B	2022 Posted Video Using Social Media Last 30 Days
MP19092a_I	2022 Posted Video Using Social Media Last 30 Days: Index
MP19093a_B	2022 Posted Link Using Social Media Last 30 Days
MP19093a_I	2022 Posted Link Using Social Media Last 30 Days: Index
MP19094a_B	2022 Saw Friend's Page Using Social Media Last 30 Days
MP19094a_I	2022 Saw Friend's Page Using Social Media Last 30 Days: Index
MP19095a_B	2022 Commented on Post Using Social Media Last 30 Days
MP19095a_I	2022 Commented on Post Using Social Media Last 30 Days: Index
MP19096a_B	2022 Posted a Blog Using Social Media Last 30 Days
MP19096a_I	2022 Posted a Blog Using Social Media Last 30 Days: Index
MP19097a_B	2022 Rated a Product Using Social Media Last 30 Days
MP19097a_I	2022 Rated a Product Using Social Media Last 30 Days: Index
MP19098a_B	2022 Sent Email/Message Using Social Media Last 30 Days
MP19098a_I	2022 Sent Email/Message Using Social Media Last 30 Days: Index

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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
MP19099a_B	2022 Used Instant Messaging (IM) on Social Media Last 30 Days
MP19099a_I	2022 Used Instant Messaging (IM) on Social Media Last 30 Days: Index
MP19100a_B	2022 Played a Game Using Social Media Last 30 Days
MP19100a_I	2022 Played a Game Using Social Media Last 30 Days: Index
MP19101a_B	2022 Invited to Event Using Social Media Last 30 Days
MP19101a_I	2022 Invited to Event Using Social Media Last 30 Days: Index
MP19102a_B	2022 Liked Something Using Social Media Last 30 Days
MP19102a_I	2022 Liked Something Using Social Media Last 30 Days: Index
MP19103a_B	2022 Followed or Became Fan Using Social Media Last 30 Days
MP19103a_I	2022 Followed or Became Fan Using Social Media Last 30 Days: Index
MP19104a_B	2022 Clicked on an Ad Using Social Media Last 30 Days
MP19104a_I	2022 Clicked on an Ad Using Social Media Last 30 Days: Index
MP19105a_B	2022 Watched Video Using Social Media Last 30 Days
MP19105a_I	2022 Watched Video Using Social Media Last 30 Days: Index
MP19106a_B	2022 Posted Location Using Social Media Last 30 Days
MP19106a_I	2022 Posted Location Using Social Media Last 30 Days: Index
MP19124a_B	2022 Sent Real/Virtual Gift Using Social Media Last 30 Days
MP19124a_I	2022 Sent Real/Virtual Gift Using Social Media Last 30 Days: Index
MP19142a_B	2022 Used a Filter on a Picture Using Social Media Last 30 Days
MP19142a_I	2022 Used a Filter on a Picture Using Social Media Last 30 Days: Index
MP19143a_B	2022 IM/Video Chat Services: Facebook Messenger Last 30 Days
MP19143a_I	2022 IM/Video Chat Services: Facebook Messenger Last 30 Days: Index
MP19144a_B	2022 IM/Video Chat Services: FaceTime Last 30 Days
MP19144a_I	2022 IM/Video Chat Services: FaceTime Last 30 Days: Index
MP19145a_B	2022 IM/Video Chat Services: Google Hangouts Last 30 Days
MP19145a_I	2022 IM/Video Chat Services: Google Hangouts Last 30 Days: Index
MP19146a_B	2022 IM/Video Chat Services: Skype Last 30 Days
MP19146a_I	2022 IM/Video Chat Services: Skype Last 30 Days: Index
MP19153a_B	2022 IM/Video Chat Services: Slack Last 30 Days
MP19153a_I	2022 IM/Video Chat Services: Slack Last 30 Days: Index
MP19147a_B	2022 IM/Video Chat Services: Snapchat Last 30 Days
MP19147a_I	2022 IM/Video Chat Services: Snapchat Last 30 Days: Index
MP19148a_B	2022 IM/Video Chat Services: WhatsApp Last 30 Days
MP19148a_I	2022 IM/Video Chat Services: WhatsApp Last 30 Days: Index
MP19107a_B	2022 Social Media: Keep in Touch w/Friends/Family Very Important
MP19107a_I	2022 Social Media: Keep in Touch w/Friends/Family Very Important: Index
MP19108a_B	2022 Social Media: Reconnect w/People from Past Very Important
MP19108a_I	2022 Social Media: Reconnect w/People from Past Very Important: Index
MP19109a_B	2022 Social Media: Meet New Friends Very Important
MP19109a_I	2022 Social Media: Meet New Friends Very Important: Index
MP19110a_B	2022 Social Media: Follow Friends/Family Activities Very Important
MP19110a_I	2022 Social Media: Follow Friends/Family Activities Very Important: Index
MP19111a_B	2022 Social Media: Learn About New Products Very Important
MP19111a_I	2022 Social Media: Learn About New Products Very Important: Index
MP19112a_B	2022 Social Media: Rate/Review Products Very Important
MP19112a_I	2022 Social Media: Rate/Review Products Very Important: Index
MP19113a_B	2022 Social Media: Meet/Network w/Professional Contacts Very Important
MP19113a_I	2022 Social Media: Meet/Network w/Professional Contacts Very Important: Index
MP19114a_B	2022 Social Media: Find People w/Mutual Interests Very Important
MP19114a_I	2022 Social Media: Find People w/Mutual Interests Very Important: Index
MP19115a_B	2022 Social Media: Track News/Events Very Important
MP19115a_I	2022 Social Media: Track News/Events Very Important: Index
MP19116a_B	2022 Social Media: Find Info on TV/Movies Very Important
MP19116a_I	2022 Social Media: Find Info on TV/Movies Very Important: Index
MP19117a_B	2022 Social Media: Find Local Information Very Important
MP19117a_I	2022 Social Media: Find Local Information Very Important: Index
MP19118a_B	2022 Social Media: Play Games Very Important
MP19118a_I	2022 Social Media: Play Games Very Important: Index
MP19119a_B	2022 Social Media: Show Support for Fav Companies/Brands Very Important
MP19119a_I	2022 Social Media: Show Support for Fav Companies/Brands Very Important: Index
MP19120a_B	2022 Social Media: Get Exclusive Offers/Discounts Very Important
MP19120a_I	2022 Social Media: Get Exclusive Offers/Discounts Very Important: Index
MP19121a_B	2022 Social Media: Gain Access to VIP Events Very Important
MP19121a_I	2022 Social Media: Gain Access to VIP Events Very Important: Index
MP19057a_B	2022 Used Bing Website or Search Engine Last 30 Days
MP19057a_I	2022 Used Bing Website or Search Engine Last 30 Days: Index
MP19058a_B	2022 Used Google Website or Search Engine Last 30 Days
MP19058a_I	2022 Used Google Website or Search Engine Last 30 Days: Index
MP19059a_B	2022 Used Yahoo Website or Search Engine Last 30 Days
MP19059a_I	2022 Used Yahoo Website or Search Engine Last 30 Days: Index
MP19149a_B	2022 Used Indeed Job/Careers Website or App Last 30 Days
MP19149a_I	2022 Used Indeed Job/Careers Website or App Last 30 Days: Index
MP19150a_B	2022 Used Zillow Info/Reference Website or App Last 30 Days
MP19150a_I	2022 Used Zillow Info/Reference Website or App Last 30 Days: Index
MP19131a_B	2022 Used BuzzFeed Entertainment Website or App Last 30 Days
MP19131a_I	2022 Used BuzzFeed Entertainment Website or App Last 30 Days: Index
MP19130a_B	2022 Used Fandango Entertainment Website or App Last 30 Days
MP19130a_I	2022 Used Fandango Entertainment Website or App Last 30 Days: Index
MP19060a_B	2022 Used ABC News Website or App Last 30 Days
MP19060a_I	2022 Used ABC News Website or App Last 30 Days: Index



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Data Table & Item Code	Data Item Description
MP19122a_B	2022 Used BBC News Website or App Last 30 Days
MP19122a_I	2022 Used BBC News Website or App Last 30 Days: Index
MP19061a_B	2022 Used CBS News Website or App Last 30 Days
MP19061a_I	2022 Used CBS News Website or App Last 30 Days: Index
MP19062a_B	2022 Used CNN Website or App Last 30 Days
MP19062a_I	2022 Used CNN Website or App Last 30 Days: Index
MP19063a_B	2022 Used Fox News Website or App Last 30 Days
MP19063a_I	2022 Used Fox News Website or App Last 30 Days: Index
MP19123a_B	2022 Used HuffPost News Website or App Last 30 Days
MP19123a_I	2022 Used HuffPost News Website or App Last 30 Days: Index
MP19064a_B	2022 Used NBC News Website or App Last 30 Days
MP19064a_I	2022 Used NBC News Website or App Last 30 Days: Index
MP19065a_B	2022 Used Yahoo! News Website or App Last 30 Days
MP19065a_I	2022 Used Yahoo! News Website or App Last 30 Days: Index
MP19128a_B	2022 Used ESPN Sports Website or App Last 30 Days
MP19128a_I	2022 Used ESPN Sports Website or App Last 30 Days: Index
MP19129a_B	2022 Used Fox Sports Website or App Last 30 Days
MP19129a_I	2022 Used Fox Sports Website or App Last 30 Days: Index
MP19154a_B	2022 Used MLB Sports Website or App Last 30 Days
MP19154a_I	2022 Used MLB Sports Website or App Last 30 Days: Index
MP19135a_B	2022 Used NBA Sports Website or App Last 30 Days
MP19135a_I	2022 Used NBA Sports Website or App Last 30 Days: Index
MP19127a_B	2022 Used NFL Sports Website or App Last 30 Days
MP19127a_I	2022 Used NFL Sports Website or App Last 30 Days: Index
MP19136a_B	2022 Used PBS Website or App Last 30 Days
MP19136a_I	2022 Used PBS Website or App Last 30 Days: Index
MP19151a_B	2022 Used Telemundo Website or App Last 30 Days
MP19151a_I	2022 Used Telemundo Website or App Last 30 Days: Index
MP19155a_B	2022 Social Media: Follow Actors/Comedians
MP19155a_I	2022 Social Media: Follow Actors/Comedians: Index
MP19156a_B	2022 Social Media: Follow Artists/Photographers
MP19156a_I	2022 Social Media: Follow Artists/Photographers: Index
MP19157a_B	2022 Social Media: Follow Charitable Groups
MP19157a_I	2022 Social Media: Follow Charitable Groups: Index
MP19158a_B	2022 Social Media: Follow Chefs/Restaurants
MP19158a_I	2022 Social Media: Follow Chefs/Restaurants: Index
MP19159a_B	2022 Social Media: Follow Companies/Brands
MP19159a_I	2022 Social Media: Follow Companies/Brands: Index
MP19160a_B	2022 Social Media: Follow Gamers
MP19160a_I	2022 Social Media: Follow Gamers: Index
MP19161a_B	2022 Social Media: Follow Hobby-Related Groups
MP19161a_I	2022 Social Media: Follow Hobby-Related Groups: Index
MP19162a_B	2022 Social Media: Follow Local Groups
MP19162a_I	2022 Social Media: Follow Local Groups: Index
MP19163a_B	2022 Social Media: Follow Magazines
MP19163a_I	2022 Social Media: Follow Magazines: Index
MP19164a_B	2022 Social Media: Follow Medical/Ailment Groups
MP19164a_I	2022 Social Media: Follow Medical/Ailment Groups: Index
MP19165a_B	2022 Social Media: Follow Music Groups
MP19165a_I	2022 Social Media: Follow Music Groups: Index
MP19166a_B	2022 Social Media: Follow Newspapers
MP19166a_I	2022 Social Media: Follow Newspapers: Index
MP19167a_B	2022 Social Media: Follow Other Celebrities
MP19167a_I	2022 Social Media: Follow Other Celebrities: Index
MP19168a_B	2022 Social Media: Follow Political Groups
MP19168a_I	2022 Social Media: Follow Political Groups: Index
MP19169a_B	2022 Social Media: Follow Politicians
MP19169a_I	2022 Social Media: Follow Politicians: Index
MP19170a_B	2022 Social Media: Follow Religious Groups
MP19170a_I	2022 Social Media: Follow Religious Groups: Index
MP19171a_B	2022 Social Media: Follow School Groups
MP19171a_I	2022 Social Media: Follow School Groups: Index
MP19172a_B	2022 Social Media: Follow Sports/Athletes
MP19172a_I	2022 Social Media: Follow Sports/Athletes: Index
MP19173a_B	2022 Social Media: Follow Travel-Related Groups
MP19173a_I	2022 Social Media: Follow Travel-Related Groups: Index
MP19174a_B	2022 Social Media: Follow TV Programs/Networks
MP19174a_I	2022 Social Media: Follow TV Programs/Networks: Index
<b>Financial and Insurance (Market Potential)</b>	
MP10001a_B	2022 Did Banking in Person Last 12 Mo
MP10001a_I	2022 Did Banking in Person Last 12 Mo: Index
MP10002a_B	2022 Used Bank of America Bank Last 12 Mo
MP10002a_I	2022 Used Bank of America Bank Last 12 Mo: Index
MP10003a_B	2022 Used Capital One Bank Last 12 Mo
MP10003a_I	2022 Used Capital One Bank Last 12 Mo: Index
MP10004a_B	2022 Used Chase Bank Last 12 Mo
MP10004a_I	2022 Used Chase Bank Last 12 Mo: Index
MP10129a_B	2022 Used Citizens Bank Last 12 Mo

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Data Table & Item Code	Data Item Description
MP10129a_I	2022 Used Citizens Bank Last 12 Mo: Index
MP10005a_B	2022 Used Citibank Bank Last 12 Mo
MP10005a_I	2022 Used Citibank Bank Last 12 Mo: Index
MP10007a_B	2022 Used PNC Bank Last 12 Mo
MP10007a_I	2022 Used PNC Bank Last 12 Mo: Index
MP10008a_B	2022 Used U.S. Bank Last 12 Mo
MP10008a_I	2022 Used U.S. Bank Last 12 Mo: Index
MP10009a_B	2022 Used Wells Fargo Bank Last 12 Mo
MP10009a_I	2022 Used Wells Fargo Bank Last 12 Mo: Index
MP10010a_B	2022 Used Credit Union Last 12 Mo
MP10010a_I	2022 Used Credit Union Last 12 Mo: Index
MP10108a_B	2022 Used Local/Community Bank Last 12 Mo
MP10108a_I	2022 Used Local/Community Bank Last 12 Mo: Index
MP10011a_B	2022 Did Banking by Mail Last 12 Mo
MP10011a_I	2022 Did Banking by Mail Last 12 Mo: Index
MP10012a_B	2022 Did Banking by Phone Last 12 Mo
MP10012a_I	2022 Did Banking by Phone Last 12 Mo: Index
MP10013a_B	2022 Did Online Banking Last 12 Mo
MP10013a_I	2022 Did Online Banking Last 12 Mo: Index
MP10014a_B	2022 Did Mobile Device Banking Last 12 Mo
MP10014a_I	2022 Did Mobile Device Banking Last 12 Mo: Index
MP10015a_B	2022 Used ATM or Cash Machine Last 12 Mo
MP10015a_I	2022 Used ATM or Cash Machine Last 12 Mo: Index
MP10016a_B	2022 Used Direct Deposit of Paycheck Last 12 Mo
MP10016a_I	2022 Used Direct Deposit of Paycheck Last 12 Mo: Index
MP10017a_B	2022 Did Banking with Paperless Statements Last 12 Mo
MP10017a_I	2022 Did Banking with Paperless Statements Last 12 Mo: Index
MP10018a_B	2022 Have Interest Checking Account
MP10018a_I	2022 Have Interest Checking Account: Index
MP10019a_B	2022 Have Non-Interest Checking Account
MP10019a_I	2022 Have Non-Interest Checking Account: Index
MP10020a_B	2022 Have Savings Account
MP10020a_I	2022 Have Savings Account: Index
MP10021a_B	2022 Have Overdraft Protection
MP10021a_I	2022 Have Overdraft Protection: Index
MP10022a_B	2022 Have Auto Loan
MP10022a_I	2022 Have Auto Loan: Index
MP10023a_B	2022 Have Education Personal Loan (Student Loan)
MP10023a_I	2022 Have Education Personal Loan (Student Loan): Index
MP10024a_B	2022 Have Personal Loan (Not for Education)
MP10024a_I	2022 Have Personal Loan (Not for Education): Index
MP10025a_B	2022 Have 1st Home Mortgage
MP10025a_I	2022 Have 1st Home Mortgage: Index
MP10026a_B	2022 Have 2nd Mortgage (Home Equity Loan)
MP10026a_I	2022 Have 2nd Mortgage (Home Equity Loan): Index
MP10027a_B	2022 Have Home Equity Line of Credit
MP10027a_I	2022 Have Home Equity Line of Credit: Index
MP10028a_B	2022 Have Personal Line of Credit
MP10028a_I	2022 Have Personal Line of Credit: Index
MP10029a_B	2022 Have 401(k) Retirement Savings Plan
MP10029a_I	2022 Have 401(k) Retirement Savings Plan: Index
MP10030a_B	2022 Have 403(b) Retirement Savings Plan
MP10030a_I	2022 Have 403(b) Retirement Savings Plan: Index
MP10117a_B	2022 Have Roth IRA Retirement Savings Plan
MP10117a_I	2022 Have Roth IRA Retirement Savings Plan: Index
MP10109a_B	2022 Have Traditional IRA Retirement Savings Plan
MP10109a_I	2022 Have Traditional IRA Retirement Savings Plan: Index
MP10032a_B	2022 Own Any Securities Investment
MP10032a_I	2022 Own Any Securities Investment: Index
MP10033a_B	2022 Own Any Annuity
MP10033a_I	2022 Own Any Annuity: Index
MP10034a_B	2022 Own Certificate of Deposit (More Than 6 Mo)
MP10034a_I	2022 Own Certificate of Deposit (More Than 6 Mo): Index
MP10035a_B	2022 Own Shares in Money Market Fund
MP10035a_I	2022 Own Shares in Money Market Fund: Index
MP10036a_B	2022 Own Shares in Mutual Fund (Bonds)
MP10036a_I	2022 Own Shares in Mutual Fund (Bonds): Index
MP10037a_B	2022 Own Shares in Mutual Fund (Stock)
MP10037a_I	2022 Own Shares in Mutual Fund (Stock): Index
MP10038a_B	2022 Own Any Stock
MP10038a_I	2022 Own Any Stock: Index
MP10040a_B	2022 Own Common Stock in Company You Don't Work For
MP10040a_I	2022 Own Common Stock in Company You Don't Work For: Index
MP10041a_B	2022 Own U.S. Savings Bond
MP10041a_I	2022 Own U.S. Savings Bond: Index
MP10042a_B	2022 Own Investment Real Estate
MP10042a_I	2022 Own Investment Real Estate: Index
MP10043a_B	2022 Own Vacation or Weekend Home
MP10043a_I	2022 Own Vacation or Weekend Home: Index
MP10119a_B	2022 Used a Lawyer Last 12 Mo

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Data Table & Item Code	Data Item Description
MP10119a_I	2022 Used a Lawyer Last 12 Mo: Index
MP10044a_B	2022 Used a Real Estate Agent Last 12 Mo
MP10044a_I	2022 Used a Real Estate Agent Last 12 Mo: Index
MP10045a_B	2022 Used Financial Planner Last 12 Mo
MP10045a_I	2022 Used Financial Planner Last 12 Mo: Index
MP10046a_B	2022 Own 1 Credit Card
MP10046a_I	2022 Own 1 Credit Card: Index
MP10047a_B	2022 Own 2 Credit Cards
MP10047a_I	2022 Own 2 Credit Cards: Index
MP10048a_B	2022 Own 3 Credit Cards
MP10048a_I	2022 Own 3 Credit Cards: Index
MP10049a_B	2022 Own 4 Credit Cards
MP10049a_I	2022 Own 4 Credit Cards: Index
MP10050a_B	2022 Own 5 Credit Cards
MP10050a_I	2022 Own 5 Credit Cards: Index
MP10051a_B	2022 Own 6+ Credit Cards
MP10051a_I	2022 Own 6+ Credit Cards: Index
MP10114a_B	2022 Carry a Credit Card Balance: 1-Never or Rarely
MP10114a_I	2022 Carry a Credit Card Balance: 1-Never or Rarely: Index
MP10115a_B	2022 Carry a Credit Card Balance: 2-Sometimes
MP10115a_I	2022 Carry a Credit Card Balance: 2-Sometimes: Index
MP10116a_B	2022 Carry a Credit Card Balance: 3-Usually or Always
MP10116a_I	2022 Carry a Credit Card Balance: 3-Usually or Always: Index
MP10052a_B	2022 Average \$1-\$110 in Monthly Credit Card Expenditures
MP10052a_I	2022 Average \$1-\$110 in Monthly Credit Card Expenditures: Index
MP10053a_B	2022 Average \$111-\$225 in Monthly Credit Card Expenditures
MP10053a_I	2022 Average \$111-\$225 in Monthly Credit Card Expenditures: Index
MP10054a_B	2022 Average \$226-\$450 in Monthly Credit Card Expenditures
MP10054a_I	2022 Average \$226-\$450 in Monthly Credit Card Expenditures: Index
MP10055a_B	2022 Average \$451-\$700 in Monthly Credit Card Expenditures
MP10055a_I	2022 Average \$451-\$700 in Monthly Credit Card Expenditures: Index
MP10056a_B	2022 Average \$701-\$1,000 in Monthly Credit Card Expenditures
MP10056a_I	2022 Average \$701-\$1,000 in Monthly Credit Card Expenditures: Index
MP10121a_B	2022 Average \$1,001-\$2,000 in Monthly Credit Card Expenditures
MP10121a_I	2022 Average \$1,001-\$2,000 in Monthly Credit Card Expenditures: Index
MP10122a_B	2022 Average \$2,001+ in Monthly Credit Card Expenditures
MP10122a_I	2022 Average \$2,001+ in Monthly Credit Card Expenditures: Index
MP10058a_B	2022 Own 1 Debit Card
MP10058a_I	2022 Own 1 Debit Card: Index
MP10059a_B	2022 Own 2 Debit Cards
MP10059a_I	2022 Own 2 Debit Cards: Index
MP10060a_B	2022 Own 3+ Debit Cards
MP10060a_I	2022 Own 3+ Debit Cards: Index
MP10061a_B	2022 Average \$1-\$90 in Debit Card Monthly Expenditures
MP10061a_I	2022 Average \$1-\$90 in Debit Card Monthly Expenditures: Index
MP10062a_B	2022 Average \$91-\$180 in Debit Card Monthly Expenditures
MP10062a_I	2022 Average \$91-\$180 in Debit Card Monthly Expenditures: Index
MP10063a_B	2022 Average \$181-\$225 in Debit Card Monthly Expenditures
MP10063a_I	2022 Average \$181-\$225 in Debit Card Monthly Expenditures: Index
MP10064a_B	2022 Average \$226-\$450 in Debit Card Monthly Expenditures
MP10064a_I	2022 Average \$226-\$450 in Debit Card Monthly Expenditures: Index
MP10065a_B	2022 Average \$451-\$700 in Debit Card Monthly Expenditures
MP10065a_I	2022 Average \$451-\$700 in Debit Card Monthly Expenditures: Index
MP10066a_B	2022 Average \$701-\$1,000 in Debit Card Monthly Expenditures
MP10066a_I	2022 Average \$701-\$1,000 in Debit Card Monthly Expenditures: Index
MP10130a_B	2022 Average \$1001-\$2,000 in Debit Card Monthly Expenditures
MP10130a_I	2022 Average \$1001-\$2,000 in Debit Card Monthly Expenditures: Index
MP10131a_B	2022 Average \$2,001+ in Debit Card Monthly Expenditures
MP10131a_I	2022 Average \$2,001+ in Debit Card Monthly Expenditures: Index
MP10068a_B	2022 Own or Used Any Credit or Debit Card Last 12 Mo
MP10068a_I	2022 Own or Used Any Credit or Debit Card Last 12 Mo: Index
MP10069a_B	2022 Own or Used Any Major Credit or Debit Card Last 12 Mo
MP10069a_I	2022 Own or Used Any Major Credit or Debit Card Last 12 Mo: Index
MP10070a_B	2022 Own or Used Any Store Credit Card Last 12 Mo
MP10070a_I	2022 Own or Used Any Store Credit Card Last 12 Mo: Index
MP10071a_B	2022 Have Credit/Debit Card with Airline Miles Rewards
MP10071a_I	2022 Have Credit/Debit Card with Airline Miles Rewards: Index
MP10072a_B	2022 Have Credit/Debit Card with Cash Back Rewards
MP10072a_I	2022 Have Credit/Debit Card with Cash Back Rewards: Index
MP10075a_B	2022 Have Credit/Debit Card with Hotel or Car Rental Rewards
MP10075a_I	2022 Have Credit/Debit Card with Hotel or Car Rental Rewards: Index
MP10076a_B	2022 Have American Express Green Card in Own Name
MP10076a_I	2022 Have American Express Green Card in Own Name: Index
MP10079a_B	2022 Have American Express Blue Card in Own Name
MP10079a_I	2022 Have American Express Blue Card in Own Name: Index
MP10077a_B	2022 Have American Express Gold Card in Own Name
MP10077a_I	2022 Have American Express Gold Card in Own Name: Index
MP10078a_B	2022 Have American Express Platinum Card in Own Name
MP10078a_I	2022 Have American Express Platinum Card in Own Name: Index
MP10080a_B	2022 Have Discover Card in Own Name

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Data Table & Item Code	Data Item Description
MP10080a_I	2022 Have Discover Card in Own Name: Index
MP10081a_B	2022 Have MasterCard Standard Card in Own Name
MP10081a_I	2022 Have MasterCard Standard Card in Own Name: Index
MP10082a_B	2022 Have MasterCard Gold Card in Own Name
MP10082a_I	2022 Have MasterCard Gold Card in Own Name: Index
MP10083a_B	2022 Have MasterCard Platinum Card in Own Name
MP10083a_I	2022 Have MasterCard Platinum Card in Own Name: Index
MP10084a_B	2022 Have MasterCard Debit Card in Own Name
MP10084a_I	2022 Have MasterCard Debit Card in Own Name: Index
MP10085a_B	2022 Have Visa Standard or Classic Card in Own Name
MP10085a_I	2022 Have Visa Standard or Classic Card in Own Name: Index
MP10086a_B	2022 Have Visa Gold Card in Own Name
MP10086a_I	2022 Have Visa Gold Card in Own Name: Index
MP10087a_B	2022 Have Visa Platinum Card in Own Name
MP10087a_I	2022 Have Visa Platinum Card in Own Name: Index
MP10088a_B	2022 Have Visa Signature Card in Own Name
MP10088a_I	2022 Have Visa Signature Card in Own Name: Index
MP10089a_B	2022 Have Visa Debit Card in Own Name
MP10089a_I	2022 Have Visa Debit Card in Own Name: Index
MP10090a_B	2022 Paid Bills by Mail Last 12 Mo
MP10090a_I	2022 Paid Bills by Mail Last 12 Mo: Index
MP10092a_B	2022 Paid Bills in Person Last 12 Mo
MP10092a_I	2022 Paid Bills in Person Last 12 Mo: Index
MP10093a_B	2022 Paid Bills by Phone Using Credit Card Last 12 Mo
MP10093a_I	2022 Paid Bills by Phone Using Credit Card Last 12 Mo: Index
MP10095a_B	2022 Paid Bills by Automatic Charge to Credit Card Last 12 Mo
MP10095a_I	2022 Paid Bills by Automatic Charge to Credit Card Last 12 Mo: Index
MP10096a_B	2022 Paid Bills by Automatic Deduction from Bank Account Last 12 Mo
MP10096a_I	2022 Paid Bills by Automatic Deduction from Bank Account Last 12 Mo: Index
MP10097a_B	2022 Wired or Sent Money Last 6 Mo
MP10097a_I	2022 Wired or Sent Money Last 6 Mo: Index
MP10101a_B	2022 Wired or Sent Money with Bank Wire Transfer Last 6 Mo
MP10101a_I	2022 Wired or Sent Money with Bank Wire Transfer Last 6 Mo: Index
MP10098a_B	2022 Wired or Sent Money with MoneyGram Last 6 Mo
MP10098a_I	2022 Wired or Sent Money with MoneyGram Last 6 Mo: Index
MP10123a_B	2022 Wired or Sent Money with Money Order Last 6 Mo
MP10123a_I	2022 Wired or Sent Money with Money Order Last 6 Mo: Index
MP10100a_B	2022 Wired or Sent Money with Western Union Last 6 Mo
MP10100a_I	2022 Wired or Sent Money with Western Union Last 6 Mo: Index
MP10124a_B	2022 Wired or Sent Money with US Postal Service Last 6 Mo
MP10124a_I	2022 Wired or Sent Money with US Postal Service Last 6 Mo: Index
MP10110a_B	2022 Used Apple Pay Digital Payment Service Last 30 Days
MP10110a_I	2022 Used Apple Pay Digital Payment Service Last 30 Days: Index
MP10120a_B	2022 Used Google Pay Digital Payment Service Last 30 Days
MP10120a_I	2022 Used Google Pay Digital Payment Service Last 30 Days: Index
MP10099a_B	2022 Used PayPal Digital Payment Service Last 30 Days
MP10099a_I	2022 Used PayPal Digital Payment Service Last 30 Days: Index
MP10118a_B	2022 Used Venmo Digital Payment Service Last 30 Days
MP10118a_I	2022 Used Venmo Digital Payment Service Last 30 Days: Index
MP10113a_B	2022 Used Visa Checkout Digital Payment Service Last 30 Days
MP10113a_I	2022 Used Visa Checkout Digital Payment Service Last 30 Days: Index
MP10125a_B	2022 Used Zelle Digital Payment Service Last 30 Days
MP10125a_I	2022 Used Zelle Digital Payment Service Last 30 Days: Index
MP10112a_B	2022 Used Other Digital Payment Service Last 30 Days
MP10112a_I	2022 Used Other Digital Payment Service Last 30 Days: Index
MP10102a_B	2022 Did Manual Tax Preparation
MP10102a_I	2022 Did Manual Tax Preparation: Index
MP10126a_B	2022 Used H&R Block Software Program to Prepare Taxes
MP10126a_I	2022 Used H&R Block Software Program to Prepare Taxes: Index
MP10103a_B	2022 Used TurboTax Software Program to Prepare Taxes
MP10103a_I	2022 Used TurboTax Software Program to Prepare Taxes: Index
MP10127a_B	2022 Used Any Online Program/Service to Prepare Taxes
MP10127a_I	2022 Used Any Online Program/Service to Prepare Taxes: Index
MP10128a_B	2022 Used H&R Block Online to Prepare Taxes
MP10128a_I	2022 Used H&R Block Online to Prepare Taxes: Index
MP10104a_B	2022 Used TurboTax Online to Prepare Taxes
MP10104a_I	2022 Used TurboTax Online to Prepare Taxes: Index
MP10105a_B	2022 Used H&R Block On-Site Tax Service to Prepare Taxes
MP10105a_I	2022 Used H&R Block On-Site Tax Service to Prepare Taxes: Index
MP10106a_B	2022 Used CPA or Other Tax Professional to Prepare Taxes
MP10106a_I	2022 Used CPA or Other Tax Professional to Prepare Taxes: Index
MP10132a_B	2022 Personally or Jointly Acquired a 401(k) or 403(b) Loan in Last 12 Mo
MP10132a_I	2022 Personally or Jointly Acquired a 401(k) or 403(b) Loan in Last 12 Mo: Index
MP18076h_B	2022 HH Has Auto Insurance: Any Vehicle in HH Covered
MP18076h_I	2022 HH Has Auto Insurance: Any Vehicle in HH Covered: Index
MP18001h_B	2022 HH Has 1 Vehicle Covered with Auto Insurance
MP18001h_I	2022 HH Has 1 Vehicle Covered with Auto Insurance: Index
MP18002h_B	2022 HH Has 2 Vehicles Covered with Auto Insurance
MP18002h_I	2022 HH Has 2 Vehicles Covered with Auto Insurance: Index
MP18003h_B	2022 HH Has 3+ Vehicles Covered with Auto Insurance

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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
MP18003h_I	2022 HH Has 3+ Vehicles Covered with Auto Insurance: Index
MP18004a_B	2022 Have Collision Auto Insurance
MP18004a_I	2022 Have Collision Auto Insurance: Index
MP18005a_B	2022 Have Comprehensive Auto Insurance
MP18005a_I	2022 Have Comprehensive Auto Insurance: Index
MP18006a_B	2022 Have Liability - Bodily Injury Auto Insurance
MP18006a_I	2022 Have Liability - Bodily Injury Auto Insurance: Index
MP18007a_B	2022 Have Liability - Property Damage Auto Insurance
MP18007a_I	2022 Have Liability - Property Damage Auto Insurance: Index
MP18008a_B	2022 Have Medical Payments Auto Insurance
MP18008a_I	2022 Have Medical Payments Auto Insurance: Index
MP18009a_B	2022 Have Towing Auto Insurance
MP18009a_I	2022 Have Towing Auto Insurance: Index
MP18010a_B	2022 Have Uninsured Motorist Auto Insurance
MP18010a_I	2022 Have Uninsured Motorist Auto Insurance: Index
MP18011a_B	2022 Have AAA Auto Insurance
MP18011a_I	2022 Have AAA Auto Insurance: Index
MP18012a_B	2022 Have Allstate Auto Insurance
MP18012a_I	2022 Have Allstate Auto Insurance: Index
MP18013a_B	2022 Have Farmers Auto Insurance
MP18013a_I	2022 Have Farmers Auto Insurance: Index
MP18014a_B	2022 Have GEICO Auto Insurance
MP18014a_I	2022 Have GEICO Auto Insurance: Index
MP18015a_B	2022 Have Liberty Mutual Auto Insurance
MP18015a_I	2022 Have Liberty Mutual Auto Insurance: Index
MP18016a_B	2022 Have Nationwide Auto Insurance
MP18016a_I	2022 Have Nationwide Auto Insurance: Index
MP18017a_B	2022 Have Progressive Auto Insurance
MP18017a_I	2022 Have Progressive Auto Insurance: Index
MP18018a_B	2022 Have State Farm Auto Insurance
MP18018a_I	2022 Have State Farm Auto Insurance: Index
MP18019a_B	2022 Have USAA Auto Insurance
MP18019a_I	2022 Have USAA Auto Insurance: Index
MP18020a_B	2022 Acquired Auto Insurance from Agent
MP18020a_I	2022 Acquired Auto Insurance from Agent: Index
MP18021a_B	2022 Acquired Auto Insurance Direct via Phone
MP18021a_I	2022 Acquired Auto Insurance Direct via Phone: Index
MP18022a_B	2022 Acquired Auto Insurance Direct via Website
MP18022a_I	2022 Acquired Auto Insurance Direct via Website: Index
MP18023a_B	2022 Homeowner Carries Insurance on Home/Personal Property
MP18023a_I	2022 Homeowner Carries Insurance on Home/Personal Property: Index
MP18077a_B	2022 Renter Carries Insurance on Home/Personal Property
MP18077a_I	2022 Renter Carries Insurance on Home/Personal Property: Index
MP18024a_B	2022 Have Combined Home and Auto Insurance Policy
MP18024a_I	2022 Have Combined Home and Auto Insurance Policy: Index
MP18025a_B	2022 Have Home Insurance Coverage for Earthquake or Flood
MP18025a_I	2022 Have Home Insurance Coverage for Earthquake or Flood: Index
MP18026a_B	2022 Have Any Homeowners or Personal Property Insurance
MP18026a_I	2022 Have Any Homeowners or Personal Property Insurance: Index
MP18086a_B	2022 Have AAA Home or Personal Property Insurance
MP18086a_I	2022 Have AAA Home or Personal Property Insurance: Index
MP18028a_B	2022 Have Allstate Home or Personal Property Insurance
MP18028a_I	2022 Have Allstate Home or Personal Property Insurance: Index
MP18029a_B	2022 Have Farmers Home or Personal Property Insurance
MP18029a_I	2022 Have Farmers Home or Personal Property Insurance: Index
MP18087a_B	2022 Have GEICO Home or Personal Property Insurance
MP18087a_I	2022 Have GEICO Home or Personal Property Insurance: Index
MP18088a_B	2022 Have Liberty Mutual Home or Personal Property Insurance
MP18088a_I	2022 Have Liberty Mutual Home or Personal Property Insurance: Index
MP18090a_B	2022 Have Nationwide Home or Personal Property Insurance
MP18090a_I	2022 Have Nationwide Home or Personal Property Insurance: Index
MP18091a_B	2022 Have Progressive Home or Personal Property Insurance
MP18091a_I	2022 Have Progressive Home or Personal Property Insurance: Index
MP18031a_B	2022 Have State Farm Home or Personal Property Insurance
MP18031a_I	2022 Have State Farm Home or Personal Property Insurance: Index
MP18092a_B	2022 Have Travelers Home or Personal Property Insurance
MP18092a_I	2022 Have Travelers Home or Personal Property Insurance: Index
MP18033a_B	2022 Have USAA Home or Personal Property Insurance
MP18033a_I	2022 Have USAA Home or Personal Property Insurance: Index
MP18034a_B	2022 Acquired via Agent: Home/Personal Property Insurance
MP18034a_I	2022 Acquired via Agent: Home/Personal Property Insurance: Index
MP18035a_B	2022 Acquired via Phone: Home/Personal Property Insurance
MP18035a_I	2022 Acquired via Phone: Home/Personal Property Insurance: Index
MP18078a_B	2022 Acquired via Website: Home/Personal Property Insurance
MP18078a_I	2022 Acquired via Website: Home/Personal Property Insurance: Index
MP18036a_B	2022 Currently Carry Life Insurance
MP18036a_I	2022 Currently Carry Life Insurance: Index
MP18037a_B	2022 Have Separate Term Policy Life Insurance
MP18037a_I	2022 Have Separate Term Policy Life Insurance: Index
MP18038a_B	2022 Have Separate Whole Policy Life Insurance

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP18038a_I	2022 Have Separate Whole Policy Life Insurance: Index
MP18039a_B	2022 Have Combination Term/Whole Policy Life Insurance
MP18039a_I	2022 Have Combination Term/Whole Policy Life Insurance: Index
MP18040a_B	2022 Have Universal Life Insurance
MP18040a_I	2022 Have Universal Life Insurance: Index
MP18041a_B	2022 Have Life Insurance Through Place of Work
MP18041a_I	2022 Have Life Insurance Through Place of Work: Index
MP18042a_B	2022 Have Life Insurance Through a Union
MP18042a_I	2022 Have Life Insurance Through a Union: Index
MP18043a_B	2022 Have \$1-\$19,999 Value in Life Insurance
MP18043a_I	2022 Have \$1-\$19,999 Value in Life Insurance: Index
MP18044a_B	2022 Have \$20,000-\$49,999 Value in Life Insurance
MP18044a_I	2022 Have \$20,000-\$49,999 Value in Life Insurance: Index
MP18045a_B	2022 Have \$50,000-\$99,999 Value in Life Insurance
MP18045a_I	2022 Have \$50,000-\$99,999 Value in Life Insurance: Index
MP18046a_B	2022 Have \$100,000-\$149,999 Value in Life Insurance
MP18046a_I	2022 Have \$100,000-\$149,999 Value in Life Insurance: Index
MP18047a_B	2022 Have \$150,000-\$249,999 Value in Life Insurance
MP18047a_I	2022 Have \$150,000-\$249,999 Value in Life Insurance: Index
MP18048a_B	2022 Have \$250,000-\$499,999 Value in Life Insurance
MP18048a_I	2022 Have \$250,000-\$499,999 Value in Life Insurance: Index
MP18049a_B	2022 Have \$500,000+ Value in Life Insurance
MP18049a_I	2022 Have \$500,000+ Value in Life Insurance: Index
MP18050a_B	2022 Personally Carry Any Medical or Hospital or Accident Insurance
MP18050a_I	2022 Personally Carry Any Medical or Hospital or Accident Insurance: Index
MP18051a_B	2022 Medical Insurance Covers You Alone
MP18051a_I	2022 Medical Insurance Covers You Alone: Index
MP18052a_B	2022 Medical Insurance Covers You and Other HH/Family Members
MP18052a_I	2022 Medical Insurance Covers You and Other HH/Family Members: Index
MP18053a_B	2022 Have EPO (Exclusive Provider Org) Medical Insurance
MP18053a_I	2022 Have EPO (Exclusive Provider Org) Medical Insurance: Index
MP18054a_B	2022 Have HMO (Health Maintenance Org) Medical Insurance
MP18054a_I	2022 Have HMO (Health Maintenance Org) Medical Insurance: Index
MP18055a_B	2022 Have POS (Point-Of-Service) Medical Insurance
MP18055a_I	2022 Have POS (Point-Of-Service) Medical Insurance: Index
MP18056a_B	2022 Have PPO (Preferred Provider Org) Medical Insurance
MP18056a_I	2022 Have PPO (Preferred Provider Org) Medical Insurance: Index
MP18079a_B	2022 Have AARP Medical Insurance
MP18079a_I	2022 Have AARP Medical Insurance: Index
MP18057a_B	2022 Have Aetna Medical Insurance
MP18057a_I	2022 Have Aetna Medical Insurance: Index
MP18058a_B	2022 Have BlueCross or BlueShield Medical Insurance
MP18058a_I	2022 Have BlueCross or BlueShield Medical Insurance: Index
MP18059a_B	2022 Have Cigna Medical Insurance
MP18059a_I	2022 Have Cigna Medical Insurance: Index
MP18060a_B	2022 Have Humana Medical Insurance
MP18060a_I	2022 Have Humana Medical Insurance: Index
MP18062a_B	2022 Have United Healthcare Medical Insurance
MP18062a_I	2022 Have United Healthcare Medical Insurance: Index
MP18085a_B	2022 Obtained Medical Insurance Through Agent Representing One Company
MP18085a_I	2022 Obtained Medical Insurance Through Agent Representing One Company: Index
MP18081a_B	2022 Obtained Medical Insurance Through Government Exchange
MP18081a_I	2022 Obtained Medical Insurance Through Government Exchange: Index
MP18084a_B	2022 Obtained Medical Insurance Through Other Government Source
MP18084a_I	2022 Obtained Medical Insurance Through Other Government Source: Index
MP18089a_B	2022 Obtained Medical Insurance Through Internet
MP18089a_I	2022 Obtained Medical Insurance Through Internet: Index
MP18063a_B	2022 Obtained Medical Insurance Through Place of Work
MP18063a_I	2022 Obtained Medical Insurance Through Place of Work: Index
MP18064a_B	2022 Obtained Medical Insurance Through a Union
MP18064a_I	2022 Obtained Medical Insurance Through a Union: Index
MP18065a_B	2022 Have Medicaid Medical Policy
MP18065a_I	2022 Have Medicaid Medical Policy: Index
MP18066a_B	2022 Have Medicare Medical Policy
MP18066a_I	2022 Have Medicare Medical Policy: Index
MP18067a_B	2022 Personally Carry Accidental Death and Dismemberment Insurance
MP18067a_I	2022 Personally Carry Accidental Death and Dismemberment Insurance: Index
MP18082a_B	2022 Personally Carry Delta Dental Insurance
MP18082a_I	2022 Personally Carry Delta Dental Insurance: Index
MP18083a_B	2022 Personally Carry Other Dental Insurance
MP18083a_I	2022 Personally Carry Other Dental Insurance: Index
MP18069a_B	2022 Personally Carry Disability Insurance
MP18069a_I	2022 Personally Carry Disability Insurance: Index
MP18071a_B	2022 Personally Carry Long Term Care Insurance
MP18071a_I	2022 Personally Carry Long Term Care Insurance: Index
MP18072a_B	2022 Personally Carry Mortgage Insurance
MP18072a_I	2022 Personally Carry Mortgage Insurance: Index
MP18073a_B	2022 Personally Carry Liability Insurance (Not Auto or Home)
MP18073a_I	2022 Personally Carry Liability Insurance (Not Auto or Home): Index
MP18074a_B	2022 Personally Carry Prescription Drug Insurance



# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP18074a_I	2022 Personally Carry Prescription Drug Insurance: Index
MP18075a_B	2022 Personally Carry Vision Insurance
MP18075a_I	2022 Personally Carry Vision Insurance: Index
<b>Grocery and Alcoholic Beverages (Market Potential)</b>	
MP04001a_B	2022 Drank Beer or Ale Last 6 Mo
MP04001a_I	2022 Drank Beer or Ale Last 6 Mo: Index
MP04015a_B	2022 Drank Bourbon Last 6 Mo
MP04015a_I	2022 Drank Bourbon Last 6 Mo: Index
MP04010a_B	2022 Drank Cabernet Sauvignon Wine Last 6 Mo
MP04010a_I	2022 Drank Cabernet Sauvignon Wine Last 6 Mo: Index
MP04017a_B	2022 Drank Canadian Whisky Last 6 Mo
MP04017a_I	2022 Drank Canadian Whisky Last 6 Mo: Index
MP04018a_B	2022 Drank Champagne or Sparkling Wine Last 6 Mo
MP04018a_I	2022 Drank Champagne or Sparkling Wine Last 6 Mo: Index
MP04011a_B	2022 Drank Chardonnay Domestic Wine Last 6 Mo
MP04011a_I	2022 Drank Chardonnay Domestic Wine Last 6 Mo: Index
MP04043a_B	2022 Drank Cognac or Brandy Last 6 Mo
MP04043a_I	2022 Drank Cognac or Brandy Last 6 Mo: Index
MP04020a_B	2022 Drank Cordial or Liqueur Last 6 Mo
MP04020a_I	2022 Drank Cordial or Liqueur Last 6 Mo: Index
MP04009a_B	2022 Drank Domestic Dinner or Table Wine Last 6 Mo
MP04009a_I	2022 Drank Domestic Dinner or Table Wine Last 6 Mo: Index
MP04031a_B	2022 Drank Flavored Alcoholic Beverage or Cooler Last 6 Mo
MP04031a_I	2022 Drank Flavored Alcoholic Beverage or Cooler Last 6 Mo: Index
MP04021a_B	2022 Drank Gin Last 6 Mo
MP04021a_I	2022 Drank Gin Last 6 Mo: Index
MP04042a_B	2022 Drank Hard Cider Last 6 Mo
MP04042a_I	2022 Drank Hard Cider Last 6 Mo: Index
MP04002a_B	2022 Drank Imported Beer or Ale Last 6 Mo
MP04002a_I	2022 Drank Imported Beer or Ale Last 6 Mo: Index
MP04008a_B	2022 Drank Imported Dinner or Table Wine Last 6 Mo
MP04008a_I	2022 Drank Imported Dinner or Table Wine Last 6 Mo: Index
MP04044a_B	2022 Drank Irish Whiskey or Scotch Whisky Last 6 Mo
MP04044a_I	2022 Drank Irish Whiskey or Scotch Whisky Last 6 Mo: Index
MP04006a_B	2022 Drank Low Calorie Domestic Beer Last 6 Mo
MP04006a_I	2022 Drank Low Calorie Domestic Beer Last 6 Mo: Index
MP04012a_B	2022 Drank Merlot Domestic Wine Last 6 Mo
MP04012a_I	2022 Drank Merlot Domestic Wine Last 6 Mo: Index
MP04013a_B	2022 Drank Pinot Grigio Domestic Wine Last 6 Mo
MP04013a_I	2022 Drank Pinot Grigio Domestic Wine Last 6 Mo: Index
MP04014a_B	2022 Drank Pinot Noir Domestic Wine Last 6 Mo
MP04014a_I	2022 Drank Pinot Noir Domestic Wine Last 6 Mo: Index
MP04024a_B	2022 Drank Port or Sherry or Dessert Wine Last 6 Mo
MP04024a_I	2022 Drank Port or Sherry or Dessert Wine Last 6 Mo: Index
MP04004a_B	2022 Drank Premium Domestic Beer or Ale Last 6 Mo
MP04004a_I	2022 Drank Premium Domestic Beer or Ale Last 6 Mo: Index
MP04032a_B	2022 Drank Prepared Mixed Drink with Liquor Last 6 Mo
MP04032a_I	2022 Drank Prepared Mixed Drink with Liquor Last 6 Mo: Index
MP04003a_B	2022 Drank Regular Domestic Beer or Ale Last 6 Mo
MP04003a_I	2022 Drank Regular Domestic Beer or Ale Last 6 Mo: Index
MP04025a_B	2022 Drank Rum Last 6 Mo
MP04025a_I	2022 Drank Rum Last 6 Mo: Index
MP04026a_B	2022 Drank Rye or Blended Whiskey Last 6 Mo
MP04026a_I	2022 Drank Rye or Blended Whiskey Last 6 Mo: Index
MP04005a_B	2022 Drank Super Premium Domestic Beer or Ale Last 6 Mo
MP04005a_I	2022 Drank Super Premium Domestic Beer or Ale Last 6 Mo: Index
MP04028a_B	2022 Drank Tequila Last 6 Mo
MP04028a_I	2022 Drank Tequila Last 6 Mo: Index
MP04029a_B	2022 Drank Vermouth Last 6 Mo
MP04029a_I	2022 Drank Vermouth Last 6 Mo: Index
MP04030a_B	2022 Drank Vodka Last 6 Mo
MP04030a_I	2022 Drank Vodka Last 6 Mo: Index
MP04033a_B	2022 Consumed Beer at Bar or Club Last 30 Days
MP04033a_I	2022 Consumed Beer at Bar or Club Last 30 Days: Index
MP04035a_B	2022 Consumed Liquor at Bar or Club Last 30 Days
MP04035a_I	2022 Consumed Liquor at Bar or Club Last 30 Days: Index
MP04036a_B	2022 Consumed Beer at Restaurant Last 30 Days
MP04036a_I	2022 Consumed Beer at Restaurant Last 30 Days: Index
MP04037a_B	2022 Consumed Wine at Restaurant Last 30 Days
MP04037a_I	2022 Consumed Wine at Restaurant Last 30 Days: Index
MP04038a_B	2022 Consumed Liquor at Restaurant Last 30 Days
MP04038a_I	2022 Consumed Liquor at Restaurant Last 30 Days: Index
MP04039a_B	2022 Consumed Beer at Home Last 30 Days
MP04039a_I	2022 Consumed Beer at Home Last 30 Days: Index
MP04040a_B	2022 Consumed Wine at Home Last 30 Days
MP04040a_I	2022 Consumed Wine at Home Last 30 Days: Index
MP04041a_B	2022 Consumed Liquor at Home Last 30 Days
MP04041a_I	2022 Consumed Liquor at Home Last 30 Days: Index
MP12001h_B	2022 HH Used Organic Food Last 6 Mo

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP12001h_I	2022 HH Used Organic Food Last 6 Mo: Index
MP12210h_B	2022 HH Used Organic Bread Last 6 Mo
MP12210h_I	2022 HH Used Organic Bread Last 6 Mo: Index
MP12211h_B	2022 HH Used Organic Breakfast Cereals Last 6 Mo
MP12211h_I	2022 HH Used Organic Breakfast Cereals Last 6 Mo: Index
MP12212h_B	2022 HH Used Organic Cheese Last 6 Mo
MP12212h_I	2022 HH Used Organic Cheese Last 6 Mo: Index
MP12213h_B	2022 HH Used Organic Chocolate Last 6 Mo
MP12213h_I	2022 HH Used Organic Chocolate Last 6 Mo: Index
MP12214h_B	2022 HH Used Organic Coffee Last 6 Mo
MP12214h_I	2022 HH Used Organic Coffee Last 6 Mo: Index
MP12215h_B	2022 HH Used Organic Fish or Seafood Last 6 Mo
MP12215h_I	2022 HH Used Organic Fish or Seafood Last 6 Mo: Index
MP12216h_B	2022 HH Used Organic Fresh Fruit or Vegetables Last 6 Mo
MP12216h_I	2022 HH Used Organic Fresh Fruit or Vegetables Last 6 Mo: Index
MP12217h_B	2022 HH Used Organic Frozen Foods Last 6 Mo
MP12217h_I	2022 HH Used Organic Frozen Foods Last 6 Mo: Index
MP12218h_B	2022 HH Used Organic Granola Last 6 Mo
MP12218h_I	2022 HH Used Organic Granola Last 6 Mo: Index
MP12219h_B	2022 HH Used Organic Ice Cream Last 6 Mo
MP12219h_I	2022 HH Used Organic Ice Cream Last 6 Mo: Index
MP12220h_B	2022 HH Used Organic Juice Last 6 Mo
MP12220h_I	2022 HH Used Organic Juice Last 6 Mo: Index
MP12221h_B	2022 HH Used Organic Meat Last 6 Mo
MP12221h_I	2022 HH Used Organic Meat Last 6 Mo: Index
MP12222h_B	2022 HH Used Organic Pasta Last 6 Mo
MP12222h_I	2022 HH Used Organic Pasta Last 6 Mo: Index
MP12223h_B	2022 HH Used Organic Peanut Butter Last 6 Mo
MP12223h_I	2022 HH Used Organic Peanut Butter Last 6 Mo: Index
MP12224h_B	2022 HH Used Organic Poultry Last 6 Mo
MP12224h_I	2022 HH Used Organic Poultry Last 6 Mo: Index
MP12225h_B	2022 HH Used Organic Soup Last 6 Mo
MP12225h_I	2022 HH Used Organic Soup Last 6 Mo: Index
MP12226h_B	2022 HH Used Organic Pasta Sauce Last 6 Mo
MP12226h_I	2022 HH Used Organic Pasta Sauce Last 6 Mo: Index
MP12227h_B	2022 HH Used Organic Tea Last 6 Mo
MP12227h_I	2022 HH Used Organic Tea Last 6 Mo: Index
MP12228h_B	2022 HH Used Soy/Other Plant/Nut Milk Last 6 Mo
MP12228h_I	2022 HH Used Soy/Other Plant/Nut Milk Last 6 Mo: Index
MP12003h_B	2022 HH Used Bacon or Breakfast Strips Last 6 Mo
MP12003h_I	2022 HH Used Bacon or Breakfast Strips Last 6 Mo: Index
MP12004h_B	2022 HH Used Bagels Last 6 Mo
MP12004h_I	2022 HH Used Bagels Last 6 Mo: Index
MP12013h_B	2022 HH Used Bread Last 6 Mo
MP12013h_I	2022 HH Used Bread Last 6 Mo: Index
MP12033h_B	2022 HH Used Cold Breakfast Cereal Last 6 Mo
MP12033h_I	2022 HH Used Cold Breakfast Cereal Last 6 Mo: Index
MP12034h_B	2022 HH Used Hot Breakfast Cereal Last 6 Mo
MP12034h_I	2022 HH Used Hot Breakfast Cereal Last 6 Mo: Index
MP12035h_B	2022 HH Used Breakfast or Cereal or Granola Bars Last 6 Mo
MP12035h_I	2022 HH Used Breakfast or Cereal or Granola Bars Last 6 Mo: Index
MP12046h_B	2022 HH Used Canned or Jarred Fruit Last 6 Mo
MP12046h_I	2022 HH Used Canned or Jarred Fruit Last 6 Mo: Index
MP12047h_B	2022 HH Used Canned or Jarred Soup or Broth Last 6 Mo
MP12047h_I	2022 HH Used Canned or Jarred Soup or Broth Last 6 Mo: Index
MP12049h_B	2022 HH Used Canned or Jarred Vegetables Last 6 Mo
MP12049h_I	2022 HH Used Canned or Jarred Vegetables Last 6 Mo: Index
MP12052h_B	2022 HH Used Canned Tuna Last 6 Mo
MP12052h_I	2022 HH Used Canned Tuna Last 6 Mo: Index
MP12053h_B	2022 HH Used Cheese (Amer Pasteurized Processed) Last 6 Mo
MP12053h_I	2022 HH Used Cheese (Amer Pasteurized Processed) Last 6 Mo: Index
MP12055h_B	2022 HH Used Cheese (Natural or Imported) Last 6 Mo
MP12055h_I	2022 HH Used Cheese (Natural or Imported) Last 6 Mo: Index
MP12060h_B	2022 HH Used Ground Coffee Last 6 Mo
MP12060h_I	2022 HH Used Ground Coffee Last 6 Mo: Index
MP12061h_B	2022 HH Used Flavored Ground Coffee Last 6 Mo
MP12061h_I	2022 HH Used Flavored Ground Coffee Last 6 Mo: Index
MP12062h_B	2022 HH Used Unflavored Ground Coffee Last 6 Mo
MP12062h_I	2022 HH Used Unflavored Ground Coffee Last 6 Mo: Index
MP12063h_B	2022 HH Used Decaffeinated Ground Coffee Last 6 Mo
MP12063h_I	2022 HH Used Decaffeinated Ground Coffee Last 6 Mo: Index
MP12202h_B	2022 HH Used Dunkin' Donuts Ground Coffee Last 6 Mo
MP12202h_I	2022 HH Used Dunkin' Donuts Ground Coffee Last 6 Mo: Index
MP12064h_B	2022 HH Used Folgers Breakfast Blend Ground Coffee Last 6 Mo
MP12064h_I	2022 HH Used Folgers Breakfast Blend Ground Coffee Last 6 Mo: Index
MP12065h_B	2022 HH Used Folgers Classic Roast Ground Coffee Last 6 Mo
MP12065h_I	2022 HH Used Folgers Classic Roast Ground Coffee Last 6 Mo: Index
MP12066h_B	2022 HH Used Folgers 100% Colombian Ground Coffee Last 6 Mo
MP12066h_I	2022 HH Used Folgers 100% Colombian Ground Coffee Last 6 Mo: Index
MP12067h_B	2022 HH Used Folgers French Roast Ground Coffee Last 6 Mo

# Esri's Market Potential Data Variable List



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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP12067h_I	2022 HH Used Folgers French Roast Ground Coffee Last 6 Mo: Index
MP12068h_B	2022 HH Used Green Mountain Ground Coffee Last 6 Mo
MP12068h_I	2022 HH Used Green Mountain Ground Coffee Last 6 Mo: Index
MP12069h_B	2022 HH Used Maxwell House Master Blend Ground Coffee Last 6 Mo
MP12069h_I	2022 HH Used Maxwell House Master Blend Ground Coffee Last 6 Mo: Index
MP12070h_B	2022 HH Used Maxwell House Original Ground Coffee Last 6 Mo
MP12070h_I	2022 HH Used Maxwell House Original Ground Coffee Last 6 Mo: Index
MP12071h_B	2022 HH Used Maxwell House Colombian Ground Coffee Last 6 Mo
MP12071h_I	2022 HH Used Maxwell House Colombian Ground Coffee Last 6 Mo: Index
MP12072h_B	2022 HH Used Starbucks Ground Coffee Last 6 Mo
MP12072h_I	2022 HH Used Starbucks Ground Coffee Last 6 Mo: Index
MP12203h_B	2022 HH Used Single Serve Pod/K-Cup Ground Coffee Last 6 Mo
MP12203h_I	2022 HH Used Single Serve Pod/K-Cup Ground Coffee Last 6 Mo: Index
MP12073h_B	2022 HH Used Flavored Instant Coffee Last 6 Mo
MP12073h_I	2022 HH Used Flavored Instant Coffee Last 6 Mo: Index
MP12074h_B	2022 HH Used Instant or Freeze-Dried Coffee Last 6 Mo
MP12074h_I	2022 HH Used Instant or Freeze-Dried Coffee Last 6 Mo: Index
MP12075h_B	2022 HH Used Whole Coffee Beans Last 6 Mo
MP12075h_I	2022 HH Used Whole Coffee Beans Last 6 Mo: Index
MP12076h_B	2022 HH Used Starbucks Whole Coffee Beans Last 6 Mo
MP12076h_I	2022 HH Used Starbucks Whole Coffee Beans Last 6 Mo: Index
MP12079h_B	2022 HH Used Cold Cuts Last 6 Mo
MP12079h_I	2022 HH Used Cold Cuts Last 6 Mo: Index
MP12080h_B	2022 HH Used Cooked Ham Last 6 Mo
MP12080h_I	2022 HH Used Cooked Ham Last 6 Mo: Index
MP12081h_B	2022 HH Used Cookies (Ready-To-Eat) Last 6 Mo
MP12081h_I	2022 HH Used Cookies (Ready-To-Eat) Last 6 Mo: Index
MP12082h_B	2022 HH Used Corn/Tortilla/Other Chips/Cheese Snacks Last 6 Mo
MP12082h_I	2022 HH Used Corn/Tortilla/Other Chips/Cheese Snacks Last 6 Mo: Index
MP12083h_B	2022 HH Used Cottage Cheese Last 6 Mo
MP12083h_I	2022 HH Used Cottage Cheese Last 6 Mo: Index
MP12084h_B	2022 HH Used Crackers Last 6 Mo
MP12084h_I	2022 HH Used Crackers Last 6 Mo: Index
MP12090h_B	2022 HH Used Donuts/Doughnuts (Ready-To-Eat) Last 6 Mo
MP12090h_I	2022 HH Used Donuts/Doughnuts (Ready-to-Eat) Last 6 Mo: Index
MP12142h_B	2022 HH Used Muffins (Ready-To-Eat) Last 6 Mo
MP12142h_I	2022 HH Used Muffins (Ready-To-Eat) Last 6 Mo: Index
MP12231h_B	2022 HH Used Snack Cakes/Sweet Rolls/Pastries (Packaged) Last 6 Mo
MP12231h_I	2022 HH Used Snack Cakes/Sweet Rolls/Pastries (Packaged) Last 6 Mo: Index
MP12091h_B	2022 HH Used Dried Fruit Last 6 Mo
MP12091h_I	2022 HH Used Dried Fruit Last 6 Mo: Index
MP12095h_B	2022 HH Used Eggs Last 6 Mo
MP12095h_I	2022 HH Used Eggs Last 6 Mo: Index
MP12098h_B	2022 HH Used English Muffins Last 6 Mo
MP12098h_I	2022 HH Used English Muffins Last 6 Mo: Index
MP12229h_B	2022 HH Used Beef (Fresh or Frozen) Last 6 Mo
MP12229h_I	2022 HH Used Beef (Fresh or Frozen) Last 6 Mo: Index
MP12200h_B	2022 HH Used Chicken (Fresh or Frozen) Last 6 Mo
MP12200h_I	2022 HH Used Chicken (Fresh or Frozen) Last 6 Mo: Index
MP12101h_B	2022 HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo
MP12101h_I	2022 HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo: Index
MP12230h_B	2022 HH Used Pork (Fresh or Frozen) Last 6 Mo
MP12230h_I	2022 HH Used Pork (Fresh or Frozen) Last 6 Mo: Index
MP12201h_B	2022 HH Used Turkey (Fresh or Frozen) Last 6 Mo
MP12201h_I	2022 HH Used Turkey (Fresh or Frozen) Last 6 Mo: Index
MP12103h_B	2022 HH Used Frankfurters or Hot Dogs Last 6 Mo
MP12103h_I	2022 HH Used Frankfurters or Hot Dogs Last 6 Mo: Index
MP12104h_B	2022 HH Used Fresh Fruit or Vegetables Last 6 Mo
MP12104h_I	2022 HH Used Fresh Fruit or Vegetables Last 6 Mo: Index
MP12107h_B	2022 HH Used Frozen Breakfast Last 6 Mo
MP12107h_I	2022 HH Used Frozen Breakfast Last 6 Mo: Index
MP12108h_B	2022 HH Used Frozen Complete Dinner Last 6 Mo
MP12108h_I	2022 HH Used Frozen Complete Dinner Last 6 Mo: Index
MP12109h_B	2022 HH Used Frozen or Refrigerated Dessert Last 6 Mo
MP12109h_I	2022 HH Used Frozen or Refrigerated Dessert Last 6 Mo: Index
MP12110h_B	2022 HH Used Frozen Hot Snack Last 6 Mo
MP12110h_I	2022 HH Used Frozen Hot Snack Last 6 Mo: Index
MP12111h_B	2022 HH Used Frozen Main Course (Entree or Casserole) Last 6 Mo
MP12111h_I	2022 HH Used Frozen Main Course (Entree or Casserole) Last 6 Mo: Index
MP12114h_B	2022 HH Used Frozen Pizza Last 6 Mo
MP12114h_I	2022 HH Used Frozen Pizza Last 6 Mo: Index
MP12116h_B	2022 HH Used Frozen Snack (Not Yogurt or Ice Cream) Last 6 Mo
MP12116h_I	2022 HH Used Frozen Snack (Not Yogurt or Ice Cream) Last 6 Mo: Index
MP12117h_B	2022 HH Used Frozen Vegetables Last 6 Mo
MP12117h_I	2022 HH Used Frozen Vegetables Last 6 Mo: Index
MP12209h_B	2022 HH Used Frozen Vegetarian Burgers Last 6 Mo
MP12209h_I	2022 HH Used Frozen Vegetarian Burgers Last 6 Mo: Index
MP12118h_B	2022 HH Used Frozen Waffles Last 6 Mo
MP12118h_I	2022 HH Used Frozen Waffles Last 6 Mo: Index
MP12119h_B	2022 HH Used Frozen Yogurt Last 6 Mo

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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
MP12119h_I	2022 HH Used Frozen Yogurt Last 6 Mo: Index
MP12120h_B	2022 HH Used Fruit Snacks Last 6 Mo
MP12120h_I	2022 HH Used Fruit Snacks Last 6 Mo: Index
MP12126h_B	2022 HH Used Ice Cream Bars or Sandwiches or Bon-Bons Last 6 Mo
MP12126h_I	2022 HH Used Ice Cream Bars or Sandwiches or Bon-Bons Last 6 Mo: Index
MP12127h_B	2022 HH Used Ice Cream or Gelato or Sherbet Last 6 Mo
MP12127h_I	2022 HH Used Ice Cream or Gelato or Sherbet Last 6 Mo: Index
MP12139h_B	2022 HH Used Fresh Milk Last 6 Mo
MP12139h_I	2022 HH Used Fresh Milk Last 6 Mo: Index
MP12148h_B	2022 HH Used Nutrition or Energy Bars Last 6 Mo
MP12148h_I	2022 HH Used Nutrition or Energy Bars Last 6 Mo: Index
MP12149h_B	2022 HH Bought Nuts Last 6 Mo
MP12149h_I	2022 HH Bought Nuts Last 6 Mo: Index
MP12156h_B	2022 HH Used Peanut Butter or Other Nut Spread Last 6 Mo
MP12156h_I	2022 HH Used Peanut Butter or Other Nut Spread Last 6 Mo: Index
MP12161h_B	2022 HH Used Popping Corn or Popcorn Snack Last 6 Mo
MP12161h_I	2022 HH Used Popping Corn or Popcorn Snack Last 6 Mo: Index
MP12162h_B	2022 HH Used Potato Chips Last 6 Mo
MP12162h_I	2022 HH Used Potato Chips Last 6 Mo: Index
MP12165h_B	2022 HH Used Pretzels Last 6 Mo
MP12165h_I	2022 HH Used Pretzels Last 6 Mo: Index
MP12167h_B	2022 HH Used Rice Last 6 Mo
MP12167h_I	2022 HH Used Rice Last 6 Mo: Index
MP12168h_B	2022 HH Used Rice (Flavored or Seasoned) Last 6 Mo
MP12168h_I	2022 HH Used Rice (Flavored or Seasoned) Last 6 Mo: Index
MP12170h_B	2022 HH Used Packaged Fresh Salad Last 6 Mo
MP12170h_I	2022 HH Used Packaged Fresh Salad Last 6 Mo: Index
MP12177h_B	2022 HH Used Sausage Last 6 Mo
MP12177h_I	2022 HH Used Sausage Last 6 Mo: Index
MP12186h_B	2022 HH Used Stuffing Mix or Product Last 6 Mo
MP12186h_I	2022 HH Used Stuffing Mix or Product Last 6 Mo: Index
MP12190h_B	2022 HH Used Regular Tea Last 6 Mo
MP12190h_I	2022 HH Used Regular Tea Last 6 Mo: Index
MP12198h_B	2022 HH Used Yogurt Last 6 Mo
MP12198h_I	2022 HH Used Yogurt Last 6 Mo: Index
MP12038a_B	2022 Bought Any Candy Last 6 Mo
MP12038a_I	2022 Bought Any Candy Last 6 Mo: Index
MP12040a_B	2022 Bought Packages of Miniature or Loose Candy Last 6 Mo
MP12040a_I	2022 Bought Packages of Miniature or Loose Candy Last 6 Mo: Index
MP12232a_B	2022 Bought Regular Size Candy Last 6 Mo
MP12232a_I	2022 Bought Regular Size Candy Last 6 Mo: Index
MP12233a_B	2022 Bought King Size Candy Last 6 Mo
MP12233a_I	2022 Bought King Size Candy Last 6 Mo: Index
MP12041a_B	2022 Bought Hard Roll Candy Last 6 Mo
MP12041a_I	2022 Bought Hard Roll Candy Last 6 Mo: Index
MP12042a_B	2022 Bought Boxed Chocolates Last 6 Mo
MP12042a_I	2022 Bought Boxed Chocolates Last 6 Mo: Index
MP12199a_B	2022 Bought Boxed Chocolates as a Gift Last 6 Mo
MP12199a_I	2022 Bought Boxed Chocolates as a Gift Last 6 Mo: Index
MP12204a_B	2022 Drank Coffee (Ready-To-Drink) Last 6 Mo
MP12204a_I	2022 Drank Coffee (Ready-To-Drink) Last 6 Mo: Index
MP12129a_B	2022 Drank Iced Tea (Ready-To-Drink) Last 6 Mo
MP12129a_I	2022 Drank Iced Tea (Ready-To-Drink) Last 6 Mo: Index
MP12078a_B	2022 Drank Diet Cola Last 6 Mo
MP12078a_I	2022 Drank Diet Cola Last 6 Mo: Index
MP12077a_B	2022 Drank Non-Diet (Regular) Cola Last 6 Mo
MP12077a_I	2022 Drank Non-Diet (Regular) Cola Last 6 Mo: Index
MP12146a_B	2022 Drank Diet Non-Cola Soft Drink Last 6 Mo
MP12146a_I	2022 Drank Diet Non-Cola Soft Drink Last 6 Mo: Index
MP12145a_B	2022 Drank Non-Cola Soft Drink (Regular) Last 6 Mo
MP12145a_I	2022 Drank Non-Cola Soft Drink (Regular) Last 6 Mo: Index
MP12097a_B	2022 Drank Energy Drink Last 6 Mo
MP12097a_I	2022 Drank Energy Drink Last 6 Mo: Index
MP12205a_B	2022 Drank 5-Hour Energy Drink Last 6 Mo
MP12205a_I	2022 Drank 5-Hour Energy Drink Last 6 Mo: Index
MP12206a_B	2022 Drank Monster Energy Drink Last 6 Mo
MP12206a_I	2022 Drank Monster Energy Drink Last 6 Mo: Index
MP12207a_B	2022 Drank Red Bull Energy Drink Last 6 Mo
MP12207a_I	2022 Drank Red Bull Energy Drink Last 6 Mo: Index
MP12208a_B	2022 Drank Rockstar Energy Drink Last 6 Mo
MP12208a_I	2022 Drank Rockstar Energy Drink Last 6 Mo: Index
MP12184a_B	2022 Drank Sports Drink or Thirst Quencher Last 6 Mo
MP12184a_I	2022 Drank Sports Drink or Thirst Quencher Last 6 Mo: Index
MP12234h_B	2022 HH Used Orange Juice Last 6 Mo
MP12234h_I	2022 HH Used Orange Juice Last 6 Mo: Index
MP12235h_B	2022 HH Used Tomato/Vegetable Juice Last 6 Mo
MP12235h_I	2022 HH Used Tomato/Vegetable Juice Last 6 Mo: Index
MP12236h_B	2022 HH Used Other Fruit Juice/Drink Last 6 Mo
MP12236h_I	2022 HH Used Other Fruit Juice/Drink Last 6 Mo: Index
MP12237h_B	2022 HH Subscribes to HelloFresh Meal Kits

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP12237h_I	2022 HH Subscribes to HelloFresh Meal Kits: Index
MP13001h_B	2022 HH Spent \$1-\$99 in Average Week at Food Stores
MP13001h_I	2022 HH Spent \$1-\$99 in Average Week at Food Stores: Index
MP13002h_B	2022 HH Spent \$100-\$149 in Average Week at Food Stores
MP13002h_I	2022 HH Spent \$100-\$149 in Average Week at Food Stores: Index
MP13003h_B	2022 HH Spent \$150+ in Average Week at Food Stores
MP13003h_I	2022 HH Spent \$150+ in Average Week at Food Stores: Index
MP13005a_B	2022 Shopped at Albertsons Grocery Store Last 6 Mo
MP13005a_I	2022 Shopped at Albertsons Grocery Store Last 6 Mo: Index
MP13006a_B	2022 Shopped at Aldi Grocery Store Last 6 Mo
MP13006a_I	2022 Shopped at Aldi Grocery Store Last 6 Mo: Index
MP13007a_B	2022 Shopped at Food Lion Grocery Store Last 6 Mo
MP13007a_I	2022 Shopped at Food Lion Grocery Store Last 6 Mo: Index
MP13008a_B	2022 Shopped at GNC Store Last 6 Mo
MP13008a_I	2022 Shopped at GNC Store Last 6 Mo: Index
MP13009a_B	2022 Shopped at Giant Grocery Store Last 6 Mo
MP13009a_I	2022 Shopped at Giant Grocery Store Last 6 Mo: Index
MP13010a_B	2022 Shopped at IGA Grocery Store Last 6 Mo
MP13010a_I	2022 Shopped at IGA Grocery Store Last 6 Mo: Index
MP13011a_B	2022 Shopped at Kroger Grocery Store Last 6 Mo
MP13011a_I	2022 Shopped at Kroger Grocery Store Last 6 Mo: Index
MP13012a_B	2022 Shopped at Meijer Grocery Store Last 6 Mo
MP13012a_I	2022 Shopped at Meijer Grocery Store Last 6 Mo: Index
MP13013a_B	2022 Shopped at Piggly Wiggly Grocery Store Last 6 Mo
MP13013a_I	2022 Shopped at Piggly Wiggly Grocery Store Last 6 Mo: Index
MP13014a_B	2022 Shopped at Publix Grocery Store Last 6 Mo
MP13014a_I	2022 Shopped at Publix Grocery Store Last 6 Mo: Index
MP13016a_B	2022 Shopped at Safeway Grocery Store Last 6 Mo
MP13016a_I	2022 Shopped at Safeway Grocery Store Last 6 Mo: Index
MP13017a_B	2022 Shopped at Save-A-Lot Grocery Store Last 6 Mo
MP13017a_I	2022 Shopped at Save-A-Lot Grocery Store Last 6 Mo: Index
MP13018a_B	2022 Shopped at Stop & Shop Grocery Store Last 6 Mo
MP13018a_I	2022 Shopped at Stop & Shop Grocery Store Last 6 Mo: Index
MP13029a_B	2022 Shopped at Target Grocery Store Last 6 Mo
MP13029a_I	2022 Shopped at Target Grocery Store Last 6 Mo: Index
MP13019a_B	2022 Shopped at Trader Joe's Grocery Store Last 6 Mo
MP13019a_I	2022 Shopped at Trader Joe's Grocery Store Last 6 Mo: Index
MP13030a_B	2022 Shopped at Walmart Neighborhood Market Grocery Store Last 6 Mo
MP13030a_I	2022 Shopped at Walmart Neighborhood Market Grocery Store Last 6 Mo: Index
MP13021a_B	2022 Shopped at Walmart Supercenter Grocery Store Last 6 Mo
MP13021a_I	2022 Shopped at Walmart Supercenter Grocery Store Last 6 Mo: Index
MP13022a_B	2022 Shopped at Wegmans Grocery Store Last 6 Mo
MP13022a_I	2022 Shopped at Wegmans Grocery Store Last 6 Mo: Index
MP13023a_B	2022 Shopped at Whole Foods Market Grocery Store Last 6 Mo
MP13023a_I	2022 Shopped at Whole Foods Market Grocery Store Last 6 Mo: Index
MP13024a_B	2022 Shopped at Winn-Dixie Grocery Store Last 6 Mo
MP13024a_I	2022 Shopped at Winn-Dixie Grocery Store Last 6 Mo: Index
MP13025a_B	2022 Shopped at BJ's Warehouse or Club Store Last 6 Mo
MP13025a_I	2022 Shopped at BJ's Warehouse or Club Store Last 6 Mo: Index
MP13026a_B	2022 Shopped at Costco Warehouse or Club Store Last 6 Mo
MP13026a_I	2022 Shopped at Costco Warehouse or Club Store Last 6 Mo: Index
MP13027a_B	2022 Shopped at Sam's Club Warehouse or Club Store Last 6 Mo
MP13027a_I	2022 Shopped at Sam's Club Warehouse or Club Store Last 6 Mo: Index
MP13028a_B	2022 Purchased Groceries Online Last 30 Days
MP13028a_I	2022 Purchased Groceries Online Last 30 Days: Index
<b>Health and Personal Care (Market Potential)</b>	
MP14129a_B	2022 Typically Spend 1-3 Hours Exercising Per Week
MP14129a_I	2022 Typically Spend 1-3 Hours Exercising Per Week: Index
MP14128a_B	2022 Typically Spend 4-6 Hours Exercising Per Week
MP14128a_I	2022 Typically Spend 4-6 Hours Exercising Per Week: Index
MP14127a_B	2022 Typically Spend 7+ Hours Exercising Per Week
MP14127a_I	2022 Typically Spend 7+ Hours Exercising Per Week: Index
MP14001a_B	2022 Exercise at Home 2+ Times Per Week
MP14001a_I	2022 Exercise at Home 2+ Times Per Week: Index
MP14002a_B	2022 Exercise at Club 2+ Times Per Week
MP14002a_I	2022 Exercise at Club 2+ Times Per Week: Index
MP14003a_B	2022 Exercise at Other Facility (Not Club) 2+ Times Per Week
MP14003a_I	2022 Exercise at Other Facility (Not Club) 2+ Times Per Week: Index
MP14153a_B	2022 Member of LA Fitness Club/Gym
MP14153a_I	2022 Member of LA Fitness Club/Gym: Index
MP14154a_B	2022 Member of Planet Fitness Club/Gym
MP14154a_I	2022 Member of Planet Fitness Club/Gym: Index
MP14155a_B	2022 Member of YMCA Fitness Club/Gym
MP14155a_I	2022 Member of YMCA Fitness Club/Gym: Index
MP14004a_B	2022 Own Elliptical
MP14004a_I	2022 Own Elliptical: Index
MP14005a_B	2022 Own Stationary Bicycle
MP14005a_I	2022 Own Stationary Bicycle: Index

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP14006a_B	2022 Own Treadmill
MP14006a_I	2022 Own Treadmill: Index
MP14007a_B	2022 Own Weight Lifting Equipment
MP14007a_I	2022 Own Weight Lifting Equipment: Index
MP14009a_B	2022 Control Diet for Blood Sugar Level
MP14009a_I	2022 Control Diet for Blood Sugar Level: Index
MP14010a_B	2022 Control Diet for Cholesterol Level
MP14010a_I	2022 Control Diet for Cholesterol Level: Index
MP14146a_B	2022 Control Diet for Food Allergies
MP14146a_I	2022 Control Diet for Food Allergies: Index
MP14011a_B	2022 Control Diet to Maintain Weight
MP14011a_I	2022 Control Diet to Maintain Weight: Index
MP14012a_B	2022 Control Diet for Physical Fitness
MP14012a_I	2022 Control Diet for Physical Fitness: Index
MP14013a_B	2022 Control Diet for Salt Restriction
MP14013a_I	2022 Control Diet for Salt Restriction: Index
MP14014a_B	2022 Control Diet for Weight Loss
MP14014a_I	2022 Control Diet for Weight Loss: Index
MP14015a_B	2022 Use Doctor's Care or Diet for Diet Method
MP14015a_I	2022 Use Doctor's Care or Diet for Diet Method: Index
MP14016a_B	2022 Use Exercise Program for Diet Method
MP14016a_I	2022 Use Exercise Program for Diet Method: Index
MP14018a_B	2022 Buy Foods Specifically Labeled as Fat-Free
MP14018a_I	2022 Buy Foods Specifically Labeled as Fat-Free: Index
MP14019a_B	2022 Buy Foods Specifically Labeled as Gluten-Free
MP14019a_I	2022 Buy Foods Specifically Labeled as Gluten-Free: Index
MP14020a_B	2022 Buy Foods Specifically Labeled as High Fiber
MP14020a_I	2022 Buy Foods Specifically Labeled as High Fiber: Index
MP14021a_B	2022 Buy Foods Specifically Labeled as High Protein
MP14021a_I	2022 Buy Foods Specifically Labeled as High Protein: Index
MP14151a_B	2022 Buy Foods Specifically Labeled as Hormone-Free
MP14151a_I	2022 Buy Foods Specifically Labeled as Hormone-Free: Index
MP14022a_B	2022 Buy Foods Specifically Labeled as Lactose-Free
MP14022a_I	2022 Buy Foods Specifically Labeled as Lactose-Free: Index
MP14023a_B	2022 Buy Foods Specifically Labeled as Low-Calorie
MP14023a_I	2022 Buy Foods Specifically Labeled as Low-Calorie: Index
MP14024a_B	2022 Buy Foods Specifically Labeled as Low-Carb
MP14024a_I	2022 Buy Foods Specifically Labeled as Low-Carb: Index
MP14025a_B	2022 Buy Foods Specifically Labeled as Low-Cholesterol
MP14025a_I	2022 Buy Foods Specifically Labeled as Low-Cholesterol: Index
MP14026a_B	2022 Buy Foods Specifically Labeled as Low-Fat
MP14026a_I	2022 Buy Foods Specifically Labeled as Low-Fat: Index
MP14027a_B	2022 Buy Foods Specifically Labeled as Low-Sodium
MP14027a_I	2022 Buy Foods Specifically Labeled as Low-Sodium: Index
MP14028a_B	2022 Buy Foods Specifically Labeled as Natural/Organic
MP14028a_I	2022 Buy Foods Specifically Labeled as Natural/Organic: Index
MP14145a_B	2022 Buy Foods Specifically Labeled as Probiotic
MP14145a_I	2022 Buy Foods Specifically Labeled as Probiotic: Index
MP14029a_B	2022 Buy Foods Specifically Labeled as Sugar-Free
MP14029a_I	2022 Buy Foods Specifically Labeled as Sugar-Free: Index
MP14152a_B	2022 Consider Self to Be Semi-Vegetarian
MP14152a_I	2022 Consider Self to Be Semi-Vegetarian: Index
MP14030a_B	2022 Used Meal or Dietary or Weight Loss Supplement Last 6 Mo
MP14030a_I	2022 Used Meal or Dietary or Weight Loss Supplement Last 6 Mo: Index
MP14031a_B	2022 Used Vitamins or Dietary Supplements Last 6 Mo
MP14031a_I	2022 Used Vitamins or Dietary Supplements Last 6 Mo: Index
MP14050a_B	2022 Provide Services as a Primary Caregiver or Caretaker
MP14050a_I	2022 Provide Services as a Primary Caregiver or Caretaker: Index
MP14156a_B	2022 Assist with Chores as Caregiver/Caretaker
MP14156a_I	2022 Assist with Chores as Caregiver/Caretaker: Index
MP14157a_B	2022 Assist with Personal Care as Caregiver/Caretaker
MP14157a_I	2022 Assist with Personal Care as Caregiver/Caretaker: Index
MP14158a_B	2022 Give Medication as Caregiver/Caretaker
MP14158a_I	2022 Give Medication as Caregiver/Caretaker: Index
MP14159a_B	2022 Make Doctor Appointments as Caregiver/Caretaker
MP14159a_I	2022 Make Doctor Appointments as Caregiver/Caretaker: Index
MP14160a_B	2022 Provide Transportation as Caregiver/Caretaker
MP14160a_I	2022 Provide Transportation as Caregiver/Caretaker: Index
MP14051a_B	2022 Visited Doctor Last 12 Mo
MP14051a_I	2022 Visited Doctor Last 12 Mo: Index
MP14052a_B	2022 Visited Doctor 1-2 Times Last 12 Mo
MP14052a_I	2022 Visited Doctor 1-2 Times Last 12 Mo: Index
MP14053a_B	2022 Visited Doctor 3-5 Times Last 12 Mo
MP14053a_I	2022 Visited Doctor 3-5 Times Last 12 Mo: Index
MP14054a_B	2022 Visited Doctor 6+ Times Last 12 Mo
MP14054a_I	2022 Visited Doctor 6+ Times Last 12 Mo: Index
MP14162a_B	2022 Visited Acupuncturist Doctor Last 12 Mo
MP14162a_I	2022 Visited Acupuncturist Doctor Last 12 Mo: Index
MP14163a_B	2022 Visited Allergist Doctor Last 12 Mo
MP14163a_I	2022 Visited Allergist Doctor Last 12 Mo: Index



# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP14056a_B	2022 Visited Cardiologist Doctor Last 12 Mo
MP14056a_I	2022 Visited Cardiologist Doctor Last 12 Mo: Index
MP14057a_B	2022 Visited Chiropractor Last 12 Mo
MP14057a_I	2022 Visited Chiropractor Last 12 Mo: Index
MP14058a_B	2022 Visited Dentist Last 12 Mo
MP14058a_I	2022 Visited Dentist Last 12 Mo: Index
MP14059a_B	2022 Visited Dermatologist Doctor Last 12 Mo
MP14059a_I	2022 Visited Dermatologist Doctor Last 12 Mo: Index
MP14060a_B	2022 Visited Ear or Nose or Throat Doctor Last 12 Mo
MP14060a_I	2022 Visited Ear or Nose or Throat Doctor Last 12 Mo: Index
MP14061a_B	2022 Visited Eye Doctor Last 12 Mo
MP14061a_I	2022 Visited Eye Doctor Last 12 Mo: Index
MP14062a_B	2022 Visited Gastroenterologist Doctor Last 12 Mo
MP14062a_I	2022 Visited Gastroenterologist Doctor Last 12 Mo: Index
MP14063a_B	2022 Visited General or Family Doctor Last 12 Mo
MP14063a_I	2022 Visited General or Family Doctor Last 12 Mo: Index
MP14064a_B	2022 Visited Internist Doctor Last 12 Mo
MP14064a_I	2022 Visited Internist Doctor Last 12 Mo: Index
MP14065a_B	2022 Visited Physical Therapist Doctor Last 12 Mo
MP14065a_I	2022 Visited Physical Therapist Doctor Last 12 Mo: Index
MP14066a_B	2022 Visited Podiatrist Doctor Last 12 Mo
MP14066a_I	2022 Visited Podiatrist Doctor Last 12 Mo: Index
MP14164a_B	2022 Visited Psychiatrist/Psychologist Doctor Last 12 Mo
MP14164a_I	2022 Visited Psychiatrist/Psychologist Doctor Last 12 Mo: Index
MP14165a_B	2022 Filled Prescription Online Last 12 Mos
MP14165a_I	2022 Filled Prescription Online Last 12 Mos: Index
MP14067a_B	2022 Visited Urologist Doctor Last 12 Mo
MP14067a_I	2022 Visited Urologist Doctor Last 12 Mo: Index
MP14068a_B	2022 Visited Nurse Practitioner Last 12 Mo
MP14068a_I	2022 Visited Nurse Practitioner Last 12 Mo: Index
MP14069a_B	2022 Wear Regular/Sun/Tinted Prescription Eyeglasses
MP14069a_I	2022 Wear Regular/Sun/Tinted Prescription Eyeglasses: Index
MP14070a_B	2022 Wear Bi-Focal/Multi-Focal/Progressive Glasses
MP14070a_I	2022 Wear Bi-Focal/Multi-Focal/Progressive Glasses: Index
MP14072a_B	2022 Wear Soft Contact Lenses
MP14072a_I	2022 Wear Soft Contact Lenses: Index
MP14074a_B	2022 Spent \$1-\$99 on Eyeglasses Last 12 Mo
MP14074a_I	2022 Spent \$1-\$99 on Eyeglasses Last 12 Mo: Index
MP14075a_B	2022 Spent \$100-\$199 on Eyeglasses Last 12 Mo
MP14075a_I	2022 Spent \$100-\$199 on Eyeglasses Last 12 Mo: Index
MP14076a_B	2022 Spent \$200-\$249 on Eyeglasses Last 12 Mo
MP14076a_I	2022 Spent \$200-\$249 on Eyeglasses Last 12 Mo: Index
MP14077a_B	2022 Spent \$250+ on Eyeglasses Last 12 Mo
MP14077a_I	2022 Spent \$250+ on Eyeglasses Last 12 Mo: Index
MP14161a_B	2022 Spent \$1-\$199 on Contact Lenses Last 12 Mo
MP14161a_I	2022 Spent \$1-\$199 on Contact Lenses Last 12 Mo: Index
MP14080a_B	2022 Spent \$200+ on Contact Lenses Last 12 Mo
MP14080a_I	2022 Spent \$200+ on Contact Lenses Last 12 Mo: Index
MP14081a_B	2022 Bought Prescription Eyewear at Discount Optical Center
MP14081a_I	2022 Bought Prescription Eyewear at Discount Optical Center: Index
MP14082a_B	2022 Bought Prescription Eyewear at Private Eye Doctor
MP14082a_I	2022 Bought Prescription Eyewear at Private Eye Doctor: Index
MP14083a_B	2022 Bought Prescription Eyewear at Retail Optical Chain
MP14083a_I	2022 Bought Prescription Eyewear at Retail Optical Chain: Index
MP14134a_B	2022 Bought Prescription Eyewear Online
MP14134a_I	2022 Bought Prescription Eyewear Online: Index
MP14142a_B	2022 Used Acne Prescription Drug
MP14142a_I	2022 Used Acne Prescription Drug: Index
MP14084a_B	2022 Used Allergy or Hay Fever Prescription Drug
MP14084a_I	2022 Used Allergy or Hay Fever Prescription Drug: Index
MP14085a_B	2022 Used Anxiety or Panic Prescription Drug
MP14085a_I	2022 Used Anxiety or Panic Prescription Drug: Index
MP14086a_B	2022 Used Arthritis or Osteoarthritis Prescription Drug
MP14086a_I	2022 Used Arthritis or Osteoarthritis Prescription Drug: Index
MP14087a_B	2022 Used Rheumatoid Arthritis Prescription Drug
MP14087a_I	2022 Used Rheumatoid Arthritis Prescription Drug: Index
MP14088a_B	2022 Used Asthma Prescription Drug
MP14088a_I	2022 Used Asthma Prescription Drug: Index
MP14089a_B	2022 Used Backache or Back Pain Prescription Drug
MP14089a_I	2022 Used Backache or Back Pain Prescription Drug: Index
MP14090a_B	2022 Used Depression Prescription Drug
MP14090a_I	2022 Used Depression Prescription Drug: Index
MP14092a_B	2022 Used Diabetes (Non-Insulin Dependent Type-2) Prescription Drug
MP14092a_I	2022 Used Diabetes (Non-Insulin Dependent Type-2) Prescription Drug: Index
MP14094a_B	2022 Used Heartburn or Acid Reflux Prescription Drug
MP14094a_I	2022 Used Heartburn or Acid Reflux Prescription Drug: Index
MP14095a_B	2022 Used High Blood Pressure Prescription Drug
MP14095a_I	2022 Used High Blood Pressure Prescription Drug: Index
MP14096a_B	2022 Used High Cholesterol Prescription Drug
MP14096a_I	2022 Used High Cholesterol Prescription Drug: Index

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP14143a_B	2022 Used Insomnia Prescription Drug
MP14143a_I	2022 Used Insomnia Prescription Drug: Index
MP14097a_B	2022 Used Migraine Headache Prescription Drug
MP14097a_I	2022 Used Migraine Headache Prescription Drug: Index
MP14098a_B	2022 Used Sinus Congestion or Headache Prescription Drug
MP14098a_I	2022 Used Sinus Congestion or Headache Prescription Drug: Index
MP14099a_B	2022 Used Urinary Tract Infection Prescription Drug
MP14099a_I	2022 Used Urinary Tract Infection Prescription Drug: Index
MP14130a_B	2022 Filled Prescription at Discount or Department Store Last 12 Mo
MP14130a_I	2022 Filled Prescription at Discount or Department Store Last 12 Mo: Index
MP14131a_B	2022 Filled Prescription at Drug Store or Pharmacy Last 12 Mo
MP14131a_I	2022 Filled Prescription at Drug Store or Pharmacy Last 12 Mo: Index
MP14132a_B	2022 Filled Prescription at Supermarket Last 12 Mo
MP14132a_I	2022 Filled Prescription at Supermarket Last 12 Mo: Index
MP14133a_B	2022 Filled Prescription by Mail Order Last 12 Mo
MP14133a_I	2022 Filled Prescription by Mail Order Last 12 Mo: Index
MP14135a_B	2022 Spent \$1-\$9 on Out of Pocket Prescription Drugs Last 30 Days
MP14135a_I	2022 Spent \$1-\$9 on Out of Pocket Prescription Drugs Last 30 Days: Index
MP14136a_B	2022 Spent \$10-\$19 on Out of Pocket Prescription Drugs Last 30 Days
MP14136a_I	2022 Spent \$10-\$19 on Out of Pocket Prescription Drugs Last 30 Days: Index
MP14137a_B	2022 Spent \$20-\$29 on Out of Pocket Prescription Drugs Last 30 Days
MP14137a_I	2022 Spent \$20-\$29 on Out of Pocket Prescription Drugs Last 30 Days: Index
MP14138a_B	2022 Spent \$30-\$49 on Out of Pocket Prescription Drugs Last 30 Days
MP14138a_I	2022 Spent \$30-\$49 on Out of Pocket Prescription Drugs Last 30 Days: Index
MP14139a_B	2022 Spent \$50-\$99 on Out of Pocket Prescription Drugs Last 30 Days
MP14139a_I	2022 Spent \$50-\$99 on Out of Pocket Prescription Drugs Last 30 Days: Index
MP14140a_B	2022 Spent \$100-\$149 on Out of Pocket Prescription Drugs Last 30 Days
MP14140a_I	2022 Spent \$100-\$149 on Out of Pocket Prescription Drugs Last 30 Days: Index
MP14141a_B	2022 Spent \$150+ on Out of Pocket Prescription Drugs Last 30 Days
MP14141a_I	2022 Spent \$150+ on Out of Pocket Prescription Drugs Last 30 Days: Index
MP14103a_B	2022 Used Cold or Sinus or Allergy Med (Nonprescrp) Last 6 Mo
MP14103a_I	2022 Used Cold or Sinus or Allergy Med (Nonprescrp) Last 6 Mo: Index
MP14107a_B	2022 Used Cough Syrup or Suppressant (Nonprescrp) Last 6 Mo
MP14107a_I	2022 Used Cough Syrup or Suppressant (Nonprescrp) Last 6 Mo: Index
MP14114a_B	2022 Used Medicated Skin Cream or Lotion or Spray Last 6 Mo
MP14114a_I	2022 Used Medicated Skin Cream or Lotion or Spray Last 6 Mo: Index
MP14115a_B	2022 Used Non-Medicated Nasal Spray Last 6 Mo
MP14115a_I	2022 Used Non-Medicated Nasal Spray Last 6 Mo: Index
MP14117a_B	2022 Used Pain Relieving Rub or Liquid or Patch Last 6 Mo
MP14117a_I	2022 Used Pain Relieving Rub or Liquid or Patch Last 6 Mo: Index
MP14118a_B	2022 Used Sleeping Aid or Snore Relief Last 6 Mo
MP14118a_I	2022 Used Sleeping Aid or Snore Relief Last 6 Mo: Index
MP14119a_B	2022 Used Sore Throat Remedy or Cough Drops Last 6 Mo
MP14119a_I	2022 Used Sore Throat Remedy or Cough Drops Last 6 Mo: Index
MP14120a_B	2022 Used Sunburn Remedy Last 12 Mo
MP14120a_I	2022 Used Sunburn Remedy Last 12 Mo: Index
MP14121a_B	2022 Used Suntan or Sunscreen Product Last 12 Mo
MP14121a_I	2022 Used Suntan or Sunscreen Product Last 12 Mo: Index
MP14125a_B	2022 Used Toothache/Gum/Canker Sore Remedy Last 6 Mo
MP14125a_I	2022 Used Toothache/Gum/Canker Sore Remedy Last 6 Mo: Index
MP14147h_B	2022 HH Used Children's Cold Tablets/Liquids Last 6 Mo
MP14147h_I	2022 HH Used Children's Cold Tablets/Liquids Last 6 Mo: Index
MP14148h_B	2022 HH Used Children's Cough Syrup Last 6 Mo
MP14148h_I	2022 HH Used Children's Cough Syrup Last 6 Mo: Index
MP14149h_B	2022 HH Used Kids Pain Reliever/Fever Reducer Last 6 Mo
MP14149h_I	2022 HH Used Kids Pain Reliever/Fever Reducer Last 6 Mo: Index
MP14150h_B	2022 HH Used Kids Vitamins/Nutritional Supplements Last 6 Mo
MP14150h_I	2022 HH Used Kids Vitamins/Nutritional Supplements Last 6 Mo: Index
MP25002a_B	2022 Used Body Wash or Shower Gel Last 6 Mo
MP25002a_I	2022 Used Body Wash or Shower Gel Last 6 Mo: Index
MP25003a_B	2022 Used Breath Freshener Last 6 Mo
MP25003a_I	2022 Used Breath Freshener Last 6 Mo: Index
MP25004a_B	2022 Used Gum Breath Freshener Last 6 Mo
MP25004a_I	2022 Used Gum Breath Freshener Last 6 Mo: Index
MP25005a_B	2022 Used Mints Breath Freshener Last 6 Mo
MP25005a_I	2022 Used Mints Breath Freshener Last 6 Mo: Index
MP25007a_B	2022 Used Thin Film Breath Freshener Last 6 Mo
MP25007a_I	2022 Used Thin Film Breath Freshener Last 6 Mo: Index
MP25009a_B	2022 Used Complexion Care Product Last 6 Mo
MP25009a_I	2022 Used Complexion Care Product Last 6 Mo: Index
MP25015a_B	2022 Used Denture Adhesive or Fixative Last 6 Mo
MP25015a_I	2022 Used Denture Adhesive or Fixative Last 6 Mo: Index
MP25016a_B	2022 Used Denture Cleaner Last 6 Mo
MP25016a_I	2022 Used Denture Cleaner Last 6 Mo: Index
MP25020a_B	2022 Used Facial Moisturizer Last 6 Mo
MP25020a_I	2022 Used Facial Moisturizer Last 6 Mo: Index
MP25021a_B	2022 Used Personal Foot Care Product Last 6 Mo
MP25021a_I	2022 Used Personal Foot Care Product Last 6 Mo: Index
MP25022a_B	2022 Used Hair Coloring Product at Home Last 6 Mo
MP25022a_I	2022 Used Hair Coloring Product at Home Last 6 Mo: Index

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP25024a_B	2022 Used Hair Conditioning Treatment at Home Last 6 Mo
MP25024a_I	2022 Used Hair Conditioning Treatment at Home Last 6 Mo: Index
MP25025a_B	2022 Used Hair Growth Product Last 6 Mo
MP25025a_I	2022 Used Hair Growth Product Last 6 Mo: Index
MP25026a_B	2022 Used Hair Spray at Home Last 6 Mo
MP25026a_I	2022 Used Hair Spray at Home Last 6 Mo: Index
MP25027a_B	2022 Used Hair Styling Gel or Lotion or Mousse Last 6 Mo
MP25027a_I	2022 Used Hair Styling Gel or Lotion or Mousse Last 6 Mo: Index
MP25031a_B	2022 Used Mouthwash Last 6 Mo
MP25031a_I	2022 Used Mouthwash Last 6 Mo: Index
MP25032a_B	2022 Used Mouthwash 8+ Times Last 7 Days
MP25032a_I	2022 Used Mouthwash 8+ Times Last 7 Days: Index
MP25060a_B	2022 Used Sensitive Toothpaste Last 6 Mo
MP25060a_I	2022 Used Sensitive Toothpaste Last 6 Mo: Index
MP25040a_B	2022 Used Whitening Toothpaste Last 6 Mo
MP25040a_I	2022 Used Whitening Toothpaste Last 6 Mo: Index
MP25043a_B	2022 Used Tooth Whitener (Not Toothpaste) Last 6 Mo
MP25043a_I	2022 Used Tooth Whitener (Not Toothpaste) Last 6 Mo: Index
MP25055a_B	2022 Used Tooth Whitener (Gel) Last 6 Mo
MP25055a_I	2022 Used Tooth Whitener (Gel) Last 6 Mo: Index
MP25044a_B	2022 Used Tooth Whitener (Strips) Last 6 Mo
MP25044a_I	2022 Used Tooth Whitener (Strips) Last 6 Mo: Index
MP25045a_B	2022 Visited a Day Spa Last 6 Mo
MP25045a_I	2022 Visited a Day Spa Last 6 Mo: Index
MP25046a_B	2022 Purchased Product at Salon or Day Spa Last 6 Mo
MP25046a_I	2022 Purchased Product at Salon or Day Spa Last 6 Mo: Index
MP25047a_B	2022 Used Professional Service for Haircut Last 6 Mo
MP25047a_I	2022 Used Professional Service for Haircut Last 6 Mo: Index
MP25048a_B	2022 Used Professional Service for Hair Color/Highlights Last 6 Mo
MP25048a_I	2022 Used Professional Service for Hair Color/Highlights Last 6 Mo: Index
MP25049a_B	2022 Used Professional Service for Facial Last 6 Mo
MP25049a_I	2022 Used Professional Service for Facial Last 6 Mo: Index
MP25050a_B	2022 Used Professional Service for Massage Last 6 Mo
MP25050a_I	2022 Used Professional Service for Massage Last 6 Mo: Index
MP25051a_B	2022 Used Professional Service for Manicure Last 6 Mo
MP25051a_I	2022 Used Professional Service for Manicure Last 6 Mo: Index
MP25052a_B	2022 Used Professional Service for Pedicure Last 6 Mo
MP25052a_I	2022 Used Professional Service for Pedicure Last 6 Mo: Index
MP25056a_B	2022 Spent \$1-\$99 at Barber Shop Last 6 Mo
MP25056a_I	2022 Spent \$1-\$99 at Barber Shop Last 6 Mo: Index
MP25057a_B	2022 Spent \$100+ at Barber Shop Last 6 Mo
MP25057a_I	2022 Spent \$100+ at Barber Shop Last 6 Mo: Index
MP25058a_B	2022 Spent \$1-\$99 at Beauty Salon Last 6 Mo
MP25058a_I	2022 Spent \$1-\$99 at Beauty Salon Last 6 Mo: Index
MP25059a_B	2022 Spent \$100+ at Beauty Salon Last 6 Mo
MP25059a_I	2022 Spent \$100+ at Beauty Salon Last 6 Mo: Index
MP32001a_B	2022 Smoked Cigarettes Last 12 Mo
MP32001a_I	2022 Smoked Cigarettes Last 12 Mo: Index
MP32002a_B	2022 Smoked 9+ Packs of Cigarettes Last 7 Days
MP32002a_I	2022 Smoked 9+ Packs of Cigarettes Last 7 Days: Index
MP32003a_B	2022 Smoked Menthol Cigarettes Last 12 Mo
MP32003a_I	2022 Smoked Menthol Cigarettes Last 12 Mo: Index
MP32004a_B	2022 Smoked Non-Menthol Cigarettes Last 12 Mo
MP32004a_I	2022 Smoked Non-Menthol Cigarettes Last 12 Mo: Index
MP32010a_B	2022 Smoked Electronic/E-Cigarette/Vaporizer Last 12 Mo
MP32010a_I	2022 Smoked Electronic/E-Cigarette/Vaporizer Last 12 Mo: Index
MP32005a_B	2022 Smoked Cigar Last 6 Mo
MP32005a_I	2022 Smoked Cigar Last 6 Mo: Index
MP32006a_B	2022 Smoked 2+ Cigars Last 7 Days
MP32006a_I	2022 Smoked 2+ Cigars Last 7 Days: Index
MP32011a_B	2022 Used Chewing or Smokeless Tobacco Last 6 Mo
MP32011a_I	2022 Used Chewing or Smokeless Tobacco Last 6 Mo: Index
MP32012a_B	2022 Used Pipe Tobacco Last 6 Mo
MP32012a_I	2022 Used Pipe Tobacco Last 6 Mo: Index
MP32007a_B	2022 Used 'Cold Turkey' Method to Stop Smoking/Last 12 Mo
MP32007a_I	2022 Used 'Cold Turkey' Method to Stop Smoking/Last 12 Mo: Index
<b>Home Improvement, Garden and Lawn (Market Potential)</b>	
MP11001a_B	2022 Have a Garden
MP11001a_I	2022 Have a Garden: Index
MP11002a_B	2022 Participated in Outdoor Gardening Last 12 Mo
MP11002a_I	2022 Participated in Outdoor Gardening Last 12 Mo: Index
MP11003h_B	2022 HH Purchased Lawn Maintenance Service Last 12 Mo
MP11003h_I	2022 HH Purchased Lawn Maintenance Service Last 12 Mo: Index
MP11004h_B	2022 HH Used Service for Property/Garden Maintenance Last 12 Mo
MP11004h_I	2022 HH Used Service for Property/Garden Maintenance Last 12 Mo: Index
MP11005h_B	2022 HH Spent \$1-\$299 on Property/Garden Maintenance Last 12 Mo
MP11005h_I	2022 HH Spent \$1-\$299 on Property/Garden Maintenance Last 12 Mo: Index
MP11006h_B	2022 HH Spent \$300-\$499 on Property/Garden Maintenance Last 12 Mo

## Esri's Market Potential Data Variable List



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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP11006h_I	2022 HH Spent \$300-\$499 on Property/Garden Maintenance Last 12 Mo: Index
MP11007h_B	2022 HH Spent \$500+ on Property/Garden Maintenance Last 12 Mo
MP11007h_I	2022 HH Spent \$500+ on Property/Garden Maintenance Last 12 Mo: Index
MP11008h_B	2022 HH Purchased Flower Bulbs Last 12 Mo
MP11008h_I	2022 HH Purchased Flower Bulbs Last 12 Mo: Index
MP11009h_B	2022 HH Purchased Flower Seeds Last 12 Mo
MP11009h_I	2022 HH Purchased Flower Seeds Last 12 Mo: Index
MP11010h_B	2022 HH Purchased Garden Fertilizer Last 12 Mo
MP11010h_I	2022 HH Purchased Garden Fertilizer Last 12 Mo: Index
MP11011h_B	2022 HH Purchased Garden Insecticide Last 12 Mo
MP11011h_I	2022 HH Purchased Garden Insecticide Last 12 Mo: Index
MP11012h_B	2022 HH Bought Lawn Fertilizer with Weed Control Last 12 Mo
MP11012h_I	2022 HH Bought Lawn Fertilizer with Weed Control Last 12 Mo: Index
MP11013h_B	2022 HH Bought Lawn Fertilizer with No Weed Control Last 12 Mo
MP11013h_I	2022 HH Bought Lawn Fertilizer with No Weed Control Last 12 Mo: Index
MP11014h_B	2022 HH Purchased Lawn Insecticide Last 12 Mo
MP11014h_I	2022 HH Purchased Lawn Insecticide Last 12 Mo: Index
MP11015h_B	2022 HH Purchased Lawn Seed Last 12 Mo
MP11015h_I	2022 HH Purchased Lawn Seed Last 12 Mo: Index
MP11016h_B	2022 HH Purchased Organic Soil Additives Last 12 Mo
MP11016h_I	2022 HH Purchased Organic Soil Additives Last 12 Mo: Index
MP11017h_B	2022 HH Purchased Outdoor Plant Food Last 12 Mo
MP11017h_I	2022 HH Purchased Outdoor Plant Food Last 12 Mo: Index
MP11019h_B	2022 HH Purchased Outdoor Shrub or Plant Last 12 Mo
MP11019h_I	2022 HH Purchased Outdoor Shrub or Plant Last 12 Mo: Index
MP11020h_B	2022 HH Purchased Tree Last 12 Mo
MP11020h_I	2022 HH Purchased Tree Last 12 Mo: Index
MP11021h_B	2022 HH Purchased Vegetable Plants Last 12 Mo
MP11021h_I	2022 HH Purchased Vegetable Plants Last 12 Mo: Index
MP11022h_B	2022 HH Purchased Vegetable Seeds Last 12 Mo
MP11022h_I	2022 HH Purchased Vegetable Seeds Last 12 Mo: Index
MP11024h_B	2022 HH Owns Garden Tiller
MP11024h_I	2022 HH Owns Garden Tiller: Index
MP11025h_B	2022 HH Owns Electric Walk Behind Lawn Mower
MP11025h_I	2022 HH Owns Electric Walk Behind Lawn Mower: Index
MP11026h_B	2022 HH Owns Gas Walk Behind Lawn Mower
MP11026h_I	2022 HH Owns Gas Walk Behind Lawn Mower: Index
MP11027h_B	2022 HH Owns Riding Lawn Mower
MP11027h_I	2022 HH Owns Riding Lawn Mower: Index
MP11029h_B	2022 HH Owns Lawn or Garden Tractor
MP11029h_I	2022 HH Owns Lawn or Garden Tractor: Index
MP11030h_B	2022 HH Owns Electric Outdoor Blower
MP11030h_I	2022 HH Owns Electric Outdoor Blower: Index
MP11031h_B	2022 HH Owns Gas Outdoor Blower
MP11031h_I	2022 HH Owns Gas Outdoor Blower: Index
MP11034h_B	2022 HH Owns Electric Trimmer or Edger
MP11034h_I	2022 HH Owns Electric Trimmer or Edger: Index
MP11035h_B	2022 HH Owns Gas Trimmer or Edger
MP11035h_I	2022 HH Owns Gas Trimmer or Edger: Index
MP11036h_B	2022 HH Purchased Any Tool Last 12 Mo
MP11036h_I	2022 HH Purchased Any Tool Last 12 Mo: Index
MP11037h_B	2022 HH Owns Automotive Tools
MP11037h_I	2022 HH Owns Automotive Tools: Index
MP11038h_B	2022 HH Owns Electric Chain Saw
MP11038h_I	2022 HH Owns Electric Chain Saw: Index
MP11039h_B	2022 HH Owns Gas Chain Saw
MP11039h_I	2022 HH Owns Gas Chain Saw: Index
MP11040h_B	2022 HH Owns Portable Circular Saw
MP11040h_I	2022 HH Owns Portable Circular Saw: Index
MP11042h_B	2022 HH Owns Corded Electric Drill
MP11042h_I	2022 HH Owns Corded Electric Drill: Index
MP11043h_B	2022 HH Owns Cordless Electric Drill
MP11043h_I	2022 HH Owns Cordless Electric Drill: Index
MP11044h_B	2022 HH Owns Electric Router
MP11044h_I	2022 HH Owns Electric Router: Index
MP11045h_B	2022 HH Owns Electric Sander
MP11045h_I	2022 HH Owns Electric Sander: Index
MP11046h_B	2022 HH Owns Electric Cordless Screwdriver
MP11046h_I	2022 HH Owns Electric Cordless Screwdriver: Index
MP11049h_B	2022 HH Owns Portable Jig or Sabre Saw
MP11049h_I	2022 HH Owns Portable Jig or Sabre Saw: Index
MP11051h_B	2022 HH Owns Cordless Power Ratchet
MP11051h_I	2022 HH Owns Cordless Power Ratchet: Index
MP11052h_B	2022 HH Owns Staple Gun
MP11052h_I	2022 HH Owns Staple Gun: Index
MP11053h_B	2022 HH Owns Band Saw (Stationary)
MP11053h_I	2022 HH Owns Band Saw (Stationary): Index
MP11054h_B	2022 HH Owns Drill Press (Stationary)
MP11054h_I	2022 HH Owns Drill Press (Stationary): Index
MP11055h_B	2022 HH Owns Radial Arm Saw (Stationary)

# Esri's Market Potential Data Variable List



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Data Table & Item Code	Data Item Description
MP11055h_I	2022 HH Owns Radial Arm Saw (Stationary): Index
MP11056h_B	2022 HH Owns Table Saw (Stationary)
MP11056h_I	2022 HH Owns Table Saw (Stationary): Index
MP11057h_B	2022 HH Owns Welder
MP11057h_I	2022 HH Owns Welder: Index
MP15001h_B	2022 HH Did Any Home Remodeling Last 12 Mo
MP15001h_I	2022 HH Did Any Home Remodeling Last 12 Mo: Index
MP15002h_B	2022 HH Used Any Green Product with Home Remodeling Work
MP15002h_I	2022 HH Used Any Green Product with Home Remodeling Work: Index
MP15003h_B	2022 HH Spent \$1-\$499 on Home Remodeling Last 12 Mo
MP15003h_I	2022 HH Spent \$1-\$499 on Home Remodeling Last 12 Mo: Index
MP15004h_B	2022 HH Spent \$500-\$2,499 on Home Remodeling Last 12 Mo
MP15004h_I	2022 HH Spent \$500-\$2,499 on Home Remodeling Last 12 Mo: Index
MP15005h_B	2022 HH Spent \$2,500-\$4,999 on Home Remodeling Last 12 Mo
MP15005h_I	2022 HH Spent \$2,500-\$4,999 on Home Remodeling Last 12 Mo: Index
MP15006h_B	2022 HH Spent \$5,000+ on Home Remodeling Last 12 Mo
MP15006h_I	2022 HH Spent \$5,000+ on Home Remodeling Last 12 Mo: Index
MP15007h_B	2022 HH Member Did Home Remodeling Work Last 12 Mo
MP15007h_I	2022 HH Member Did Home Remodeling Work Last 12 Mo: Index
MP15008h_B	2022 HH Used Contractor for Home Remodeling Work Last 12 Mo
MP15008h_I	2022 HH Used Contractor for Home Remodeling Work Last 12 Mo: Index
MP15047h_B	2022 HH Convert Garage/Attic/Basement to Living Space/12 Mo
MP15047h_I	2022 HH Convert Garage/Attic/Basement to Living Space/12 Mo: Index
MP15048h_B	2022 HH Convert Room to Home Office Last 12 Mo
MP15048h_I	2022 HH Convert Room to Home Office Last 12 Mo: Index
MP15009h_B	2022 HH Did Bathroom Remodeling Last 12 Mo
MP15009h_I	2022 HH Did Bathroom Remodeling Last 12 Mo: Index
MP15010h_B	2022 HH Did Bedroom Remodeling Last 12 Mo
MP15010h_I	2022 HH Did Bedroom Remodeling Last 12 Mo: Index
MP15011h_B	2022 HH Did Kitchen Remodeling Last 12 Mo
MP15011h_I	2022 HH Did Kitchen Remodeling Last 12 Mo: Index
MP15012h_B	2022 HH Did Carpeting Home Remodeling Last 12 Mo
MP15012h_I	2022 HH Did Carpeting Home Remodeling Last 12 Mo: Index
MP15013h_B	2022 HH Did Roofing Home Remodeling Last 12 Mo
MP15013h_I	2022 HH Did Roofing Home Remodeling Last 12 Mo: Index
MP15014h_B	2022 HH Did Any Home Improvements Last 12 Mo
MP15014h_I	2022 HH Did Any Home Improvements Last 12 Mo: Index
MP15015h_B	2022 HH Used Any Green Product with Home Improvement Work
MP15015h_I	2022 HH Used Any Green Product with Home Improvement Work: Index
MP15016h_B	2022 HH Spent \$1-\$149 on Home Improvements Last 12 Mo
MP15016h_I	2022 HH Spent \$1-\$149 on Home Improvements Last 12 Mo: Index
MP15017h_B	2022 HH Spent \$150-\$499 on Home Improvements Last 12 Mo
MP15017h_I	2022 HH Spent \$150-\$499 on Home Improvements Last 12 Mo: Index
MP15049h_B	2022 HH Spent \$500-\$999 on Home Improvements Last 12 Mo
MP15049h_I	2022 HH Spent \$500-\$999 on Home Improvements Last 12 Mo: Index
MP15050h_B	2022 HH Spent \$1000+ on Home Improvements Last 12 Mo
MP15050h_I	2022 HH Spent \$1000+ on Home Improvements Last 12 Mo: Index
MP15019h_B	2022 HH Member Did Home Improvement Work Last 12 Mo
MP15019h_I	2022 HH Member Did Home Improvement Work Last 12 Mo: Index
MP15020h_B	2022 HH Used Contractor for Home Improvement Work Last 12 Mo
MP15020h_I	2022 HH Used Contractor for Home Improvement Work Last 12 Mo: Index
MP15027h_B	2022 HH Did Exterior Painting Last 12 Mo
MP15027h_I	2022 HH Did Exterior Painting Last 12 Mo: Index
MP15029h_B	2022 HH Did Interior Painting Last 12 Mo
MP15029h_I	2022 HH Did Interior Painting Last 12 Mo: Index
MP15028h_B	2022 HH Member Did Exterior Painting Last 12 Mo
MP15028h_I	2022 HH Member Did Exterior Painting Last 12 Mo: Index
MP15030h_B	2022 HH Member Did Interior Painting Last 12 Mo
MP15030h_I	2022 HH Member Did Interior Painting Last 12 Mo: Index
MP15031h_B	2022 HH Bought Paint or Stain Last 12 Mo
MP15031h_I	2022 HH Bought Paint or Stain Last 12 Mo: Index
MP15032h_B	2022 HH Bought 1-3 Gallons Paint or Stain Last 12 Mo
MP15032h_I	2022 HH Bought 1-3 Gallons Paint or Stain Last 12 Mo: Index
MP15033h_B	2022 HH Bought 4-7 Gallons Paint or Stain Last 12 Mo
MP15033h_I	2022 HH Bought 4-7 Gallons Paint or Stain Last 12 Mo: Index
MP15034h_B	2022 HH Bought 8+ Gallons Paint or Stain Last 12 Mo
MP15034h_I	2022 HH Bought 8+ Gallons Paint or Stain Last 12 Mo: Index
MP15036h_B	2022 HH Bought Exterior Paint or Stain Last 12 Mo
MP15036h_I	2022 HH Bought Exterior Paint or Stain Last 12 Mo: Index
MP15039h_B	2022 HH Bought Interior Paint or Stain Last 12 Mo
MP15039h_I	2022 HH Bought Interior Paint or Stain Last 12 Mo: Index
MP15043h_B	2022 HH Used Professional Exterminator Last 12 Mo
MP15043h_I	2022 HH Used Professional Exterminator Last 12 Mo: Index
MP15044h_B	2022 HH Used Any Maid/Prof Cleaning Service (Incl Furn/Carpet) Last 12 Mo
MP15044h_I	2022 HH Used Any Maid/Prof Cleaning Service (Incl Furn/Carpet) Last 12 Mo: Index
MP15045h_B	2022 HH Used Maid or Housekeeper Last 12 Mo
MP15045h_I	2022 HH Used Maid or Housekeeper Last 12 Mo: Index
MP15046h_B	2022 HH Used Prof Cleaning Service (Not Incl Furn/Carpet) Last 12 Mo
MP15046h_I	2022 HH Used Prof Cleaning Service (Not Incl Furn/Carpet) Last 12 Mo: Index
MP15042h_B	2022 HH Used Professional Carpet Cleaning Service Last 12 Mo

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP15042h_I	2022 HH Used Professional Carpet Cleaning Service Last 12 Mo: Index
<b>Household Goods, Furniture and Appliances (Market Potential)</b>	
MP16004h_B	2022 HH Purchased Low Ticket HH Furnishing Last 12 Mo
MP16004h_I	2022 HH Purchased Low Ticket HH Furnishing Last 12 Mo: Index
MP16005h_B	2022 HH Purchased Curtains Last 12 Mo
MP16005h_I	2022 HH Purchased Curtains Last 12 Mo: Index
MP16007h_B	2022 HH Purchased Table or Floor Lamp Last 12 Mo
MP16007h_I	2022 HH Purchased Table or Floor Lamp Last 12 Mo: Index
MP16008h_B	2022 HH Purchased Area Rug Last 12 Mo
MP16008h_I	2022 HH Purchased Area Rug Last 12 Mo: Index
MP16009h_B	2022 HH Purchased Lawn or Porch Furniture Last 12 Mo
MP16009h_I	2022 HH Purchased Lawn or Porch Furniture Last 12 Mo: Index
MP16010h_B	2022 HH Purchased Big Ticket HH Furnishing Last 12 Mo
MP16010h_I	2022 HH Purchased Big Ticket HH Furnishing Last 12 Mo: Index
MP16011h_B	2022 HH Purchased Any Bedroom Furniture Last 12 Mo
MP16011h_I	2022 HH Purchased Any Bedroom Furniture Last 12 Mo: Index
MP16012h_B	2022 HH Purchased Bed Frame or Headboard Last 12 Mo
MP16012h_I	2022 HH Purchased Bed Frame or Headboard Last 12 Mo: Index
MP16013h_B	2022 HH Purchased Box Spring Last 12 Mo
MP16013h_I	2022 HH Purchased Box Spring Last 12 Mo: Index
MP16014h_B	2022 HH Purchased Mattress Last 12 Mo
MP16014h_I	2022 HH Purchased Mattress Last 12 Mo: Index
MP16015h_B	2022 HH Purchased Dining Room Furniture Last 12 Mo
MP16015h_I	2022 HH Purchased Dining Room Furniture Last 12 Mo: Index
MP16016h_B	2022 HH Purchased Kitchen Furniture Last 12 Mo
MP16016h_I	2022 HH Purchased Kitchen Furniture Last 12 Mo: Index
MP16017h_B	2022 HH Purchased Living Room Furniture Last 12 Mo
MP16017h_I	2022 HH Purchased Living Room Furniture Last 12 Mo: Index
MP16018h_B	2022 HH Purchased Recliner Last 12 Mo
MP16018h_I	2022 HH Purchased Recliner Last 12 Mo: Index
MP16019h_B	2022 HH Purchased Sofa or Sectional Last 12 Mo
MP16019h_I	2022 HH Purchased Sofa or Sectional Last 12 Mo: Index
MP16020h_B	2022 HH Bought Any Climate Control Appliance Last 12 Mo
MP16020h_I	2022 HH Bought Any Climate Control Appliance Last 12 Mo: Index
MP16021h_B	2022 HH Owns Air Cleaner (Electric)
MP16021h_I	2022 HH Owns Air Cleaner (Electric): Index
MP16022h_B	2022 HH Owns Air Conditioner (Separate Room)
MP16022h_I	2022 HH Owns Air Conditioner (Separate Room): Index
MP16023h_B	2022 HH Owns Dehumidifier
MP16023h_I	2022 HH Owns Dehumidifier: Index
MP16024h_B	2022 HH Owns Attic or Whole House Fan
MP16024h_I	2022 HH Owns Attic or Whole House Fan: Index
MP16025h_B	2022 HH Owns Ceiling Fan (Not Bathroom Vent)
MP16025h_I	2022 HH Owns Ceiling Fan (Not Bathroom Vent): Index
MP16026h_B	2022 HH Owns Fireplace
MP16026h_I	2022 HH Owns Fireplace: Index
MP16108h_B	2022 HH Owns Ductless Cooling and Heating System
MP16108h_I	2022 HH Owns Ductless Cooling and Heating System: Index
MP16027h_B	2022 HH Owns Heat Pump
MP16027h_I	2022 HH Owns Heat Pump: Index
MP16028h_B	2022 HH Owns Humidifier
MP16028h_I	2022 HH Owns Humidifier: Index
MP16029h_B	2022 HH Owns Space Heater (Electric)
MP16029h_I	2022 HH Owns Space Heater (Electric): Index
MP16098h_B	2022 HH Owns 'Smart' or Wi-Fi Connected Thermostat
MP16098h_I	2022 HH Owns 'Smart' or Wi-Fi Connected Thermostat: Index
MP16030h_B	2022 HH Has Central Air Conditioner
MP16030h_I	2022 HH Has Central Air Conditioner: Index
MP16031h_B	2022 HH Has Central Electric Heating
MP16031h_I	2022 HH Has Central Electric Heating: Index
MP16032h_B	2022 HH Has Central Natural Gas Heating
MP16032h_I	2022 HH Has Central Natural Gas Heating: Index
MP16033h_B	2022 HH Owns Central Oil Heating
MP16033h_I	2022 HH Owns Central Oil Heating: Index
MP16034h_B	2022 HH Bought Any Small Kitchen Appliance Last 12 Mo
MP16034h_I	2022 HH Bought Any Small Kitchen Appliance Last 12 Mo: Index
MP16036h_B	2022 HH Owns Bread Making Machine
MP16036h_I	2022 HH Owns Bread Making Machine: Index
MP16038h_B	2022 HH Owns Electric Coffee Grinder
MP16038h_I	2022 HH Owns Electric Coffee Grinder: Index
MP16041h_B	2022 HH Owns Coffee Maker (Single Cup or Pod Brewing)
MP16041h_I	2022 HH Owns Coffee Maker (Single Cup or Pod Brewing): Index
MP16043h_B	2022 HH Owns Espresso or Cappuccino Maker
MP16043h_I	2022 HH Owns Espresso or Cappuccino Maker: Index
MP16044h_B	2022 HH Owns Electric Food Processor
MP16044h_I	2022 HH Owns Electric Food Processor: Index
MP16047h_B	2022 HH Owns Ice Cream Maker
MP16047h_I	2022 HH Owns Ice Cream Maker: Index



# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP16046h_B	2022 HH Owns Electric Indoor Grill
MP16046h_I	2022 HH Owns Electric Indoor Grill: Index
MP16048h_B	2022 HH Owns Electric Juicer
MP16048h_I	2022 HH Owns Electric Juicer: Index
MP16052h_B	2022 HH Owns Pasta Machine
MP16052h_I	2022 HH Owns Pasta Machine: Index
MP16059h_B	2022 HH Owns Vacuum Sealer
MP16059h_I	2022 HH Owns Vacuum Sealer: Index
MP16061h_B	2022 HH Bought Any Large Kitchen Appliance Last 12 Mo
MP16061h_I	2022 HH Bought Any Large Kitchen Appliance Last 12 Mo: Index
MP16062h_B	2022 HH Owns Cooktop
MP16062h_I	2022 HH Owns Cooktop: Index
MP16099h_B	2022 HH Owns Dishwasher
MP16099h_I	2022 HH Owns Dishwasher: Index
MP16065h_B	2022 HH Owns Separate Freezer
MP16065h_I	2022 HH Owns Separate Freezer: Index
MP16067h_B	2022 HH Owns Charcoal Grill
MP16067h_I	2022 HH Owns Charcoal Grill: Index
MP16068h_B	2022 HH Owns Electric Outdoor Grill
MP16068h_I	2022 HH Owns Electric Outdoor Grill: Index
MP16069h_B	2022 HH Owns Gas Grill
MP16069h_I	2022 HH Owns Gas Grill: Index
MP16100h_B	2022 HH Owns Microwave
MP16100h_I	2022 HH Owns Microwave: Index
MP16071h_B	2022 HH Owns Continuous Cleaning Oven
MP16071h_I	2022 HH Owns Continuous Cleaning Oven: Index
MP16072h_B	2022 HH Owns Convection Oven
MP16072h_I	2022 HH Owns Convection Oven: Index
MP16073h_B	2022 HH Owns Built-In Electric Range or Oven
MP16073h_I	2022 HH Owns Built-In Electric Range or Oven: Index
MP16074h_B	2022 HH Owns Built-In Gas Range or Oven
MP16074h_I	2022 HH Owns Built-In Gas Range or Oven: Index
MP16075h_B	2022 HH Owns Combination Range/Microwave
MP16075h_I	2022 HH Owns Combination Range/Microwave: Index
MP16077h_B	2022 HH Owns Electric Stove or Range
MP16077h_I	2022 HH Owns Electric Stove or Range: Index
MP16078h_B	2022 HH Owns Gas Stove or Range
MP16078h_I	2022 HH Owns Gas Stove or Range: Index
MP16101h_B	2022 HH Owns Refrigerator
MP16101h_I	2022 HH Owns Refrigerator: Index
MP16079h_B	2022 HH Owns Trash Compactor
MP16079h_I	2022 HH Owns Trash Compactor: Index
MP16080h_B	2022 HH Bought Any (Non-Kitchen) Appliance/Durable/Last 12 Mo
MP16080h_I	2022 HH Bought Any (Non-Kitchen) Appliance/Durable/Last 12 Mo: Index
MP16083h_B	2022 HH Owns Electric Clothes Dryer
MP16083h_I	2022 HH Owns Electric Clothes Dryer: Index
MP16084h_B	2022 HH Owns Gas Clothes Dryer
MP16084h_I	2022 HH Owns Gas Clothes Dryer: Index
MP16087h_B	2022 HH Owns Portable Generator
MP16087h_I	2022 HH Owns Portable Generator: Index
MP16088h_B	2022 HH Owns Hot Tub or Whirlpool Spa
MP16088h_I	2022 HH Owns Hot Tub or Whirlpool Spa: Index
MP16090h_B	2022 HH Owns Sewing Machine
MP16090h_I	2022 HH Owns Sewing Machine: Index
MP16102h_B	2022 HH Owns Standard or Wired Home Security System
MP16102h_I	2022 HH Owns Standard or Wired Home Security System: Index
MP16109h_B	2022 HH Owns 'Smart' or Wi-Fi Connected Amazon Echo Speakers
MP16109h_I	2022 HH Owns 'Smart' or Wi-Fi Connected Amazon Echo Speakers: Index
MP16110h_B	2022 HH Owns 'Smart' or Wi-Fi Connected Google Home/Nest
MP16110h_I	2022 HH Owns 'Smart' or Wi-Fi Connected Google Home/Nest: Index
MP16103h_B	2022 HH Owns 'Smart' or Wi-Fi Connected Home Security System
MP16103h_I	2022 HH Owns 'Smart' or Wi-Fi Connected Home Security System: Index
MP16111h_B	2022 HH Used 'Smart' or Wi-Fi Connected Light Bulb Last 6 Mos
MP16111h_I	2022 HH Used 'Smart' or Wi-Fi Connected Light Bulb Last 6 Mos: Index
MP16091h_B	2022 HH Owns Smoke or Fire Detector
MP16091h_I	2022 HH Owns Smoke or Fire Detector: Index
MP16095h_B	2022 HH Owns High Efficiency Washing Machine
MP16095h_I	2022 HH Owns High Efficiency Washing Machine: Index
MP16096h_B	2022 HH Owns Standard Washing Machine
MP16096h_I	2022 HH Owns Standard Washing Machine: Index
MP16097h_B	2022 HH Owns Stacked Washer or Dryer
MP16097h_I	2022 HH Owns Stacked Washer or Dryer: Index
MP16105h_B	2022 HH Owns 'SmartHome' Audio System Connected to Hub
MP16105h_I	2022 HH Owns 'SmartHome' Audio System Connected to Hub: Index
MP16106h_B	2022 HH Owns 'SmartHome' Lighting Connected to Hub
MP16106h_I	2022 HH Owns 'SmartHome' Lighting Connected to Hub: Index
MP16107h_B	2022 HH Owns 'SmartHome' TV Connected to Hub
MP16107h_I	2022 HH Owns 'SmartHome' TV Connected to Hub: Index
MP16104h_B	2022 HH Owns 'SmartHome' Thermostat Connected to Hub
MP16104h_I	2022 HH Owns 'SmartHome' Thermostat Connected to Hub: Index

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP16112h_B	2022 HH Owns 'SmartHome' Video Doorbell Connected to Hub
MP16112h_I	2022 HH Owns 'SmartHome' Video Doorbell Connected to Hub: Index
MP17057h_B	2022 HH Recycled Aluminum Beverage Cans Last 30 Days
MP17057h_I	2022 HH Recycled Aluminum Beverage Cans Last 30 Days: Index
MP17058h_B	2022 HH Recycled Batteries Last 30 Days
MP17058h_I	2022 HH Recycled Batteries Last 30 Days: Index
MP17059h_B	2022 HH Recycled Electronic Equipment Last 30 Days
MP17059h_I	2022 HH Recycled Electronic Equipment Last 30 Days: Index
MP17060h_B	2022 HH Recycled Glass Bottles Last 30 Days
MP17060h_I	2022 HH Recycled Glass Bottles Last 30 Days: Index
MP17061h_B	2022 HH Recycled Newspapers Last 30 Days
MP17061h_I	2022 HH Recycled Newspapers Last 30 Days: Index
MP17062h_B	2022 HH Recycled Plastic Bags Last 30 Days
MP17062h_I	2022 HH Recycled Plastic Bags Last 30 Days: Index
MP17063h_B	2022 HH Recycled Plastic Bottles Last 30 Days
MP17063h_I	2022 HH Recycled Plastic Bottles Last 30 Days: Index
MP17001h_B	2022 HH Used Environmentally Friendly/Green Product Last 6 Mo
MP17001h_I	2022 HH Used Environmentally Friendly/Green Product Last 6 Mo: Index
MP17002h_B	2022 HH Used Biodegradable Dishwashing Liquid Last 6 Mo
MP17002h_I	2022 HH Used Biodegradable Dishwashing Liquid Last 6 Mo: Index
MP17003h_B	2022 HH Used Biodegradable All Purpose Cleaner Last 6 Mo
MP17003h_I	2022 HH Used Biodegradable All Purpose Cleaner Last 6 Mo: Index
MP17004h_B	2022 HH Used Biodegradable Glass or Surface Cleaner Last 6 Mo
MP17004h_I	2022 HH Used Biodegradable Glass or Surface Cleaner Last 6 Mo: Index
MP17005h_B	2022 HH Used Biodegradable Laundry Detergent Last 6 Mo
MP17005h_I	2022 HH Used Biodegradable Laundry Detergent Last 6 Mo: Index
MP17006h_B	2022 HH Used Environmentally Friendly Light Bulbs Last 6 Mo
MP17006h_I	2022 HH Used Environmentally Friendly Light Bulbs Last 6 Mo: Index
MP17007h_B	2022 HH Used Recycled Facial Tissues Last 6 Mo
MP17007h_I	2022 HH Used Recycled Facial Tissues Last 6 Mo: Index
MP17008h_B	2022 HH Used Recycled Paper Napkins Last 6 Mo
MP17008h_I	2022 HH Used Recycled Paper Napkins Last 6 Mo: Index
MP17009h_B	2022 HH Used Recycled Paper Plates Last 6 Mo
MP17009h_I	2022 HH Used Recycled Paper Plates Last 6 Mo: Index
MP17010h_B	2022 HH Used Recycled Paper Towels Last 6 Mo
MP17010h_I	2022 HH Used Recycled Paper Towels Last 6 Mo: Index
MP17011h_B	2022 HH Used Recycled Toilet Paper Last 6 Mo
MP17011h_I	2022 HH Used Recycled Toilet Paper Last 6 Mo: Index
<b>Leisure Activities and Lifestyle (Market Potential)</b>	
MP05001a_B	2022 Bought Digital Book Last 12 Mo
MP05001a_I	2022 Bought Digital Book Last 12 Mo: Index
MP05002a_B	2022 Bought Hardcover Book Last 12 Mo
MP05002a_I	2022 Bought Hardcover Book Last 12 Mo: Index
MP05003a_B	2022 Bought Paperback Book Last 12 Mo
MP05003a_I	2022 Bought Paperback Book Last 12 Mo: Index
MP05004a_B	2022 Bought 1-3 Books Last 12 Mo
MP05004a_I	2022 Bought 1-3 Books Last 12 Mo: Index
MP05005a_B	2022 Bought 4-6 Books Last 12 Mo
MP05005a_I	2022 Bought 4-6 Books Last 12 Mo: Index
MP05006a_B	2022 Bought 7+ Books Last 12 Mo
MP05006a_I	2022 Bought 7+ Books Last 12 Mo: Index
MP05007a_B	2022 Bought Fiction Book Last 12 Mo
MP05007a_I	2022 Bought Fiction Book Last 12 Mo: Index
MP05008a_B	2022 Bought Non-Fiction Book Last 12 Mo
MP05008a_I	2022 Bought Non-Fiction Book Last 12 Mo: Index
MP05009a_B	2022 Bought Biography Last 12 Mo
MP05009a_I	2022 Bought Biography Last 12 Mo: Index
MP05010a_B	2022 Bought Children's Book Last 12 Mo
MP05010a_I	2022 Bought Children's Book Last 12 Mo: Index
MP05011a_B	2022 Bought Cookbook Last 12 Mo
MP05011a_I	2022 Bought Cookbook Last 12 Mo: Index
MP05012a_B	2022 Bought History Book Last 12 Mo
MP05012a_I	2022 Bought History Book Last 12 Mo: Index
MP05013a_B	2022 Bought Mystery Book Last 12 Mo
MP05013a_I	2022 Bought Mystery Book Last 12 Mo: Index
MP05028a_B	2022 Bought Novel Last 12 Mo
MP05028a_I	2022 Bought Novel Last 12 Mo: Index
MP05014a_B	2022 Bought Religious Book (Not Bible) Last 12 Mo
MP05014a_I	2022 Bought Religious Book (Not Bible) Last 12 Mo: Index
MP05015a_B	2022 Bought Romance Book Last 12 Mo
MP05015a_I	2022 Bought Romance Book Last 12 Mo: Index
MP05016a_B	2022 Bought Science Fiction Book Last 12 Mo
MP05016a_I	2022 Bought Science Fiction Book Last 12 Mo: Index
MP05017a_B	2022 Bought Personal/Business Self-Help Book Last 12 Mo
MP05017a_I	2022 Bought Personal/Business Self-Help Book Last 12 Mo: Index
MP05018a_B	2022 Bought Travel Book Last 12 Mo
MP05018a_I	2022 Bought Travel Book Last 12 Mo: Index
MP05029a_B	2022 Purchased Greeting Card Last 6 Mo

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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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
MP05029a_I	2022 Purchased Greeting Card Last 6 Mo: Index
MP05030a_B	2022 Bought Book from Barnes & Noble Store Last 12 Mo
MP05030a_I	2022 Bought Book from Barnes & Noble Store Last 12 Mo: Index
MP05031a_B	2022 Bought Book from Other Book Store Last 12 Mo
MP05031a_I	2022 Bought Book from Other Book Store Last 12 Mo: Index
MP05032a_B	2022 Bought Book from Amazon Website Online Last 12 Mo
MP05032a_I	2022 Bought Book from Amazon Website Online Last 12 Mo: Index
MP05033a_B	2022 Bought Book from Barnes & Noble Online Last 12 Mo
MP05033a_I	2022 Bought Book from Barnes & Noble Online Last 12 Mo: Index
MP05034a_B	2022 Bought Book from iTunes/Apple Books Last 12 Mo
MP05034a_I	2022 Bought Book from iTunes/Apple Books Last 12 Mo: Index
MP05035a_B	2022 Listened to Audiobook Last 6 Mo
MP05035a_I	2022 Listened to Audiobook Last 6 Mo: Index
MP20001a_B	2022 Member of AARP
MP20001a_I	2022 Member of AARP: Index
MP20003a_B	2022 Member of Church Board
MP20003a_I	2022 Member of Church Board: Index
MP20004a_B	2022 Member of Fraternal Order
MP20004a_I	2022 Member of Fraternal Order: Index
MP20005a_B	2022 Member of Religious Club
MP20005a_I	2022 Member of Religious Club: Index
MP20006a_B	2022 Member of Union
MP20006a_I	2022 Member of Union: Index
MP20007a_B	2022 Member of Veterans Club
MP20007a_I	2022 Member of Veterans Club: Index
MP20036a_B	2022 Participate in Indoor Gardening or Plant Care
MP20036a_I	2022 Participate in Indoor Gardening or Plant Care: Index
MP20008a_B	2022 Attended Adult Education Course Last 12 Mo
MP20008a_I	2022 Attended Adult Education Course Last 12 Mo: Index
MP20112a_B	2022 Visited an Aquarium Last 12 Mo
MP20112a_I	2022 Visited an Aquarium Last 12 Mo: Index
MP20009a_B	2022 Went to Art Gallery Last 12 Mo
MP20009a_I	2022 Went to Art Gallery Last 12 Mo: Index
MP20010a_B	2022 Attended Auto Show Last 12 Mo
MP20010a_I	2022 Attended Auto Show Last 12 Mo: Index
MP20011a_B	2022 Did Baking Last 12 Mo
MP20011a_I	2022 Did Baking Last 12 Mo: Index
MP20106a_B	2022 Barbecued Last 12 Mo
MP20106a_I	2022 Barbecued Last 12 Mo: Index
MP20012a_B	2022 Went to Bar or Night Club Last 12 Mo
MP20012a_I	2022 Went to Bar or Night Club Last 12 Mo: Index
MP20013a_B	2022 Went to Beach Last 12 Mo
MP20013a_I	2022 Went to Beach Last 12 Mo: Index
MP20014a_B	2022 Played Billiards or Pool Last 12 Mo
MP20014a_I	2022 Played Billiards or Pool Last 12 Mo: Index
MP20015a_B	2022 Played Bingo Last 12 Mo
MP20015a_I	2022 Played Bingo Last 12 Mo: Index
MP20016a_B	2022 Did Birdwatching Last 12 Mo
MP20016a_I	2022 Did Birdwatching Last 12 Mo: Index
MP20017a_B	2022 Played Board Game Last 12 Mo
MP20017a_I	2022 Played Board Game Last 12 Mo: Index
MP20018a_B	2022 Read Book Last 12 Mo
MP20018a_I	2022 Read Book Last 12 Mo: Index
MP20019a_B	2022 Participated in Book Club Last 12 Mo
MP20019a_I	2022 Participated in Book Club Last 12 Mo: Index
MP20020a_B	2022 Went on Overnight Camping Trip Last 12 Mo
MP20020a_I	2022 Went on Overnight Camping Trip Last 12 Mo: Index
MP20021a_B	2022 Played Cards Last 12 Mo
MP20021a_I	2022 Played Cards Last 12 Mo: Index
MP20022a_B	2022 Played Chess Last 12 Mo
MP20022a_I	2022 Played Chess Last 12 Mo: Index
MP20023a_B	2022 Played Computer Game (Offline with Software) Last 12 Mo
MP20023a_I	2022 Played Computer Game (Offline with Software) Last 12 Mo: Index
MP20025a_B	2022 Played Computer Game (Online Without Software) Last 12 Mo
MP20025a_I	2022 Played Computer Game (Online Without Software) Last 12 Mo: Index
MP20026a_B	2022 Cooked for Fun Last 12 Mo
MP20026a_I	2022 Cooked for Fun Last 12 Mo: Index
MP20027a_B	2022 Did Crossword Puzzle Last 12 Mo
MP20027a_I	2022 Did Crossword Puzzle Last 12 Mo: Index
MP20028a_B	2022 Danced or Went Dancing Last 12 Mo
MP20028a_I	2022 Danced or Went Dancing Last 12 Mo: Index
MP20029a_B	2022 Attended Dance Performance Last 12 Mo
MP20029a_I	2022 Attended Dance Performance Last 12 Mo: Index
MP20030a_B	2022 Dined Out Last 12 Mo
MP20030a_I	2022 Dined Out Last 12 Mo: Index
MP20111a_B	2022 Flew a Drone Last 12 Mo
MP20111a_I	2022 Flew a Drone Last 12 Mo: Index
MP20107a_B	2022 Attended State or County Fair Last 12 Mo
MP20107a_I	2022 Attended State or County Fair Last 12 Mo: Index
MP20031a_B	2022 Participated in Fantasy Sports League Last 12 Mo

## Esri's Market Potential Data Variable List



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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
MP20031a_I	2022 Participated in Fantasy Sports League Last 12 Mo: Index
MP20032a_B	2022 Did Furniture Refinishing Last 12 Mo
MP20032a_I	2022 Did Furniture Refinishing Last 12 Mo: Index
MP20033a_B	2022 Gambled at Casino Last 12 Mo
MP20033a_I	2022 Gambled at Casino Last 12 Mo: Index
MP20035a_B	2022 Gambled in Las Vegas Last 12 Mo
MP20035a_I	2022 Gambled in Las Vegas Last 12 Mo: Index
MP20110a_B	2022 Participated in Genealogy Last 12 Mo
MP20110a_I	2022 Participated in Genealogy Last 12 Mo: Index
MP20037a_B	2022 Attended Horse Races Last 12 Mo
MP20037a_I	2022 Attended Horse Races Last 12 Mo: Index
MP20038a_B	2022 Participated in Karaoke Last 12 Mo
MP20038a_I	2022 Participated in Karaoke Last 12 Mo: Index
MP20039a_B	2022 Bought Lottery Ticket Last 12 Mo
MP20039a_I	2022 Bought Lottery Ticket Last 12 Mo: Index
MP20040a_B	2022 Played Lottery 6+ Times Last 30 Days
MP20040a_I	2022 Played Lottery 6+ Times Last 30 Days: Index
MP20041a_B	2022 Bought Daily Drawing Lottery Ticket Last 12 Mo
MP20041a_I	2022 Bought Daily Drawing Lottery Ticket Last 12 Mo: Index
MP20042a_B	2022 Bought Instant Game Lottery Ticket Last 12 Mo
MP20042a_I	2022 Bought Instant Game Lottery Ticket Last 12 Mo: Index
MP20103a_B	2022 Bought Mega Millions Lottery Ticket Last 12 Mo
MP20103a_I	2022 Bought Mega Millions Lottery Ticket Last 12 Mo: Index
MP20104a_B	2022 Bought Powerball Lottery Ticket Last 12 Mo
MP20104a_I	2022 Bought Powerball Lottery Ticket Last 12 Mo: Index
MP20044a_B	2022 Attended a Movie Last 6 Mo
MP20044a_I	2022 Attended a Movie Last 6 Mo: Index
MP20045a_B	2022 Attended Movie Once a Week or More Last 90 Days
MP20045a_I	2022 Attended Movie Once a Week or More Last 90 Days: Index
MP20046a_B	2022 Attended Movie 2-3 Times a Month Last 90 Days
MP20046a_I	2022 Attended Movie 2-3 Times a Month Last 90 Days: Index
MP20047a_B	2022 Attended Movie Once a Month Last 90 Days
MP20047a_I	2022 Attended Movie Once a Month Last 90 Days: Index
MP20048a_B	2022 Attended Movie < Once a Month Last 90 Days
MP20048a_I	2022 Attended Movie < Once a Month Last 90 Days: Index
MP20049a_B	2022 Saw Action Genre Movie at Theater Last 6 Mo
MP20049a_I	2022 Saw Action Genre Movie at Theater Last 6 Mo: Index
MP20050a_B	2022 Saw Adventure Genre Movie at Theater Last 6 Mo
MP20050a_I	2022 Saw Adventure Genre Movie at Theater Last 6 Mo: Index
MP20108a_B	2022 Saw Animation Genre Movie at Theater Last 6 Mo
MP20108a_I	2022 Saw Animation Genre Movie at Theater Last 6 Mo: Index
MP20109a_B	2022 Saw Biography Genre Movie at Theater Last 6 Mo
MP20109a_I	2022 Saw Biography Genre Movie at Theater Last 6 Mo: Index
MP20051a_B	2022 Saw Comedy Genre Movie at Theater Last 6 Mo
MP20051a_I	2022 Saw Comedy Genre Movie at Theater Last 6 Mo: Index
MP20052a_B	2022 Saw Crime Genre Movie at Theater Last 6 Mo
MP20052a_I	2022 Saw Crime Genre Movie at Theater Last 6 Mo: Index
MP20053a_B	2022 Saw Drama Genre Movie at Theater Last 6 Mo
MP20053a_I	2022 Saw Drama Genre Movie at Theater Last 6 Mo: Index
MP20054a_B	2022 Saw Family Genre Movie at Theater Last 6 Mo
MP20054a_I	2022 Saw Family Genre Movie at Theater Last 6 Mo: Index
MP20055a_B	2022 Saw Fantasy Genre Movie at Theater Last 6 Mo
MP20055a_I	2022 Saw Fantasy Genre Movie at Theater Last 6 Mo: Index
MP20056a_B	2022 Saw Horror Genre Movie at Theater Last 6 Mo
MP20056a_I	2022 Saw Horror Genre Movie at Theater Last 6 Mo: Index
MP20057a_B	2022 Saw Romance Genre Movie at Theater Last 6 Mo
MP20057a_I	2022 Saw Romance Genre Movie at Theater Last 6 Mo: Index
MP20058a_B	2022 Saw Science Fiction Genre Movie at Theater Last 6 Mo
MP20058a_I	2022 Saw Science Fiction Genre Movie at Theater Last 6 Mo: Index
MP20059a_B	2022 Saw Thriller Genre Movie at Theater Last 6 Mo
MP20059a_I	2022 Saw Thriller Genre Movie at Theater Last 6 Mo: Index
MP20060a_B	2022 Went to Museum Last 12 Mo
MP20060a_I	2022 Went to Museum Last 12 Mo: Index
MP20061a_B	2022 Attended Classical Music or Opera Performance Last 12 Mo
MP20061a_I	2022 Attended Classical Music or Opera Performance Last 12 Mo: Index
MP20062a_B	2022 Attended Country Music Performance Last 12 Mo
MP20062a_I	2022 Attended Country Music Performance Last 12 Mo: Index
MP20063a_B	2022 Attended Rock Music Performance Last 12 Mo
MP20063a_I	2022 Attended Rock Music Performance Last 12 Mo: Index
MP20064a_B	2022 Played Musical Instrument Last 12 Mo
MP20064a_I	2022 Played Musical Instrument Last 12 Mo: Index
MP20065a_B	2022 Did Painting/Drawing/Sculpting Last 12 Mo
MP20065a_I	2022 Did Painting/Drawing/Sculpting Last 12 Mo: Index
MP20066a_B	2022 Did Photo Album or Scrapbooking Last 12 Mo
MP20066a_I	2022 Did Photo Album or Scrapbooking Last 12 Mo: Index
MP20067a_B	2022 Did Photography Last 12 Mo
MP20067a_I	2022 Did Photography Last 12 Mo: Index
MP20068a_B	2022 Did Sudoku Puzzle Last 12 Mo
MP20068a_I	2022 Did Sudoku Puzzle Last 12 Mo: Index
MP20105a_B	2022 Participated in Tailgating Last 12 Mo

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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
MP20105a_I	2022 Participated in Tailgating Last 12 Mo: Index
MP20069a_B	2022 Went to Live Theater Last 12 Mo
MP20069a_I	2022 Went to Live Theater Last 12 Mo: Index
MP20070a_B	2022 Visited a Theme Park Last 12 Mo
MP20070a_I	2022 Visited a Theme Park Last 12 Mo: Index
MP20071a_B	2022 Visited a Theme Park 5+ Times Last 12 Mo
MP20071a_I	2022 Visited a Theme Park 5+ Times Last 12 Mo: Index
MP20072a_B	2022 Participated in Trivia Games Last 12 Mo
MP20072a_I	2022 Participated in Trivia Games Last 12 Mo: Index
MP20073a_B	2022 Played (Console) Video or Electronic Game Last 12 Mo
MP20073a_I	2022 Played (Console) Video or Electronic Game Last 12 Mo: Index
MP20074a_B	2022 Played (Portable) Video or Electronic Game Last 12 Mo
MP20074a_I	2022 Played (Portable) Video or Electronic Game Last 12 Mo: Index
MP20075a_B	2022 Visited an Indoor Water Park Last 12 Mo
MP20075a_I	2022 Visited an Indoor Water Park Last 12 Mo: Index
MP20076a_B	2022 Did Woodworking Last 12 Mo
MP20076a_I	2022 Did Woodworking Last 12 Mo: Index
MP20078a_B	2022 Went to Zoo Last 12 Mo
MP20078a_I	2022 Went to Zoo Last 12 Mo: Index
MP20113a_B	2022 Bought 1-2 DVDs Last 30 Days
MP20113a_I	2022 Bought 1-2 DVDs Last 30 Days: Index
MP20114a_B	2022 Bought 3+ DVDs Last 30 Days
MP20114a_I	2022 Bought 3+ DVDs Last 30 Days: Index
MP20083a_B	2022 Rented 1 DVDs (Movie or Other Video) Last 30 Days
MP20083a_I	2022 Rented 1 DVDs (Movie or Other Video) Last 30 Days: Index
MP20084a_B	2022 Rented 2 DVDs (Movie or Other Video) Last 30 Days
MP20084a_I	2022 Rented 2 DVDs (Movie or Other Video) Last 30 Days: Index
MP20085a_B	2022 Rented 3+ DVDs (Movie or Other Video) Last 30 Days
MP20085a_I	2022 Rented 3+ DVDs (Movie or Other Video) Last 30 Days: Index
MP20086a_B	2022 Rented Action or Adventure Movie Last 30 Days
MP20086a_I	2022 Rented Action or Adventure Movie Last 30 Days: Index
MP20087a_B	2022 Rented Classics Movie Last 30 Days
MP20087a_I	2022 Rented Classics Movie Last 30 Days: Index
MP20088a_B	2022 Rented Comedy Movie Last 30 Days
MP20088a_I	2022 Rented Comedy Movie Last 30 Days: Index
MP20089a_B	2022 Rented Drama Movie Last 30 Days
MP20089a_I	2022 Rented Drama Movie Last 30 Days: Index
MP20090a_B	2022 Rented Family or Children's Movie Last 30 Days
MP20090a_I	2022 Rented Family or Children's Movie Last 30 Days: Index
MP20091a_B	2022 Rented Foreign Movie Last 30 Days
MP20091a_I	2022 Rented Foreign Movie Last 30 Days: Index
MP20092a_B	2022 Rented Horror Movie Last 30 Days
MP20092a_I	2022 Rented Horror Movie Last 30 Days: Index
MP20093a_B	2022 Rented Musical Movie Last 30 Days
MP20093a_I	2022 Rented Musical Movie Last 30 Days: Index
MP20094a_B	2022 Rented News or Documentary Movie Last 30 Days
MP20094a_I	2022 Rented News or Documentary Movie Last 30 Days: Index
MP20095a_B	2022 Rented Romance Movie Last 30 Days
MP20095a_I	2022 Rented Romance Movie Last 30 Days: Index
MP20096a_B	2022 Rented Science Fiction Movie Last 30 Days
MP20096a_I	2022 Rented Science Fiction Movie Last 30 Days: Index
MP20097a_B	2022 Rented TV Show Movie Last 30 Days
MP20097a_I	2022 Rented TV Show Movie Last 30 Days: Index
MP20098a_B	2022 Rented Western Movie Last 30 Days
MP20098a_I	2022 Rented Western Movie Last 30 Days: Index
MP20099a_B	2022 Rented/Purchased DVD or Blu-Ray from Amazon Last 30 Days
MP20099a_I	2022 Rented/Purchased DVD or Blu-Ray from Amazon Last 30 Days: Index
MP20100a_B	2022 Rented/Purchased DVD or Blu-Ray from Netflix Last 30 Days
MP20100a_I	2022 Rented/Purchased DVD or Blu-Ray from Netflix Last 30 Days: Index
MP20101a_B	2022 Rented/Purchased DVD or Blu-Ray from Redbox Last 30 Days
MP20101a_I	2022 Rented/Purchased DVD or Blu-Ray from Redbox Last 30 Days: Index
<b>Media - Magazines and Newspapers (Market Potential)</b>	
MP21001a_B	2022 Read Any Magazine (Paper or Electronic Version) Last 6 Mo
MP21001a_I	2022 Read Any Magazine (Paper or Electronic Version) Last 6 Mo: Index
MP21003a_B	2022 Read Airline Magazine (Hard Copy) Last 6 Mo
MP21003a_I	2022 Read Airline Magazine (Hard Copy) Last 6 Mo: Index
MP21004a_B	2022 Read Automotive Magazine (Hard Copy) Last 6 Mo
MP21004a_I	2022 Read Automotive Magazine (Hard Copy) Last 6 Mo: Index
MP21007a_B	2022 Read Business or Finance Magazine (Hard Copy) Last 6 Mo
MP21007a_I	2022 Read Business or Finance Magazine (Hard Copy) Last 6 Mo: Index
MP21009a_B	2022 Read Epicurean Magazine (Hard Copy) Last 6 Mo
MP21009a_I	2022 Read Epicurean Magazine (Hard Copy) Last 6 Mo: Index
MP21010a_B	2022 Read Fishing or Hunting Magazine (Hard Copy) Last 6 Mo
MP21010a_I	2022 Read Fishing or Hunting Magazine (Hard Copy) Last 6 Mo: Index
MP21011a_B	2022 Read General Editorial Magazine (Hard Copy) Last 6 Mo
MP21011a_I	2022 Read General Editorial Magazine (Hard Copy) Last 6 Mo: Index
MP21012a_B	2022 Read Health Magazine (Hard Copy) Last 6 Mo
MP21012a_I	2022 Read Health Magazine (Hard Copy) Last 6 Mo: Index

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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
MP21013a_B	2022 Read Home Service Magazine (Hard Copy) Last 6 Mo
MP21013a_I	2022 Read Home Service Magazine (Hard Copy) Last 6 Mo: Index
MP21016a_B	2022 Read News and Entertainment Magazine (Hard Copy) Last 6 Mo
MP21016a_I	2022 Read News and Entertainment Magazine (Hard Copy) Last 6 Mo: Index
MP21017a_B	2022 Read Parenthood Magazine (Hard Copy) Last 6 Mo
MP21017a_I	2022 Read Parenthood Magazine (Hard Copy) Last 6 Mo: Index
MP21018a_B	2022 Read Science or Technology Magazine (Hard Copy) Last 6 Mo
MP21018a_I	2022 Read Science or Technology Magazine (Hard Copy) Last 6 Mo: Index
MP21019a_B	2022 Read Sports Magazine (Hard Copy) Last 6 Mo
MP21019a_I	2022 Read Sports Magazine (Hard Copy) Last 6 Mo: Index
MP21020a_B	2022 Read Travel Magazine (Hard Copy) Last 6 Mo
MP21020a_I	2022 Read Travel Magazine (Hard Copy) Last 6 Mo: Index
MP21022a_B	2022 Read Women's Fashion Magazine (Hard Copy) Last 6 Mo
MP21022a_I	2022 Read Women's Fashion Magazine (Hard Copy) Last 6 Mo: Index
MP21023a_B	2022 Read Any Daily Newspaper (Paper Version)
MP21023a_I	2022 Read Any Daily Newspaper (Paper Version): Index
MP21024a_B	2022 Read 1 Daily Newspaper (Paper Version)
MP21024a_I	2022 Read 1 Daily Newspaper (Paper Version): Index
MP21025a_B	2022 Read 2+ Daily Newspapers (Paper Version)
MP21025a_I	2022 Read 2+ Daily Newspapers (Paper Version): Index
MP21026a_B	2022 Read Any Sunday Newspaper (Paper Version)
MP21026a_I	2022 Read Any Sunday Newspaper (Paper Version): Index
MP21027a_B	2022 Read 1 Sunday Newspaper (Paper Version)
MP21027a_I	2022 Read 1 Sunday Newspaper (Paper Version): Index
MP21028a_B	2022 Read 2+ Sunday Newspapers (Paper Version)
MP21028a_I	2022 Read 2+ Sunday Newspapers (Paper Version): Index
MP21030a_B	2022 Read Main News or Front Page in Newspaper
MP21030a_I	2022 Read Main News or Front Page in Newspaper: Index
MP21031a_B	2022 Read International or National News in Newspaper
MP21031a_I	2022 Read International or National News in Newspaper: Index
MP21032a_B	2022 Read Local News in Newspaper
MP21032a_I	2022 Read Local News in Newspaper: Index
MP21033a_B	2022 Read Business or Finance Section in Newspaper
MP21033a_I	2022 Read Business or Finance Section in Newspaper: Index
MP21034a_B	2022 Read Classified Section in Newspaper
MP21034a_I	2022 Read Classified Section in Newspaper: Index
MP21035a_B	2022 Read Comics Section in Newspaper
MP21035a_I	2022 Read Comics Section in Newspaper: Index
MP21036a_B	2022 Read Editorial Page in Newspaper
MP21036a_I	2022 Read Editorial Page in Newspaper: Index
MP21037a_B	2022 Read Entertainment or Lifestyle Section in Newspaper
MP21037a_I	2022 Read Entertainment or Lifestyle Section in Newspaper: Index
MP21038a_B	2022 Read Fashion Section in Newspaper
MP21038a_I	2022 Read Fashion Section in Newspaper: Index
MP21039a_B	2022 Read Food or Cooking Section in Newspaper
MP21039a_I	2022 Read Food or Cooking Section in Newspaper: Index
MP21040a_B	2022 Read Health Section in Newspaper
MP21040a_I	2022 Read Health Section in Newspaper: Index
MP21041a_B	2022 Read Home/Furnishings/Gardening Section in Newspaper
MP21041a_I	2022 Read Home/Furnishings/Gardening Section in Newspaper: Index
MP21042a_B	2022 Read Movie Listings & Reviews in Newspaper
MP21042a_I	2022 Read Movie Listings & Reviews in Newspaper: Index
MP21043a_B	2022 Read Science & Technology Section in Newspaper
MP21043a_I	2022 Read Science & Technology Section in Newspaper: Index
MP21044a_B	2022 Read Sports Section in Newspaper
MP21044a_I	2022 Read Sports Section in Newspaper: Index
MP21045a_B	2022 Read Travel Section in Newspaper
MP21045a_I	2022 Read Travel Section in Newspaper: Index
MP21046a_B	2022 Read TV Listings in Newspaper
MP21046a_I	2022 Read TV Listings in Newspaper: Index
MP21056a_B	2022 Read Weather in Newspaper
MP21056a_I	2022 Read Weather in Newspaper: Index
MP21047a_B	2022 Read Advertisements in Newspaper
MP21047a_I	2022 Read Advertisements in Newspaper: Index
MP21048a_B	2022 Read Circulars/Inserts/Fliers in Newspaper
MP21048a_I	2022 Read Circulars/Inserts/Fliers in Newspaper: Index
MP21053a_B	2022 Read Any Digital Newspaper Last 30 Days
MP21053a_I	2022 Read Any Digital Newspaper Last 30 Days: Index
MP21049a_B	2022 Used NYTimes News Website or App Last 30 Days
MP21049a_I	2022 Used NYTimes News Website or App Last 30 Days: Index
MP21050a_B	2022 Used USA Today News Website or App Last 30 Days
MP21050a_I	2022 Used USA Today News Website or App Last 30 Days: Index
MP21057a_B	2022 Used Washington Post News Website or App Last 30 Days
MP21057a_I	2022 Used Washington Post News Website or App Last 30 Days: Index
MP21051a_B	2022 Used Wall Street Journal News Website or App Last 30 Days
MP21051a_I	2022 Used Wall Street Journal News Website or App Last 30 Days: Index
<b>Media - Radio and Other Audio (Market Potential)</b>	
MP22002a_B	2022 Listen to Radio at Home on Typical Weekday



## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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
MP22002a_I	2022 Listen to Radio at Home on Typical Weekday: Index
MP22003a_B	2022 Listen to Radio in Car on Typical Weekday
MP22003a_I	2022 Listen to Radio in Car on Typical Weekday: Index
MP22004a_B	2022 Listen to Radio at Work on Typical Weekday
MP22004a_I	2022 Listen to Radio at Work on Typical Weekday: Index
MP22005a_B	2022 Listen to Radio at Home on Typical Weekend
MP22005a_I	2022 Listen to Radio at Home on Typical Weekend: Index
MP22006a_B	2022 Listen to Radio in Car on Typical Weekend
MP22006a_I	2022 Listen to Radio in Car on Typical Weekend: Index
MP22007a_B	2022 Listen to Radio at Work on Typical Weekend
MP22007a_I	2022 Listen to Radio at Work on Typical Weekend: Index
MP22008a_B	2022 Listen to Adult Contemporary Radio Format
MP22008a_I	2022 Listen to Adult Contemporary Radio Format: Index
MP22009a_B	2022 Listen to All News Radio Format
MP22009a_I	2022 Listen to All News Radio Format: Index
MP22011a_B	2022 Listen to Alternative Radio Format
MP22011a_I	2022 Listen to Alternative Radio Format: Index
MP22012a_B	2022 Listen to Contemporary Hit Radio Format
MP22012a_I	2022 Listen to Contemporary Hit Radio Format: Index
MP22013a_B	2022 Listen to Classic Hits Radio Format
MP22013a_I	2022 Listen to Classic Hits Radio Format: Index
MP22014a_B	2022 Listen to Classic Rock Radio Format
MP22014a_I	2022 Listen to Classic Rock Radio Format: Index
MP22015a_B	2022 Listen to Classical Radio Format
MP22015a_I	2022 Listen to Classical Radio Format: Index
MP22016a_B	2022 Listen to Country Radio Format
MP22016a_I	2022 Listen to Country Radio Format: Index
MP22017a_B	2022 Listen to Hispanic Radio Format
MP22017a_I	2022 Listen to Hispanic Radio Format: Index
MP22019a_B	2022 Listen to News or Talk Radio Format
MP22019a_I	2022 Listen to News or Talk Radio Format: Index
MP22021a_B	2022 Listen to Public Radio Format
MP22021a_I	2022 Listen to Public Radio Format: Index
MP22022a_B	2022 Listen to Religious Radio Format
MP22022a_I	2022 Listen to Religious Radio Format: Index
MP22023a_B	2022 Listen to Rhythmic Radio Format
MP22023a_I	2022 Listen to Rhythmic Radio Format: Index
MP22024a_B	2022 Listen to Rock Radio Format
MP22024a_I	2022 Listen to Rock Radio Format: Index
MP22025a_B	2022 Listen to Soft Adult Contemporary Radio Format
MP22025a_I	2022 Listen to Soft Adult Contemporary Radio Format: Index
MP22026a_B	2022 Listen to Sports Radio Format
MP22026a_I	2022 Listen to Sports Radio Format: Index
MP22027a_B	2022 Listen to Urban Radio Format
MP22027a_I	2022 Listen to Urban Radio Format: Index
MP22028a_B	2022 Listen to Radio 6:00 am - 10:00 am Weekday
MP22028a_I	2022 Listen to Radio 6:00 am - 10:00 am Weekday: Index
MP22029a_B	2022 Listen to Radio 10:00 am - 3:00 pm Weekday
MP22029a_I	2022 Listen to Radio 10:00 am - 3:00 pm Weekday: Index
MP22030a_B	2022 Listen to Radio 3:00 pm - 7:00 pm Weekday
MP22030a_I	2022 Listen to Radio 3:00 pm - 7:00 pm Weekday: Index
MP22031a_B	2022 Listen to Radio 7:00 pm - Midnight Weekday
MP22031a_I	2022 Listen to Radio 7:00 pm - Midnight Weekday: Index
MP22032a_B	2022 Listen to Radio Midnight - 6:00 am Weekday
MP22032a_I	2022 Listen to Radio Midnight - 6:00 am Weekday: Index
MP22033a_B	2022 Listen to Radio 6:00 am - 10:00 am Weekend
MP22033a_I	2022 Listen to Radio 6:00 am - 10:00 am Weekend: Index
MP22034a_B	2022 Listen to Radio 10:00 am - 3:00 pm Weekend
MP22034a_I	2022 Listen to Radio 10:00 am - 3:00 pm Weekend: Index
MP22035a_B	2022 Listen to Radio 3:00 pm - 7:00 pm Weekend
MP22035a_I	2022 Listen to Radio 3:00 pm - 7:00 pm Weekend: Index
MP22036a_B	2022 Listen to Radio 7:00 pm - Midnight Weekend
MP22036a_I	2022 Listen to Radio 7:00 pm - Midnight Weekend: Index
MP22037a_B	2022 Listen to Radio Midnight - 6:00 am Weekend
MP22037a_I	2022 Listen to Radio Midnight - 6:00 am Weekend: Index
MP22098a_B	2022 Listened to Any Podcast Last 30 Days
MP22098a_I	2022 Listened to Any Podcast Last 30 Days: Index
MP22099a_B	2022 Listened to Business/Finance Podcast Last 30 Days
MP22099a_I	2022 Listened to Business/Finance Podcast Last 30 Days: Index
MP22100a_B	2022 Listened to Comedy Podcast Last 30 Days
MP22100a_I	2022 Listened to Comedy Podcast Last 30 Days: Index
MP22101a_B	2022 Listened to Crime/Investigative Reporting Podcast Last 30 Days
MP22101a_I	2022 Listened to Crime/Investigative Reporting Podcast Last 30 Days: Index
MP22102a_B	2022 Listened to Education Podcast Last 30 Days
MP22102a_I	2022 Listened to Education Podcast Last 30 Days: Index
MP22103a_B	2022 Listened to Entertainment/Culture Podcast Last 30 Days
MP22103a_I	2022 Listened to Entertainment/Culture Podcast Last 30 Days: Index
MP22104a_B	2022 Listened to Health/Fitness/Lifestyle Podcast Last 30 Days
MP22104a_I	2022 Listened to Health/Fitness/Lifestyle Podcast Last 30 Days: Index
MP22105a_B	2022 Listened to History Podcast Last 30 Days

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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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
MP22105a_I	2022 Listened to History Podcast Last 30 Days: Index
MP22106a_B	2022 Listened to Music Podcast Last 30 Days
MP22106a_I	2022 Listened to Music Podcast Last 30 Days: Index
MP22107a_B	2022 Listened to News/Current Events Podcast Last 30 Days
MP22107a_I	2022 Listened to News/Current Events Podcast Last 30 Days: Index
MP22108a_B	2022 Listened to Politics Podcast Last 30 Days
MP22108a_I	2022 Listened to Politics Podcast Last 30 Days: Index
MP22109a_B	2022 Listened to Science Podcast Last 30 Days
MP22109a_I	2022 Listened to Science Podcast Last 30 Days: Index
MP22110a_B	2022 Listened to Sports Podcast Last 30 Days
MP22110a_I	2022 Listened to Sports Podcast Last 30 Days: Index
MP22093a_B	2022 Listened to Online Only Radio or Music Service Last 30 Days
MP22093a_I	2022 Listened to Online Only Radio or Music Service Last 30 Days: Index
MP22092a_B	2022 Listened to Online AM/FM Radio Stations Last 30 Days
MP22092a_I	2022 Listened to Online AM/FM Radio Stations Last 30 Days: Index
MP22094a_B	2022 Listened to Amazon Prime Music Audio Service Last 30 Days
MP22094a_I	2022 Listened to Amazon Prime Music Audio Service Last 30 Days: Index
MP22088a_B	2022 Listened to Apple Music Audio Service Last 30 Days
MP22088a_I	2022 Listened to Apple Music Audio Service Last 30 Days: Index
MP22089a_B	2022 Listened to iHeartRadio Audio Service Last 30 Days
MP22089a_I	2022 Listened to iHeartRadio Audio Service Last 30 Days: Index
MP22096a_B	2022 Listened to iTunes Audio Service Last 30 Days
MP22096a_I	2022 Listened to iTunes Audio Service Last 30 Days: Index
MP22090a_B	2022 Listened to Pandora Audio Service Last 30 Days
MP22090a_I	2022 Listened to Pandora Audio Service Last 30 Days: Index
MP22097a_B	2022 Listened to SoundCloud Audio Service Last 30 Days
MP22097a_I	2022 Listened to SoundCloud Audio Service Last 30 Days: Index
MP22091a_B	2022 Listened to Spotify Audio Service Last 30 Days
MP22091a_I	2022 Listened to Spotify Audio Service Last 30 Days: Index
MP22075h_B	2022 HH Subscribes to SiriusXM Satellite Radio
MP22075h_I	2022 HH Subscribes to SiriusXM Satellite Radio: Index
MP22040a_B	2022 Downloaded Any Individual Song Last 6 Mo
MP22040a_I	2022 Downloaded Any Individual Song Last 6 Mo: Index
MP22080a_B	2022 Downloaded <10 Individual Songs Last 6 Mo
MP22080a_I	2022 Downloaded <10 Individual Songs Last 6 Mo: Index
MP22043a_B	2022 Downloaded 10-29 Individual Songs Last 6 Mo
MP22043a_I	2022 Downloaded 10-29 Individual Songs Last 6 Mo: Index
MP22044a_B	2022 Downloaded 30+ Individual Songs Last 6 Mo
MP22044a_I	2022 Downloaded 30+ Individual Songs Last 6 Mo: Index
MP22045a_B	2022 Downloaded Any Album Last 6 Mo
MP22045a_I	2022 Downloaded Any Album Last 6 Mo: Index
MP22046a_B	2022 Downloaded 1 Album Last 6 Mo
MP22046a_I	2022 Downloaded 1 Album Last 6 Mo: Index
MP22047a_B	2022 Downloaded 2-4 Albums Last 6 Mo
MP22047a_I	2022 Downloaded 2-4 Albums Last 6 Mo: Index
MP22048a_B	2022 Downloaded 5+ Albums Last 6 Mo
MP22048a_I	2022 Downloaded 5+ Albums Last 6 Mo: Index
MP22049a_B	2022 Purchased Any CD Last 6 Mo
MP22049a_I	2022 Purchased Any CD Last 6 Mo: Index
MP22050a_B	2022 Purchased 1 CD Last 6 Mo
MP22050a_I	2022 Purchased 1 CD Last 6 Mo: Index
MP22051a_B	2022 Purchased 2-4 CDs Last 6 Mo
MP22051a_I	2022 Purchased 2-4 CDs Last 6 Mo: Index
MP22053a_B	2022 Listen/Purchased Alternative Music Last 6 Mo
MP22053a_I	2022 Listen/Purchased Alternative Music Last 6 Mo: Index
MP22054a_B	2022 Listen/Purchased Blues Last 6 Mo
MP22054a_I	2022 Listen/Purchased Blues Last 6 Mo: Index
MP22055a_B	2022 Listen/Purchased Classic Rock Last 6 Mo
MP22055a_I	2022 Listen/Purchased Classic Rock Last 6 Mo: Index
MP22056a_B	2022 Listen/Purchased Classical Music Last 6 Mo
MP22056a_I	2022 Listen/Purchased Classical Music Last 6 Mo: Index
MP22057a_B	2022 Listen/Purchased Contemporary Christian Last 6 Mo
MP22057a_I	2022 Listen/Purchased Contemporary Christian Last 6 Mo: Index
MP22058a_B	2022 Listen/Purchased Country Music Last 6 Mo
MP22058a_I	2022 Listen/Purchased Country Music Last 6 Mo: Index
MP22059a_B	2022 Listen/Purchased Dance Music Last 6 Mo
MP22059a_I	2022 Listen/Purchased Dance Music Last 6 Mo: Index
MP22060a_B	2022 Listen/Purchased Easy Listening Music Last 6 Mo
MP22060a_I	2022 Listen/Purchased Easy Listening Music Last 6 Mo: Index
MP22076a_B	2022 Listen/Purchased 80's Pop Last 6 Mo
MP22076a_I	2022 Listen/Purchased 80's Pop Last 6 Mo: Index
MP22061a_B	2022 Listen/Purchased Faith & Inspiration Last 6 Mo
MP22061a_I	2022 Listen/Purchased Faith & Inspiration Last 6 Mo: Index
MP22062a_B	2022 Listen/Purchased Folk Music Last 6 Mo
MP22062a_I	2022 Listen/Purchased Folk Music Last 6 Mo: Index
MP22063a_B	2022 Listen/Purchased Gospel Music Last 6 Mo
MP22063a_I	2022 Listen/Purchased Gospel Music Last 6 Mo: Index
MP22064a_B	2022 Listen/Purchased Hard Rock Last 6 Mo
MP22064a_I	2022 Listen/Purchased Hard Rock Last 6 Mo: Index
MP22065a_B	2022 Listen/Purchased Hip Hop Music Last 6 Mo

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP22065a_I	2022 Listen/Purchased Hip Hop Music Last 6 Mo: Index
MP22077a_B	2022 Listen/Purchased Indie Last 6 Mo
MP22077a_I	2022 Listen/Purchased Indie Last 6 Mo: Index
MP22066a_B	2022 Listen/Purchased Jazz Last 6 Mo
MP22066a_I	2022 Listen/Purchased Jazz Last 6 Mo: Index
MP22067a_B	2022 Listen/Purchased New Age Music Last 6 Mo
MP22067a_I	2022 Listen/Purchased New Age Music Last 6 Mo: Index
MP22078a_B	2022 Listen/Purchased Oldies (50's & 60'S) Last 6 Mo
MP22078a_I	2022 Listen/Purchased Oldies (50's & 60'S) Last 6 Mo: Index
MP22068a_B	2022 Listen/Purchased Pop or Top 40 Music Last 6 Mo
MP22068a_I	2022 Listen/Purchased Pop or Top 40 Music Last 6 Mo: Index
MP22069a_B	2022 Listen/Purchased R&B Music Last 6 Mo
MP22069a_I	2022 Listen/Purchased R&B Music Last 6 Mo: Index
MP22070a_B	2022 Listen/Purchased Rap Music Last 6 Mo
MP22070a_I	2022 Listen/Purchased Rap Music Last 6 Mo: Index
MP22071a_B	2022 Listen/Purchased Reggae Last 6 Mo
MP22071a_I	2022 Listen/Purchased Reggae Last 6 Mo: Index
MP22072a_B	2022 Listen/Purchased Soft Rock Last 6 Mo
MP22072a_I	2022 Listen/Purchased Soft Rock Last 6 Mo: Index
MP22079a_B	2022 Listen/Purchased Soundtracks Last 6 Mo
MP22079a_I	2022 Listen/Purchased Soundtracks Last 6 Mo: Index
MP22073a_B	2022 Listen/Purchased Spanish or Latin Music Last 6 Mo
MP22073a_I	2022 Listen/Purchased Spanish or Latin Music Last 6 Mo: Index
MP22082a_B	2022 Purchased Music at Discount Department Store Last 6 Mo
MP22082a_I	2022 Purchased Music at Discount Department Store Last 6 Mo: Index
MP22083a_B	2022 Purchased Music at Music Store Last 6 Mo
MP22083a_I	2022 Purchased Music at Music Store Last 6 Mo: Index
MP22084a_B	2022 Purchased Music Through Amazon Music Last 6 Mo
MP22084a_I	2022 Purchased Music Through Amazon Music Last 6 Mo: Index
MP22085a_B	2022 Purchased Music Through Google Play Last 6 Mo
MP22085a_I	2022 Purchased Music Through Google Play Last 6 Mo: Index
MP22086a_B	2022 Purchased Music Through iTunes Last 6 Mo
MP22086a_I	2022 Purchased Music Through iTunes Last 6 Mo: Index
MP22087a_B	2022 Purchased Music Through Other Online Site Last 6 Mo
MP22087a_I	2022 Purchased Music Through Other Online Site Last 6 Mo: Index
Media - TV Viewing (Market Potential)	
MP23168a_B	2022 Used Google TV Streaming Video Services Last 30 Days
MP23168a_I	2022 Used Google TV Streaming Video Services Last 30 Days: Index
MP23169a_B	2022 Used Hulu Streaming Video Services Last 30 Days
MP23169a_I	2022 Used Hulu Streaming Video Services Last 30 Days: Index
MP23170a_B	2022 Used Netflix Streaming Video Services Last 30 Days
MP23170a_I	2022 Used Netflix Streaming Video Services Last 30 Days: Index
MP23171a_B	2022 Used Prime Video Streaming Video Services Last 30 Days
MP23171a_I	2022 Used Prime Video Streaming Video Services Last 30 Days: Index
MP23172a_B	2022 Used Sling TV Streaming Video Services Last 30 Days
MP23172a_I	2022 Used Sling TV Streaming Video Services Last 30 Days: Index
MP23173a_B	2022 Used YouTube Streaming Video Services Last 30 Days
MP23173a_I	2022 Used YouTube Streaming Video Services Last 30 Days: Index
MP23001h_B	2022 HH Subscribes to Cable TV
MP23001h_I	2022 HH Subscribes to Cable TV: Index
MP23002h_B	2022 HH Subscribes to Fiber Optic TV
MP23002h_I	2022 HH Subscribes to Fiber Optic TV: Index
MP23158h_B	2022 HH Subscribes to Google TV Streaming Video Service
MP23158h_I	2022 HH Subscribes to Google TV Streaming Video Service: Index
MP23155h_B	2022 HH Subscribes to Hulu Streaming Video Service
MP23155h_I	2022 HH Subscribes to Hulu Streaming Video Service: Index
MP23156h_B	2022 HH Subscribes to Netflix Streaming Video Service
MP23156h_I	2022 HH Subscribes to Netflix Streaming Video Service: Index
MP23157h_B	2022 HH Subscribes to Prime Video Streaming Video Service
MP23157h_I	2022 HH Subscribes to Prime Video Streaming Video Service: Index
MP23160h_B	2022 HH Subscribes to Sling TV Streaming Video Service
MP23160h_I	2022 HH Subscribes to Sling TV Streaming Video Service: Index
MP23004h_B	2022 HH Has DirecTV Satellite Dish
MP23004h_I	2022 HH Has DirecTV Satellite Dish: Index
MP23005h_B	2022 HH Has Dish Network Satellite Dish
MP23005h_I	2022 HH Has Dish Network Satellite Dish: Index
MP23006h_B	2022 HH Has Bundled Services (TV or Internet or Phone)
MP23006h_I	2022 HH Has Bundled Services (TV or Internet or Phone): Index
MP23007h_B	2022 HH Has Digital Video Recorder (DVR)
MP23007h_I	2022 HH Has Digital Video Recorder (DVR): Index
MP23009h_B	2022 HH Subscribes to Cinemax Premium Channel
MP23009h_I	2022 HH Subscribes to Cinemax Premium Channel: Index
MP23010h_B	2022 HH Subscribes to Starz Encore Premium Channel
MP23010h_I	2022 HH Subscribes to Starz Encore Premium Channel: Index
MP23128h_B	2022 HH Subscribes to EPIX Premium Channel
MP23128h_I	2022 HH Subscribes to EPIX Premium Channel: Index
MP23011h_B	2022 HH Subscribes to HBO Premium Channel
MP23011h_I	2022 HH Subscribes to HBO Premium Channel: Index

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Data Table & Item Code	Data Item Description
MP23012h_B	2022 HH Subscribes to The Movie Channel Premium Channel
MP23012h_I	2022 HH Subscribes to The Movie Channel Premium Channel: Index
MP23013h_B	2022 HH Subscribes to Showtime Premium Channel
MP23013h_I	2022 HH Subscribes to Showtime Premium Channel: Index
MP23014h_B	2022 HH Subscribes to Starz Premium Channel
MP23014h_I	2022 HH Subscribes to Starz Premium Channel: Index
MP23015a_B	2022 Watch TV (Including Cable) 30 Min or More in Typical Week
MP23015a_I	2022 Watch TV (Including Cable) 30 Min or More in Typical Week: Index
MP23016a_B	2022 Viewed Any Program on Spanish TV Network Last 12 Mo
MP23016a_I	2022 Viewed Any Program on Spanish TV Network Last 12 Mo: Index
MP23152a_B	2022 Viewed Any Program on Telemundo Last 12 Mo
MP23152a_I	2022 Viewed Any Program on Telemundo Last 12 Mo: Index
MP23153a_B	2022 Viewed Any Program on UniMas Last 12 Mo
MP23153a_I	2022 Viewed Any Program on UniMas Last 12 Mo: Index
MP23154a_B	2022 Viewed Any Program on Univision Last 12 Mo
MP23154a_I	2022 Viewed Any Program on Univision Last 12 Mo: Index
MP23018a_B	2022 Viewed Movie (Video-On-Demand) Last 30 Days
MP23018a_I	2022 Viewed Movie (Video-On-Demand) Last 30 Days: Index
MP23019a_B	2022 Viewed TV Show (Video-On-Demand) Last 30 Days
MP23019a_I	2022 Viewed TV Show (Video-On-Demand) Last 30 Days: Index
MP23020a_B	2022 Watched Any Pay-Per-View TV Last 12 Mo
MP23020a_I	2022 Watched Any Pay-Per-View TV Last 12 Mo: Index
MP23021a_B	2022 Watched Movies on Pay-Per-View TV Last 12 Mo
MP23021a_I	2022 Watched Movies on Pay-Per-View TV Last 12 Mo: Index
MP23022a_B	2022 Watched Sports Events on Pay-Per-View TV Last 12 Mo
MP23022a_I	2022 Watched Sports Events on Pay-Per-View TV Last 12 Mo: Index
MP23161a_B	2022 Watch Daytime Talk or Variety on TV
MP23161a_I	2022 Watch Daytime Talk or Variety on TV: Index
MP23025a_B	2022 Watch Documentary or Informational (Primetime) on TV
MP23025a_I	2022 Watch Documentary or Informational (Primetime) on TV: Index
MP23026a_B	2022 Watch Early Evening Network News (Mon-Fri) on TV
MP23026a_I	2022 Watch Early Evening Network News (Mon-Fri) on TV: Index
MP23027a_B	2022 Watch Early Evening Network News (Weekend) on TV
MP23027a_I	2022 Watch Early Evening Network News (Weekend) on TV: Index
MP23028a_B	2022 Watch Early Morning News on TV
MP23028a_I	2022 Watch Early Morning News on TV: Index
MP23029a_B	2022 Watch Early Morning Talk/Informational/News on TV
MP23029a_I	2022 Watch Early Morning Talk/Informational/News on TV: Index
MP23144a_B	2022 Watch Early Evening Local News (Mon-Fri) on TV
MP23144a_I	2022 Watch Early Evening Local News (Mon-Fri) on TV: Index
MP23145a_B	2022 Watch Late Evening Local News (Mon-Fri) on TV
MP23145a_I	2022 Watch Late Evening Local News (Mon-Fri) on TV: Index
MP23162a_B	2022 Watch Late Night Talk or Variety on TV
MP23162a_I	2022 Watch Late Night Talk or Variety on TV: Index
MP23031a_B	2022 Watch Game Shows (Daytime) on TV
MP23031a_I	2022 Watch Game Shows (Daytime) on TV: Index
MP23032a_B	2022 Watch Game Shows (Primetime) Last Week
MP23032a_I	2022 Watch Game Shows (Primetime) Last Week: Index
MP23033a_B	2022 Watch News Specials on TV
MP23033a_I	2022 Watch News Specials on TV: Index
MP23034a_B	2022 Watch Pageants (Specials) on TV
MP23034a_I	2022 Watch Pageants (Specials) on TV: Index
MP23163a_B	2022 Watch Reality-Based Shows on TV
MP23163a_I	2022 Watch Reality-Based Shows on TV: Index
MP23036a_B	2022 Watch Sunday News or Interview Programs on TV
MP23036a_I	2022 Watch Sunday News or Interview Programs on TV: Index
MP23038a_B	2022 Watched A&E Television Network Last Week
MP23038a_I	2022 Watched A&E Television Network Last Week: Index
MP23137a_B	2022 Watched Adult Swim Last Week
MP23137a_I	2022 Watched Adult Swim Last Week: Index
MP23040a_B	2022 Watched AMC (American Movie Classics) Last Week
MP23040a_I	2022 Watched AMC (American Movie Classics) Last Week: Index
MP23138a_B	2022 Watched American Heroes Channel Last Week
MP23138a_I	2022 Watched American Heroes Channel Last Week: Index
MP23041a_B	2022 Watched Animal Planet Last Week
MP23041a_I	2022 Watched Animal Planet Last Week: Index
MP23178a_B	2022 Watched AXS TV Last Week
MP23178a_I	2022 Watched AXS TV Last Week: Index
MP23042a_B	2022 Watched BBC America Last Week
MP23042a_I	2022 Watched BBC America Last Week: Index
MP23146a_B	2022 Watched BBC World News Last Week
MP23146a_I	2022 Watched BBC World News Last Week: Index
MP23043a_B	2022 Watched BET (Black Entertainment TV) Last Week
MP23043a_I	2022 Watched BET (Black Entertainment TV) Last Week: Index
MP23179a_B	2022 Watched BET (Black Entertainment TV) Her Last Week
MP23179a_I	2022 Watched BET (Black Entertainment TV) Her Last Week: Index
MP23180a_B	2022 Watched Bloomberg TV Last Week
MP23180a_I	2022 Watched Bloomberg TV Last Week: Index
MP23164a_B	2022 Watched Bounce Last Week
MP23164a_I	2022 Watched Bounce Last Week: Index

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Data Table & Item Code	Data Item Description
MP23045a_B	2022 Watched Bravo Last Week
MP23045a_I	2022 Watched Bravo Last Week: Index
MP23046a_B	2022 Watched Cartoon Network Last Week
MP23046a_I	2022 Watched Cartoon Network Last Week: Index
MP23114a_B	2022 Watched CBS Sports Network Last Week
MP23114a_I	2022 Watched CBS Sports Network Last Week: Index
MP23047a_B	2022 Watched CMT (Country Music Television) Last Week
MP23047a_I	2022 Watched CMT (Country Music Television) Last Week: Index
MP23048a_B	2022 Watched CNBC Last Week
MP23048a_I	2022 Watched CNBC Last Week: Index
MP23049a_B	2022 Watched CNN (Cable News Network) Last Week
MP23049a_I	2022 Watched CNN (Cable News Network) Last Week: Index
MP23050a_B	2022 Watched Comedy Central Last Week
MP23050a_I	2022 Watched Comedy Central Last Week: Index
MP23115a_B	2022 Watched Cooking Channel Last Week
MP23115a_I	2022 Watched Cooking Channel Last Week: Index
MP23174a_B	2022 Watched Cozi TV Last Week
MP23174a_I	2022 Watched Cozi TV Last Week: Index
MP23116a_B	2022 Watched Destination America Last Week
MP23116a_I	2022 Watched Destination America Last Week: Index
MP23051a_B	2022 Watched Discovery Channel Last Week
MP23051a_I	2022 Watched Discovery Channel Last Week: Index
MP23147a_B	2022 Watched Discovery Family Last Week
MP23147a_I	2022 Watched Discovery Family Last Week: Index
MP23140a_B	2022 Watched Discovery Life Channel Last Week
MP23140a_I	2022 Watched Discovery Life Channel Last Week: Index
MP23052a_B	2022 Watched Disney Channel Last Week
MP23052a_I	2022 Watched Disney Channel Last Week: Index
MP23148a_B	2022 Watched Disney Junior Last Week
MP23148a_I	2022 Watched Disney Junior Last Week: Index
MP23053a_B	2022 Watched Disney XD Last Week
MP23053a_I	2022 Watched Disney XD Last Week: Index
MP23054a_B	2022 Watched DIY Network Last Week
MP23054a_I	2022 Watched DIY Network Last Week: Index
MP23055a_B	2022 Watched E! (Entertainment Television) Last Week
MP23055a_I	2022 Watched E! (Entertainment Television) Last Week: Index
MP23056a_B	2022 Watched ESPN Last Week
MP23056a_I	2022 Watched ESPN Last Week: Index
MP23181a_B	2022 Watched ESPN SEC Last Week
MP23181a_I	2022 Watched ESPN SEC Last Week: Index
MP23057a_B	2022 Watched ESPN2 Last Week
MP23057a_I	2022 Watched ESPN2 Last Week: Index
MP23059a_B	2022 Watched ESPNNews Last Week
MP23059a_I	2022 Watched ESPNNews Last Week: Index
MP23129a_B	2022 Watched ESPNU Last Week
MP23129a_I	2022 Watched ESPNU Last Week: Index
MP23182a_B	2022 Watched Flix Last Week
MP23182a_I	2022 Watched Flix Last Week: Index
MP23060a_B	2022 Watched Food Network Last Week
MP23060a_I	2022 Watched Food Network Last Week: Index
MP23130a_B	2022 Watched Fox Business Network Last Week
MP23130a_I	2022 Watched Fox Business Network Last Week: Index
MP23061a_B	2022 Watched Fox News Channel Last Week
MP23061a_I	2022 Watched Fox News Channel Last Week: Index
MP23092a_B	2022 Watched Fox Sports 1 Last Week
MP23092a_I	2022 Watched Fox Sports 1 Last Week: Index
MP23131a_B	2022 Watched Fox Sports 2 Last Week
MP23131a_I	2022 Watched Fox Sports 2 Last Week: Index
MP23039a_B	2022 Watched Freeform Channel Last Week
MP23039a_I	2022 Watched Freeform Channel Last Week: Index
MP23063a_B	2022 Watched Fuse Last Week
MP23063a_I	2022 Watched Fuse Last Week: Index
MP23064a_B	2022 Watched FX Last Week
MP23064a_I	2022 Watched FX Last Week: Index
MP23149a_B	2022 Watched FXM (FX Movie Channel) Last Week
MP23149a_I	2022 Watched FXM (FX Movie Channel) Last Week: Index
MP23150a_B	2022 Watched FXX Last Week
MP23150a_I	2022 Watched FXX Last Week: Index
MP23044a_B	2022 Watched FYI Last Week
MP23044a_I	2022 Watched FYI Last Week: Index
MP23065a_B	2022 Watched Golf Channel Last Week
MP23065a_I	2022 Watched Golf Channel Last Week: Index
MP23066a_B	2022 Watched GSN (Game Show Network) Last Week
MP23066a_I	2022 Watched GSN (Game Show Network) Last Week: Index
MP23067a_B	2022 Watched Hallmark Channel Last Week
MP23067a_I	2022 Watched Hallmark Channel Last Week: Index
MP23132a_B	2022 Watched Hallmark Movies and Mysteries Last Week
MP23132a_I	2022 Watched Hallmark Movies and Mysteries Last Week: Index
MP23068a_B	2022 Watched HGTV Last Week
MP23068a_I	2022 Watched HGTV Last Week: Index

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Data Table & Item Code	Data Item Description
MP23069a_B	2022 Watched History Channel Last Week
MP23069a_I	2022 Watched History Channel Last Week: Index
MP23070a_B	2022 Watched HLN Last Week
MP23070a_I	2022 Watched HLN Last Week: Index
MP23072a_B	2022 Watched IFC TV Last Week
MP23072a_I	2022 Watched IFC TV Last Week: Index
MP23175a_B	2022 Watched INSP Last Week
MP23175a_I	2022 Watched INSP Last Week: Index
MP23073a_B	2022 Watched Investigation Discovery Last Week
MP23073a_I	2022 Watched Investigation Discovery Last Week: Index
MP23133a_B	2022 Watched ION Last Week
MP23133a_I	2022 Watched ION Last Week: Index
MP23183a_B	2022 Watched Laff Last Week
MP23183a_I	2022 Watched Laff Last Week: Index
MP23074a_B	2022 Watched Lifetime Last Week
MP23074a_I	2022 Watched Lifetime Last Week: Index
MP23075a_B	2022 Watched LMN (Lifetime Movie Network) Last Week
MP23075a_I	2022 Watched LMN (Lifetime Movie Network) Last Week: Index
MP23151a_B	2022 Watched MeTV Last Week
MP23151a_I	2022 Watched MeTV Last Week: Index
MP23077a_B	2022 Watched MLB Network Last Week
MP23077a_I	2022 Watched MLB Network Last Week: Index
MP23176a_B	2022 Watched Motor Trend Network Last Week
MP23176a_I	2022 Watched Motor Trend Network Last Week: Index
MP23078a_B	2022 Watched MSNBC Last Week
MP23078a_I	2022 Watched MSNBC Last Week: Index
MP23177a_B	2022 Watched MTV Classic Last Week
MP23177a_I	2022 Watched MTV Classic Last Week: Index
MP23079a_B	2022 Watched MTV Last Week
MP23079a_I	2022 Watched MTV Last Week: Index
MP23184a_B	2022 Watched MTV Live Last Week
MP23184a_I	2022 Watched MTV Live Last Week: Index
MP23080a_B	2022 Watched MTV2 Last Week
MP23080a_I	2022 Watched MTV2 Last Week: Index
MP23082a_B	2022 Watched Nat Geo Wild Last Week
MP23082a_I	2022 Watched Nat Geo Wild Last Week: Index
MP23083a_B	2022 Watched National Geographic Channel Last Week
MP23083a_I	2022 Watched National Geographic Channel Last Week: Index
MP23134a_B	2022 Watched NBA TV Last Week
MP23134a_I	2022 Watched NBA TV Last Week: Index
MP23118a_B	2022 Watched NBC Sports Network Last Week
MP23118a_I	2022 Watched NBC Sports Network Last Week: Index
MP23113a_B	2022 Watched NewsNation Last Week
MP23113a_I	2022 Watched NewsNation Last Week: Index
MP23084a_B	2022 Watched NFL Network Last Week
MP23084a_I	2022 Watched NFL Network Last Week: Index
MP23185a_B	2022 Watched NHL Network Last Week
MP23185a_I	2022 Watched NHL Network Last Week: Index
MP23085a_B	2022 Watched Nick at Nite Last Week
MP23085a_I	2022 Watched Nick at Nite Last Week: Index
MP23135a_B	2022 Watched Nick Jr. Last Week
MP23135a_I	2022 Watched Nick Jr. Last Week: Index
MP23086a_B	2022 Watched Nickelodeon Last Week
MP23086a_I	2022 Watched Nickelodeon Last Week: Index
MP23087a_B	2022 Watched Outdoor Channel Last Week
MP23087a_I	2022 Watched Outdoor Channel Last Week: Index
MP23119a_B	2022 Watched OWN (Oprah Winfrey Network) Last Week
MP23119a_I	2022 Watched OWN (Oprah Winfrey Network) Last Week: Index
MP23088a_B	2022 Watched Oxygen Last Week
MP23088a_I	2022 Watched Oxygen Last Week: Index
MP23093a_B	2022 Watched Paramount Network Last Week
MP23093a_I	2022 Watched Paramount Network Last Week: Index
MP23165a_B	2022 Watched PBS Kids Last Week
MP23165a_I	2022 Watched PBS Kids Last Week: Index
MP23141a_B	2022 Watched Pop TV Last Week
MP23141a_I	2022 Watched Pop TV Last Week: Index
MP23136a_B	2022 Watched Reelz Channel Last Week
MP23136a_I	2022 Watched Reelz Channel Last Week: Index
MP23120a_B	2022 Watched SCI Last Week
MP23120a_I	2022 Watched SCI Last Week: Index
MP23142a_B	2022 Watched Smithsonian Channel Last Week
MP23142a_I	2022 Watched Smithsonian Channel Last Week: Index
MP23095a_B	2022 Watched Sundance TV Last Week
MP23095a_I	2022 Watched Sundance TV Last Week: Index
MP23096a_B	2022 Watched SYFY Last Week
MP23096a_I	2022 Watched SYFY Last Week: Index
MP23098a_B	2022 Watched TBS Last Week
MP23098a_I	2022 Watched TBS Last Week: Index
MP23099a_B	2022 Watched TCM (Turner Classic Movies) Last Week
MP23099a_I	2022 Watched TCM (Turner Classic Movies) Last Week: Index



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Data Table & Item Code	Data Item Description
MP23100a_B	2022 Watched TeenNick Last Week
MP23100a_I	2022 Watched TeenNick Last Week: Index
MP23186a_B	2022 Watched Telemundo Last Week
MP23186a_I	2022 Watched Telemundo Last Week: Index
MP23187a_B	2022 Watched The CW Last Week
MP23187a_I	2022 Watched The CW Last Week: Index
MP23111a_B	2022 Watched The Weather Channel Last Week
MP23111a_I	2022 Watched The Weather Channel Last Week: Index
MP23101a_B	2022 Watched TLC (The Learning Channel) Last Week
MP23101a_I	2022 Watched TLC (The Learning Channel) Last Week: Index
MP23102a_B	2022 Watched TNT (Turner Network Television) Last Week
MP23102a_I	2022 Watched TNT (Turner Network Television) Last Week: Index
MP23103a_B	2022 Watched Travel Channel Last Week
MP23103a_I	2022 Watched Travel Channel Last Week: Index
MP23104a_B	2022 Watched truTV Last Week
MP23104a_I	2022 Watched truTV Last Week: Index
MP23166a_B	2022 Watched TV Land Classic Last Week
MP23166a_I	2022 Watched TV Land Classic Last Week: Index
MP23106a_B	2022 Watched TV Land Last Week
MP23106a_I	2022 Watched TV Land Last Week: Index
MP23107a_B	2022 Watched TV One Last Week
MP23107a_I	2022 Watched TV One Last Week: Index
MP23188a_B	2022 Watched Univision Last Week
MP23188a_I	2022 Watched Univision Last Week: Index
MP23189a_B	2022 Watched UPtv Last Week
MP23189a_I	2022 Watched UPtv Last Week: Index
MP23108a_B	2022 Watched USA Network Last Week
MP23108a_I	2022 Watched USA Network Last Week: Index
MP23109a_B	2022 Watched VH1 Last Week
MP23109a_I	2022 Watched VH1 Last Week: Index
MP23167a_B	2022 Watched Vice TV Last Week
MP23167a_I	2022 Watched Vice TV Last Week: Index
MP23112a_B	2022 Watched WE tv Last Week
MP23112a_I	2022 Watched WE tv Last Week: Index
MP23121a_B	2022 Watched Any Premium Channel Last 30 Days
MP23121a_I	2022 Watched Any Premium Channel Last 30 Days: Index
MP23122a_B	2022 Watched Cinemax Last Week
MP23122a_I	2022 Watched Cinemax Last Week: Index
MP23123a_B	2022 Watched Starz Encore Last Week
MP23123a_I	2022 Watched Starz Encore Last Week: Index
MP23124a_B	2022 Watched HBO Last Week
MP23124a_I	2022 Watched HBO Last Week: Index
MP23125a_B	2022 Watched The Movie Channel Last Week
MP23125a_I	2022 Watched The Movie Channel Last Week: Index
MP23126a_B	2022 Watched Showtime Last Week
MP23126a_I	2022 Watched Showtime Last Week: Index
MP23127a_B	2022 Watched Starz Last Week
MP23127a_I	2022 Watched Starz Last Week: Index
<b>Pets and Pet Products (Market Potential)</b>	
MP26001h_B	2022 HH Owns Any Pet
MP26001h_I	2022 HH Owns Any Pet: Index
MP26002h_B	2022 HH Owns Any Bird
MP26002h_I	2022 HH Owns Any Bird: Index
MP26003h_B	2022 HH Owns Any Cat
MP26003h_I	2022 HH Owns Any Cat: Index
MP26004h_B	2022 HH Owns Any Dog
MP26004h_I	2022 HH Owns Any Dog: Index
MP26005h_B	2022 HH Owns 1 Cat
MP26005h_I	2022 HH Owns 1 Cat: Index
MP26006h_B	2022 HH Owns 2+ Cats
MP26006h_I	2022 HH Owns 2+ Cats: Index
MP26007h_B	2022 HH Owns 1 Dog
MP26007h_I	2022 HH Owns 1 Dog: Index
MP26008h_B	2022 HH Owns 2+ Dogs
MP26008h_I	2022 HH Owns 2+ Dogs: Index
MP26009h_B	2022 HH Used Canned or Wet Cat Food Last 6 Mo
MP26009h_I	2022 HH Used Canned or Wet Cat Food Last 6 Mo: Index
MP26012h_B	2022 HH Used Packaged Dry Cat Food Last 6 Mo
MP26012h_I	2022 HH Used Packaged Dry Cat Food Last 6 Mo: Index
MP26015h_B	2022 HH Used Cat Treats Last 6 Mo
MP26015h_I	2022 HH Used Cat Treats Last 6 Mo: Index
MP26017h_B	2022 HH Used Cat Litter Last 6 Mo
MP26017h_I	2022 HH Used Cat Litter Last 6 Mo: Index
MP26019h_B	2022 HH Used Canned or Wet Dog Food Last 6 Mo
MP26019h_I	2022 HH Used Canned or Wet Dog Food Last 6 Mo: Index
MP26022h_B	2022 HH Used Packaged Dry Dog Food Last 6 Mo
MP26022h_I	2022 HH Used Packaged Dry Dog Food Last 6 Mo: Index
MP26025h_B	2022 HH Used Dog Biscuits or Treats Last 6 Mo

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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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
MP26025h_I	2022 HH Used Dog Biscuits or Treats Last 6 Mo: Index
MP26027h_B	2022 HH Used Flea or Tick or Parasite Product for Cat or Dog
MP26027h_I	2022 HH Used Flea or Tick or Parasite Product for Cat or Dog: Index
MP26029h_B	2022 HH Purchased Pet Food Last 12 Mo
MP26029h_I	2022 HH Purchased Pet Food Last 12 Mo: Index
MP26030h_B	2022 HH Purchased Pet Food from Grocery Store Last 12 Mo
MP26030h_I	2022 HH Purchased Pet Food from Grocery Store Last 12 Mo: Index
MP26031h_B	2022 HH Purchased Pet Food from Petco Last 12 Mo
MP26031h_I	2022 HH Purchased Pet Food from Petco Last 12 Mo: Index
MP26032h_B	2022 HH Purchased Pet Food from PetSmart Last 12 Mo
MP26032h_I	2022 HH Purchased Pet Food from PetSmart Last 12 Mo: Index
MP26048h_B	2022 HH Purchased Pet Food from Other Specialty Pet Store Last 12 Mo
MP26048h_I	2022 HH Purchased Pet Food from Other Specialty Pet Store Last 12 Mo: Index
MP26033h_B	2022 HH Purchased Pet Food from Wholesale Club Last 12 Mo
MP26033h_I	2022 HH Purchased Pet Food from Wholesale Club Last 12 Mo: Index
MP26047h_B	2022 HH Purchased Pet Food Internet/Online Last 12 Mo
MP26047h_I	2022 HH Purchased Pet Food Internet/Online Last 12 Mo: Index
MP26034h_B	2022 HH Purchased Pet Food from Vet Last 12 Mo
MP26034h_I	2022 HH Purchased Pet Food from Vet Last 12 Mo: Index
MP26049h_B	2022 HH Spent \$1-\$99 on Pet Food Last 12 Mo
MP26049h_I	2022 HH Spent \$1-\$99 on Pet Food Last 12 Mo: Index
MP26050h_B	2022 HH Spent \$100-\$199 on Pet Food Last 12 Mo
MP26050h_I	2022 HH Spent \$100-\$199 on Pet Food Last 12 Mo: Index
MP26051h_B	2022 HH Spent \$200-\$499 on Pet Food Last 12 Mo
MP26051h_I	2022 HH Spent \$200-\$499 on Pet Food Last 12 Mo: Index
MP26052h_B	2022 HH Spent \$500+ on Pet Food Last 12 Mo
MP26052h_I	2022 HH Spent \$500+ on Pet Food Last 12 Mo: Index
MP26046h_B	2022 HH Purchased Flea Control from Online Last 12 Mo
MP26046h_I	2022 HH Purchased Flea Control from Online Last 12 Mo: Index
MP26035h_B	2022 HH Purchased Flea Control from Vet Last 12 Mo
MP26035h_I	2022 HH Purchased Flea Control from Vet Last 12 Mo: Index
MP26036h_B	2022 HH Took Pet 1 Time to Veterinarian Last 12 Mo
MP26036h_I	2022 HH Took Pet 1 Time to Veterinarian Last 12 Mo: Index
MP26037h_B	2022 HH Took Pet 2 Times to Veterinarian Last 12 Mo
MP26037h_I	2022 HH Took Pet 2 Times to Veterinarian Last 12 Mo: Index
MP26038h_B	2022 HH Took Pet 3 Times to Veterinarian Last 12 Mo
MP26038h_I	2022 HH Took Pet 3 Times to Veterinarian Last 12 Mo: Index
MP26039h_B	2022 HH Took Pet 4 Times to Veterinarian Last 12 Mo
MP26039h_I	2022 HH Took Pet 4 Times to Veterinarian Last 12 Mo: Index
MP26040h_B	2022 HH Took Pet 5+ Times to Veterinarian Last 12 Mo
MP26040h_I	2022 HH Took Pet 5+ Times to Veterinarian Last 12 Mo: Index
MP26053h_B	2022 HH Spent \$1-\$99 on Veterinarian Care Last 12 Mo
MP26053h_I	2022 HH Spent \$1-\$99 on Veterinarian Care Last 12 Mo: Index
MP26054h_B	2022 HH Spent \$100-\$199 on Veterinarian Care Last 12 Mo
MP26054h_I	2022 HH Spent \$100-\$199 on Veterinarian Care Last 12 Mo: Index
MP26055h_B	2022 HH Spent \$200-\$499 on Veterinarian Care Last 12 Mo
MP26055h_I	2022 HH Spent \$200-\$499 on Veterinarian Care Last 12 Mo: Index
MP26056h_B	2022 HH Spent \$500-\$799 on Veterinarian Care Last 12 Mo
MP26056h_I	2022 HH Spent \$500-\$799 on Veterinarian Care Last 12 Mo: Index
MP26057h_B	2022 HH Spent \$800+ on Veterinarian Care Last 12 Mo
MP26057h_I	2022 HH Spent \$800+ on Veterinarian Care Last 12 Mo: Index
MP26041h_B	2022 HH Used Professional Pet Service Last 12 Mo
MP26041h_I	2022 HH Used Professional Pet Service Last 12 Mo: Index
MP26042h_B	2022 HH Used Professional Pet Service 3+ Times Last 12 Mo
MP26042h_I	2022 HH Used Professional Pet Service 3+ Times Last 12 Mo: Index
MP26043h_B	2022 HH Used Professional Boarding or Kennel Pet Service Last 12 Mo
MP26043h_I	2022 HH Used Professional Boarding or Kennel Pet Service Last 12 Mo: Index
MP26044h_B	2022 HH Used Professional Grooming Pet Service Last 12 Mo
MP26044h_I	2022 HH Used Professional Grooming Pet Service Last 12 Mo: Index
MP26045h_B	2022 HH Has Pet Insurance
MP26045h_I	2022 HH Has Pet Insurance: Index
<b>Phones and Yellow Pages (Market Potential)</b>	
MP24001a_B	2022 Referred to Paper or Online Yellow Pages Last 12 Mo
MP24001a_I	2022 Referred to Paper or Online Yellow Pages Last 12 Mo: Index
MP24002a_B	2022 Referred to Paper Yellow Pages Last 12 Mo
MP24002a_I	2022 Referred to Paper Yellow Pages Last 12 Mo: Index
MP24003a_B	2022 Referred to Online Yellow Pages Last 12 Mo
MP24003a_I	2022 Referred to Online Yellow Pages Last 12 Mo: Index
MP27001a_B	2022 Have a Working Cell Phone
MP27001a_I	2022 Have a Working Cell Phone: Index
MP27002a_B	2022 Have a Smartphone
MP27002a_I	2022 Have a Smartphone: Index
MP27080a_B	2022 Have an Android Phone (Any Brand) Smartphone
MP27080a_I	2022 Have an Android Phone (Any Brand) Smartphone: Index
MP27081a_B	2022 Have an Apple iPhone Smartphone
MP27081a_I	2022 Have an Apple iPhone Smartphone: Index
MP27003a_B	2022 Bought Cell Phone Last 12 Mo
MP27003a_I	2022 Bought Cell Phone Last 12 Mo: Index

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP27004a_B	2022 Use Cell Phone for Business
MP27004a_I	2022 Use Cell Phone for Business: Index
MP27005a_B	2022 Use Cell Phone for Personal Use
MP27005a_I	2022 Use Cell Phone for Personal Use: Index
MP27014a_B	2022 Used Cell/Tablet/E-Reader to Access Search Engine Last 30 Days
MP27014a_I	2022 Used Cell/Tablet/E-Reader to Access Search Engine Last 30 Days: Index
MP27015a_B	2022 Used Cell/Tablet/E-Reader for Entertainment Info Last 30 Days
MP27015a_I	2022 Used Cell/Tablet/E-Reader for Entertainment Info Last 30 Days: Index
MP27016a_B	2022 Used Cell/Tablet/E-Reader for Financial Info Last 30 Days
MP27016a_I	2022 Used Cell/Tablet/E-Reader for Financial Info Last 30 Days: Index
MP27017a_B	2022 Used Cell/Tablet/E-Reader for News Last 30 Days
MP27017a_I	2022 Used Cell/Tablet/E-Reader for News Last 30 Days: Index
MP27018a_B	2022 Used Cell/Tablet/E-Reader for Sports Last 30 Days
MP27018a_I	2022 Used Cell/Tablet/E-Reader for Sports Last 30 Days: Index
MP27093a_B	2022 Used Cell/Tablet/E-Reader for Video Call Last 30 Days
MP27093a_I	2022 Used Cell/Tablet/E-Reader for Video Call Last 30 Days: Index
MP27019a_B	2022 Used Cell/Tablet/E-Reader for Weather Last 30 Days
MP27019a_I	2022 Used Cell/Tablet/E-Reader for Weather Last 30 Days: Index
MP27020a_B	2022 Used Cell/Tablet/E-Reader to Download an App Last 30 Days
MP27020a_I	2022 Used Cell/Tablet/E-Reader to Download an App Last 30 Days: Index
MP27021a_B	2022 Used Cell/Tablet/E-Reader to Download a Game Last 30 Days
MP27021a_I	2022 Used Cell/Tablet/E-Reader to Download a Game Last 30 Days: Index
MP27022a_B	2022 Used Cell/Tablet/E-Reader to Download a Ringtone Last 30 Days
MP27022a_I	2022 Used Cell/Tablet/E-Reader to Download a Ringtone Last 30 Days: Index
MP27023a_B	2022 Used Cell/Tablet/E-Reader to Download a Song Last 30 Days
MP27023a_I	2022 Used Cell/Tablet/E-Reader to Download a Song Last 30 Days: Index
MP27024a_B	2022 Used Cell/Tablet/E-Reader to Listen to Music Last 30 Days
MP27024a_I	2022 Used Cell/Tablet/E-Reader to Listen to Music Last 30 Days: Index
MP27025a_B	2022 Used Cell/Tablet/E-Reader to Listen to Podcast Last 30 Days
MP27025a_I	2022 Used Cell/Tablet/E-Reader to Listen to Podcast Last 30 Days: Index
MP27026a_B	2022 Used Cell/Tablet/E-Reader for Map or Directions Last 30 Days
MP27026a_I	2022 Used Cell/Tablet/E-Reader for Map or Directions Last 30 Days: Index
MP27101a_B	2022 Used Cell/Tablet/E-Rdr: Play 1 Player Game Last 30 Days
MP27101a_I	2022 Used Cell/Tablet/E-Rdr: Play 1 Player Game Last 30 Days: Index
MP27102a_B	2022 Used Cell/Tablet/E-Rdr: Play 2+ Player Game Last 30 Days
MP27102a_I	2022 Used Cell/Tablet/E-Rdr: Play 2+ Player Game Last 30 Days: Index
MP27085a_B	2022 Used Cell/Tablet/E-Reader to Purchase a Product Last 30 Days
MP27085a_I	2022 Used Cell/Tablet/E-Reader to Purchase a Product Last 30 Days: Index
MP27079a_B	2022 Used Cell/Tablet/E-Reader to Receive Text Msg Alert Last 30 Days
MP27079a_I	2022 Used Cell/Tablet/E-Reader to Receive Text Msg Alert Last 30 Days: Index
MP27027a_B	2022 Used Cell/Tablet/E-Reader to Redeem a Mobile Coupon Last 30 Days
MP27027a_I	2022 Used Cell/Tablet/E-Reader to Redeem a Mobile Coupon Last 30 Days: Index
MP27087a_B	2022 Used Cell/Tablet/E-Reader to Research Product Last 30 Days
MP27087a_I	2022 Used Cell/Tablet/E-Reader to Research Product Last 30 Days: Index
MP27083a_B	2022 Used Cell/Tablet/E-Reader to Scan a Code Last 30 Days
MP27083a_I	2022 Used Cell/Tablet/E-Reader to Scan a Code Last 30 Days: Index
MP27078a_B	2022 Used Cell/Tablet/E-Reader to Sign Up for Text Alert Last 30 Days
MP27078a_I	2022 Used Cell/Tablet/E-Reader to Sign Up for Text Alert Last 30 Days: Index
MP27097a_B	2022 Used Cell/Tablet/E-Reader to Record a Video Last 30 Days
MP27097a_I	2022 Used Cell/Tablet/E-Reader to Record a Video Last 30 Days: Index
MP27028a_B	2022 Used Cell/Tablet/E-Reader to Text Friends/Family Last 30 Days
MP27028a_I	2022 Used Cell/Tablet/E-Reader to Text Friends/Family Last 30 Days: Index
MP27086a_B	2022 Used Cell/Tablet/E-Reader to Text Rely to Ad Last 30 Days
MP27086a_I	2022 Used Cell/Tablet/E-Reader to Text Rely to Ad Last 30 Days: Index
MP27076a_B	2022 Used Cell/Tablet/E-Reader to Vote with Text Message Last 30 Days
MP27076a_I	2022 Used Cell/Tablet/E-Reader to Vote with Text Message Last 30 Days: Index
MP27077a_B	2022 Used Cell/Tablet/E-Reader to View Ad Sent with Text Last 30 Days
MP27077a_I	2022 Used Cell/Tablet/E-Reader to View Ad Sent with Text Last 30 Days: Index
MP27084a_B	2022 Used Cell/Tablet/E-Reader to Visit Social Media Site Last 30 Days
MP27084a_I	2022 Used Cell/Tablet/E-Reader to Visit Social Media Site Last 30 Days: Index
MP27029a_B	2022 Used Cell/Tablet/E-Reader to Watch a Movie Last 30 Days
MP27029a_I	2022 Used Cell/Tablet/E-Reader to Watch a Movie Last 30 Days: Index
MP27031a_B	2022 Used Cell/Tablet/E-Reader to Watch Download/Streamed TV/30 Days
MP27031a_I	2022 Used Cell/Tablet/E-Reader to Watch Download/Streamed TV/30 Days: Index
MP27092a_B	2022 Used Cell/Tablet/E-Reader to Watch Live TV Last 30 Days
MP27092a_I	2022 Used Cell/Tablet/E-Reader to Watch Live TV Last 30 Days: Index
MP27032a_B	2022 Used Cell/Tablet/E-Reader to Watch a Video Clip Last 30 Days
MP27032a_I	2022 Used Cell/Tablet/E-Reader to Watch a Video Clip Last 30 Days: Index
MP27094a_B	2022 Used Calendar Cell Phone App Last 30 Days
MP27094a_I	2022 Used Calendar Cell Phone App Last 30 Days: Index
MP27095a_B	2022 Used Dating Cell Phone App Last 30 Days
MP27095a_I	2022 Used Dating Cell Phone App Last 30 Days: Index
MP27098a_B	2022 Used Magazine Cell Phone App Last 30 Days
MP27098a_I	2022 Used Magazine Cell Phone App Last 30 Days: Index
MP27096a_B	2022 Used Rideshare/Taxi Cell Phone App Last 30 Days
MP27096a_I	2022 Used Rideshare/Taxi Cell Phone App Last 30 Days: Index
MP27033a_B	2022 Average \$1-\$24 for Monthly Cell Phone Bill
MP27033a_I	2022 Average \$1-\$24 for Monthly Cell Phone Bill: Index
MP27034a_B	2022 Average \$25-\$49 for Monthly Cell Phone Bill
MP27034a_I	2022 Average \$25-\$49 for Monthly Cell Phone Bill: Index

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP27035a_B	2022 Average \$50-\$74 for Monthly Cell Phone Bill
MP27035a_I	2022 Average \$50-\$74 for Monthly Cell Phone Bill: Index
MP27036a_B	2022 Average \$75-\$99 for Monthly Cell Phone Bill
MP27036a_I	2022 Average \$75-\$99 for Monthly Cell Phone Bill: Index
MP27037a_B	2022 Average \$100-\$199 for Monthly Cell Phone Bill
MP27037a_I	2022 Average \$100-\$199 for Monthly Cell Phone Bill: Index
MP27038a_B	2022 Average \$200+ for Monthly Cell Phone Bill
MP27038a_I	2022 Average \$200+ for Monthly Cell Phone Bill: Index
MP27039a_B	2022 Have Individual Cell Phone Plan
MP27039a_I	2022 Have Individual Cell Phone Plan: Index
MP27040a_B	2022 Have Family or Shared Cell Phone Plan
MP27040a_I	2022 Have Family or Shared Cell Phone Plan: Index
MP27041a_B	2022 Have Corporate Cell Phone Plan
MP27041a_I	2022 Have Corporate Cell Phone Plan: Index
MP27042a_B	2022 AT&T Service on Cell Phone Used Most Often
MP27042a_I	2022 AT&T Service on Cell Phone Used Most Often: Index
MP27099a_B	2022 Boost Mobile Service on Cell Phone Used Most Often
MP27099a_I	2022 Boost Mobile Service on Cell Phone Used Most Often: Index
MP27100a_B	2022 Cricket Wireless Service on Cell Phone Used Most Often
MP27100a_I	2022 Cricket Wireless Service on Cell Phone Used Most Often: Index
MP27043a_B	2022 Metro by T-Mobile Service on Cell Phone Used Most Often
MP27043a_I	2022 Metro by T-Mobile Service on Cell Phone Used Most Often: Index
MP27045a_B	2022 T-Mobile Service on Cell Phone Used Most Often
MP27045a_I	2022 T-Mobile Service on Cell Phone Used Most Often: Index
MP27046a_B	2022 Verizon Wireless Service on Cell Phone Used Most Often
MP27046a_I	2022 Verizon Wireless Service on Cell Phone Used Most Often: Index
MP27089a_B	2022 Use Monthly Plan with Contract Cellular Service
MP27089a_I	2022 Use Monthly Plan with Contract Cellular Service: Index
MP27090a_B	2022 Use Monthly Plan Without Contract Cellular Service
MP27090a_I	2022 Use Monthly Plan Without Contract Cellular Service: Index
MP27091a_B	2022 Use Prepaid Plan Cellular Service
MP27091a_I	2022 Use Prepaid Plan Cellular Service: Index
MP27048a_B	2022 Purchased or Refilled Calling Card Last 12 Mo
MP27048a_I	2022 Purchased or Refilled Calling Card Last 12 Mo: Index
MP27049h_B	2022 HH Has a Landline Telephone
MP27049h_I	2022 HH Has a Landline Telephone: Index
MP27051h_B	2022 HH Has a Landline Telephone Only (No Cell Phone)
MP27051h_I	2022 HH Has a Landline Telephone Only (No Cell Phone): Index
MP27050h_B	2022 HH Has Cell Phone Only (No Landline Telephone)
MP27050h_I	2022 HH Has Cell Phone Only (No Landline Telephone): Index
MP27052h_B	2022 HH Owns Any Cell Phone
MP27052h_I	2022 HH Owns Any Cell Phone: Index
MP27053h_B	2022 HH Owns 1 Cell Phone
MP27053h_I	2022 HH Owns 1 Cell Phone: Index
MP27054h_B	2022 HH Owns 2 Cell Phones
MP27054h_I	2022 HH Owns 2 Cell Phones: Index
MP27055h_B	2022 HH Owns 3+ Cell Phones
MP27055h_I	2022 HH Owns 3+ Cell Phones: Index
MP27067h_B	2022 HH Made Phone Call to Foreign Country Last 30 Days
MP27067h_I	2022 HH Made Phone Call to Foreign Country Last 30 Days: Index
<b>Psychographics and Advertising (Market Potential)</b>	
MP28266a_B	2022 Companies Creating Diverse Ads Important: 1-Disagree Completely
MP28266a_I	2022 Companies Creating Diverse Ads Important: 1-Disagree Completely: Index
MP28267a_B	2022 Companies Creating Diverse Ads Important: 2-Disagree Somewhat
MP28267a_I	2022 Companies Creating Diverse Ads Important: 2-Disagree Somewhat: Index
MP28268a_B	2022 Companies Creating Diverse Ads Important: 3-Agree Somewhat
MP28268a_I	2022 Companies Creating Diverse Ads Important: 3-Agree Somewhat: Index
MP28269a_B	2022 Companies Creating Diverse Ads Important: 4-Agree Completely
MP28269a_I	2022 Companies Creating Diverse Ads Important: 4-Agree Completely: Index
MP28178a_B	2022 Seen Video Ad at Gas Station Last 30 Days
MP28178a_I	2022 Seen Video Ad at Gas Station Last 30 Days: Index
MP28171a_B	2022 Seen Video Ad in Airport Last 30 Days
MP28171a_I	2022 Seen Video Ad in Airport Last 30 Days: Index
MP28172a_B	2022 Seen Video Ad in Bar or Pub Last 30 Days
MP28172a_I	2022 Seen Video Ad in Bar or Pub Last 30 Days: Index
MP28173a_B	2022 Seen Video Ad in Coffee Shop or Cafe or Deli Last 30 Days
MP28173a_I	2022 Seen Video Ad in Coffee Shop or Cafe or Deli Last 30 Days: Index
MP28174a_B	2022 Seen Video Ad in Convenience Store Last 30 Days
MP28174a_I	2022 Seen Video Ad in Convenience Store Last 30 Days: Index
MP28175a_B	2022 Seen Video Ad in Discount/Dept Store Last 30 Days
MP28175a_I	2022 Seen Video Ad in Discount/Dept Store Last 30 Days: Index
MP28176a_B	2022 Seen Video Ad in Drug Store Last 30 Days
MP28176a_I	2022 Seen Video Ad in Drug Store Last 30 Days: Index
MP28177a_B	2022 Seen Video Ad in Fast Food/Family Restaurant Last 30 Days
MP28177a_I	2022 Seen Video Ad in Fast Food/Family Restaurant Last 30 Days: Index
MP28179a_B	2022 Seen Video Ad in Grocery Store Last 30 Days
MP28179a_I	2022 Seen Video Ad in Grocery Store Last 30 Days: Index
MP28180a_B	2022 Seen Video Ad in Gym/Health Club Last 30 Days

## Esri's Market Potential Data Variable List



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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP28180a_I	2022 Seen Video Ad in Gym/Health Club Last 30 Days: Index
MP28183a_B	2022 Seen Video Ad in Medical Office Last 30 Days
MP28183a_I	2022 Seen Video Ad in Medical Office Last 30 Days: Index
MP28184a_B	2022 Seen Video Ad in Movie Theater Lobby Last 30 Days
MP28184a_I	2022 Seen Video Ad in Movie Theater Lobby Last 30 Days: Index
MP28181a_B	2022 Seen Video Ad in Office Bldg Elevator Last 30 Days
MP28181a_I	2022 Seen Video Ad in Office Bldg Elevator Last 30 Days: Index
MP28182a_B	2022 Seen Video Ad in Office Bldg Lobby Last 30 Days
MP28182a_I	2022 Seen Video Ad in Office Bldg Lobby Last 30 Days: Index
MP28185a_B	2022 Seen Video Ad in Shopping Mall Last 30 Days
MP28185a_I	2022 Seen Video Ad in Shopping Mall Last 30 Days: Index
MP28186a_B	2022 Seen Video Ad in Warehouse/Club Store Last 30 Days
MP28186a_I	2022 Seen Video Ad in Warehouse/Club Store Last 30 Days: Index
MP28155a_B	2022 Seen Ad at Bus Stop or Train Station Last 30 Days
MP28155a_I	2022 Seen Ad at Bus Stop or Train Station Last 30 Days: Index
MP28159a_B	2022 Seen Ad at Sports or Entertainment Event Last 30 Days
MP28159a_I	2022 Seen Ad at Sports or Entertainment Event Last 30 Days: Index
MP28187a_B	2022 Seen Ad in Mall (Not Video Ad) Last 30 Days
MP28187a_I	2022 Seen Ad in Mall (Not Video Ad) Last 30 Days: Index
MP28162a_B	2022 Seen Ad in Store (Not Video Ad) Last 30 Days
MP28162a_I	2022 Seen Ad in Store (Not Video Ad) Last 30 Days: Index
MP28154a_B	2022 Seen Ad Inside Bus or Train Last 30 Days
MP28154a_I	2022 Seen Ad Inside Bus or Train Last 30 Days: Index
MP28156a_B	2022 Seen Ad Inside Taxi Last 30 Days
MP28156a_I	2022 Seen Ad Inside Taxi Last 30 Days: Index
MP28153a_B	2022 Seen Ad on Billboard Last 30 Days
MP28153a_I	2022 Seen Ad on Billboard Last 30 Days: Index
MP28161a_B	2022 Seen Ad on Mobile Device Last 30 Days
MP28161a_I	2022 Seen Ad on Mobile Device Last 30 Days: Index
MP28158a_B	2022 Seen Ad on Phone Booth Last 30 Days
MP28158a_I	2022 Seen Ad on Phone Booth Last 30 Days: Index
MP28160a_B	2022 Seen Ad on Postcard Last 30 Days
MP28160a_I	2022 Seen Ad on Postcard Last 30 Days: Index
MP28169a_B	2022 Seen Ad on Poster at Movie Theater Last 30 Days
MP28169a_I	2022 Seen Ad on Poster at Movie Theater Last 30 Days: Index
MP28157a_B	2022 Seen Ad on Top of Taxi Last 30 Days
MP28157a_I	2022 Seen Ad on Top of Taxi Last 30 Days: Index
MP28170a_B	2022 Seen Ad On-Screen Before Start of Movie Last 30 Days
MP28170a_I	2022 Seen Ad On-Screen Before Start of Movie Last 30 Days: Index
MP28163a_B	2022 Seen Infomercial Last 30 Days
MP28163a_I	2022 Seen Infomercial Last 30 Days: Index
MP28164a_B	2022 Seen Offer or Ad Sent to Home by Mail Last 30 Days
MP28164a_I	2022 Seen Offer or Ad Sent to Home by Mail Last 30 Days: Index
MP28167a_B	2022 Seen Product Placement in Movie Last 30 Days
MP28167a_I	2022 Seen Product Placement in Movie Last 30 Days: Index
MP28166a_B	2022 Seen Product Placement in TV Show Last 30 Days
MP28166a_I	2022 Seen Product Placement in TV Show Last 30 Days: Index
MP28165a_B	2022 Seen Product Placement in Video Game Last 30 Days
MP28165a_I	2022 Seen Product Placement in Video Game Last 30 Days: Index
MP28274a_B	2022 Family/Friends Trust My Advice on Environmentally-Friendly Products
MP28274a_I	2022 Family/Friends Trust My Advice on Environmentally-Friendly Products: Index
MP28287a_B	2022 Very Knowledgeable on Environmentally-Friendly Products
MP28287a_I	2022 Very Knowledgeable on Environmentally-Friendly Products: Index
MP28040a_B	2022 Am Interested in How to Help Environment: 1-Disagree Completely
MP28040a_I	2022 Am Interested in How to Help Environment: 1-Disagree Completely: Index
MP28041a_B	2022 Am Interested in How to Help Environment: 2-Disagree Somewhat
MP28041a_I	2022 Am Interested in How to Help Environment: 2-Disagree Somewhat: Index
MP28042a_B	2022 Am Interested in How to Help Environment: 3-Agree Somewhat
MP28042a_I	2022 Am Interested in How to Help Environment: 3-Agree Somewhat: Index
MP28043a_B	2022 Am Interested in How to Help Environment: 4-Agree Completely
MP28043a_I	2022 Am Interested in How to Help Environment: 4-Agree Completely: Index
MP28044a_B	2022 Climate Change Is a Serious Threat: 1-Disagree Completely
MP28044a_I	2022 Climate Change Is a Serious Threat: 1-Disagree Completely: Index
MP28045a_B	2022 Climate Change Is a Serious Threat: 2-Disagree Somewhat
MP28045a_I	2022 Climate Change Is a Serious Threat: 2-Disagree Somewhat: Index
MP28046a_B	2022 Climate Change Is a Serious Threat: 3-Agree Somewhat
MP28046a_I	2022 Climate Change Is a Serious Threat: 3-Agree Somewhat: Index
MP28047a_B	2022 Climate Change Is a Serious Threat: 4-Agree Completely
MP28047a_I	2022 Climate Change Is a Serious Threat: 4-Agree Completely: Index
MP28036a_B	2022 Govt Should Pay More Attn to Environ Issues: 1-Disagree Completely
MP28036a_I	2022 Govt Should Pay More Attn to Environ Issues: 1-Disagree Completely: Index
MP28037a_B	2022 Govt Should Pay More Attn to Environ Issues: 2-Disagree Somewhat
MP28037a_I	2022 Govt Should Pay More Attn to Environ Issues: 2-Disagree Somewhat: Index
MP28038a_B	2022 Govt Should Pay More Attn to Environ Issues: 3-Agree Somewhat
MP28038a_I	2022 Govt Should Pay More Attn to Environ Issues: 3-Agree Somewhat: Index
MP28039a_B	2022 Govt Should Pay More Attn to Environ Issues: 4-Agree Completely
MP28039a_I	2022 Govt Should Pay More Attn to Environ Issues: 4-Agree Completely: Index
MP28279a_B	2022 Impt to Be Seen as Environmentally Conscious: 1-Disagree Completely
MP28279a_I	2022 Impt to Be Seen as Environmentally Conscious: 1-Disagree Completely: Index
MP28280a_B	2022 Impt to Be Seen as Environmentally Conscious: 2-Disagree Somewhat

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP28280a_I	2022 Impt to Be Seen as Environmentally Conscious: 2-Disagree Somewhat: Index
MP28281a_B	2022 Impt to Be Seen as Environmentally Conscious: 3-Agree Somewhat
MP28281a_I	2022 Impt to Be Seen as Environmentally Conscious: 3-Agree Somewhat: Index
MP28282a_B	2022 Impt to Be Seen as Environmentally Conscious: 4-Agree Completely
MP28282a_I	2022 Impt to Be Seen as Environmentally Conscious: 4-Agree Completely: Index
MP28048a_B	2022 More Environmentally Conscious Than Most: 1-Disagree Completely
MP28048a_I	2022 More Environmentally Conscious Than Most: 1-Disagree Completely: Index
MP28049a_B	2022 More Environmentally Conscious Than Most: 2-Disagree Somewhat
MP28049a_I	2022 More Environmentally Conscious Than Most: 2-Disagree Somewhat: Index
MP28050a_B	2022 More Environmentally Conscious Than Most: 3-Agree Somewhat
MP28050a_I	2022 More Environmentally Conscious Than Most: 3-Agree Somewhat: Index
MP28051a_B	2022 More Environmentally Conscious Than Most: 4-Agree Completely
MP28051a_I	2022 More Environmentally Conscious Than Most: 4-Agree Completely: Index
MP28283a_B	2022 People Should Always Use Recycled Products: 1-Disagree Completely
MP28283a_I	2022 People Should Always Use Recycled Products: 1-Disagree Completely: Index
MP28284a_B	2022 People Should Always Use Recycled Products: 2-Disagree Somewhat
MP28284a_I	2022 People Should Always Use Recycled Products: 2-Disagree Somewhat: Index
MP28285a_B	2022 People Should Always Use Recycled Products: 3-Agree Somewhat
MP28285a_I	2022 People Should Always Use Recycled Products: 3-Agree Somewhat: Index
MP28286a_B	2022 People Should Always Use Recycled Products: 4-Agree Completely
MP28286a_I	2022 People Should Always Use Recycled Products: 4-Agree Completely: Index
MP28288a_B	2022 Worrying About the Environ Is Overreacting: 1-Disagree Completely
MP28288a_I	2022 Worrying About the Environ Is Overreacting: 1-Disagree Completely: Index
MP28289a_B	2022 Worrying About the Environ Is Overreacting: 2-Disagree Somewhat
MP28289a_I	2022 Worrying About the Environ Is Overreacting: 2-Disagree Somewhat: Index
MP28290a_B	2022 Worrying About the Environ Is Overreacting: 3-Agree Somewhat
MP28290a_I	2022 Worrying About the Environ Is Overreacting: 3-Agree Somewhat: Index
MP28291a_B	2022 Worrying About the Environ Is Overreacting: 4-Agree Completely
MP28291a_I	2022 Worrying About the Environ Is Overreacting: 4-Agree Completely: Index
MP28034a_B	2022 Helping to Preserve Nature: 1-Not Important
MP28034a_I	2022 Helping to Preserve Nature: 1-Not Important: Index
MP28035a_B	2022 Helping to Preserve Nature: 2-Average Importance
MP28035a_I	2022 Helping to Preserve Nature: 2-Average Importance: Index
MP28033a_B	2022 Helping to Preserve Nature: 3-Very Important
MP28033a_I	2022 Helping to Preserve Nature: 3-Very Important: Index
MP28270a_B	2022 Climate Change Is Too Political: 1-Disagree Completely
MP28270a_I	2022 Climate Change Is Too Political: 1-Disagree Completely: Index
MP28271a_B	2022 Climate Change Is Too Political: 2-Disagree Somewhat
MP28271a_I	2022 Climate Change Is Too Political: 2-Disagree Somewhat: Index
MP28272a_B	2022 Climate Change Is Too Political: 3-Agree Somewhat
MP28272a_I	2022 Climate Change Is Too Political: 3-Agree Somewhat: Index
MP28273a_B	2022 Climate Change Is Too Political: 4-Agree Completely
MP28273a_I	2022 Climate Change Is Too Political: 4-Agree Completely: Index
MP28275a_B	2022 Feel Helpless to Protect the Environment: 1-Disagree Completely
MP28275a_I	2022 Feel Helpless to Protect the Environment: 1-Disagree Completely: Index
MP28276a_B	2022 Feel Helpless to Protect the Environment: 2-Disagree Somewhat
MP28276a_I	2022 Feel Helpless to Protect the Environment: 2-Disagree Somewhat: Index
MP28277a_B	2022 Feel Helpless to Protect the Environment: 3-Agree Somewhat
MP28277a_I	2022 Feel Helpless to Protect the Environment: 3-Agree Somewhat: Index
MP28278a_B	2022 Feel Helpless to Protect the Environment: 4-Agree Completely
MP28278a_I	2022 Feel Helpless to Protect the Environment: 4-Agree Completely: Index
MP28133a_B	2022 Personal/HH Finances Last 12 Mo: 1-Worse
MP28133a_I	2022 Personal/HH Finances Last 12 Mo: 1-Worse: Index
MP28132a_B	2022 Personal/HH Finances Last 12 Mo: 2-About Same
MP28132a_I	2022 Personal/HH Finances Last 12 Mo: 2-About Same: Index
MP28131a_B	2022 Personal/HH Finances Last 12 Mo: 3-Better
MP28131a_I	2022 Personal/HH Finances Last 12 Mo: 3-Better: Index
MP28136a_B	2022 Personal/HH Finances Will Be Next 12 Mo: 1-Worse
MP28136a_I	2022 Personal/HH Finances Will Be Next 12 Mo: 1-Worse: Index
MP28135a_B	2022 Personal/HH Finances Will Be Next 12 Mo: 2-About Same
MP28135a_I	2022 Personal/HH Finances Will Be Next 12 Mo: 2-About Same: Index
MP28134a_B	2022 Personal/HH Finances Will Be Next 12 Mo: 3-Better
MP28134a_I	2022 Personal/HH Finances Will Be Next 12 Mo: 3-Better: Index
MP28312a_B	2022 Ask Others Financial Products/Services Advice: 1-Disagree Completely
MP28312a_I	2022 Ask Others Financial Products/Services Advice: 1-Disagree Completely: Index
MP28313a_B	2022 Ask Others Financial Products/Services Advice: 2-Disagree Somewhat
MP28313a_I	2022 Ask Others Financial Products/Services Advice: 2-Disagree Somewhat: Index
MP28314a_B	2022 Ask Others Financial Products/Services Advice: 3-Agree Somewhat
MP28314a_I	2022 Ask Others Financial Products/Services Advice: 3-Agree Somewhat: Index
MP28315a_B	2022 Ask Others Financial Products/Services Advice: 4-Agree Completely
MP28315a_I	2022 Ask Others Financial Products/Services Advice: 4-Agree Completely: Index
MP28316a_B	2022 Careful with My Money: 1-Disagree Completely
MP28316a_I	2022 Careful with My Money: 1-Disagree Completely: Index
MP28317a_B	2022 Careful with My Money: 2-Disagree Somewhat
MP28317a_I	2022 Careful with My Money: 2-Disagree Somewhat: Index
MP28318a_B	2022 Careful with My Money: 3-Agree Somewhat
MP28318a_I	2022 Careful with My Money: 3-Agree Somewhat: Index
MP28319a_B	2022 Careful with My Money: 4-Agree Completely
MP28319a_I	2022 Careful with My Money: 4-Agree Completely: Index
MP28320a_B	2022 Compare Prices for Finance/Investment Svcs: 1-Disagree Completely



# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP28320a_I	2022 Compare Prices for Finance/Investment Svcs: 1-Disagree Completely: Index
MP28321a_B	2022 Compare Prices for Finance/Investment Svcs: 2-Disagree Somewhat
MP28321a_I	2022 Compare Prices for Finance/Investment Svcs: 2-Disagree Somewhat: Index
MP28322a_B	2022 Compare Prices for Finance/Investment Svcs: 3-Agree Somewhat
MP28322a_I	2022 Compare Prices for Finance/Investment Svcs: 3-Agree Somewhat: Index
MP28323a_B	2022 Compare Prices for Finance/Investment Svcs: 4-Agree Completely
MP28323a_I	2022 Compare Prices for Finance/Investment Svcs: 4-Agree Completely: Index
MP28324a_B	2022 Concerned About Credit Card Identity Theft: 1-Disagree Completely
MP28324a_I	2022 Concerned About Credit Card Identity Theft: 1-Disagree Completely: Index
MP28325a_B	2022 Concerned About Credit Card Identity Theft: 2-Disagree Somewhat
MP28325a_I	2022 Concerned About Credit Card Identity Theft: 2-Disagree Somewhat: Index
MP28326a_B	2022 Concerned About Credit Card Identity Theft: 3-Agree Somewhat
MP28326a_I	2022 Concerned About Credit Card Identity Theft: 3-Agree Somewhat: Index
MP28327a_B	2022 Concerned About Credit Card Identity Theft: 4-Agree Completely
MP28327a_I	2022 Concerned About Credit Card Identity Theft: 4-Agree Completely: Index
MP28328a_B	2022 Consider Economy in Making Financial Choices: 1-Disagree Completely
MP28328a_I	2022 Consider Economy in Making Financial Choices: 1-Disagree Completely: Index
MP28329a_B	2022 Consider Economy in Making Financial Choices: 2-Disagree Somewhat
MP28329a_I	2022 Consider Economy in Making Financial Choices: 2-Disagree Somewhat: Index
MP28330a_B	2022 Consider Economy in Making Financial Choices: 3-Agree Somewhat
MP28330a_I	2022 Consider Economy in Making Financial Choices: 3-Agree Somewhat: Index
MP28331a_B	2022 Consider Economy in Making Financial Choices: 4-Agree Completely
MP28331a_I	2022 Consider Economy in Making Financial Choices: 4-Agree Completely: Index
MP28332a_B	2022 Discuss Financial Knowledge with Others: 1-Disagree Completely
MP28332a_I	2022 Discuss Financial Knowledge with Others: 1-Disagree Completely: Index
MP28333a_B	2022 Discuss Financial Knowledge with Others: 2-Disagree Somewhat
MP28333a_I	2022 Discuss Financial Knowledge with Others: 2-Disagree Somewhat: Index
MP28334a_B	2022 Discuss Financial Knowledge with Others: 3-Agree Somewhat
MP28334a_I	2022 Discuss Financial Knowledge with Others: 3-Agree Somewhat: Index
MP28335a_B	2022 Discuss Financial Knowledge with Others: 4-Agree Completely
MP28335a_I	2022 Discuss Financial Knowledge with Others: 4-Agree Completely: Index
MP28336a_B	2022 Economy Directly Impacts Spending Habits: 1-Disagree Completely
MP28336a_I	2022 Economy Directly Impacts Spending Habits: 1-Disagree Completely: Index
MP28337a_B	2022 Economy Directly Impacts Spending Habits: 2-Disagree Somewhat
MP28337a_I	2022 Economy Directly Impacts Spending Habits: 2-Disagree Somewhat: Index
MP28338a_B	2022 Economy Directly Impacts Spending Habits: 3-Agree Somewhat
MP28338a_I	2022 Economy Directly Impacts Spending Habits: 3-Agree Somewhat: Index
MP28339a_B	2022 Economy Directly Impacts Spending Habits: 4-Agree Completely
MP28339a_I	2022 Economy Directly Impacts Spending Habits: 4-Agree Completely: Index
MP28340a_B	2022 Enjoy Learning About Finance from Others: 1-Disagree Completely
MP28340a_I	2022 Enjoy Learning About Finance from Others: 1-Disagree Completely: Index
MP28341a_B	2022 Enjoy Learning About Finance from Others: 2-Disagree Somewhat
MP28341a_I	2022 Enjoy Learning About Finance from Others: 2-Disagree Somewhat: Index
MP28342a_B	2022 Enjoy Learning About Finance from Others: 3-Agree Somewhat
MP28342a_I	2022 Enjoy Learning About Finance from Others: 3-Agree Somewhat: Index
MP28343a_B	2022 Enjoy Learning About Finance from Others: 4-Agree Completely
MP28343a_I	2022 Enjoy Learning About Finance from Others: 4-Agree Completely: Index
MP28344a_B	2022 Feel Financially Secure: 1-Disagree Completely
MP28344a_I	2022 Feel Financially Secure: 1-Disagree Completely: Index
MP28345a_B	2022 Feel Financially Secure: 2-Disagree Somewhat
MP28345a_I	2022 Feel Financially Secure: 2-Disagree Somewhat: Index
MP28346a_B	2022 Feel Financially Secure: 3-Agree Somewhat
MP28346a_I	2022 Feel Financially Secure: 3-Agree Somewhat: Index
MP28347a_B	2022 Feel Financially Secure: 4-Agree Completely
MP28347a_I	2022 Feel Financially Secure: 4-Agree Completely: Index
MP28348a_B	2022 Fin Security In Retirement Personal Resp: 1-Disagree Completely
MP28348a_I	2022 Fin Security In Retirement Personal Resp: 1-Disagree Completely: Index
MP28349a_B	2022 Fin Security In Retirement Personal Resp: 2-Disagree Somewhat
MP28349a_I	2022 Fin Security In Retirement Personal Resp: 2-Disagree Somewhat: Index
MP28350a_B	2022 Fin Security In Retirement Personal Resp: 3-Agree Somewhat
MP28350a_I	2022 Fin Security In Retirement Personal Resp: 3-Agree Somewhat: Index
MP28351a_B	2022 Fin Security In Retirement Personal Resp: 4-Agree Completely
MP28351a_I	2022 Fin Security In Retirement Personal Resp: 4-Agree Completely: Index
MP28352a_B	2022 Financial Planning Feels Complicated: 1-Disagree Completely
MP28352a_I	2022 Financial Planning Feels Complicated: 1-Disagree Completely: Index
MP28353a_B	2022 Financial Planning Feels Complicated: 2-Disagree Somewhat
MP28353a_I	2022 Financial Planning Feels Complicated: 2-Disagree Somewhat: Index
MP28354a_B	2022 Financial Planning Feels Complicated: 3-Agree Somewhat
MP28354a_I	2022 Financial Planning Feels Complicated: 3-Agree Somewhat: Index
MP28355a_B	2022 Financial Planning Feels Complicated: 4-Agree Completely
MP28355a_I	2022 Financial Planning Feels Complicated: 4-Agree Completely: Index
MP28356a_B	2022 Financial Service Ads Are Interesting: 1-Disagree Completely
MP28356a_I	2022 Financial Service Ads Are Interesting: 1-Disagree Completely: Index
MP28357a_B	2022 Financial Service Ads Are Interesting: 2-Disagree Somewhat
MP28357a_I	2022 Financial Service Ads Are Interesting: 2-Disagree Somewhat: Index
MP28358a_B	2022 Financial Service Ads Are Interesting: 3-Agree Somewhat
MP28358a_I	2022 Financial Service Ads Are Interesting: 3-Agree Somewhat: Index
MP28359a_B	2022 Financial Service Ads Are Interesting: 4-Agree Completely
MP28359a_I	2022 Financial Service Ads Are Interesting: 4-Agree Completely: Index
MP28145a_B	2022 Hate Going to My Bank Branch: 1-Disagree Completely

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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Data Table & Item Code	Data Item Description
MP28145a_I	2022 Hate Going to My Bank Branch: 1-Disagree Completely: Index
MP28146a_B	2022 Hate Going to My Bank Branch: 2-Disagree Somewhat
MP28146a_I	2022 Hate Going to My Bank Branch: 2-Disagree Somewhat: Index
MP28147a_B	2022 Hate Going to My Bank Branch: 3-Agree Somewhat
MP28147a_I	2022 Hate Going to My Bank Branch: 3-Agree Somewhat: Index
MP28148a_B	2022 Hate Going to My Bank Branch: 4-Agree Completely
MP28148a_I	2022 Hate Going to My Bank Branch: 4-Agree Completely: Index
MP28360a_B	2022 Know My Credit Score: 1-Disagree Completely
MP28360a_I	2022 Know My Credit Score: 1-Disagree Completely: Index
MP28361a_B	2022 Know My Credit Score: 2-Disagree Somewhat
MP28361a_I	2022 Know My Credit Score: 2-Disagree Somewhat: Index
MP28362a_B	2022 Know My Credit Score: 3-Agree Somewhat
MP28362a_I	2022 Know My Credit Score: 3-Agree Somewhat: Index
MP28363a_B	2022 Know My Credit Score: 4-Agree Completely
MP28363a_I	2022 Know My Credit Score: 4-Agree Completely: Index
MP28141a_B	2022 Like Investment Risks for High Returns: 1-Disagree Completely
MP28141a_I	2022 Like Investment Risks for High Returns: 1-Disagree Completely: Index
MP28142a_B	2022 Like Investment Risks for High Returns: 2-Disagree Somewhat
MP28142a_I	2022 Like Investment Risks for High Returns: 2-Disagree Somewhat: Index
MP28143a_B	2022 Like Investment Risks for High Returns: 3-Agree Somewhat
MP28143a_I	2022 Like Investment Risks for High Returns: 3-Agree Somewhat: Index
MP28144a_B	2022 Like Investment Risks for High Returns: 4-Agree Completely
MP28144a_I	2022 Like Investment Risks for High Returns: 4-Agree Completely: Index
MP28364a_B	2022 Make Big Purchases After Getting Tax Refund: 1-Disagree Completely
MP28364a_I	2022 Make Big Purchases After Getting Tax Refund: 1-Disagree Completely: Index
MP28365a_B	2022 Make Big Purchases After Getting Tax Refund: 2-Disagree Somewhat
MP28365a_I	2022 Make Big Purchases After Getting Tax Refund: 2-Disagree Somewhat: Index
MP28366a_B	2022 Make Big Purchases After Getting Tax Refund: 3-Agree Somewhat
MP28366a_I	2022 Make Big Purchases After Getting Tax Refund: 3-Agree Somewhat: Index
MP28367a_B	2022 Make Big Purchases After Getting Tax Refund: 4-Agree Completely
MP28367a_I	2022 Make Big Purchases After Getting Tax Refund: 4-Agree Completely: Index
MP28368a_B	2022 Money Is Best Measure of Success: 1-Disagree Completely
MP28368a_I	2022 Money Is Best Measure of Success: 1-Disagree Completely: Index
MP28369a_B	2022 Money Is Best Measure of Success: 2-Disagree Somewhat
MP28369a_I	2022 Money Is Best Measure of Success: 2-Disagree Somewhat: Index
MP28370a_B	2022 Money Is Best Measure of Success: 3-Agree Somewhat
MP28370a_I	2022 Money Is Best Measure of Success: 3-Agree Somewhat: Index
MP28371a_B	2022 Money Is Best Measure of Success: 4-Agree Completely
MP28371a_I	2022 Money Is Best Measure of Success: 4-Agree Completely: Index
MP28372a_B	2022 Feel Overwhelmed by Financial Burdens: 1-Disagree Completely
MP28372a_I	2022 Feel Overwhelmed by Financial Burdens: 1-Disagree Completely: Index
MP28373a_B	2022 Feel Overwhelmed by Financial Burdens: 2-Disagree Somewhat
MP28373a_I	2022 Feel Overwhelmed by Financial Burdens: 2-Disagree Somewhat: Index
MP28374a_B	2022 Feel Overwhelmed by Financial Burdens: 3-Agree Somewhat
MP28374a_I	2022 Feel Overwhelmed by Financial Burdens: 3-Agree Somewhat: Index
MP28375a_B	2022 Feel Overwhelmed by Financial Burdens: 4-Agree Completely
MP28375a_I	2022 Feel Overwhelmed by Financial Burdens: 4-Agree Completely: Index
MP28376a_B	2022 Pay Any Price for Good Financial Advice: 1-Disagree Completely
MP28376a_I	2022 Pay Any Price for Good Financial Advice: 1-Disagree Completely: Index
MP28377a_B	2022 Pay Any Price for Good Financial Advice: 2-Disagree Somewhat
MP28377a_I	2022 Pay Any Price for Good Financial Advice: 2-Disagree Somewhat: Index
MP28378a_B	2022 Pay Any Price for Good Financial Advice: 3-Agree Somewhat
MP28378a_I	2022 Pay Any Price for Good Financial Advice: 3-Agree Somewhat: Index
MP28379a_B	2022 Pay Any Price for Good Financial Advice: 4-Agree Completely
MP28379a_I	2022 Pay Any Price for Good Financial Advice: 4-Agree Completely: Index
MP28380a_B	2022 Prefer to Pay Cash for Purchases: 1-Disagree Completely
MP28380a_I	2022 Prefer to Pay Cash for Purchases: 1-Disagree Completely: Index
MP28381a_B	2022 Prefer to Pay Cash for Purchases: 2-Disagree Somewhat
MP28381a_I	2022 Prefer to Pay Cash for Purchases: 2-Disagree Somewhat: Index
MP28382a_B	2022 Prefer to Pay Cash for Purchases: 3-Agree Somewhat
MP28382a_I	2022 Prefer to Pay Cash for Purchases: 3-Agree Somewhat: Index
MP28383a_B	2022 Prefer to Pay Cash for Purchases: 4-Agree Completely
MP28383a_I	2022 Prefer to Pay Cash for Purchases: 4-Agree Completely: Index
MP28384a_B	2022 Primarily Do Banking Online 1-Disagree Completely
MP28384a_I	2022 Primarily Do Banking Online 1-Disagree Completely: Index
MP28385a_B	2022 Primarily Do Banking Online 2-Disagree Somewhat
MP28385a_I	2022 Primarily Do Banking Online 2-Disagree Somewhat: Index
MP28386a_B	2022 Primarily Do Banking Online 3-Agree Somewhat
MP28386a_I	2022 Primarily Do Banking Online 3-Agree Somewhat: Index
MP28387a_B	2022 Primarily Do Banking Online 4-Agree Completely
MP28387a_I	2022 Primarily Do Banking Online 4-Agree Completely: Index
MP28388a_B	2022 Rather Save Than Borrow for Purchase: 1-Disagree Completely
MP28388a_I	2022 Rather Save Than Borrow for Purchase: 1-Disagree Completely: Index
MP28389a_B	2022 Rather Save Than Borrow for Purchase: 2-Disagree Somewhat
MP28389a_I	2022 Rather Save Than Borrow for Purchase: 2-Disagree Somewhat: Index
MP28390a_B	2022 Rather Save Than Borrow for Purchase: 3-Agree Somewhat
MP28390a_I	2022 Rather Save Than Borrow for Purchase: 3-Agree Somewhat: Index
MP28391a_B	2022 Rather Save Than Borrow for Purchase: 4-Agree Completely
MP28391a_I	2022 Rather Save Than Borrow for Purchase: 4-Agree Completely: Index
MP28392a_B	2022 Research Financial Services Beforehand: 1-Disagree Completely

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP28392a_I	2022 Research Financial Services Beforehand: 1-Disagree Completely: Index
MP28393a_B	2022 Research Financial Services Beforehand: 2-Disagree Somewhat
MP28393a_I	2022 Research Financial Services Beforehand: 2-Disagree Somewhat: Index
MP28394a_B	2022 Research Financial Services Beforehand: 3-Agree Somewhat
MP28394a_I	2022 Research Financial Services Beforehand: 3-Agree Somewhat: Index
MP28395a_B	2022 Research Financial Services Beforehand: 4-Agree Completely
MP28395a_I	2022 Research Financial Services Beforehand: 4-Agree Completely: Index
MP28396a_B	2022 Spend Money Without Thinking: 1-Disagree Completely
MP28396a_I	2022 Spend Money Without Thinking: 1-Disagree Completely: Index
MP28397a_B	2022 Spend Money Without Thinking: 2-Disagree Somewhat
MP28397a_I	2022 Spend Money Without Thinking: 2-Disagree Somewhat: Index
MP28398a_B	2022 Spend Money Without Thinking: 3-Agree Somewhat
MP28398a_I	2022 Spend Money Without Thinking: 3-Agree Somewhat: Index
MP28399a_B	2022 Spend Money Without Thinking: 4-Agree Completely
MP28399a_I	2022 Spend Money Without Thinking: 4-Agree Completely: Index
MP28400a_B	2022 Take Active Role in My Retirement Planning: 1-Disagree Completely
MP28400a_I	2022 Take Active Role in My Retirement Planning: 1-Disagree Completely: Index
MP28401a_B	2022 Take Active Role in My Retirement Planning: 2-Disagree Somewhat
MP28401a_I	2022 Take Active Role in My Retirement Planning: 2-Disagree Somewhat: Index
MP28402a_B	2022 Take Active Role in My Retirement Planning: 3-Agree Somewhat
MP28402a_I	2022 Take Active Role in My Retirement Planning: 3-Agree Somewhat: Index
MP28403a_B	2022 Take Active Role in My Retirement Planning: 4-Agree Completely
MP28403a_I	2022 Take Active Role in My Retirement Planning: 4-Agree Completely: Index
MP28404a_B	2022 Very Good at Managing Money: 1-Disagree Completely
MP28404a_I	2022 Very Good at Managing Money: 1-Disagree Completely: Index
MP28405a_B	2022 Very Good at Managing Money: 2-Disagree Somewhat
MP28405a_I	2022 Very Good at Managing Money: 2-Disagree Somewhat: Index
MP28406a_B	2022 Very Good at Managing Money: 3-Agree Somewhat
MP28406a_I	2022 Very Good at Managing Money: 3-Agree Somewhat: Index
MP28407a_B	2022 Very Good at Managing Money: 4-Agree Completely
MP28407a_I	2022 Very Good at Managing Money: 4-Agree Completely: Index
MP28408a_B	2022 Want to Look Financially Successful: 1-Disagree Completely
MP28408a_I	2022 Want to Look Financially Successful: 1-Disagree Completely: Index
MP28409a_B	2022 Want to Look Financially Successful: 2-Disagree Somewhat
MP28409a_I	2022 Want to Look Financially Successful: 2-Disagree Somewhat: Index
MP28410a_B	2022 Want to Look Financially Successful: 3-Agree Somewhat
MP28410a_I	2022 Want to Look Financially Successful: 3-Agree Somewhat: Index
MP28411a_B	2022 Want to Look Financially Successful: 4-Agree Completely
MP28411a_I	2022 Want to Look Financially Successful: 4-Agree Completely: Index
MP28412a_B	2022 Well-Covered with Life Insurance: 1-Disagree Completely
MP28412a_I	2022 Well-Covered with Life Insurance: 1-Disagree Completely: Index
MP28413a_B	2022 Well-Covered with Life Insurance: 2-Disagree Somewhat
MP28413a_I	2022 Well-Covered with Life Insurance: 2-Disagree Somewhat: Index
MP28414a_B	2022 Well-Covered with Life Insurance: 3-Agree Somewhat
MP28414a_I	2022 Well-Covered with Life Insurance: 3-Agree Somewhat: Index
MP28415a_B	2022 Well-Covered with Life Insurance: 4-Agree Completely
MP28415a_I	2022 Well-Covered with Life Insurance: 4-Agree Completely: Index
MP28416a_B	2022 Well-Covered with Renter/Homeowner Insurance: 1-Disagree Completely
MP28416a_I	2022 Well-Covered with Renter/Homeowner Insurance: 1-Disagree Completely: Index
MP28417a_B	2022 Well-Covered with Renter/Homeowner Insurance: 2-Disagree Somewhat
MP28417a_I	2022 Well-Covered with Renter/Homeowner Insurance: 2-Disagree Somewhat: Index
MP28418a_B	2022 Well-Covered with Renter/Homeowner Insurance: 3-Agree Somewhat
MP28418a_I	2022 Well-Covered with Renter/Homeowner Insurance: 3-Agree Somewhat: Index
MP28419a_B	2022 Well-Covered with Renter/Homeowner Insurance: 4-Agree Completely
MP28419a_I	2022 Well-Covered with Renter/Homeowner Insurance: 4-Agree Completely: Index
MP28420a_B	2022 Worry About Retiring When I Want: 1-Disagree Completely
MP28420a_I	2022 Worry About Retiring When I Want: 1-Disagree Completely: Index
MP28421a_B	2022 Worry About Retiring When I Want: 2-Disagree Somewhat
MP28421a_I	2022 Worry About Retiring When I Want: 2-Disagree Somewhat: Index
MP28422a_B	2022 Worry About Retiring When I Want: 3-Agree Somewhat
MP28422a_I	2022 Worry About Retiring When I Want: 3-Agree Somewhat: Index
MP28423a_B	2022 Worry About Retiring When I Want: 4-Agree Completely
MP28423a_I	2022 Worry About Retiring When I Want: 4-Agree Completely: Index
<b>Psychographics and Food (Market Potential)</b>	
MP28424a_B	2022 Buy Many Units If Food Item on Sale: 1-Disagree Completely
MP28424a_I	2022 Buy Many Units If Food Item on Sale: 1-Disagree Completely: Index
MP28425a_B	2022 Buy Many Units If Food Item on Sale: 2-Disagree Somewhat
MP28425a_I	2022 Buy Many Units If Food Item on Sale: 2-Disagree Somewhat: Index
MP28426a_B	2022 Buy Many Units If Food Item on Sale: 3-Agree Somewhat
MP28426a_I	2022 Buy Many Units If Food Item on Sale: 3-Agree Somewhat: Index
MP28427a_B	2022 Buy Many Units If Food Item on Sale: 4-Agree Completely
MP28427a_I	2022 Buy Many Units If Food Item on Sale: 4-Agree Completely: Index
MP28428a_B	2022 Celebrity Chefs Inspire Me to Cook/Bake: 1-Disagree Completely
MP28428a_I	2022 Celebrity Chefs Inspire Me to Cook/Bake: 1-Disagree Completely: Index
MP28429a_B	2022 Celebrity Chefs Inspire Me to Cook/Bake: 2-Disagree Somewhat
MP28429a_I	2022 Celebrity Chefs Inspire Me to Cook/Bake: 2-Disagree Somewhat: Index
MP28430a_B	2022 Celebrity Chefs Inspire Me to Cook/Bake: 3-Agree Somewhat
MP28430a_I	2022 Celebrity Chefs Inspire Me to Cook/Bake: 3-Agree Somewhat: Index

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP28431a_B	2022 Celebrity Chefs Inspire Me to Cook/Bake: 4-Agree Completely
MP28431a_I	2022 Celebrity Chefs Inspire Me to Cook/Bake: 4-Agree Completely: Index
MP28076a_B	2022 Check Food Ingredients Before I Buy: 1-Disagree Completely
MP28076a_I	2022 Check Food Ingredients Before I Buy: 1-Disagree Completely: Index
MP28077a_B	2022 Check Food Ingredients Before I Buy: 2-Disagree Somewhat
MP28077a_I	2022 Check Food Ingredients Before I Buy: 2-Disagree Somewhat: Index
MP28078a_B	2022 Check Food Ingredients Before I Buy: 3-Agree Somewhat
MP28078a_I	2022 Check Food Ingredients Before I Buy: 3-Agree Somewhat: Index
MP28079a_B	2022 Check Food Ingredients Before I Buy: 4-Agree Completely
MP28079a_I	2022 Check Food Ingredients Before I Buy: 4-Agree Completely: Index
MP28432a_B	2022 Choose Foods Mostly for Nutritional Value: 1-Disagree Completely
MP28432a_I	2022 Choose Foods Mostly for Nutritional Value: 1-Disagree Completely: Index
MP28433a_B	2022 Choose Foods Mostly for Nutritional Value: 2-Disagree Somewhat
MP28433a_I	2022 Choose Foods Mostly for Nutritional Value: 2-Disagree Somewhat: Index
MP28434a_B	2022 Choose Foods Mostly for Nutritional Value: 3-Agree Somewhat
MP28434a_I	2022 Choose Foods Mostly for Nutritional Value: 3-Agree Somewhat: Index
MP28435a_B	2022 Choose Foods Mostly for Nutritional Value: 4-Agree Completely
MP28435a_I	2022 Choose Foods Mostly for Nutritional Value: 4-Agree Completely: Index
MP28436a_B	2022 Cook Meals Frequently Each Week: 1-Disagree Completely
MP28436a_I	2022 Cook Meals Frequently Each Week: 1-Disagree Completely: Index
MP28437a_B	2022 Cook Meals Frequently Each Week: 2-Disagree Somewhat
MP28437a_I	2022 Cook Meals Frequently Each Week: 2-Disagree Somewhat: Index
MP28438a_B	2022 Cook Meals Frequently Each Week: 3-Agree Somewhat
MP28438a_I	2022 Cook Meals Frequently Each Week: 3-Agree Somewhat: Index
MP28439a_B	2022 Cook Meals Frequently Each Week: 4-Agree Completely
MP28439a_I	2022 Cook Meals Frequently Each Week: 4-Agree Completely: Index
MP28440a_B	2022 Prefer to Cook w/Fresh Food vs Canned/Frozen: 1-Disagree Completely
MP28440a_I	2022 Prefer to Cook w/Fresh Food vs Canned/Frozen: 1-Disagree Completely: Index
MP28441a_B	2022 Prefer to Cook w/Fresh Food vs Canned/Frozen: 2-Disagree Somewhat
MP28441a_I	2022 Prefer to Cook w/Fresh Food vs Canned/Frozen: 2-Disagree Somewhat: Index
MP28442a_B	2022 Prefer to Cook w/Fresh Food vs Canned/Frozen: 3-Agree Somewhat
MP28442a_I	2022 Prefer to Cook w/Fresh Food vs Canned/Frozen: 3-Agree Somewhat: Index
MP28443a_B	2022 Prefer to Cook w/Fresh Food vs Canned/Frozen: 4-Agree Completely
MP28443a_I	2022 Prefer to Cook w/Fresh Food vs Canned/Frozen: 4-Agree Completely: Index
MP28444a_B	2022 Count Calories of the Foods I Eat: 1-Disagree Completely
MP28444a_I	2022 Count Calories of the Foods I Eat: 1-Disagree Completely: Index
MP28445a_B	2022 Count Calories of the Foods I Eat: 2-Disagree Somewhat
MP28445a_I	2022 Count Calories of the Foods I Eat: 2-Disagree Somewhat: Index
MP28446a_B	2022 Count Calories of the Foods I Eat: 3-Agree Somewhat
MP28446a_I	2022 Count Calories of the Foods I Eat: 3-Agree Somewhat: Index
MP28447a_B	2022 Count Calories of the Foods I Eat: 4-Agree Completely
MP28447a_I	2022 Count Calories of the Foods I Eat: 4-Agree Completely: Index
MP28448a_B	2022 Dinners in My Home Are Planned: 1-Disagree Completely
MP28448a_I	2022 Dinners in My Home Are Planned: 1-Disagree Completely: Index
MP28449a_B	2022 Dinners in My Home Are Planned: 2-Disagree Somewhat
MP28449a_I	2022 Dinners in My Home Are Planned: 2-Disagree Somewhat: Index
MP28450a_B	2022 Dinners in My Home Are Planned: 3-Agree Somewhat
MP28450a_I	2022 Dinners in My Home Are Planned: 3-Agree Somewhat: Index
MP28451a_B	2022 Dinners in My Home Are Planned: 4-Agree Completely
MP28451a_I	2022 Dinners in My Home Are Planned: 4-Agree Completely: Index
MP28452a_B	2022 Like Eating Foods from Different Cultures: 1-Disagree Completely
MP28452a_I	2022 Like Eating Foods from Different Cultures: 1-Disagree Completely: Index
MP28453a_B	2022 Like Eating Foods from Different Cultures: 2-Disagree Somewhat
MP28453a_I	2022 Like Eating Foods from Different Cultures: 2-Disagree Somewhat: Index
MP28454a_B	2022 Like Eating Foods from Different Cultures: 3-Agree Somewhat
MP28454a_I	2022 Like Eating Foods from Different Cultures: 3-Agree Somewhat: Index
MP28455a_B	2022 Like Eating Foods from Different Cultures: 4-Agree Completely
MP28455a_I	2022 Like Eating Foods from Different Cultures: 4-Agree Completely: Index
MP28456a_B	2022 Eat Foods I Like Regardless of Calories: 1-Disagree Completely
MP28456a_I	2022 Eat Foods I Like Regardless of Calories: 1-Disagree Completely: Index
MP28457a_B	2022 Eat Foods I Like Regardless of Calories: 2-Disagree Somewhat
MP28457a_I	2022 Eat Foods I Like Regardless of Calories: 2-Disagree Somewhat: Index
MP28458a_B	2022 Eat Foods I Like Regardless of Calories: 3-Agree Somewhat
MP28458a_I	2022 Eat Foods I Like Regardless of Calories: 3-Agree Somewhat: Index
MP28459a_B	2022 Eat Foods I Like Regardless of Calories: 4-Agree Completely
MP28459a_I	2022 Eat Foods I Like Regardless of Calories: 4-Agree Completely: Index
MP28460a_B	2022 Eat Gourmet Food Whenever Possible: 1-Disagree Completely
MP28460a_I	2022 Eat Gourmet Food Whenever Possible: 1-Disagree Completely: Index
MP28461a_B	2022 Eat Gourmet Food Whenever Possible: 2-Disagree Somewhat
MP28461a_I	2022 Eat Gourmet Food Whenever Possible: 2-Disagree Somewhat: Index
MP28462a_B	2022 Eat Gourmet Food Whenever Possible: 3-Agree Somewhat
MP28462a_I	2022 Eat Gourmet Food Whenever Possible: 3-Agree Somewhat: Index
MP28463a_B	2022 Eat Gourmet Food Whenever Possible: 4-Agree Completely
MP28463a_I	2022 Eat Gourmet Food Whenever Possible: 4-Agree Completely: Index
MP28464a_B	2022 Eat Many Small Meals Throughout the Day: 1-Disagree Completely
MP28464a_I	2022 Eat Many Small Meals Throughout the Day: 1-Disagree Completely: Index
MP28465a_B	2022 Eat Many Small Meals Throughout the Day: 2-Disagree Somewhat
MP28465a_I	2022 Eat Many Small Meals Throughout the Day: 2-Disagree Somewhat: Index
MP28466a_B	2022 Eat Many Small Meals Throughout the Day: 3-Agree Somewhat
MP28466a_I	2022 Eat Many Small Meals Throughout the Day: 3-Agree Somewhat: Index

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP28467a_B	2022 Eat Many Small Meals Throughout the Day: 4-Agree Completely
MP28467a_I	2022 Eat Many Small Meals Throughout the Day: 4-Agree Completely: Index
MP28468a_B	2022 Eat to Be Healthy vs to Lose Weight: 1-Disagree Completely
MP28468a_I	2022 Eat to Be Healthy vs to Lose Weight: 1-Disagree Completely: Index
MP28469a_B	2022 Eat to Be Healthy vs to Lose Weight: 2-Disagree Somewhat
MP28469a_I	2022 Eat to Be Healthy vs to Lose Weight: 2-Disagree Somewhat: Index
MP28470a_B	2022 Eat to Be Healthy vs to Lose Weight: 3-Agree Somewhat
MP28470a_I	2022 Eat to Be Healthy vs to Lose Weight: 3-Agree Somewhat: Index
MP28471a_B	2022 Eat to Be Healthy vs to Lose Weight: 4-Agree Completely
MP28471a_I	2022 Eat to Be Healthy vs to Lose Weight: 4-Agree Completely: Index
MP28472a_B	2022 Eating at Fast Food Restaurants Is Fun: 1-Disagree Completely
MP28472a_I	2022 Eating at Fast Food Restaurants Is Fun: 1-Disagree Completely: Index
MP28473a_B	2022 Eating at Fast Food Restaurants Is Fun: 2-Disagree Somewhat
MP28473a_I	2022 Eating at Fast Food Restaurants Is Fun: 2-Disagree Somewhat: Index
MP28474a_B	2022 Eating at Fast Food Restaurants Is Fun: 3-Agree Somewhat
MP28474a_I	2022 Eating at Fast Food Restaurants Is Fun: 3-Agree Somewhat: Index
MP28475a_B	2022 Eating at Fast Food Restaurants Is Fun: 4-Agree Completely
MP28475a_I	2022 Eating at Fast Food Restaurants Is Fun: 4-Agree Completely: Index
MP28476a_B	2022 Eating Out Is All About the Experience: 1-Disagree Completely
MP28476a_I	2022 Eating Out Is All About the Experience: 1-Disagree Completely: Index
MP28477a_B	2022 Eating Out Is All About the Experience: 2-Disagree Somewhat
MP28477a_I	2022 Eating Out Is All About the Experience: 2-Disagree Somewhat: Index
MP28478a_B	2022 Eating Out Is All About the Experience: 3-Agree Somewhat
MP28478a_I	2022 Eating Out Is All About the Experience: 3-Agree Somewhat: Index
MP28479a_B	2022 Eating Out Is All About the Experience: 4-Agree Completely
MP28479a_I	2022 Eating Out Is All About the Experience: 4-Agree Completely: Index
MP28480a_B	2022 Evaluate Nutrition of Restaurant Menu Items: 1-Disagree Completely
MP28480a_I	2022 Evaluate Nutrition of Restaurant Menu Items: 1-Disagree Completely: Index
MP28481a_B	2022 Evaluate Nutrition of Restaurant Menu Items: 2-Disagree Somewhat
MP28481a_I	2022 Evaluate Nutrition of Restaurant Menu Items: 2-Disagree Somewhat: Index
MP28482a_B	2022 Evaluate Nutrition of Restaurant Menu Items: 3-Agree Somewhat
MP28482a_I	2022 Evaluate Nutrition of Restaurant Menu Items: 3-Agree Somewhat: Index
MP28483a_B	2022 Evaluate Nutrition of Restaurant Menu Items: 4-Agree Completely
MP28483a_I	2022 Evaluate Nutrition of Restaurant Menu Items: 4-Agree Completely: Index
MP28484a_B	2022 Fast Food Fits My Busy Lifestyle: 1-Disagree Completely
MP28484a_I	2022 Fast Food Fits My Busy Lifestyle: 1-Disagree Completely: Index
MP28485a_B	2022 Fast Food Fits My Busy Lifestyle: 2-Disagree Somewhat
MP28485a_I	2022 Fast Food Fits My Busy Lifestyle: 2-Disagree Somewhat: Index
MP28486a_B	2022 Fast Food Fits My Busy Lifestyle: 3-Agree Somewhat
MP28486a_I	2022 Fast Food Fits My Busy Lifestyle: 3-Agree Somewhat: Index
MP28487a_B	2022 Fast Food Fits My Busy Lifestyle: 4-Agree Completely
MP28487a_I	2022 Fast Food Fits My Busy Lifestyle: 4-Agree Completely: Index
MP28488a_B	2022 Fast Food Helps Stay Within My Budget: 1-Disagree Completely
MP28488a_I	2022 Fast Food Helps Stay Within My Budget: 1-Disagree Completely: Index
MP28489a_B	2022 Fast Food Helps Stay Within My Budget: 2-Disagree Somewhat
MP28489a_I	2022 Fast Food Helps Stay Within My Budget: 2-Disagree Somewhat: Index
MP28490a_B	2022 Fast Food Helps Stay Within My Budget: 3-Agree Somewhat
MP28490a_I	2022 Fast Food Helps Stay Within My Budget: 3-Agree Somewhat: Index
MP28491a_B	2022 Fast Food Helps Stay Within My Budget: 4-Agree Completely
MP28491a_I	2022 Fast Food Helps Stay Within My Budget: 4-Agree Completely: Index
MP28492a_B	2022 Fast Food Is Junk Food: 1-Disagree Completely
MP28492a_I	2022 Fast Food Is Junk Food: 1-Disagree Completely: Index
MP28493a_B	2022 Fast Food Is Junk Food: 2-Disagree Somewhat
MP28493a_I	2022 Fast Food Is Junk Food: 2-Disagree Somewhat: Index
MP28494a_B	2022 Fast Food Is Junk Food: 3-Agree Somewhat
MP28494a_I	2022 Fast Food Is Junk Food: 3-Agree Somewhat: Index
MP28495a_B	2022 Fast Food Is Junk Food: 4-Agree Completely
MP28495a_I	2022 Fast Food Is Junk Food: 4-Agree Completely: Index
MP28496a_B	2022 Feel Guilty Eating Fattening Foods : 1-Disagree Completely
MP28496a_I	2022 Feel Guilty Eating Fattening Foods : 1-Disagree Completely: Index
MP28497a_B	2022 Feel Guilty Eating Fattening Foods : 2-Disagree Somewhat
MP28497a_I	2022 Feel Guilty Eating Fattening Foods : 2-Disagree Somewhat: Index
MP28498a_B	2022 Feel Guilty Eating Fattening Foods : 3-Agree Somewhat
MP28498a_I	2022 Feel Guilty Eating Fattening Foods : 3-Agree Somewhat: Index
MP28499a_B	2022 Feel Guilty Eating Fattening Foods : 4-Agree Completely
MP28499a_I	2022 Feel Guilty Eating Fattening Foods : 4-Agree Completely: Index
MP28500a_B	2022 Frequently Eat Sweets: 1-Disagree Completely
MP28500a_I	2022 Frequently Eat Sweets: 1-Disagree Completely: Index
MP28501a_B	2022 Frequently Eat Sweets: 2-Disagree Somewhat
MP28501a_I	2022 Frequently Eat Sweets: 2-Disagree Somewhat: Index
MP28502a_B	2022 Frequently Eat Sweets: 3-Agree Somewhat
MP28502a_I	2022 Frequently Eat Sweets: 3-Agree Somewhat: Index
MP28503a_B	2022 Frequently Eat Sweets: 4-Agree Completely
MP28503a_I	2022 Frequently Eat Sweets: 4-Agree Completely: Index
MP28504a_B	2022 Health Food Trends Affect Purchases: 1-Disagree Completely
MP28504a_I	2022 Health Food Trends Affect Purchases: 1-Disagree Completely: Index
MP28505a_B	2022 Health Food Trends Affect Purchases: 2-Disagree Somewhat
MP28505a_I	2022 Health Food Trends Affect Purchases: 2-Disagree Somewhat: Index
MP28506a_B	2022 Health Food Trends Affect Purchases: 3-Agree Somewhat
MP28506a_I	2022 Health Food Trends Affect Purchases: 3-Agree Somewhat: Index



# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP28507a_B	2022 Health Food Trends Affect Purchases: 4-Agree Completely
MP28507a_I	2022 Health Food Trends Affect Purchases: 4-Agree Completely: Index
MP28508a_B	2022 Healthy Lifestyle Better Than Dieting: 1-Disagree Completely
MP28508a_I	2022 Healthy Lifestyle Better Than Dieting: 1-Disagree Completely: Index
MP28509a_B	2022 Healthy Lifestyle Better Than Dieting: 2-Disagree Somewhat
MP28509a_I	2022 Healthy Lifestyle Better Than Dieting: 2-Disagree Somewhat: Index
MP28510a_B	2022 Healthy Lifestyle Better Than Dieting: 3-Agree Somewhat
MP28510a_I	2022 Healthy Lifestyle Better Than Dieting: 3-Agree Somewhat: Index
MP28511a_B	2022 Healthy Lifestyle Better Than Dieting: 4-Agree Completely
MP28511a_I	2022 Healthy Lifestyle Better Than Dieting: 4-Agree Completely: Index
MP28512a_B	2022 Indulge Cravings for Foods I Like: 1-Disagree Completely
MP28512a_I	2022 Indulge Cravings for Foods I Like: 1-Disagree Completely: Index
MP28513a_B	2022 Indulge Cravings for Foods I Like: 2-Disagree Somewhat
MP28513a_I	2022 Indulge Cravings for Foods I Like: 2-Disagree Somewhat: Index
MP28514a_B	2022 Indulge Cravings for Foods I Like: 3-Agree Somewhat
MP28514a_I	2022 Indulge Cravings for Foods I Like: 3-Agree Somewhat: Index
MP28515a_B	2022 Indulge Cravings for Foods I Like: 4-Agree Completely
MP28515a_I	2022 Indulge Cravings for Foods I Like: 4-Agree Completely: Index
MP28516a_B	2022 Kitchen Is Most Important Room in Home: 1-Disagree Completely
MP28516a_I	2022 Kitchen Is Most Important Room in Home: 1-Disagree Completely: Index
MP28517a_B	2022 Kitchen Is Most Important Room in Home: 2-Disagree Somewhat
MP28517a_I	2022 Kitchen Is Most Important Room in Home: 2-Disagree Somewhat: Index
MP28518a_B	2022 Kitchen Is Most Important Room in Home: 3-Agree Somewhat
MP28518a_I	2022 Kitchen Is Most Important Room in Home: 3-Agree Somewhat: Index
MP28519a_B	2022 Kitchen Is Most Important Room in Home: 4-Agree Completely
MP28519a_I	2022 Kitchen Is Most Important Room in Home: 4-Agree Completely: Index
MP28520a_B	2022 Let My Kids Order at Restaurants: 1-Disagree Completely
MP28520a_I	2022 Let My Kids Order at Restaurants: 1-Disagree Completely: Index
MP28521a_B	2022 Let My Kids Order at Restaurants: 2-Disagree Somewhat
MP28521a_I	2022 Let My Kids Order at Restaurants: 2-Disagree Somewhat: Index
MP28522a_B	2022 Let My Kids Order at Restaurants: 3-Agree Somewhat
MP28522a_I	2022 Let My Kids Order at Restaurants: 3-Agree Somewhat: Index
MP28523a_B	2022 Let My Kids Order at Restaurants: 4-Agree Completely
MP28523a_I	2022 Let My Kids Order at Restaurants: 4-Agree Completely: Index
MP28258a_B	2022 Like Healthier Options at Fast Food: 1-Disagree Completely
MP28258a_I	2022 Like Healthier Options at Fast Food: 1-Disagree Completely: Index
MP28259a_B	2022 Like Healthier Options at Fast Food: 2-Disagree Somewhat
MP28259a_I	2022 Like Healthier Options at Fast Food: 2-Disagree Somewhat: Index
MP28260a_B	2022 Like Healthier Options at Fast Food: 3-Agree Somewhat
MP28260a_I	2022 Like Healthier Options at Fast Food: 3-Agree Somewhat: Index
MP28261a_B	2022 Like Healthier Options at Fast Food: 4-Agree Completely
MP28261a_I	2022 Like Healthier Options at Fast Food: 4-Agree Completely: Index
MP28524a_B	2022 Like to Celebrate at Restaurants: 1-Disagree Completely
MP28524a_I	2022 Like to Celebrate at Restaurants: 1-Disagree Completely: Index
MP28525a_B	2022 Like to Celebrate at Restaurants: 2-Disagree Somewhat
MP28525a_I	2022 Like to Celebrate at Restaurants: 2-Disagree Somewhat: Index
MP28526a_B	2022 Like to Celebrate at Restaurants: 3-Agree Somewhat
MP28526a_I	2022 Like to Celebrate at Restaurants: 3-Agree Somewhat: Index
MP28527a_B	2022 Like to Celebrate at Restaurants: 4-Agree Completely
MP28527a_I	2022 Like to Celebrate at Restaurants: 4-Agree Completely: Index
MP28528a_B	2022 Look for Quick and Easy to Prepare Meals: 1-Disagree Completely
MP28528a_I	2022 Look for Quick and Easy to Prepare Meals: 1-Disagree Completely: Index
MP28529a_B	2022 Look for Quick and Easy to Prepare Meals: 2-Disagree Somewhat
MP28529a_I	2022 Look for Quick and Easy to Prepare Meals: 2-Disagree Somewhat: Index
MP28530a_B	2022 Look for Quick and Easy to Prepare Meals: 3-Agree Somewhat
MP28530a_I	2022 Look for Quick and Easy to Prepare Meals: 3-Agree Somewhat: Index
MP28531a_B	2022 Look for Quick and Easy to Prepare Meals: 4-Agree Completely
MP28531a_I	2022 Look for Quick and Easy to Prepare Meals: 4-Agree Completely: Index
MP28532a_B	2022 Mostly Try to Lose Weight by Dieting: 1-Disagree Completely
MP28532a_I	2022 Mostly Try to Lose Weight by Dieting: 1-Disagree Completely: Index
MP28533a_B	2022 Mostly Try to Lose Weight by Dieting: 2-Disagree Somewhat
MP28533a_I	2022 Mostly Try to Lose Weight by Dieting: 2-Disagree Somewhat: Index
MP28534a_B	2022 Mostly Try to Lose Weight by Dieting: 3-Agree Somewhat
MP28534a_I	2022 Mostly Try to Lose Weight by Dieting: 3-Agree Somewhat: Index
MP28535a_B	2022 Mostly Try to Lose Weight by Dieting: 4-Agree Completely
MP28535a_I	2022 Mostly Try to Lose Weight by Dieting: 4-Agree Completely: Index
MP28536a_B	2022 Often Eat Pre-Cooked Meals from Store: 1-Disagree Completely
MP28536a_I	2022 Often Eat Pre-Cooked Meals from Store: 1-Disagree Completely: Index
MP28537a_B	2022 Often Eat Pre-Cooked Meals from Store: 2-Disagree Somewhat
MP28537a_I	2022 Often Eat Pre-Cooked Meals from Store: 2-Disagree Somewhat: Index
MP28538a_B	2022 Often Eat Pre-Cooked Meals from Store: 3-Agree Somewhat
MP28538a_I	2022 Often Eat Pre-Cooked Meals from Store: 3-Agree Somewhat: Index
MP28539a_B	2022 Often Eat Pre-Cooked Meals from Store: 4-Agree Completely
MP28539a_I	2022 Often Eat Pre-Cooked Meals from Store: 4-Agree Completely: Index
MP28540a_B	2022 Often Read Recipes on Products I Buy: 1-Disagree Completely
MP28540a_I	2022 Often Read Recipes on Products I Buy: 1-Disagree Completely: Index
MP28541a_B	2022 Often Read Recipes on Products I Buy: 2-Disagree Somewhat
MP28541a_I	2022 Often Read Recipes on Products I Buy: 2-Disagree Somewhat: Index
MP28542a_B	2022 Often Read Recipes on Products I Buy: 3-Agree Somewhat
MP28542a_I	2022 Often Read Recipes on Products I Buy: 3-Agree Somewhat: Index



# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP28543a_B	2022 Often Read Recipes on Products   Buy: 4-Agree Completely
MP28543a_I	2022 Often Read Recipes on Products   Buy: 4-Agree Completely: Index
MP28544a_B	2022 Often Eat Frozen Dinners: 1-Disagree Completely
MP28544a_I	2022 Often Eat Frozen Dinners: 1-Disagree Completely: Index
MP28545a_B	2022 Often Eat Frozen Dinners: 2-Disagree Somewhat
MP28545a_I	2022 Often Eat Frozen Dinners: 2-Disagree Somewhat: Index
MP28546a_B	2022 Often Eat Frozen Dinners: 3-Agree Somewhat
MP28546a_I	2022 Often Eat Frozen Dinners: 3-Agree Somewhat: Index
MP28547a_B	2022 Often Eat Frozen Dinners: 4-Agree Completely
MP28547a_I	2022 Often Eat Frozen Dinners: 4-Agree Completely: Index
MP28548a_B	2022 Often Eat Meals on the Run: 1-Disagree Completely
MP28548a_I	2022 Often Eat Meals on the Run: 1-Disagree Completely: Index
MP28549a_B	2022 Often Eat Meals on the Run: 2-Disagree Somewhat
MP28549a_I	2022 Often Eat Meals on the Run: 2-Disagree Somewhat: Index
MP28550a_B	2022 Often Eat Meals on the Run: 3-Agree Somewhat
MP28550a_I	2022 Often Eat Meals on the Run: 3-Agree Somewhat: Index
MP28551a_B	2022 Often Eat Meals on the Run: 4-Agree Completely
MP28551a_I	2022 Often Eat Meals on the Run: 4-Agree Completely: Index
MP28552a_B	2022 Only Eat Fast Food When Rushed: 1-Disagree Completely
MP28552a_I	2022 Only Eat Fast Food When Rushed: 1-Disagree Completely: Index
MP28553a_B	2022 Only Eat Fast Food When Rushed: 2-Disagree Somewhat
MP28553a_I	2022 Only Eat Fast Food When Rushed: 2-Disagree Somewhat: Index
MP28554a_B	2022 Only Eat Fast Food When Rushed: 3-Agree Somewhat
MP28554a_I	2022 Only Eat Fast Food When Rushed: 3-Agree Somewhat: Index
MP28555a_B	2022 Only Eat Fast Food When Rushed: 4-Agree Completely
MP28555a_I	2022 Only Eat Fast Food When Rushed: 4-Agree Completely: Index
MP28556a_B	2022 Only Snack on Healthy Foods: 1-Disagree Completely
MP28556a_I	2022 Only Snack on Healthy Foods: 1-Disagree Completely: Index
MP28557a_B	2022 Only Snack on Healthy Foods: 2-Disagree Somewhat
MP28557a_I	2022 Only Snack on Healthy Foods: 2-Disagree Somewhat: Index
MP28558a_B	2022 Only Snack on Healthy Foods: 3-Agree Somewhat
MP28558a_I	2022 Only Snack on Healthy Foods: 3-Agree Somewhat: Index
MP28559a_B	2022 Only Snack on Healthy Foods: 4-Agree Completely
MP28559a_I	2022 Only Snack on Healthy Foods: 4-Agree Completely: Index
MP28560a_B	2022 Pay More for Food If Animals Treated Humanely: 1-Disagree Completely
MP28560a_I	2022 Pay More for Food If Animals Treated Humanely: 1-Disagree Completely: Index
MP28561a_B	2022 Pay More for Food If Animals Treated Humanely: 2-Disagree Somewhat
MP28561a_I	2022 Pay More for Food If Animals Treated Humanely: 2-Disagree Somewhat: Index
MP28562a_B	2022 Pay More for Food If Animals Treated Humanely: 3-Agree Somewhat
MP28562a_I	2022 Pay More for Food If Animals Treated Humanely: 3-Agree Somewhat: Index
MP28563a_B	2022 Pay More for Food If Animals Treated Humanely: 4-Agree Completely
MP28563a_I	2022 Pay More for Food If Animals Treated Humanely: 4-Agree Completely: Index
MP28564a_B	2022 Prefer Foods with Bold Flavors: 1-Disagree Completely
MP28564a_I	2022 Prefer Foods with Bold Flavors: 1-Disagree Completely: Index
MP28565a_B	2022 Prefer Foods with Bold Flavors: 2-Disagree Somewhat
MP28565a_I	2022 Prefer Foods with Bold Flavors: 2-Disagree Somewhat: Index
MP28566a_B	2022 Prefer Foods with Bold Flavors: 3-Agree Somewhat
MP28566a_I	2022 Prefer Foods with Bold Flavors: 3-Agree Somewhat: Index
MP28567a_B	2022 Prefer Foods with Bold Flavors: 4-Agree Completely
MP28567a_I	2022 Prefer Foods with Bold Flavors: 4-Agree Completely: Index
MP28568a_B	2022 Prefer Foods Without Artificial Ingredients: 1-Disagree Completely
MP28568a_I	2022 Prefer Foods Without Artificial Ingredients: 1-Disagree Completely: Index
MP28569a_B	2022 Prefer Foods Without Artificial Ingredients: 2-Disagree Somewhat
MP28569a_I	2022 Prefer Foods Without Artificial Ingredients: 2-Disagree Somewhat: Index
MP28570a_B	2022 Prefer Foods Without Artificial Ingredients: 3-Agree Somewhat
MP28570a_I	2022 Prefer Foods Without Artificial Ingredients: 3-Agree Somewhat: Index
MP28571a_B	2022 Prefer Foods Without Artificial Ingredients: 4-Agree Completely
MP28571a_I	2022 Prefer Foods Without Artificial Ingredients: 4-Agree Completely: Index
MP28572a_B	2022 Prefer Picking Up Meals to Cooking: 1-Disagree Completely
MP28572a_I	2022 Prefer Picking Up Meals to Cooking: 1-Disagree Completely: Index
MP28573a_B	2022 Prefer Picking Up Meals to Cooking: 2-Disagree Somewhat
MP28573a_I	2022 Prefer Picking Up Meals to Cooking: 2-Disagree Somewhat: Index
MP28574a_B	2022 Prefer Picking Up Meals to Cooking: 3-Agree Somewhat
MP28574a_I	2022 Prefer Picking Up Meals to Cooking: 3-Agree Somewhat: Index
MP28575a_B	2022 Prefer Picking Up Meals to Cooking: 4-Agree Completely
MP28575a_I	2022 Prefer Picking Up Meals to Cooking: 4-Agree Completely: Index
MP28576a_B	2022 Rather Cook Than Eat Out: 1-Disagree Completely
MP28576a_I	2022 Rather Cook Than Eat Out: 1-Disagree Completely: Index
MP28577a_B	2022 Rather Cook Than Eat Out: 2-Disagree Somewhat
MP28577a_I	2022 Rather Cook Than Eat Out: 2-Disagree Somewhat: Index
MP28578a_B	2022 Rather Cook Than Eat Out: 3-Agree Somewhat
MP28578a_I	2022 Rather Cook Than Eat Out: 3-Agree Somewhat: Index
MP28579a_B	2022 Rather Cook Than Eat Out: 4-Agree Completely
MP28579a_I	2022 Rather Cook Than Eat Out: 4-Agree Completely: Index
MP28580a_B	2022 Really Enjoy Cooking: 1-Disagree Completely
MP28580a_I	2022 Really Enjoy Cooking: 1-Disagree Completely: Index
MP28581a_B	2022 Really Enjoy Cooking: 2-Disagree Somewhat
MP28581a_I	2022 Really Enjoy Cooking: 2-Disagree Somewhat: Index
MP28582a_B	2022 Really Enjoy Cooking: 3-Agree Somewhat
MP28582a_I	2022 Really Enjoy Cooking: 3-Agree Somewhat: Index

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP28583a_B	2022 Really Enjoy Cooking: 4-Agree Completely
MP28583a_I	2022 Really Enjoy Cooking: 4-Agree Completely: Index
MP28072a_B	2022 Regularly Eat Organic Foods: 1-Disagree Completely
MP28072a_I	2022 Regularly Eat Organic Foods: 1-Disagree Completely: Index
MP28073a_B	2022 Regularly Eat Organic Foods: 2-Disagree Somewhat
MP28073a_I	2022 Regularly Eat Organic Foods: 2-Disagree Somewhat: Index
MP28074a_B	2022 Regularly Eat Organic Foods: 3-Agree Somewhat
MP28074a_I	2022 Regularly Eat Organic Foods: 3-Agree Somewhat: Index
MP28075a_B	2022 Regularly Eat Organic Foods: 4-Agree Completely
MP28075a_I	2022 Regularly Eat Organic Foods: 4-Agree Completely: Index
MP28584a_B	2022 Salty Snacks Are My Favorite: 1-Disagree Completely
MP28584a_I	2022 Salty Snacks Are My Favorite: 1-Disagree Completely: Index
MP28585a_B	2022 Salty Snacks Are My Favorite: 2-Disagree Somewhat
MP28585a_I	2022 Salty Snacks Are My Favorite: 2-Disagree Somewhat: Index
MP28586a_B	2022 Salty Snacks Are My Favorite: 3-Agree Somewhat
MP28586a_I	2022 Salty Snacks Are My Favorite: 3-Agree Somewhat: Index
MP28587a_B	2022 Salty Snacks Are My Favorite: 4-Agree Completely
MP28587a_I	2022 Salty Snacks Are My Favorite: 4-Agree Completely: Index
MP28588a_B	2022 Actively Seek Info on Nutrition/Healthy Diet: 1-Disagree Completely
MP28588a_I	2022 Actively Seek Info on Nutrition/Healthy Diet: 1-Disagree Completely: Index
MP28589a_B	2022 Actively Seek Info on Nutrition/Healthy Diet: 2-Disagree Somewhat
MP28589a_I	2022 Actively Seek Info on Nutrition/Healthy Diet: 2-Disagree Somewhat: Index
MP28590a_B	2022 Actively Seek Info on Nutrition/Healthy Diet: 3-Agree Somewhat
MP28590a_I	2022 Actively Seek Info on Nutrition/Healthy Diet: 3-Agree Somewhat: Index
MP28591a_B	2022 Actively Seek Info on Nutrition/Healthy Diet: 4-Agree Completely
MP28591a_I	2022 Actively Seek Info on Nutrition/Healthy Diet: 4-Agree Completely: Index
MP28592a_B	2022 Switch My Name-Brand for Generic If on Sale: 1-Disagree Completely
MP28592a_I	2022 Switch My Name-Brand for Generic If on Sale: 1-Disagree Completely: Index
MP28593a_B	2022 Switch My Name-Brand for Generic If on Sale: 2-Disagree Somewhat
MP28593a_I	2022 Switch My Name-Brand for Generic If on Sale: 2-Disagree Somewhat: Index
MP28594a_B	2022 Switch My Name-Brand for Generic If on Sale: 3-Agree Somewhat
MP28594a_I	2022 Switch My Name-Brand for Generic If on Sale: 3-Agree Somewhat: Index
MP28595a_B	2022 Switch My Name-Brand for Generic If on Sale: 4-Agree Completely
MP28595a_I	2022 Switch My Name-Brand for Generic If on Sale: 4-Agree Completely: Index
MP28596a_B	2022 Often Try New Food Prods Because of Coupons: 1-Disagree Completely
MP28596a_I	2022 Often Try New Food Prods Because of Coupons: 1-Disagree Completely: Index
MP28597a_B	2022 Often Try New Food Prods Because of Coupons: 2-Disagree Somewhat
MP28597a_I	2022 Often Try New Food Prods Because of Coupons: 2-Disagree Somewhat: Index
MP28598a_B	2022 Often Try New Food Prods Because of Coupons: 3-Agree Somewhat
MP28598a_I	2022 Often Try New Food Prods Because of Coupons: 3-Agree Somewhat: Index
MP28599a_B	2022 Often Try New Food Prods Because of Coupons: 4-Agree Completely
MP28599a_I	2022 Often Try New Food Prods Because of Coupons: 4-Agree Completely: Index
MP28600a_B	2022 Try to Buy Locally Sourced Foods: 1-Disagree Completely
MP28600a_I	2022 Try to Buy Locally Sourced Foods: 1-Disagree Completely: Index
MP28601a_B	2022 Try to Buy Locally Sourced Foods: 2-Disagree Somewhat
MP28601a_I	2022 Try to Buy Locally Sourced Foods: 2-Disagree Somewhat: Index
MP28602a_B	2022 Try to Buy Locally Sourced Foods: 3-Agree Somewhat
MP28602a_I	2022 Try to Buy Locally Sourced Foods: 3-Agree Somewhat: Index
MP28603a_B	2022 Try to Buy Locally Sourced Foods: 4-Agree Completely
MP28603a_I	2022 Try to Buy Locally Sourced Foods: 4-Agree Completely: Index
MP28604a_B	2022 Try to Eat a Healthy Breakfast Daily: 1-Disagree Completely
MP28604a_I	2022 Try to Eat a Healthy Breakfast Daily: 1-Disagree Completely: Index
MP28605a_B	2022 Try to Eat a Healthy Breakfast Daily: 2-Disagree Somewhat
MP28605a_I	2022 Try to Eat a Healthy Breakfast Daily: 2-Disagree Somewhat: Index
MP28606a_B	2022 Try to Eat a Healthy Breakfast Daily: 3-Agree Somewhat
MP28606a_I	2022 Try to Eat a Healthy Breakfast Daily: 3-Agree Somewhat: Index
MP28607a_B	2022 Try to Eat a Healthy Breakfast Daily: 4-Agree Completely
MP28607a_I	2022 Try to Eat a Healthy Breakfast Daily: 4-Agree Completely: Index
MP28608a_B	2022 Usually Try New Foods First Before Friends: 1-Disagree Completely
MP28608a_I	2022 Usually Try New Foods First Before Friends: 1-Disagree Completely: Index
MP28609a_B	2022 Usually Try New Foods First Before Friends: 2-Disagree Somewhat
MP28609a_I	2022 Usually Try New Foods First Before Friends: 2-Disagree Somewhat: Index
MP28610a_B	2022 Usually Try New Foods First Before Friends: 3-Agree Somewhat
MP28610a_I	2022 Usually Try New Foods First Before Friends: 3-Agree Somewhat: Index
MP28611a_B	2022 Usually Try New Foods First Before Friends: 4-Agree Completely
MP28611a_I	2022 Usually Try New Foods First Before Friends: 4-Agree Completely: Index
MP28612a_B	2022 When I Eat Out I Eat Unhealthy Foods: 1-Disagree Completely
MP28612a_I	2022 When I Eat Out I Eat Unhealthy Foods: 1-Disagree Completely: Index
MP28613a_B	2022 When I Eat Out I Eat Unhealthy Foods: 2-Disagree Somewhat
MP28613a_I	2022 When I Eat Out I Eat Unhealthy Foods: 2-Disagree Somewhat: Index
MP28614a_B	2022 When I Eat Out I Eat Unhealthy Foods: 3-Agree Somewhat
MP28614a_I	2022 When I Eat Out I Eat Unhealthy Foods: 3-Agree Somewhat: Index
MP28615a_B	2022 When I Eat Out I Eat Unhealthy Foods: 4-Agree Completely
MP28615a_I	2022 When I Eat Out I Eat Unhealthy Foods: 4-Agree Completely: Index
MP28616a_B	2022 When I Eat Out I Expect Leftovers: 1-Disagree Completely
MP28616a_I	2022 When I Eat Out I Expect Leftovers: 1-Disagree Completely: Index
MP28617a_B	2022 When I Eat Out I Expect Leftovers: 2-Disagree Somewhat
MP28617a_I	2022 When I Eat Out I Expect Leftovers: 2-Disagree Somewhat: Index
MP28618a_B	2022 When I Eat Out I Expect Leftovers: 3-Agree Somewhat
MP28618a_I	2022 When I Eat Out I Expect Leftovers: 3-Agree Somewhat: Index

# Esri's Market Potential Data Variable List



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Data Table & Item Code	Data Item Description
MP28619a_B	2022 When I Eat Out I Expect Leftovers: 4-Agree Completely
MP28619a_I	2022 When I Eat Out I Expect Leftovers: 4-Agree Completely: Index
MP28620a_B	2022 Will Try Any New Diet: 1-Disagree Completely
MP28620a_I	2022 Will Try Any New Diet: 1-Disagree Completely: Index
MP28621a_B	2022 Will Try Any New Diet: 2-Disagree Somewhat
MP28621a_I	2022 Will Try Any New Diet: 2-Disagree Somewhat: Index
MP28622a_B	2022 Will Try Any New Diet: 3-Agree Somewhat
MP28622a_I	2022 Will Try Any New Diet: 3-Agree Somewhat: Index
MP28623a_B	2022 Will Try Any New Diet: 4-Agree Completely
MP28623a_I	2022 Will Try Any New Diet: 4-Agree Completely: Index
<b>Psychographics and Lifestyle (Market Potential)</b>	
MP28632a_B	2022 Family/Friends Trust My Advice on Healthcare
MP28632a_I	2022 Family/Friends Trust My Advice on Healthcare: Index
MP28633a_B	2022 Family/Friends Trust My Advice on Healthy Lifestyles
MP28633a_I	2022 Family/Friends Trust My Advice on Healthy Lifestyles: Index
MP28634a_B	2022 Family/Friends Trust My Advice on Prescription Drugs
MP28634a_I	2022 Family/Friends Trust My Advice on Prescription Drugs: Index
MP28679a_B	2022 Very Knowledgeable on Healthcare
MP28679a_I	2022 Very Knowledgeable on Healthcare: Index
MP28680a_B	2022 Very Knowledgeable on Healthy Lifestyles
MP28680a_I	2022 Very Knowledgeable on Healthy Lifestyles: Index
MP28681a_B	2022 Very Knowledgeable on Prescription Drugs
MP28681a_I	2022 Very Knowledgeable on Prescription Drugs: Index
MP28624a_B	2022 Consider Diet to Be Very Healthy: 1-Disagree Completely
MP28624a_I	2022 Consider Diet to Be Very Healthy: 1-Disagree Completely: Index
MP28625a_B	2022 Consider Diet to Be Very Healthy: 2-Disagree Somewhat
MP28625a_I	2022 Consider Diet to Be Very Healthy: 2-Disagree Somewhat: Index
MP28626a_B	2022 Consider Diet to Be Very Healthy: 3-Agree Somewhat
MP28626a_I	2022 Consider Diet to Be Very Healthy: 3-Agree Somewhat: Index
MP28627a_B	2022 Consider Diet to Be Very Healthy: 4-Agree Completely
MP28627a_I	2022 Consider Diet to Be Very Healthy: 4-Agree Completely: Index
MP28628a_B	2022 Drag Myself to Work When Sick: 1-Disagree Completely
MP28628a_I	2022 Drag Myself to Work When Sick: 1-Disagree Completely: Index
MP28629a_B	2022 Drag Myself to Work When Sick: 2-Disagree Somewhat
MP28629a_I	2022 Drag Myself to Work When Sick: 2-Disagree Somewhat: Index
MP28630a_B	2022 Drag Myself to Work When Sick: 3-Agree Somewhat
MP28630a_I	2022 Drag Myself to Work When Sick: 3-Agree Somewhat: Index
MP28631a_B	2022 Drag Myself to Work When Sick: 4-Agree Completely
MP28631a_I	2022 Drag Myself to Work When Sick: 4-Agree Completely: Index
MP28635a_B	2022 Frequently Take Preventative Medicine: 1-Disagree Completely
MP28635a_I	2022 Frequently Take Preventative Medicine: 1-Disagree Completely: Index
MP28636a_B	2022 Frequently Take Preventative Medicine: 2-Disagree Somewhat
MP28636a_I	2022 Frequently Take Preventative Medicine: 2-Disagree Somewhat: Index
MP28637a_B	2022 Frequently Take Preventative Medicine: 3-Agree Somewhat
MP28637a_I	2022 Frequently Take Preventative Medicine: 3-Agree Somewhat: Index
MP28638a_B	2022 Frequently Take Preventative Medicine: 4-Agree Completely
MP28638a_I	2022 Frequently Take Preventative Medicine: 4-Agree Completely: Index
MP28639a_B	2022 Important to See Doctor When Sick: 1-Disagree Completely
MP28639a_I	2022 Important to See Doctor When Sick: 1-Disagree Completely: Index
MP28640a_B	2022 Important to See Doctor When Sick: 2-Disagree Somewhat
MP28640a_I	2022 Important to See Doctor When Sick: 2-Disagree Somewhat: Index
MP28641a_B	2022 Important to See Doctor When Sick: 3-Agree Somewhat
MP28641a_I	2022 Important to See Doctor When Sick: 3-Agree Somewhat: Index
MP28642a_B	2022 Important to See Doctor When Sick: 4-Agree Completely
MP28642a_I	2022 Important to See Doctor When Sick: 4-Agree Completely: Index
MP28643a_B	2022 Make Sure I Exercise Regularly: 1-Disagree Completely
MP28643a_I	2022 Make Sure I Exercise Regularly: 1-Disagree Completely: Index
MP28644a_B	2022 Make Sure I Exercise Regularly: 2-Disagree Somewhat
MP28644a_I	2022 Make Sure I Exercise Regularly: 2-Disagree Somewhat: Index
MP28645a_B	2022 Make Sure I Exercise Regularly: 3-Agree Somewhat
MP28645a_I	2022 Make Sure I Exercise Regularly: 3-Agree Somewhat: Index
MP28646a_B	2022 Make Sure I Exercise Regularly: 4-Agree Completely
MP28646a_I	2022 Make Sure I Exercise Regularly: 4-Agree Completely: Index
MP28647a_B	2022 More Fit and Active Others My Age: 1-Disagree Completely
MP28647a_I	2022 More Fit and Active Others My Age: 1-Disagree Completely: Index
MP28648a_B	2022 More Fit and Active Others My Age: 2-Disagree Somewhat
MP28648a_I	2022 More Fit and Active Others My Age: 2-Disagree Somewhat: Index
MP28649a_B	2022 More Fit and Active Others My Age: 3-Agree Somewhat
MP28649a_I	2022 More Fit and Active Others My Age: 3-Agree Somewhat: Index
MP28650a_B	2022 More Fit and Active Others My Age: 4-Agree Completely
MP28650a_I	2022 More Fit and Active Others My Age: 4-Agree Completely: Index
MP28651a_B	2022 Often Seek New Exercise Routines: 1-Disagree Completely
MP28651a_I	2022 Often Seek New Exercise Routines: 1-Disagree Completely: Index
MP28652a_B	2022 Often Seek New Exercise Routines: 2-Disagree Somewhat
MP28652a_I	2022 Often Seek New Exercise Routines: 2-Disagree Somewhat: Index
MP28653a_B	2022 Often Seek New Exercise Routines: 3-Agree Somewhat
MP28653a_I	2022 Often Seek New Exercise Routines: 3-Agree Somewhat: Index
MP28654a_B	2022 Often Seek New Exercise Routines: 4-Agree Completely

# Esri's Market Potential Data Variable List



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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP28654a_I	2022 Often Seek New Exercise Routines: 4-Agree Completely: Index
MP28655a_B	2022 Pay Just About Anything for My Health: 1-Disagree Completely
MP28655a_I	2022 Pay Just About Anything for My Health: 1-Disagree Completely: Index
MP28656a_B	2022 Pay Just About Anything for My Health: 2-Disagree Somewhat
MP28656a_I	2022 Pay Just About Anything for My Health: 2-Disagree Somewhat: Index
MP28657a_B	2022 Pay Just About Anything for My Health: 3-Agree Somewhat
MP28657a_I	2022 Pay Just About Anything for My Health: 3-Agree Somewhat: Index
MP28658a_B	2022 Pay Just About Anything for My Health: 4-Agree Completely
MP28658a_I	2022 Pay Just About Anything for My Health: 4-Agree Completely: Index
MP28087a_B	2022 Prefer Alternative Medicine to Traditional: 1-Disagree Strongly
MP28087a_I	2022 Prefer Alternative Medicine to Traditional: 1-Disagree Strongly: Index
MP28086a_B	2022 Prefer Alternative Medicine to Traditional: 2-Disagree Somewhat
MP28086a_I	2022 Prefer Alternative Medicine to Traditional: 2-Disagree Somewhat: Index
MP28085a_B	2022 Prefer Alternative Medicine to Traditional: 3-Agree Somewhat
MP28085a_I	2022 Prefer Alternative Medicine to Traditional: 3-Agree Somewhat: Index
MP28084a_B	2022 Prefer Alternative Medicine to Traditional: 4-Agree Strongly
MP28084a_I	2022 Prefer Alternative Medicine to Traditional: 4-Agree Strongly: Index
MP28659a_B	2022 Prefer Urgent Care vs Doctor's Office: 1-Disagree Completely
MP28659a_I	2022 Prefer Urgent Care vs Doctor's Office: 1-Disagree Completely: Index
MP28660a_B	2022 Prefer Urgent Care vs Doctor's Office: 2-Disagree Somewhat
MP28660a_I	2022 Prefer Urgent Care vs Doctor's Office: 2-Disagree Somewhat: Index
MP28661a_B	2022 Prefer Urgent Care vs Doctor's Office: 3-Agree Somewhat
MP28661a_I	2022 Prefer Urgent Care vs Doctor's Office: 3-Agree Somewhat: Index
MP28662a_B	2022 Prefer Urgent Care vs Doctor's Office: 4-Agree Completely
MP28662a_I	2022 Prefer Urgent Care vs Doctor's Office: 4-Agree Completely: Index
MP28663a_B	2022 Always Seek New Ways to Be More Healthy: 1-Disagree Completely
MP28663a_I	2022 Always Seek New Ways to Be More Healthy: 1-Disagree Completely: Index
MP28664a_B	2022 Always Seek New Ways to Be More Healthy: 2-Disagree Somewhat
MP28664a_I	2022 Always Seek New Ways to Be More Healthy: 2-Disagree Somewhat: Index
MP28665a_B	2022 Always Seek New Ways to Be More Healthy: 3-Agree Somewhat
MP28665a_I	2022 Always Seek New Ways to Be More Healthy: 3-Agree Somewhat: Index
MP28666a_B	2022 Always Seek New Ways to Be More Healthy: 4-Agree Completely
MP28666a_I	2022 Always Seek New Ways to Be More Healthy: 4-Agree Completely: Index
MP28667a_B	2022 Struggle with Health Care Costs: 1-Disagree Completely
MP28667a_I	2022 Struggle with Health Care Costs: 1-Disagree Completely: Index
MP28668a_B	2022 Struggle with Health Care Costs: 2-Disagree Somewhat
MP28668a_I	2022 Struggle with Health Care Costs: 2-Disagree Somewhat: Index
MP28669a_B	2022 Struggle with Health Care Costs: 3-Agree Somewhat
MP28669a_I	2022 Struggle with Health Care Costs: 3-Agree Somewhat: Index
MP28670a_B	2022 Struggle with Health Care Costs: 4-Agree Completely
MP28670a_I	2022 Struggle with Health Care Costs: 4-Agree Completely: Index
MP28671a_B	2022 Too Busy to Take Proper Care of Myself: 1-Disagree Completely
MP28671a_I	2022 Too Busy to Take Proper Care of Myself: 1-Disagree Completely: Index
MP28672a_B	2022 Too Busy to Take Proper Care of Myself: 2-Disagree Somewhat
MP28672a_I	2022 Too Busy to Take Proper Care of Myself: 2-Disagree Somewhat: Index
MP28673a_B	2022 Too Busy to Take Proper Care of Myself: 3-Agree Somewhat
MP28673a_I	2022 Too Busy to Take Proper Care of Myself: 3-Agree Somewhat: Index
MP28674a_B	2022 Too Busy to Take Proper Care of Myself: 4-Agree Completely
MP28674a_I	2022 Too Busy to Take Proper Care of Myself: 4-Agree Completely: Index
MP28675a_B	2022 Vaccine Benefits Outweigh Possible Risks: 1-Disagree Completely
MP28675a_I	2022 Vaccine Benefits Outweigh Possible Risks: 1-Disagree Completely: Index
MP28676a_B	2022 Vaccine Benefits Outweigh Possible Risks: 2-Disagree Somewhat
MP28676a_I	2022 Vaccine Benefits Outweigh Possible Risks: 2-Disagree Somewhat: Index
MP28677a_B	2022 Vaccine Benefits Outweigh Possible Risks: 3-Agree Somewhat
MP28677a_I	2022 Vaccine Benefits Outweigh Possible Risks: 3-Agree Somewhat: Index
MP28678a_B	2022 Vaccine Benefits Outweigh Possible Risks: 4-Agree Completely
MP28678a_I	2022 Vaccine Benefits Outweigh Possible Risks: 4-Agree Completely: Index
MP28686a_B	2022 Family/Friends Trust My Advice on Gardening
MP28686a_I	2022 Family/Friends Trust My Advice on Gardening: Index
MP28687a_B	2022 Family/Friends Trust My Advice on Restaurants
MP28687a_I	2022 Family/Friends Trust My Advice on Restaurants: Index
MP28692a_B	2022 Very Knowledgeable on Gardening
MP28692a_I	2022 Very Knowledgeable on Gardening: Index
MP28693a_B	2022 Very Knowledgeable on Restaurants
MP28693a_I	2022 Very Knowledgeable on Restaurants: Index
MP28682a_B	2022 Cells Phones Are Too Complicated: 1-Disagree Completely
MP28682a_I	2022 Cells Phones Are Too Complicated: 1-Disagree Completely: Index
MP28683a_B	2022 Cells Phones Are Too Complicated: 2-Disagree Somewhat
MP28683a_I	2022 Cells Phones Are Too Complicated: 2-Disagree Somewhat: Index
MP28684a_B	2022 Cells Phones Are Too Complicated: 3-Agree Somewhat
MP28684a_I	2022 Cells Phones Are Too Complicated: 3-Agree Somewhat: Index
MP28685a_B	2022 Cells Phones Are Too Complicated: 4-Agree Completely
MP28685a_I	2022 Cells Phones Are Too Complicated: 4-Agree Completely: Index
MP28096a_B	2022 Attend Religious Services Regularly: 1-Disagree Completely
MP28096a_I	2022 Attend Religious Services Regularly: 1-Disagree Completely: Index
MP28097a_B	2022 Attend Religious Services Regularly: 2-Disagree Somewhat
MP28097a_I	2022 Attend Religious Services Regularly: 2-Disagree Somewhat: Index
MP28098a_B	2022 Attend Religious Services Regularly: 3-Agree Somewhat
MP28098a_I	2022 Attend Religious Services Regularly: 3-Agree Somewhat: Index
MP28099a_B	2022 Attend Religious Services Regularly: 4-Agree Completely

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP28099a_I	2022 Attend Religious Services Regularly: 4-Agree Completely: Index
MP28203a_B	2022 Like to Live Lifestyle Impresses Others: 1-Disagree Completely
MP28203a_I	2022 Like to Live Lifestyle Impresses Others: 1-Disagree Completely: Index
MP28204a_B	2022 Like to Live Lifestyle Impresses Others: 2-Disagree Somewhat
MP28204a_I	2022 Like to Live Lifestyle Impresses Others: 2-Disagree Somewhat: Index
MP28202a_B	2022 Like to Live Lifestyle Impresses Others: 3-Agree Somewhat
MP28202a_I	2022 Like to Live Lifestyle Impresses Others: 3-Agree Somewhat: Index
MP28201a_B	2022 Like to Live Lifestyle Impresses Others: 4-Agree Completely
MP28201a_I	2022 Like to Live Lifestyle Impresses Others: 4-Agree Completely: Index
MP28688a_B	2022 Try to Keep Up with Technology Developments: 1-Disagree Completely
MP28688a_I	2022 Try to Keep Up with Technology Developments: 1-Disagree Completely: Index
MP28689a_B	2022 Try to Keep Up with Technology Developments: 2-Disagree Somewhat
MP28689a_I	2022 Try to Keep Up with Technology Developments: 2-Disagree Somewhat: Index
MP28690a_B	2022 Try to Keep Up with Technology Developments: 3-Agree Somewhat
MP28690a_I	2022 Try to Keep Up with Technology Developments: 3-Agree Somewhat: Index
MP28691a_B	2022 Try to Keep Up with Technology Developments: 4-Agree Completely
MP28691a_I	2022 Try to Keep Up with Technology Developments: 4-Agree Completely: Index
MP28262a_B	2022 Worry 'Smart' Products Invade Privacy: 1-Disagree Completely
MP28262a_I	2022 Worry 'Smart' Products Invade Privacy: 1-Disagree Completely: Index
MP28263a_B	2022 Worry 'Smart' Products Invade Privacy: 2-Disagree Somewhat
MP28263a_I	2022 Worry 'Smart' Products Invade Privacy: 2-Disagree Somewhat: Index
MP28264a_B	2022 Worry 'Smart' Products Invade Privacy: 3-Agree Somewhat
MP28264a_I	2022 Worry 'Smart' Products Invade Privacy: 3-Agree Somewhat: Index
MP28265a_B	2022 Worry 'Smart' Products Invade Privacy: 4-Agree Completely
MP28265a_I	2022 Worry 'Smart' Products Invade Privacy: 4-Agree Completely: Index
MP28225a_B	2022 Buy First House Next 12 Mo: 1-Not at All Likely
MP28225a_I	2022 Buy First House Next 12 Mo: 1-Not at All Likely: Index
MP28226a_B	2022 Buy First House Next 12 Mo: 2-Not Very Likely
MP28226a_I	2022 Buy First House Next 12 Mo: 2-Not Very Likely: Index
MP28227a_B	2022 Buy First House Next 12 Mo: 3-Somewhat Likely
MP28227a_I	2022 Buy First House Next 12 Mo: 3-Somewhat Likely: Index
MP28228a_B	2022 Buy First House Next 12 Mo: 4-Very Likely
MP28228a_I	2022 Buy First House Next 12 Mo: 4-Very Likely: Index
MP28229a_B	2022 Retire from Work Next 12 Mo: 1-Not at All Likely
MP28229a_I	2022 Retire from Work Next 12 Mo: 1-Not at All Likely: Index
MP28230a_B	2022 Retire from Work Next 12 Mo: 2-Not Very Likely
MP28230a_I	2022 Retire from Work Next 12 Mo: 2-Not Very Likely: Index
MP28231a_B	2022 Retire from Work Next 12 Mo: 3-Somewhat Likely
MP28231a_I	2022 Retire from Work Next 12 Mo: 3-Somewhat Likely: Index
MP28232a_B	2022 Retire from Work Next 12 Mo: 4-Very Likely
MP28232a_I	2022 Retire from Work Next 12 Mo: 4-Very Likely: Index
MP28233a_B	2022 Start/Buy a New Business Next 12 Mo: 1-Not at All Likely
MP28233a_I	2022 Start/Buy a New Business Next 12 Mo: 1-Not at All Likely: Index
MP28234a_B	2022 Start/Buy a New Business Next 12 Mo: 2-Not Very Likely
MP28234a_I	2022 Start/Buy a New Business Next 12 Mo: 2-Not Very Likely: Index
MP28235a_B	2022 Start/Buy a New Business Next 12 Mo: 3-Somewhat Likely
MP28235a_I	2022 Start/Buy a New Business Next 12 Mo: 3-Somewhat Likely: Index
MP28236a_B	2022 Start/Buy a New Business Next 12 Mo: 4-Very Likely
MP28236a_I	2022 Start/Buy a New Business Next 12 Mo: 4-Very Likely: Index
MP28237a_B	2022 Start/Return to School Next 12 Mo: 1-Not at All Likely
MP28237a_I	2022 Start/Return to School Next 12 Mo: 1-Not at All Likely: Index
MP28238a_B	2022 Start/Return to School Next 12 Mo: 2-Not Very Likely
MP28238a_I	2022 Start/Return to School Next 12 Mo: 2-Not Very Likely: Index
MP28239a_B	2022 Start/Return to School Next 12 Mo: 3-Somewhat Likely
MP28239a_I	2022 Start/Return to School Next 12 Mo: 3-Somewhat Likely: Index
MP28240a_B	2022 Start/Return to School Next 12 Mo: 4-Very Likely
MP28240a_I	2022 Start/Return to School Next 12 Mo: 4-Very Likely: Index
MP28862a_B	2022 Family/Friends Trust My Advice on Vacation Travel
MP28862a_I	2022 Family/Friends Trust My Advice on Vacation Travel: Index
MP28863a_B	2022 Very Knowledgeable on Vacation Travel
MP28863a_I	2022 Very Knowledgeable on Vacation Travel: Index
MP28215a_B	2022 Choose Active Vacations with Lots to Do: 1-Disagree Completely
MP28215a_I	2022 Choose Active Vacations with Lots to Do: 1-Disagree Completely: Index
MP28216a_B	2022 Choose Active Vacations with Lots to Do: 2-Disagree Somewhat
MP28216a_I	2022 Choose Active Vacations with Lots to Do: 2-Disagree Somewhat: Index
MP28214a_B	2022 Choose Active Vacations with Lots to Do: 3-Agree Somewhat
MP28214a_I	2022 Choose Active Vacations with Lots to Do: 3-Agree Somewhat: Index
MP28213a_B	2022 Choose Active Vacations with Lots to Do: 4-Agree Completely
MP28213a_I	2022 Choose Active Vacations with Lots to Do: 4-Agree Completely: Index
MP28211a_B	2022 Discounts Influence Where I Travel/Stay: 1-Disagree Completely
MP28211a_I	2022 Discounts Influence Where I Travel/Stay: 1-Disagree Completely: Index
MP28212a_B	2022 Discounts Influence Where I Travel/Stay: 2-Disagree Somewhat
MP28212a_I	2022 Discounts Influence Where I Travel/Stay: 2-Disagree Somewhat: Index
MP28210a_B	2022 Discounts Influence Where I Travel/Stay: 3-Agree Somewhat
MP28210a_I	2022 Discounts Influence Where I Travel/Stay: 3-Agree Somewhat: Index
MP28209a_B	2022 Discounts Influence Where I Travel/Stay: 4-Agree Completely
MP28209a_I	2022 Discounts Influence Where I Travel/Stay: 4-Agree Completely: Index
MP28207a_B	2022 Prefer Travel in U.S. vs Foreign: 1-Disagree Completely
MP28207a_I	2022 Prefer Travel in U.S. vs Foreign: 1-Disagree Completely: Index
MP28208a_B	2022 Prefer Travel in U.S. vs Foreign: 2-Disagree Somewhat

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP28208a_I	2022 Prefer Travel in U.S. vs Foreign: 2-Disagree Somewhat: Index
MP28206a_B	2022 Prefer Travel in U.S. vs Foreign: 3-Agree Somewhat
MP28206a_I	2022 Prefer Travel in U.S. vs Foreign: 3-Agree Somewhat: Index
MP28205a_B	2022 Prefer Travel in U.S. vs Foreign: 4-Agree Completely
MP28205a_I	2022 Prefer Travel in U.S. vs Foreign: 4-Agree Completely: Index
<b>Psychographics and Media (Market Potential)</b>	
MP28694a_B	2022 Media: Enjoy Computer Ads
MP28694a_I	2022 Media: Enjoy Computer Ads: Index
MP28695a_B	2022 Media: Enjoy Magazine Ads
MP28695a_I	2022 Media: Enjoy Magazine Ads: Index
MP28696a_B	2022 Media: Enjoy Mobile Ads
MP28696a_I	2022 Media: Enjoy Mobile Ads: Index
MP28697a_B	2022 Media: Enjoy Newspaper Ads
MP28697a_I	2022 Media: Enjoy Newspaper Ads: Index
MP28698a_B	2022 Media: Enjoy Radio Ads
MP28698a_I	2022 Media: Enjoy Radio Ads: Index
MP28699a_B	2022 Media: Enjoy Television Ads
MP28699a_I	2022 Media: Enjoy Television Ads: Index
MP28700a_B	2022 Media: Magazines Are Main Source of Entertainment
MP28700a_I	2022 Media: Magazines Are Main Source of Entertainment: Index
MP28701a_B	2022 Media: Magazines Are Pure Entertainment
MP28701a_I	2022 Media: Magazines Are Pure Entertainment: Index
MP28702a_B	2022 Media: Magazines Gives Me Good Ideas
MP28702a_I	2022 Media: Magazines Gives Me Good Ideas: Index
MP28703a_B	2022 Media: Magazines Is a Good Escape
MP28703a_I	2022 Media: Magazines Is a Good Escape: Index
MP28704a_B	2022 Media: Magazines Is Good for Learning
MP28704a_I	2022 Media: Magazines Is Good for Learning: Index
MP28705a_B	2022 Media Attitude: Magazines Keep Me Updated with Styles
MP28705a_I	2022 Media Attitude: Magazines Keep Me Updated with Styles: Index
MP28706a_B	2022 Media: Magazines Keeps Me Informed
MP28706a_I	2022 Media: Magazines Keeps Me Informed: Index
MP28707a_B	2022 Media: Magazines Make Me Think
MP28707a_I	2022 Media: Magazines Make Me Think: Index
MP28708a_B	2022 Media: Magazines Put Me in a Good Mood
MP28708a_I	2022 Media: Magazines Put Me in a Good Mood: Index
MP28709a_B	2022 Media: Magazines Relax Me
MP28709a_I	2022 Media: Magazines Relax Me: Index
MP28710a_B	2022 Media: Mobile Internet Puts Me in a Good Mood
MP28710a_I	2022 Media: Mobile Internet Puts Me in a Good Mood: Index
MP28711a_B	2022 Media: Mobile Internet Gives Me Good Ideas
MP28711a_I	2022 Media: Mobile Internet Gives Me Good Ideas: Index
MP28712a_B	2022 Media: Mobile Internet Is a Good Escape
MP28712a_I	2022 Media: Mobile Internet Is a Good Escape: Index
MP28713a_B	2022 Media: Mobile Internet Is Good for Learning
MP28713a_I	2022 Media: Mobile Internet Is Good for Learning: Index
MP28714a_B	2022 Media: Mobile Internet Is Main Source of Entertainment
MP28714a_I	2022 Media: Mobile Internet Is Main Source of Entertainment: Index
MP28715a_B	2022 Media: Mobile Internet Is Pure Entertainment
MP28715a_I	2022 Media: Mobile Internet Is Pure Entertainment: Index
MP28716a_B	2022 Media: Mobile Internet Keeps Me Informed
MP28716a_I	2022 Media: Mobile Internet Keeps Me Informed: Index
MP28717a_B	2022 Media: Mobile Internet Keeps Me Updated with Styles
MP28717a_I	2022 Media: Mobile Internet Keeps Me Updated with Styles: Index
MP28718a_B	2022 Media: Mobile Internet Makes Me Think
MP28718a_I	2022 Media: Mobile Internet Makes Me Think: Index
MP28719a_B	2022 Media: Mobile Internet Relaxes Me
MP28719a_I	2022 Media: Mobile Internet Relaxes Me: Index
MP28720a_B	2022 Media: Newspapers Are Main Source of Entertainment
MP28720a_I	2022 Media: Newspapers Are Main Source of Entertainment: Index
MP28721a_B	2022 Media: Newspapers Are Pure Entertainment
MP28721a_I	2022 Media: Newspapers Are Pure Entertainment: Index
MP28722a_B	2022 Media: Newspapers Gives Me Good Ideas
MP28722a_I	2022 Media: Newspapers Gives Me Good Ideas: Index
MP28723a_B	2022 Media: Newspapers Is a Good Escape
MP28723a_I	2022 Media: Newspapers Is a Good Escape: Index
MP28724a_B	2022 Media: Newspapers Is Good for Learning
MP28724a_I	2022 Media: Newspapers Is Good for Learning: Index
MP28725a_B	2022 Media Attitude: Newspapers Keep Me Updated with Styles
MP28725a_I	2022 Media Attitude: Newspapers Keep Me Updated with Styles: Index
MP28726a_B	2022 Media: Newspapers Keeps Me Informed
MP28726a_I	2022 Media: Newspapers Keeps Me Informed: Index
MP28727a_B	2022 Media: Newspapers Make Me Think
MP28727a_I	2022 Media: Newspapers Make Me Think: Index
MP28728a_B	2022 Media: Newspapers Put Me in a Good Mood
MP28728a_I	2022 Media: Newspapers Put Me in a Good Mood: Index
MP28729a_B	2022 Media: Newspapers Relax Me
MP28729a_I	2022 Media: Newspapers Relax Me: Index



# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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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
MP28730a_B	2022 Media: PC Internet Gives Me Good Ideas
MP28730a_I	2022 Media: PC Internet Gives Me Good Ideas: Index
MP28731a_B	2022 Media: PC Internet Is a Good Escape
MP28731a_I	2022 Media: PC Internet Is a Good Escape: Index
MP28732a_B	2022 Media: PC Internet Is Good for Learning
MP28732a_I	2022 Media: PC Internet Is Good for Learning: Index
MP28733a_B	2022 Media: Computer Internet Is Main Source of Entertainment
MP28733a_I	2022 Media: Computer Internet Is Main Source of Entertainment: Index
MP28734a_B	2022 Media: PC Internet Is Pure Entertainment
MP28734a_I	2022 Media: PC Internet Is Pure Entertainment: Index
MP28735a_B	2022 Media: PC Internet Keeps Me Informed
MP28735a_I	2022 Media: PC Internet Keeps Me Informed: Index
MP28736a_B	2022 Media Attitude: PC Internet Keeps Me Updated with Styles
MP28736a_I	2022 Media Attitude: PC Internet Keeps Me Updated with Styles: Index
MP28737a_B	2022 Media: PC Internet Makes Me Think
MP28737a_I	2022 Media: PC Internet Makes Me Think: Index
MP28738a_B	2022 Media: PC Internet Puts Me in a Good Mood
MP28738a_I	2022 Media: PC Internet Puts Me in a Good Mood: Index
MP28739a_B	2022 Media: PC Internet Relaxes Me
MP28739a_I	2022 Media: PC Internet Relaxes Me: Index
MP28740a_B	2022 Media: Radio Gives Me Good Ideas
MP28740a_I	2022 Media: Radio Gives Me Good Ideas: Index
MP28741a_B	2022 Media: Radio Is a Good Escape
MP28741a_I	2022 Media: Radio Is a Good Escape: Index
MP28742a_B	2022 Media: Radio Is Good for Learning
MP28742a_I	2022 Media: Radio Is Good for Learning: Index
MP28743a_B	2022 Media: Radio Is Main Source of Entertainment
MP28743a_I	2022 Media: Radio Is Main Source of Entertainment: Index
MP28744a_B	2022 Media: Radio Is Pure Entertainment
MP28744a_I	2022 Media: Radio Is Pure Entertainment: Index
MP28745a_B	2022 Media: Radio Keeps Me Informed
MP28745a_I	2022 Media: Radio Keeps Me Informed: Index
MP28746a_B	2022 Media: Radio Keeps Me Updated with Styles
MP28746a_I	2022 Media: Radio Keeps Me Updated with Styles: Index
MP28747a_B	2022 Media: Radio Makes Me Think
MP28747a_I	2022 Media: Radio Makes Me Think: Index
MP28748a_B	2022 Media: Radio Puts Me in a Good Mood
MP28748a_I	2022 Media: Radio Puts Me in a Good Mood: Index
MP28749a_B	2022 Media: Radio Relaxes Me
MP28749a_I	2022 Media: Radio Relaxes Me: Index
MP28750a_B	2022 Media: Television Gives Me Good Ideas
MP28750a_I	2022 Media: Television Gives Me Good Ideas: Index
MP28751a_B	2022 Media: Television Is a Good Escape
MP28751a_I	2022 Media: Television Is a Good Escape: Index
MP28752a_B	2022 Media: TV Is Good for Learning
MP28752a_I	2022 Media: TV Is Good for Learning: Index
MP28753a_B	2022 Media: Television Is Main Source of Entertainment
MP28753a_I	2022 Media: Television Is Main Source of Entertainment: Index
MP28754a_B	2022 Media: TV Is Pure Entertainment
MP28754a_I	2022 Media: TV Is Pure Entertainment: Index
MP28755a_B	2022 Media: Television Keeps Me Informed
MP28755a_I	2022 Media: Television Keeps Me Informed: Index
MP28756a_B	2022 Media: TV Keeps Me Updated with Styles
MP28756a_I	2022 Media: TV Keeps Me Updated with Styles: Index
MP28757a_B	2022 Media: Television Makes Me Think
MP28757a_I	2022 Media: Television Makes Me Think: Index
MP28758a_B	2022 Media: Television Puts Me in a Good Mood
MP28758a_I	2022 Media: Television Puts Me in a Good Mood: Index
MP28759a_B	2022 Media: Television Relaxes Me
MP28759a_I	2022 Media: Television Relaxes Me: Index
MP28247a_B	2022 Like 'Binge Watching' TV Episodes: 1-Disagree Completely
MP28247a_I	2022 Like 'Binge Watching' TV Episodes: 1-Disagree Completely: Index
MP28248a_B	2022 Like 'Binge Watching' TV Episodes: 2-Disagree Somewhat
MP28248a_I	2022 Like 'Binge Watching' TV Episodes: 2-Disagree Somewhat: Index
MP28246a_B	2022 Like 'Binge Watching' TV Episodes: 3-Agree Somewhat
MP28246a_I	2022 Like 'Binge Watching' TV Episodes: 3-Agree Somewhat: Index
MP28245a_B	2022 Like 'Binge Watching' TV Episodes: 4-Agree Completely
MP28245a_I	2022 Like 'Binge Watching' TV Episodes: 4-Agree Completely: Index
MP28760a_B	2022 Social Media Is My Primary News Source: 1-Disagree Completely
MP28760a_I	2022 Social Media Is My Primary News Source: 1-Disagree Completely: Index
MP28761a_B	2022 Social Media Is My Primary News Source: 2-Disagree Somewhat
MP28761a_I	2022 Social Media Is My Primary News Source: 2-Disagree Somewhat: Index
MP28762a_B	2022 Social Media Is My Primary News Source: 3-Agree Somewhat
MP28762a_I	2022 Social Media Is My Primary News Source: 3-Agree Somewhat: Index
MP28763a_B	2022 Social Media Is My Primary News Source: 4-Agree Completely
MP28763a_I	2022 Social Media Is My Primary News Source: 4-Agree Completely: Index
MP28764a_B	2022 Trust Social Media More the Most: 1-Disagree Completely
MP28764a_I	2022 Trust Social Media More the Most: 1-Disagree Completely: Index
MP28765a_B	2022 Trust Social Media More the Most: 2-Disagree Somewhat
MP28765a_I	2022 Trust Social Media More the Most: 2-Disagree Somewhat: Index

# Esri's Market Potential Data Variable List



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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.

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Data Table & Item Code	Data Item Description
MP28766a_B	2022 Trust Social Media More the Most: 3-Agree Somewhat
MP28766a_I	2022 Trust Social Media More the Most: 3-Agree Somewhat: Index
MP28767a_B	2022 Trust Social Media More the Most: 4-Agree Completely
MP28767a_I	2022 Trust Social Media More the Most: 4-Agree Completely: Index
<b>Psychographics and Shopping (Market Potential)</b>	
MP28292a_B	2022 Clothes Shopping: Get What I Need Then Leave: 1-Disagree Completely
MP28292a_I	2022 Clothes Shopping: Get What I Need Then Leave: 1-Disagree Completely: Index
MP28293a_B	2022 Clothes Shopping: Get What I Need Then Leave: 2-Disagree Somewhat
MP28293a_I	2022 Clothes Shopping: Get What I Need Then Leave: 2-Disagree Somewhat: Index
MP28294a_B	2022 Clothes Shopping: Get What I Need Then Leave: 3-Agree Somewhat
MP28294a_I	2022 Clothes Shopping: Get What I Need Then Leave: 3-Agree Somewhat: Index
MP28295a_B	2022 Clothes Shopping: Get What I Need Then Leave: 4-Agree Completely
MP28295a_I	2022 Clothes Shopping: Get What I Need Then Leave: 4-Agree Completely: Index
MP28296a_B	2022 Designer Clothes Are More Appealing: 1-Disagree Completely
MP28296a_I	2022 Designer Clothes Are More Appealing: 1-Disagree Completely: Index
MP28297a_B	2022 Designer Clothes Are More Appealing: 2-Disagree Somewhat
MP28297a_I	2022 Designer Clothes Are More Appealing: 2-Disagree Somewhat: Index
MP28298a_B	2022 Designer Clothes Are More Appealing: 3-Agree Somewhat
MP28298a_I	2022 Designer Clothes Are More Appealing: 3-Agree Somewhat: Index
MP28299a_B	2022 Designer Clothes Are More Appealing: 4-Agree Completely
MP28299a_I	2022 Designer Clothes Are More Appealing: 4-Agree Completely: Index
MP28300a_B	2022 Discount Dept Store Clothes Just as Good: 1-Disagree Completely
MP28300a_I	2022 Discount Dept Store Clothes Just as Good: 1-Disagree Completely: Index
MP28301a_B	2022 Discount Dept Store Clothes Just as Good: 2-Disagree Somewhat
MP28301a_I	2022 Discount Dept Store Clothes Just as Good: 2-Disagree Somewhat: Index
MP28302a_B	2022 Discount Dept Store Clothes Just as Good: 3-Agree Somewhat
MP28302a_I	2022 Discount Dept Store Clothes Just as Good: 3-Agree Somewhat: Index
MP28303a_B	2022 Discount Dept Store Clothes Just as Good: 4-Agree Completely
MP28303a_I	2022 Discount Dept Store Clothes Just as Good: 4-Agree Completely: Index
MP28892a_B	2022 Often Shop for Fashion Products Online: 1-Disagree Completely
MP28892a_I	2022 Often Shop for Fashion Products Online: 1-Disagree Completely: Index
MP28893a_B	2022 Often Shop for Fashion Products Online: 2-Disagree Somewhat
MP28893a_I	2022 Often Shop for Fashion Products Online: 2-Disagree Somewhat: Index
MP28894a_B	2022 Often Shop for Fashion Products Online: 3-Agree Somewhat
MP28894a_I	2022 Often Shop for Fashion Products Online: 3-Agree Somewhat: Index
MP28895a_B	2022 Often Shop for Fashion Products Online: 4-Agree Completely
MP28895a_I	2022 Often Shop for Fashion Products Online: 4-Agree Completely: Index
MP28304a_B	2022 Use Natural/Organic Beauty Products: 1-Disagree Completely
MP28304a_I	2022 Use Natural/Organic Beauty Products: 1-Disagree Completely: Index
MP28305a_B	2022 Use Natural/Organic Beauty Products: 2-Disagree Somewhat
MP28305a_I	2022 Use Natural/Organic Beauty Products: 2-Disagree Somewhat: Index
MP28306a_B	2022 Use Natural/Organic Beauty Products: 3-Agree Somewhat
MP28306a_I	2022 Use Natural/Organic Beauty Products: 3-Agree Somewhat: Index
MP28307a_B	2022 Use Natural/Organic Beauty Products: 4-Agree Completely
MP28307a_I	2022 Use Natural/Organic Beauty Products: 4-Agree Completely: Index
MP28308a_B	2022 Use Skincare Products with Sunscreen: 1-Disagree Completely
MP28308a_I	2022 Use Skincare Products with Sunscreen: 1-Disagree Completely: Index
MP28309a_B	2022 Use Skincare Products with Sunscreen: 2-Disagree Somewhat
MP28309a_I	2022 Use Skincare Products with Sunscreen: 2-Disagree Somewhat: Index
MP28310a_B	2022 Use Skincare Products with Sunscreen: 3-Agree Somewhat
MP28310a_I	2022 Use Skincare Products with Sunscreen: 3-Agree Somewhat: Index
MP28311a_B	2022 Use Skincare Products with Sunscreen: 4-Agree Completely
MP28311a_I	2022 Use Skincare Products with Sunscreen: 4-Agree Completely: Index
MP28001a_B	2022 Buying American Is Important: 1-Disagree Completely
MP28001a_I	2022 Buying American Is Important: 1-Disagree Completely: Index
MP28002a_B	2022 Buying American Is Important: 2-Disagree Somewhat
MP28002a_I	2022 Buying American Is Important: 2-Disagree Somewhat: Index
MP28003a_B	2022 Buying American Is Important: 3-Agree Somewhat
MP28003a_I	2022 Buying American Is Important: 3-Agree Somewhat: Index
MP28004a_B	2022 Buying American Is Important: 4-Agree Completely
MP28004a_I	2022 Buying American Is Important: 4-Agree Completely: Index
MP28789a_B	2022 Generic Over Brand Names Just as Effective: 1-Disagree Completely
MP28789a_I	2022 Generic Over Brand Names Just as Effective: 1-Disagree Completely: Index
MP28790a_B	2022 Generic Over Brand Names Just as Effective: 2-Disagree Somewhat
MP28790a_I	2022 Generic Over Brand Names Just as Effective: 2-Disagree Somewhat: Index
MP28791a_B	2022 Generic Over Brand Names Just as Effective: 3-Agree Somewhat
MP28791a_I	2022 Generic Over Brand Names Just as Effective: 3-Agree Somewhat: Index
MP28792a_B	2022 Generic Over Brand Names Just as Effective: 4-Agree Completely
MP28792a_I	2022 Generic Over Brand Names Just as Effective: 4-Agree Completely: Index
MP28009a_B	2022 Buy Based on Quality Not Price: 1-Disagree Completely
MP28009a_I	2022 Buy Based on Quality Not Price: 1-Disagree Completely: Index
MP28010a_B	2022 Buy Based on Quality Not Price: 2-Disagree Somewhat
MP28010a_I	2022 Buy Based on Quality Not Price: 2-Disagree Somewhat: Index
MP28011a_B	2022 Buy Based on Quality Not Price: 3-Agree Somewhat
MP28011a_I	2022 Buy Based on Quality Not Price: 3-Agree Somewhat: Index
MP28012a_B	2022 Buy Based on Quality Not Price: 4-Agree Completely
MP28012a_I	2022 Buy Based on Quality Not Price: 4-Agree Completely: Index
MP28064a_B	2022 Buy Natural Prods for Environ Concerns: 1-Disagree Completely

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP28064a_I	2022 Buy Natural Prods for Environ Concerns: 1-Disagree Completely: Index
MP28065a_B	2022 Buy Natural Prods for Environ Concerns: 2-Disagree Somewhat
MP28065a_I	2022 Buy Natural Prods for Environ Concerns: 2-Disagree Somewhat: Index
MP28066a_B	2022 Buy Natural Prods for Environ Concerns: 3-Agree Somewhat
MP28066a_I	2022 Buy Natural Prods for Environ Concerns: 3-Agree Somewhat: Index
MP28067a_B	2022 Buy Natural Prods for Environ Concerns: 4-Agree Completely
MP28067a_I	2022 Buy Natural Prods for Environ Concerns: 4-Agree Completely: Index
MP28776a_B	2022 Buy Natural Products for Family's Health: 1-Disagree Completely
MP28776a_I	2022 Buy Natural Products for Family's Health: 1-Disagree Completely: Index
MP28777a_B	2022 Buy Natural Products for Family's Health: 2-Disagree Somewhat
MP28777a_I	2022 Buy Natural Products for Family's Health: 2-Disagree Somewhat: Index
MP28778a_B	2022 Buy Natural Products for Family's Health: 3-Agree Somewhat
MP28778a_I	2022 Buy Natural Products for Family's Health: 3-Agree Somewhat: Index
MP28779a_B	2022 Buy Natural Products for Family's Health: 4-Agree Completely
MP28779a_I	2022 Buy Natural Products for Family's Health: 4-Agree Completely: Index
MP28005a_B	2022 Buy on Credit Rather Than Wait: 1-Disagree Completely
MP28005a_I	2022 Buy on Credit Rather Than Wait: 1-Disagree Completely: Index
MP28006a_B	2022 Buy on Credit Rather Than Wait: 2-Disagree Somewhat
MP28006a_I	2022 Buy on Credit Rather Than Wait: 2-Disagree Somewhat: Index
MP28007a_B	2022 Buy on Credit Rather Than Wait: 3-Agree Somewhat
MP28007a_I	2022 Buy on Credit Rather Than Wait: 3-Agree Somewhat: Index
MP28008a_B	2022 Buy on Credit Rather Than Wait: 4-Agree Completely
MP28008a_I	2022 Buy on Credit Rather Than Wait: 4-Agree Completely: Index
MP28784a_B	2022 Compare Online Prices Before Buying: 1-Disagree Completely
MP28784a_I	2022 Compare Online Prices Before Buying: 1-Disagree Completely: Index
MP28785a_B	2022 Compare Online Prices Before Buying: 2-Disagree Somewhat
MP28785a_I	2022 Compare Online Prices Before Buying: 2-Disagree Somewhat: Index
MP28786a_B	2022 Compare Online Prices Before Buying: 3-Agree Somewhat
MP28786a_I	2022 Compare Online Prices Before Buying: 3-Agree Somewhat: Index
MP28787a_B	2022 Compare Online Prices Before Buying: 4-Agree Completely
MP28787a_I	2022 Compare Online Prices Before Buying: 4-Agree Completely: Index
MP28021a_B	2022 Expect Brands I Buy Support Social Causes: 1-Disagree Completely
MP28021a_I	2022 Expect Brands I Buy Support Social Causes: 1-Disagree Completely: Index
MP28022a_B	2022 Expect Brands I Buy Support Social Causes: 2-Disagree Somewhat
MP28022a_I	2022 Expect Brands I Buy Support Social Causes: 2-Disagree Somewhat: Index
MP28023a_B	2022 Expect Brands I Buy Support Social Causes: 3-Agree Somewhat
MP28023a_I	2022 Expect Brands I Buy Support Social Causes: 3-Agree Somewhat: Index
MP28024a_B	2022 Expect Brands I Buy Support Social Causes: 4-Agree Completely
MP28024a_I	2022 Expect Brands I Buy Support Social Causes: 4-Agree Completely: Index
MP28025a_B	2022 Gladly Switch Brands to Use Coupons: 1-Disagree Completely
MP28025a_I	2022 Gladly Switch Brands to Use Coupons: 1-Disagree Completely: Index
MP28026a_B	2022 Gladly Switch Brands to Use Coupons: 2-Disagree Somewhat
MP28026a_I	2022 Gladly Switch Brands to Use Coupons: 2-Disagree Somewhat: Index
MP28027a_B	2022 Gladly Switch Brands to Use Coupons: 3-Agree Somewhat
MP28027a_I	2022 Gladly Switch Brands to Use Coupons: 3-Agree Somewhat: Index
MP28028a_B	2022 Gladly Switch Brands to Use Coupons: 4-Agree Completely
MP28028a_I	2022 Gladly Switch Brands to Use Coupons: 4-Agree Completely: Index
MP28797a_B	2022 Go Out Way to Buy Environmentally-Safe Prod: 1-Disagree Completely
MP28797a_I	2022 Go Out Way to Buy Environmentally-Safe Prod: 1-Disagree Completely: Index
MP28798a_B	2022 Go Out Way to Buy Environmentally-Safe Prod: 2-Disagree Somewhat
MP28798a_I	2022 Go Out Way to Buy Environmentally-Safe Prod: 2-Disagree Somewhat: Index
MP28799a_B	2022 Go Out Way to Buy Environmentally-Safe Prod: 3-Agree Somewhat
MP28799a_I	2022 Go Out Way to Buy Environmentally-Safe Prod: 3-Agree Somewhat: Index
MP28800a_B	2022 Go Out Way to Buy Environmentally-Safe Prod: 4-Agree Completely
MP28800a_I	2022 Go Out Way to Buy Environmentally-Safe Prod: 4-Agree Completely: Index
MP28100a_B	2022 More Likely Buy Brands Supporting a Cause: 1-Disagree Completely
MP28100a_I	2022 More Likely Buy Brands Supporting a Cause: 1-Disagree Completely: Index
MP28101a_B	2022 More Likely Buy Brands Supporting a Cause: 2-Disagree Somewhat
MP28101a_I	2022 More Likely Buy Brands Supporting a Cause: 2-Disagree Somewhat: Index
MP28102a_B	2022 More Likely Buy Brands Supporting a Cause: 3-Agree Somewhat
MP28102a_I	2022 More Likely Buy Brands Supporting a Cause: 3-Agree Somewhat: Index
MP28103a_B	2022 More Likely Buy Brands Supporting a Cause: 4-Agree Completely
MP28103a_I	2022 More Likely Buy Brands Supporting a Cause: 4-Agree Completely: Index
MP28017a_B	2022 Only Use Coupons for Brands Usually Buy: 1-Disagree Completely
MP28017a_I	2022 Only Use Coupons for Brands Usually Buy: 1-Disagree Completely: Index
MP28018a_B	2022 Only Use Coupons for Brands Usually Buy: 2-Disagree Somewhat
MP28018a_I	2022 Only Use Coupons for Brands Usually Buy: 2-Disagree Somewhat: Index
MP28019a_B	2022 Only Use Coupons for Brands Usually Buy: 3-Agree Somewhat
MP28019a_I	2022 Only Use Coupons for Brands Usually Buy: 3-Agree Somewhat: Index
MP28020a_B	2022 Only Use Coupons for Brands Usually Buy: 4-Agree Completely
MP28020a_I	2022 Only Use Coupons for Brands Usually Buy: 4-Agree Completely: Index
MP28813a_B	2022 Post Reviews for Products Online: 1-Disagree Completely
MP28813a_I	2022 Post Reviews for Products Online: 1-Disagree Completely: Index
MP28814a_B	2022 Post Reviews for Products Online: 2-Disagree Somewhat
MP28814a_I	2022 Post Reviews for Products Online: 2-Disagree Somewhat: Index
MP28815a_B	2022 Post Reviews for Products Online: 3-Agree Somewhat
MP28815a_I	2022 Post Reviews for Products Online: 3-Agree Somewhat: Index
MP28816a_B	2022 Post Reviews for Products Online: 4-Agree Completely
MP28816a_I	2022 Post Reviews for Products Online: 4-Agree Completely: Index
MP28219a_B	2022 Prefer Shop at Stores w/Loyalty Points: 1-Disagree Completely

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP28219a_I	2022 Prefer Shop at Stores w/Loyalty Points: 1-Disagree Completely: Index
MP28220a_B	2022 Prefer Shop at Stores w/Loyalty Points: 2-Disagree Somewhat
MP28220a_I	2022 Prefer Shop at Stores w/Loyalty Points: 2-Disagree Somewhat: Index
MP28218a_B	2022 Prefer Shop at Stores w/Loyalty Points: 3-Agree Somewhat
MP28218a_I	2022 Prefer Shop at Stores w/Loyalty Points: 3-Agree Somewhat: Index
MP28217a_B	2022 Prefer Shop at Stores w/Loyalty Points: 4-Agree Completely
MP28217a_I	2022 Prefer Shop at Stores w/Loyalty Points: 4-Agree Completely: Index
MP28829a_B	2022 Usually Read Information on Product Labels: 1-Disagree Completely
MP28829a_I	2022 Usually Read Information on Product Labels: 1-Disagree Completely: Index
MP28830a_B	2022 Usually Read Information on Product Labels: 2-Disagree Somewhat
MP28830a_I	2022 Usually Read Information on Product Labels: 2-Disagree Somewhat: Index
MP28831a_B	2022 Usually Read Information on Product Labels: 3-Agree Somewhat
MP28831a_I	2022 Usually Read Information on Product Labels: 3-Agree Somewhat: Index
MP28832a_B	2022 Usually Read Information on Product Labels: 4-Agree Completely
MP28832a_I	2022 Usually Read Information on Product Labels: 4-Agree Completely: Index
MP28841a_B	2022 Shop Favorite Stores Because of Prices: 1-Disagree Completely
MP28841a_I	2022 Shop Favorite Stores Because of Prices: 1-Disagree Completely: Index
MP28842a_B	2022 Shop Favorite Stores Because of Prices: 2-Disagree Somewhat
MP28842a_I	2022 Shop Favorite Stores Because of Prices: 2-Disagree Somewhat: Index
MP28843a_B	2022 Shop Favorite Stores Because of Prices: 3-Agree Somewhat
MP28843a_I	2022 Shop Favorite Stores Because of Prices: 3-Agree Somewhat: Index
MP28844a_B	2022 Shop Favorite Stores Because of Prices: 4-Agree Completely
MP28844a_I	2022 Shop Favorite Stores Because of Prices: 4-Agree Completely: Index
MP28056a_B	2022 Will Pay More for Environ Safe Products: 1-Disagree Completely
MP28056a_I	2022 Will Pay More for Environ Safe Products: 1-Disagree Completely: Index
MP28057a_B	2022 Will Pay More for Environ Safe Products: 2-Disagree Somewhat
MP28057a_I	2022 Will Pay More for Environ Safe Products: 2-Disagree Somewhat: Index
MP28058a_B	2022 Will Pay More for Environ Safe Products: 3-Agree Somewhat
MP28058a_I	2022 Will Pay More for Environ Safe Products: 3-Agree Somewhat: Index
MP28059a_B	2022 Will Pay More for Environ Safe Products: 4-Agree Completely
MP28059a_I	2022 Will Pay More for Environ Safe Products: 4-Agree Completely: Index
MP28854a_B	2022 Will Pay More for Product from Trusted Company: 1-Disagree Completely
MP28854a_I	2022 Will Pay More for Product from Trusted Company: 1-Disagree Completely: Index
MP28855a_B	2022 Will Pay More for Product from Trusted Company: 2-Disagree Somewhat
MP28855a_I	2022 Will Pay More for Product from Trusted Company: 2-Disagree Somewhat: Index
MP28856a_B	2022 Will Pay More for Product from Trusted Company: 3-Agree Somewhat
MP28856a_I	2022 Will Pay More for Product from Trusted Company: 3-Agree Somewhat: Index
MP28857a_B	2022 Will Pay More for Product from Trusted Company: 4-Agree Completely
MP28857a_I	2022 Will Pay More for Product from Trusted Company: 4-Agree Completely: Index
MP28801a_B	2022 My Children Influence Brands I Buy: 1-Disagree Completely
MP28801a_I	2022 My Children Influence Brands I Buy: 1-Disagree Completely: Index
MP28802a_B	2022 My Children Influence Brands I Buy: 2-Disagree Somewhat
MP28802a_I	2022 My Children Influence Brands I Buy: 2-Disagree Somewhat: Index
MP28803a_B	2022 My Children Influence Brands I Buy: 3-Agree Somewhat
MP28803a_I	2022 My Children Influence Brands I Buy: 3-Agree Somewhat: Index
MP28804a_B	2022 My Children Influence Brands I Buy: 4-Agree Completely
MP28804a_I	2022 My Children Influence Brands I Buy: 4-Agree Completely: Index
MP28013a_B	2022 Buy Based on Price Not Brands: 1-Disagree Completely
MP28013a_I	2022 Buy Based on Price Not Brands: 1-Disagree Completely: Index
MP28014a_B	2022 Buy Based on Price Not Brands: 2-Disagree Somewhat
MP28014a_I	2022 Buy Based on Price Not Brands: 2-Disagree Somewhat: Index
MP28015a_B	2022 Buy Based on Price Not Brands: 3-Agree Somewhat
MP28015a_I	2022 Buy Based on Price Not Brands: 3-Agree Somewhat: Index
MP28016a_B	2022 Buy Based on Price Not Brands: 4-Agree Completely
MP28016a_I	2022 Buy Based on Price Not Brands: 4-Agree Completely: Index
MP28254a_B	2022 Free Shipping Attracts Me to Shop Website: 1-Disagree Completely
MP28254a_I	2022 Free Shipping Attracts Me to Shop Website: 1-Disagree Completely: Index
MP28255a_B	2022 Free Shipping Attracts Me to Shop Website: 2-Disagree Somewhat
MP28255a_I	2022 Free Shipping Attracts Me to Shop Website: 2-Disagree Somewhat: Index
MP28256a_B	2022 Free Shipping Attracts Me to Shop Website: 3-Agree Somewhat
MP28256a_I	2022 Free Shipping Attracts Me to Shop Website: 3-Agree Somewhat: Index
MP28257a_B	2022 Free Shipping Attracts Me to Shop Website: 4-Agree Completely
MP28257a_I	2022 Free Shipping Attracts Me to Shop Website: 4-Agree Completely: Index
MP28825a_B	2022 Prefer to Stick with Brands I Like: 1-Disagree Completely
MP28825a_I	2022 Prefer to Stick with Brands I Like: 1-Disagree Completely: Index
MP28826a_B	2022 Prefer to Stick with Brands I Like: 2-Disagree Somewhat
MP28826a_I	2022 Prefer to Stick with Brands I Like: 2-Disagree Somewhat: Index
MP28827a_B	2022 Prefer to Stick with Brands I Like: 3-Agree Somewhat
MP28827a_I	2022 Prefer to Stick with Brands I Like: 3-Agree Somewhat: Index
MP28828a_B	2022 Prefer to Stick with Brands I Like: 4-Agree Completely
MP28828a_I	2022 Prefer to Stick with Brands I Like: 4-Agree Completely: Index
MP28788a_B	2022 Family/Friends Trust My Advice on Grocery Shopping
MP28788a_I	2022 Family/Friends Trust My Advice on Grocery Shopping: Index
MP28849a_B	2022 Very Knowledgeable on Grocery Shopping
MP28849a_I	2022 Very Knowledgeable on Grocery Shopping: Index
MP28243a_B	2022 Use Mobile In-Store to Look Up Coupons: 1-Disagree Completely
MP28243a_I	2022 Use Mobile In-Store to Look Up Coupons: 1-Disagree Completely: Index
MP28244a_B	2022 Use Mobile In-Store to Look Up Coupons: 2-Disagree Somewhat
MP28244a_I	2022 Use Mobile In-Store to Look Up Coupons: 2-Disagree Somewhat: Index
MP28242a_B	2022 Use Mobile In-Store to Look Up Coupons: 3-Agree Somewhat

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP28242a_I	2022 Use Mobile In-Store to Look Up Coupons: 3-Agree Somewhat: Index
MP28241a_B	2022 Use Mobile In-Store to Look Up Coupons: 4-Agree Completely
MP28241a_I	2022 Use Mobile In-Store to Look Up Coupons: 4-Agree Completely: Index
MP28768a_B	2022 Would Buy Eco-Friendly Products If Cheaper: 1-Disagree Completely
MP28768a_I	2022 Would Buy Eco-Friendly Products If Cheaper: 1-Disagree Completely: Index
MP28769a_B	2022 Would Buy Eco-Friendly Products If Cheaper: 2-Disagree Somewhat
MP28769a_I	2022 Would Buy Eco-Friendly Products If Cheaper: 2-Disagree Somewhat: Index
MP28770a_B	2022 Would Buy Eco-Friendly Products If Cheaper: 3-Agree Somewhat
MP28770a_I	2022 Would Buy Eco-Friendly Products If Cheaper: 3-Agree Somewhat: Index
MP28771a_B	2022 Would Buy Eco-Friendly Products If Cheaper: 4-Agree Completely
MP28771a_I	2022 Would Buy Eco-Friendly Products If Cheaper: 4-Agree Completely: Index
MP28772a_B	2022 Buy from Company Who Sponsor Sport Teams/Events: 1-Disagree Cmpl
MP28772a_I	2022 Buy from Company Who Sponsor Sport Teams/Events: 1-Disagree Cmpl: Index
MP28773a_B	2022 Buy from Company Who Sponsor Sport Teams/Events: 2-Disagree Somewhat
MP28773a_I	2022 Buy from Company Who Sponsor Sport Teams/Events: 2-Disagree Somewhat: Index
MP28774a_B	2022 Buy from Company Who Sponsor Sport Teams/Events: 3-Agree Somewhat
MP28774a_I	2022 Buy from Company Who Sponsor Sport Teams/Events: 3-Agree Somewhat: Index
MP28775a_B	2022 Buy from Company Who Sponsor Sport Teams/Events: 4-Agree Completely
MP28775a_I	2022 Buy from Company Who Sponsor Sport Teams/Events: 4-Agree Completely: Index
MP28780a_B	2022 Buy Products with Recycled Paper Packaging: 1-Disagree Completely
MP28780a_I	2022 Buy Products with Recycled Paper Packaging: 1-Disagree Completely: Index
MP28781a_B	2022 Buy Products with Recycled Paper Packaging: 2-Disagree Somewhat
MP28781a_I	2022 Buy Products with Recycled Paper Packaging: 2-Disagree Somewhat: Index
MP28782a_B	2022 Buy Products with Recycled Paper Packaging: 3-Agree Somewhat
MP28782a_I	2022 Buy Products with Recycled Paper Packaging: 3-Agree Somewhat: Index
MP28783a_B	2022 Buy Products with Recycled Paper Packaging: 4-Agree Completely
MP28783a_I	2022 Buy Products with Recycled Paper Packaging: 4-Agree Completely: Index
MP28052a_B	2022 Co Environ Record Important When Buying: 1-Disagree Completely
MP28052a_I	2022 Co Environ Record Important When Buying: 1-Disagree Completely: Index
MP28053a_B	2022 Co Environ Record Important When Buying: 2-Disagree Somewhat
MP28053a_I	2022 Co Environ Record Important When Buying: 2-Disagree Somewhat: Index
MP28054a_B	2022 Co Environ Record Important When Buying: 3-Agree Somewhat
MP28054a_I	2022 Co Environ Record Important When Buying: 3-Agree Somewhat: Index
MP28055a_B	2022 Co Environ Record Important When Buying: 4-Agree Completely
MP28055a_I	2022 Co Environ Record Important When Buying: 4-Agree Completely: Index
MP28793a_B	2022 Go Out of My Way to Find New Stores: 1-Disagree Completely
MP28793a_I	2022 Go Out of My Way to Find New Stores: 1-Disagree Completely: Index
MP28794a_B	2022 Go Out of My Way to Find New Stores: 2-Disagree Somewhat
MP28794a_I	2022 Go Out of My Way to Find New Stores: 2-Disagree Somewhat: Index
MP28795a_B	2022 Go Out of My Way to Find New Stores: 3-Agree Somewhat
MP28795a_I	2022 Go Out of My Way to Find New Stores: 3-Agree Somewhat: Index
MP28796a_B	2022 Go Out of My Way to Find New Stores: 4-Agree Completely
MP28796a_I	2022 Go Out of My Way to Find New Stores: 4-Agree Completely: Index
MP28805a_B	2022 OK Buying Items Like Cars/Appliances Online: 1-Disagree Completely
MP28805a_I	2022 OK Buying Items Like Cars/Appliances Online: 1-Disagree Completely: Index
MP28806a_B	2022 OK Buying Items Like Cars/Appliances Online: 2-Disagree Somewhat
MP28806a_I	2022 OK Buying Items Like Cars/Appliances Online: 2-Disagree Somewhat: Index
MP28807a_B	2022 OK Buying Items Like Cars/Appliances Online: 3-Agree Somewhat
MP28807a_I	2022 OK Buying Items Like Cars/Appliances Online: 3-Agree Somewhat: Index
MP28808a_B	2022 OK Buying Items Like Cars/Appliances Online: 4-Agree Completely
MP28808a_I	2022 OK Buying Items Like Cars/Appliances Online: 4-Agree Completely: Index
MP28809a_B	2022 Only Shop at a Few Online Stores: 1-Disagree Completely
MP28809a_I	2022 Only Shop at a Few Online Stores: 1-Disagree Completely: Index
MP28810a_B	2022 Only Shop at a Few Online Stores: 2-Disagree Somewhat
MP28810a_I	2022 Only Shop at a Few Online Stores: 2-Disagree Somewhat: Index
MP28811a_B	2022 Only Shop at a Few Online Stores: 3-Agree Somewhat
MP28811a_I	2022 Only Shop at a Few Online Stores: 3-Agree Somewhat: Index
MP28812a_B	2022 Only Shop at a Few Online Stores: 4-Agree Completely
MP28812a_I	2022 Only Shop at a Few Online Stores: 4-Agree Completely: Index
MP28817a_B	2022 Prefer to Shop Local vs National Store Chains: 1-Disagree Completely
MP28817a_I	2022 Prefer to Shop Local vs National Store Chains: 1-Disagree Completely: Index
MP28818a_B	2022 Prefer to Shop Local vs National Store Chains: 2-Disagree Somewhat
MP28818a_I	2022 Prefer to Shop Local vs National Store Chains: 2-Disagree Somewhat: Index
MP28819a_B	2022 Prefer to Shop Local vs National Store Chains: 3-Agree Somewhat
MP28819a_I	2022 Prefer to Shop Local vs National Store Chains: 3-Agree Somewhat: Index
MP28820a_B	2022 Prefer to Shop Local vs National Store Chains: 4-Agree Completely
MP28820a_I	2022 Prefer to Shop Local vs National Store Chains: 4-Agree Completely: Index
MP28821a_B	2022 Prefer to Shop at Stores Located Nearby: 1-Disagree Completely
MP28821a_I	2022 Prefer to Shop at Stores Located Nearby: 1-Disagree Completely: Index
MP28822a_B	2022 Prefer to Shop at Stores Located Nearby: 2-Disagree Somewhat
MP28822a_I	2022 Prefer to Shop at Stores Located Nearby: 2-Disagree Somewhat: Index
MP28823a_B	2022 Prefer to Shop at Stores Located Nearby: 3-Agree Somewhat
MP28823a_I	2022 Prefer to Shop at Stores Located Nearby: 3-Agree Somewhat: Index
MP28824a_B	2022 Prefer to Shop at Stores Located Nearby: 4-Agree Completely
MP28824a_I	2022 Prefer to Shop at Stores Located Nearby: 4-Agree Completely: Index
MP28833a_B	2022 Research Online Before Buy Locally: 1-Disagree Completely
MP28833a_I	2022 Research Online Before Buy Locally: 1-Disagree Completely: Index
MP28834a_B	2022 Research Online Before Buy Locally: 2-Disagree Somewhat
MP28834a_I	2022 Research Online Before Buy Locally: 2-Disagree Somewhat: Index
MP28835a_B	2022 Research Online Before Buy Locally: 3-Agree Somewhat



# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP28835a_I	2022 Research Online Before Buy Locally: 3-Agree Somewhat: Index
MP28836a_B	2022 Research Online Before Buy Locally: 4-Agree Completely
MP28836a_I	2022 Research Online Before Buy Locally: 4-Agree Completely: Index
MP28837a_B	2022 Shop Around for Specials and Bargains: 1-Disagree Completely
MP28837a_I	2022 Shop Around for Specials and Bargains: 1-Disagree Completely: Index
MP28838a_B	2022 Shop Around for Specials and Bargains: 2-Disagree Somewhat
MP28838a_I	2022 Shop Around for Specials and Bargains: 2-Disagree Somewhat: Index
MP28839a_B	2022 Shop Around for Specials and Bargains: 3-Agree Somewhat
MP28839a_I	2022 Shop Around for Specials and Bargains: 3-Agree Somewhat: Index
MP28840a_B	2022 Shop Around for Specials and Bargains: 4-Agree Completely
MP28840a_I	2022 Shop Around for Specials and Bargains: 4-Agree Completely: Index
MP28845a_B	2022 Shop Specialty Stores b/c More Knowledgeable: 1-Disagree Completely
MP28845a_I	2022 Shop Specialty Stores b/c More Knowledgeable: 1-Disagree Completely: Index
MP28846a_B	2022 Shop Specialty Stores b/c More Knowledgeable: 2-Disagree Somewhat
MP28846a_I	2022 Shop Specialty Stores b/c More Knowledgeable: 2-Disagree Somewhat: Index
MP28847a_B	2022 Shop Specialty Stores b/c More Knowledgeable: 3-Agree Somewhat
MP28847a_I	2022 Shop Specialty Stores b/c More Knowledgeable: 3-Agree Somewhat: Index
MP28848a_B	2022 Shop Specialty Stores b/c More Knowledgeable: 4-Agree Completely
MP28848a_I	2022 Shop Specialty Stores b/c More Knowledgeable: 4-Agree Completely: Index
MP28850a_B	2022 Wait Until Sale to Buy Things: 1-Disagree Completely
MP28850a_I	2022 Wait Until Sale to Buy Things: 1-Disagree Completely: Index
MP28851a_B	2022 Wait Until Sale to Buy Things: 2-Disagree Somewhat
MP28851a_I	2022 Wait Until Sale to Buy Things: 2-Disagree Somewhat: Index
MP28852a_B	2022 Wait Until Sale to Buy Things: 3-Agree Somewhat
MP28852a_I	2022 Wait Until Sale to Buy Things: 3-Agree Somewhat: Index
MP28853a_B	2022 Wait Until Sale to Buy Things: 4-Agree Completely
MP28853a_I	2022 Wait Until Sale to Buy Things: 4-Agree Completely: Index
MP28858a_B	2022 Will Travel 1+ Hours to Shop Favorite Stores: 1-Disagree Completely
MP28858a_I	2022 Will Travel 1+ Hours to Shop Favorite Stores: 1-Disagree Completely: Index
MP28859a_B	2022 Will Travel 1+ Hours to Shop Favorite Stores: 2-Disagree Somewhat
MP28859a_I	2022 Will Travel 1+ Hours to Shop Favorite Stores: 2-Disagree Somewhat: Index
MP28860a_B	2022 Will Travel 1+ Hours to Shop Favorite Stores: 3-Agree Somewhat
MP28860a_I	2022 Will Travel 1+ Hours to Shop Favorite Stores: 3-Agree Somewhat: Index
MP28861a_B	2022 Will Travel 1+ Hours to Shop Favorite Stores: 4-Agree Completely
MP28861a_I	2022 Will Travel 1+ Hours to Shop Favorite Stores: 4-Agree Completely: Index
MP28864a_B	2022 Before Buying Car Get Safety Rating: 1-Disagree Completely
MP28864a_I	2022 Before Buying Car Get Safety Rating: 1-Disagree Completely: Index
MP28865a_B	2022 Before Buying Car Get Safety Rating: 2-Disagree Somewhat
MP28865a_I	2022 Before Buying Car Get Safety Rating: 2-Disagree Somewhat: Index
MP28866a_B	2022 Before Buying Car Get Safety Rating: 3-Agree Somewhat
MP28866a_I	2022 Before Buying Car Get Safety Rating: 3-Agree Somewhat: Index
MP28867a_B	2022 Before Buying Car Get Safety Rating: 4-Agree Completely
MP28867a_I	2022 Before Buying Car Get Safety Rating: 4-Agree Completely: Index
MP28868a_B	2022 Buy Self-Driving Car as Soon as Possible: 1-Disagree Completely
MP28868a_I	2022 Buy Self-Driving Car as Soon as Possible: 1-Disagree Completely: Index
MP28869a_B	2022 Buy Self-Driving Car as Soon as Possible: 2-Disagree Somewhat
MP28869a_I	2022 Buy Self-Driving Car as Soon as Possible: 2-Disagree Somewhat: Index
MP28870a_B	2022 Buy Self-Driving Car as Soon as Possible: 3-Agree Somewhat
MP28870a_I	2022 Buy Self-Driving Car as Soon as Possible: 3-Agree Somewhat: Index
MP28871a_B	2022 Buy Self-Driving Car as Soon as Possible: 4-Agree Completely
MP28871a_I	2022 Buy Self-Driving Car as Soon as Possible: 4-Agree Completely: Index
MP28112a_B	2022 Buy Vehicles Supporting Environment: 1-Disagree Completely
MP28112a_I	2022 Buy Vehicles Supporting Environment: 1-Disagree Completely: Index
MP28113a_B	2022 Buy Vehicles Supporting Environment: 2-Disagree Somewhat
MP28113a_I	2022 Buy Vehicles Supporting Environment: 2-Disagree Somewhat: Index
MP28114a_B	2022 Buy Vehicles Supporting Environment: 3-Agree Somewhat
MP28114a_I	2022 Buy Vehicles Supporting Environment: 3-Agree Somewhat: Index
MP28115a_B	2022 Buy Vehicles Supporting Environment: 4-Agree Completely
MP28115a_I	2022 Buy Vehicles Supporting Environment: 4-Agree Completely: Index
MP28872a_B	2022 Loyal to Vehicle Brand and Stick with Them: 1-Disagree Completely
MP28872a_I	2022 Loyal to Vehicle Brand and Stick with Them: 1-Disagree Completely: Index
MP28873a_B	2022 Loyal to Vehicle Brand and Stick with Them: 2-Disagree Somewhat
MP28873a_I	2022 Loyal to Vehicle Brand and Stick with Them: 2-Disagree Somewhat: Index
MP28874a_B	2022 Loyal to Vehicle Brand and Stick with Them: 3-Agree Somewhat
MP28874a_I	2022 Loyal to Vehicle Brand and Stick with Them: 3-Agree Somewhat: Index
MP28875a_B	2022 Loyal to Vehicle Brand and Stick with Them: 4-Agree Completely
MP28875a_I	2022 Loyal to Vehicle Brand and Stick with Them: 4-Agree Completely: Index
MP28876a_B	2022 Next Car Will Be More Eco-Friendly: 1-Disagree Completely
MP28876a_I	2022 Next Car Will Be More Eco-Friendly: 1-Disagree Completely: Index
MP28877a_B	2022 Next Car Will Be More Eco-Friendly: 2-Disagree Somewhat
MP28877a_I	2022 Next Car Will Be More Eco-Friendly: 2-Disagree Somewhat: Index
MP28878a_B	2022 Next Car Will Be More Eco-Friendly: 3-Agree Somewhat
MP28878a_I	2022 Next Car Will Be More Eco-Friendly: 3-Agree Somewhat: Index
MP28879a_B	2022 Next Car Will Be More Eco-Friendly: 4-Agree Completely
MP28879a_I	2022 Next Car Will Be More Eco-Friendly: 4-Agree Completely: Index
MP28880a_B	2022 Travel Options Lessen Need for Car Today: 1-Disagree Completely
MP28880a_I	2022 Travel Options Lessen Need for Car Today: 1-Disagree Completely: Index
MP28881a_B	2022 Travel Options Lessen Need for Car Today: 2-Disagree Somewhat
MP28881a_I	2022 Travel Options Lessen Need for Car Today: 2-Disagree Somewhat: Index
MP28882a_B	2022 Travel Options Lessen Need for Car Today: 3-Agree Somewhat



# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP28882a_I	2022 Travel Options Lessen Need for Car Today: 3-Agree Somewhat: Index
MP28883a_B	2022 Travel Options Lessen Need for Car Today: 4-Agree Completely
MP28883a_I	2022 Travel Options Lessen Need for Car Today: 4-Agree Completely: Index
MP28884a_B	2022 Used Cars Just as Good as New Cars: 1-Disagree Completely
MP28884a_I	2022 Used Cars Just as Good as New Cars: 1-Disagree Completely: Index
MP28885a_B	2022 Used Cars Just as Good as New Cars: 2-Disagree Somewhat
MP28885a_I	2022 Used Cars Just as Good as New Cars: 2-Disagree Somewhat: Index
MP28886a_B	2022 Used Cars Just as Good as New Cars: 3-Agree Somewhat
MP28886a_I	2022 Used Cars Just as Good as New Cars: 3-Agree Somewhat: Index
MP28887a_B	2022 Used Cars Just as Good as New Cars: 4-Agree Completely
MP28887a_I	2022 Used Cars Just as Good as New Cars: 4-Agree Completely: Index
MP28888a_B	2022 Want the Cheapest to Maintain Car: 1-Disagree Completely
MP28888a_I	2022 Want the Cheapest to Maintain Car: 1-Disagree Completely: Index
MP28889a_B	2022 Want the Cheapest to Maintain Car: 2-Disagree Somewhat
MP28889a_I	2022 Want the Cheapest to Maintain Car: 2-Disagree Somewhat: Index
MP28890a_B	2022 Want the Cheapest to Maintain Car: 3-Agree Somewhat
MP28890a_I	2022 Want the Cheapest to Maintain Car: 3-Agree Somewhat: Index
MP28891a_B	2022 Want the Cheapest to Maintain Car: 4-Agree Completely
MP28891a_I	2022 Want the Cheapest to Maintain Car: 4-Agree Completely: Index
MP28110a_B	2022 Spend 1-2 Hours Commuting to/from Work Per Week
MP28110a_I	2022 Spend 1-2 Hours Commuting to/from Work Per Week: Index
MP28109a_B	2022 Spend 3-6 Hours Commuting to/from Work Per Week
MP28109a_I	2022 Spend 3-6 Hours Commuting to/from Work Per Week: Index
MP28108a_B	2022 Spend 7+ Hours Commuting to/from Work Per Week
MP28108a_I	2022 Spend 7+ Hours Commuting to/from Work Per Week: Index
MP28111a_B	2022 Spend No Time Commuting to/from Work Each Week
MP28111a_I	2022 Spend No Time Commuting to/from Work Each Week: Index
MP28119a_B	2022 Buy a New Vehicle Next 12 Mo: 1-Not at All Likely
MP28119a_I	2022 Buy a New Vehicle Next 12 Mo: 1-Not at All Likely: Index
MP28118a_B	2022 Buy a New Vehicle Next 12 Mo: 2-Not Very Likely
MP28118a_I	2022 Buy a New Vehicle Next 12 Mo: 2-Not Very Likely: Index
MP28117a_B	2022 Buy a New Vehicle Next 12 Mo: 3-Somewhat Likely
MP28117a_I	2022 Buy a New Vehicle Next 12 Mo: 3-Somewhat Likely: Index
MP28116a_B	2022 Buy a New Vehicle Next 12 Mo: 4-Very Likely
MP28116a_I	2022 Buy a New Vehicle Next 12 Mo: 4-Very Likely: Index
MP28123a_B	2022 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 1-Not at All Likely
MP28123a_I	2022 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 1-Not at All Likely: Index
MP28122a_B	2022 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 2-Not Very Likely
MP28122a_I	2022 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 2-Not Very Likely: Index
MP28121a_B	2022 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 3-Somewhat Likely
MP28121a_I	2022 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 3-Somewhat Likely: Index
MP28120a_B	2022 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 4-Very Likely
MP28120a_I	2022 Buy a Used/Pre-Owned Vehicle Next 12 Mo: 4-Very Likely: Index
MP28130a_B	2022 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 1-Not at All Likely
MP28130a_I	2022 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 1-Not at All Likely: Index
MP28129a_B	2022 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 2-Not Very Likely
MP28129a_I	2022 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 2-Not Very Likely: Index
MP28128a_B	2022 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 3-Somewhat Likely
MP28128a_I	2022 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 3-Somewhat Likely: Index
MP28188a_B	2022 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 4-Very Likely
MP28188a_I	2022 Buy Hybrid/Alt Fuel Vehicle Next 12 Mo: 4-Very Likely: Index
MP28127a_B	2022 Lease a Vehicle in Next 12 Mo: 1-Not at All Likely
MP28127a_I	2022 Lease a Vehicle in Next 12 Mo: 1-Not at All Likely: Index
MP28126a_B	2022 Lease a Vehicle in Next 12 Mo: 2-Not Very Likely
MP28126a_I	2022 Lease a Vehicle in Next 12 Mo: 2-Not Very Likely: Index
MP28125a_B	2022 Lease a Vehicle in Next 12 Mo: 3-Somewhat Likely
MP28125a_I	2022 Lease a Vehicle in Next 12 Mo: 3-Somewhat Likely: Index
MP28124a_B	2022 Lease a Vehicle in Next 12 Mo: 4-Very Likely
MP28124a_I	2022 Lease a Vehicle in Next 12 Mo: 4-Very Likely: Index
2022 Restaurants (Market Potential)	
MP29001a_B	2022 Went to Family Restaurant/Steak House Last 6 Mo
MP29001a_I	2022 Went to Family Restaurant/Steak House Last 6 Mo: Index
MP29002a_B	2022 Went to Family Restaurant/Steak House 4+ Times Last 30 Days
MP29002a_I	2022 Went to Family Restaurant/Steak House 4+ Times Last 30 Days: Index
MP29003a_B	2022 Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days
MP29003a_I	2022 Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days: Index
MP29004a_B	2022 Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days
MP29004a_I	2022 Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days: Index
MP29005a_B	2022 Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days
MP29005a_I	2022 Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days: Index
MP29006a_B	2022 Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days
MP29006a_I	2022 Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days: Index
MP29104a_B	2022 Spent \$201+ at Family Restaurant/Steak House Last 30 Days
MP29104a_I	2022 Spent \$201+ at Family Restaurant/Steak House Last 30 Days: Index
MP29105a_B	2022 Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days
MP29105a_I	2022 Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days: Index
MP29106a_B	2022 Spent \$101+ at Fine Dining Restaurants Last 30 Days
MP29106a_I	2022 Spent \$101+ at Fine Dining Restaurants Last 30 Days: Index

# Esri's Market Potential Data Variable List



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Data Table & Item Code	Data Item Description
MP29009a_B	2022 Went for Breakfast at Family Restaurant/Steak House Last 6 Mo
MP29009a_I	2022 Went for Breakfast at Family Restaurant/Steak House Last 6 Mo: Index
MP29010a_B	2022 Went for Lunch at Family Restaurant/Steak House Last 6 Mo
MP29010a_I	2022 Went for Lunch at Family Restaurant/Steak House Last 6 Mo: Index
MP29011a_B	2022 Went for Dinner at Family Restaurant/Steak House Last 6 Mo
MP29011a_I	2022 Went for Dinner at Family Restaurant/Steak House Last 6 Mo: Index
MP29012a_B	2022 Went for Snacks at Family Restaurant/Steak House Last 6 Mo
MP29012a_I	2022 Went for Snacks at Family Restaurant/Steak House Last 6 Mo: Index
MP29013a_B	2022 Went on Weekday to Family Restaurant/Steak House Last 6 Mo
MP29013a_I	2022 Went on Weekday to Family Restaurant/Steak House Last 6 Mo: Index
MP29014a_B	2022 Went on Weekend to Family Restaurant/Steak House Last 6 Mo
MP29014a_I	2022 Went on Weekend to Family Restaurant/Steak House Last 6 Mo: Index
MP29015a_B	2022 Went to Applebee's Last 6 Mo
MP29015a_I	2022 Went to Applebee's Last 6 Mo: Index
MP29089a_B	2022 Went to Bob Evans Last 6 Mo
MP29089a_I	2022 Went to Bob Evans Last 6 Mo: Index
MP29016a_B	2022 Went to Buffalo Wild Wings Last 6 Mo
MP29016a_I	2022 Went to Buffalo Wild Wings Last 6 Mo: Index
MP29017a_B	2022 Went to California Pizza Kitchen Last 6 Mo
MP29017a_I	2022 Went to California Pizza Kitchen Last 6 Mo: Index
MP29018a_B	2022 Went to Carrabba's Last 6 Mo
MP29018a_I	2022 Went to Carrabba's Last 6 Mo: Index
MP29019a_B	2022 Went to The Cheesecake Factory Last 6 Mo
MP29019a_I	2022 Went to The Cheesecake Factory Last 6 Mo: Index
MP29020a_B	2022 Went to Chili's Grill & Bar Last 6 Mo
MP29020a_I	2022 Went to Chili's Grill & Bar Last 6 Mo: Index
MP29022a_B	2022 Went to Cracker Barrel Last 6 Mo
MP29022a_I	2022 Went to Cracker Barrel Last 6 Mo: Index
MP29023a_B	2022 Went to Denny's Last 6 Mo
MP29023a_I	2022 Went to Denny's Last 6 Mo: Index
MP29024a_B	2022 Went to Golden Corral Last 6 Mo
MP29024a_I	2022 Went to Golden Corral Last 6 Mo: Index
MP29025a_B	2022 Went to IHOP Last 6 Mo
MP29025a_I	2022 Went to IHOP Last 6 Mo: Index
MP29090a_B	2022 Went to Logan's Roadhouse Last 6 Mo
MP29090a_I	2022 Went to Logan's Roadhouse Last 6 Mo: Index
MP29026a_B	2022 Went to Longhorn Steakhouse Last 6 Mo
MP29026a_I	2022 Went to Longhorn Steakhouse Last 6 Mo: Index
MP29028a_B	2022 Went to Olive Garden Last 6 Mo
MP29028a_I	2022 Went to Olive Garden Last 6 Mo: Index
MP29029a_B	2022 Went to Outback Steakhouse Last 6 Mo
MP29029a_I	2022 Went to Outback Steakhouse Last 6 Mo: Index
MP29030a_B	2022 Went to Red Lobster Last 6 Mo
MP29030a_I	2022 Went to Red Lobster Last 6 Mo: Index
MP29031a_B	2022 Went to Red Robin Last 6 Mo
MP29031a_I	2022 Went to Red Robin Last 6 Mo: Index
MP29032a_B	2022 Went to Ruby Tuesday Last 6 Mo
MP29032a_I	2022 Went to Ruby Tuesday Last 6 Mo: Index
MP29033a_B	2022 Went to Texas Roadhouse Last 6 Mo
MP29033a_I	2022 Went to Texas Roadhouse Last 6 Mo: Index
MP29034a_B	2022 Went to T.G.I. Friday's Last 6 Mo
MP29034a_I	2022 Went to T.G.I. Friday's Last 6 Mo: Index
MP29035a_B	2022 Went to Waffle House Last 6 Mo
MP29035a_I	2022 Went to Waffle House Last 6 Mo: Index
MP29036a_B	2022 Went to Fast Food or Drive-In Restaurant Last 6 Mo
MP29036a_I	2022 Went to Fast Food or Drive-In Restaurant Last 6 Mo: Index
MP29037a_B	2022 Went to Fast Food or Drive-In Restaurant 9+ Times Last 30 Days
MP29037a_I	2022 Went to Fast Food or Drive-In Restaurant 9+ Times Last 30 Days: Index
MP29038a_B	2022 Spent \$1-\$10 at Fast Food Restaurant Last 30 Days
MP29038a_I	2022 Spent \$1-\$10 at Fast Food Restaurant Last 30 Days: Index
MP29039a_B	2022 Spent \$11-\$20 at Fast Food Restaurant Last 30 Days
MP29039a_I	2022 Spent \$11-\$20 at Fast Food Restaurant Last 30 Days: Index
MP29040a_B	2022 Spent \$21-\$40 at Fast Food Restaurant Last 30 Days
MP29040a_I	2022 Spent \$21-\$40 at Fast Food Restaurant Last 30 Days: Index
MP29041a_B	2022 Spent \$41-\$50 at Fast Food Restaurant Last 30 Days
MP29041a_I	2022 Spent \$41-\$50 at Fast Food Restaurant Last 30 Days: Index
MP29042a_B	2022 Spent \$51-\$100 at Fast Food Restaurant Last 30 Days
MP29042a_I	2022 Spent \$51-\$100 at Fast Food Restaurant Last 30 Days: Index
MP29043a_B	2022 Spent \$101-\$200 at Fast Food Restaurant Last 30 Days
MP29043a_I	2022 Spent \$101-\$200 at Fast Food Restaurant Last 30 Days: Index
MP29044a_B	2022 Spent \$201+ at Fast Food Restaurant Last 30 Days
MP29044a_I	2022 Spent \$201+ at Fast Food Restaurant Last 30 Days: Index
MP29045a_B	2022 Ordered Eat-In Fast Food Last 6 Mo
MP29045a_I	2022 Ordered Eat-In Fast Food Last 6 Mo: Index
MP29046a_B	2022 Ordered Home Delivery Fast Food Last 6 Mo
MP29046a_I	2022 Ordered Home Delivery Fast Food Last 6 Mo: Index
MP29047a_B	2022 Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo
MP29047a_I	2022 Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo: Index
MP29048a_B	2022 Ordered Take-Out/Walk-In Fast Food Last 6 Mo
MP29048a_I	2022 Ordered Take-Out/Walk-In Fast Food Last 6 Mo: Index

## Esri's Market Potential Data Variable List



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Data Table & Item Code	Data Item Description
MP29049a_B	2022 Bought Breakfast at Fast Food Restaurant Last 6 Mo
MP29049a_I	2022 Bought Breakfast at Fast Food Restaurant Last 6 Mo: Index
MP29050a_B	2022 Bought Lunch at Fast Food Restaurant Last 6 Mo
MP29050a_I	2022 Bought Lunch at Fast Food Restaurant Last 6 Mo: Index
MP29051a_B	2022 Bought Dinner at Fast Food Restaurant Last 6 Mo
MP29051a_I	2022 Bought Dinner at Fast Food Restaurant Last 6 Mo: Index
MP29052a_B	2022 Bought Snack at Fast Food Restaurant Last 6 Mo
MP29052a_I	2022 Bought Snack at Fast Food Restaurant Last 6 Mo: Index
MP29053a_B	2022 Bought from Fast Food Restaurant on Weekday Last 6 Mo
MP29053a_I	2022 Bought from Fast Food Restaurant on Weekday Last 6 Mo: Index
MP29054a_B	2022 Bought from Fast Food Restaurant on Weekend Last 6 Mo
MP29054a_I	2022 Bought from Fast Food Restaurant on Weekend Last 6 Mo: Index
MP29055a_B	2022 Bought A&W Last 6 Mo
MP29055a_I	2022 Bought A&W Last 6 Mo: Index
MP29056a_B	2022 Bought Arby's Last 6 Mo
MP29056a_I	2022 Bought Arby's Last 6 Mo: Index
MP29057a_B	2022 Bought Baskin-Robbins Last 6 Mo
MP29057a_I	2022 Bought Baskin-Robbins Last 6 Mo: Index
MP29058a_B	2022 Bought Boston Market Last 6 Mo
MP29058a_I	2022 Bought Boston Market Last 6 Mo: Index
MP29059a_B	2022 Bought Burger King Last 6 Mo
MP29059a_I	2022 Bought Burger King Last 6 Mo: Index
MP29091a_B	2022 Bought Captain D's Last 6 Mo
MP29091a_I	2022 Bought Captain D's Last 6 Mo: Index
MP29060a_B	2022 Bought Carl's Jr. Last 6 Mo
MP29060a_I	2022 Bought Carl's Jr. Last 6 Mo: Index
MP29061a_B	2022 Bought Checkers Last 6 Mo
MP29061a_I	2022 Bought Checkers Last 6 Mo: Index
MP29062a_B	2022 Bought Chick-Fil-A Last 6 Mo
MP29062a_I	2022 Bought Chick-Fil-A Last 6 Mo: Index
MP29063a_B	2022 Bought Chipotle Mexican Grill Last 6 Mo
MP29063a_I	2022 Bought Chipotle Mexican Grill Last 6 Mo: Index
MP29064a_B	2022 Bought Chuck E. Cheese's Last 6 Mo
MP29064a_I	2022 Bought Chuck E. Cheese's Last 6 Mo: Index
MP29065a_B	2022 Bought Church's Fried Chicken Last 6 Mo
MP29065a_I	2022 Bought Church's Fried Chicken Last 6 Mo: Index
MP29066a_B	2022 Bought Cold Stone Creamery Last 6 Mo
MP29066a_I	2022 Bought Cold Stone Creamery Last 6 Mo: Index
MP29067a_B	2022 Bought Dairy Queen Last 6 Mo
MP29067a_I	2022 Bought Dairy Queen Last 6 Mo: Index
MP29092a_B	2022 Bought Del Taco Last 6 Mo
MP29092a_I	2022 Bought Del Taco Last 6 Mo: Index
MP29068a_B	2022 Bought Domino's Pizza Last 6 Mo
MP29068a_I	2022 Bought Domino's Pizza Last 6 Mo: Index
MP29069a_B	2022 Bought Dunkin' Donuts Last 6 Mo
MP29069a_I	2022 Bought Dunkin' Donuts Last 6 Mo: Index
MP29102a_B	2022 Bought Five Guys Last 6 Mo
MP29102a_I	2022 Bought Five Guys Last 6 Mo: Index
MP29093a_B	2022 Bought Hardee's Last 6 Mo
MP29093a_I	2022 Bought Hardee's Last 6 Mo: Index
MP29070a_B	2022 Bought Jack in the Box Last 6 Mo
MP29070a_I	2022 Bought Jack in the Box Last 6 Mo: Index
MP29108a_B	2022 Bought Jersey Mike's Last 6 Mo
MP29108a_I	2022 Bought Jersey Mike's Last 6 Mo: Index
MP29103a_B	2022 Bought Jimmy John's Last 6 Mo
MP29103a_I	2022 Bought Jimmy John's Last 6 Mo: Index
MP29071a_B	2022 Bought KFC Last 6 Mo
MP29071a_I	2022 Bought KFC Last 6 Mo: Index
MP29072a_B	2022 Bought Krispy Kreme Doughnuts Last 6 Mo
MP29072a_I	2022 Bought Krispy Kreme Doughnuts Last 6 Mo: Index
MP29073a_B	2022 Bought Little Caesars Last 6 Mo
MP29073a_I	2022 Bought Little Caesars Last 6 Mo: Index
MP29074a_B	2022 Bought Long John Silver's Last 6 Mo
MP29074a_I	2022 Bought Long John Silver's Last 6 Mo: Index
MP29075a_B	2022 Bought McDonald's Last 6 Mo
MP29075a_I	2022 Bought McDonald's Last 6 Mo: Index
MP29101a_B	2022 Bought Panda Express Last 6 Mo
MP29101a_I	2022 Bought Panda Express Last 6 Mo: Index
MP29076a_B	2022 Bought Panera Bread Last 6 Mo
MP29076a_I	2022 Bought Panera Bread Last 6 Mo: Index
MP29077a_B	2022 Bought Papa John's Last 6 Mo
MP29077a_I	2022 Bought Papa John's Last 6 Mo: Index
MP29078a_B	2022 Bought Papa Murphy's Last 6 Mo
MP29078a_I	2022 Bought Papa Murphy's Last 6 Mo: Index
MP29079a_B	2022 Bought Pizza Hut Last 6 Mo
MP29079a_I	2022 Bought Pizza Hut Last 6 Mo: Index
MP29080a_B	2022 Bought Popeyes Chicken Last 6 Mo
MP29080a_I	2022 Bought Popeyes Chicken Last 6 Mo: Index
MP29082a_B	2022 Bought Sonic Drive-In Last 6 Mo
MP29082a_I	2022 Bought Sonic Drive-In Last 6 Mo: Index

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP29083a_B	2022 Bought Starbucks Last 6 Mo
MP29083a_I	2022 Bought Starbucks Last 6 Mo: Index
MP29084a_B	2022 Bought Steak 'N Shake Last 6 Mo
MP29084a_I	2022 Bought Steak 'N Shake Last 6 Mo: Index
MP29085a_B	2022 Bought Subway Last 6 Mo
MP29085a_I	2022 Bought Subway Last 6 Mo: Index
MP29086a_B	2022 Bought Taco Bell Last 6 Mo
MP29086a_I	2022 Bought Taco Bell Last 6 Mo: Index
MP29087a_B	2022 Bought Wendy's Last 6 Mo
MP29087a_I	2022 Bought Wendy's Last 6 Mo: Index
MP29094a_B	2022 Bought Whataburger Last 6 Mo
MP29094a_I	2022 Bought Whataburger Last 6 Mo: Index
MP29088a_B	2022 Bought White Castle Last 6 Mo
MP29088a_I	2022 Bought White Castle Last 6 Mo: Index
MP29107a_B	2022 Bought Wing-Stop Last 6 Mo
MP29107a_I	2022 Bought Wing-Stop Last 6 Mo: Index
MP29095a_B	2022 Went to Fine Dining Restaurant Last Mo
MP29095a_I	2022 Went to Fine Dining Restaurant Last Mo: Index
MP29110a_B	2022 Went to Fine Dining Restaurant 2+ Times Last Mo
MP29110a_I	2022 Went to Fine Dining Restaurant 2+ Times Last Mo: Index
<b>2022 Shopping (Market Potential)</b>	
MP08032a_B	2022 Shopped at Convenience Store Last 6 Mo
MP08032a_I	2022 Shopped at Convenience Store Last 6 Mo: Index
MP08001a_B	2022 Used ATM/Financial Service at Convenience Store Last 30 Days
MP08001a_I	2022 Used ATM/Financial Service at Convenience Store Last 30 Days: Index
MP08002a_B	2022 Bought Bread at Convenience Store Last 30 Days
MP08002a_I	2022 Bought Bread at Convenience Store Last 30 Days: Index
MP08003a_B	2022 Bought Breakfast Sandwich at Convenience Store Last 30 Days
MP08003a_I	2022 Bought Breakfast Sandwich at Convenience Store Last 30 Days: Index
MP08004a_B	2022 Bought Candy at Convenience Store Last 30 Days
MP08004a_I	2022 Bought Candy at Convenience Store Last 30 Days: Index
MP08005a_B	2022 Bought Cigarettes at Convenience Store Last 30 Days
MP08005a_I	2022 Bought Cigarettes at Convenience Store Last 30 Days: Index
MP08006a_B	2022 Bought Brewed Coffee at Convenience Store Last 30 Days
MP08006a_I	2022 Bought Brewed Coffee at Convenience Store Last 30 Days: Index
MP08007a_B	2022 Bought Gas at Convenience Store Last 30 Days
MP08007a_I	2022 Bought Gas at Convenience Store Last 30 Days: Index
MP08008a_B	2022 Bought Ice Cream at Convenience Store Last 30 Days
MP08008a_I	2022 Bought Ice Cream at Convenience Store Last 30 Days: Index
MP08009a_B	2022 Bought Juice Drink at Convenience Store Last 30 Days
MP08009a_I	2022 Bought Juice Drink at Convenience Store Last 30 Days: Index
MP08010a_B	2022 Bought Lottery Ticket at Convenience Store Last 30 Days
MP08010a_I	2022 Bought Lottery Ticket at Convenience Store Last 30 Days: Index
MP08011a_B	2022 Bought Lunch Sandwich at Convenience Store Last 30 Days
MP08011a_I	2022 Bought Lunch Sandwich at Convenience Store Last 30 Days: Index
MP08012a_B	2022 Bought Milk at Convenience Store Last 30 Days
MP08012a_I	2022 Bought Milk at Convenience Store Last 30 Days: Index
MP08013a_B	2022 Bought Nonprescription Drug at Convenience Store Last 30 Days
MP08013a_I	2022 Bought Nonprescription Drug at Convenience Store Last 30 Days: Index
MP08014a_B	2022 Bought Snack Food at Convenience Store Last 30 Days
MP08014a_I	2022 Bought Snack Food at Convenience Store Last 30 Days: Index
MP08015a_B	2022 Bought Soft Drink (Bottle/Can) at Convenience Store Last 30 Days
MP08015a_I	2022 Bought Soft Drink (Bottle/Can) at Convenience Store Last 30 Days: Index
MP08016a_B	2022 Bought Soft Drink (Fountain) at Convenience Store Last 30 Days
MP08016a_I	2022 Bought Soft Drink (Fountain) at Convenience Store Last 30 Days: Index
MP08033a_B	2022 Spent \$1-\$19 at Convenience Store Last 30 Days
MP08033a_I	2022 Spent \$1-\$19 at Convenience Store Last 30 Days: Index
MP08019a_B	2022 Spent \$20-\$39 at Convenience Store Last 30 Days
MP08019a_I	2022 Spent \$20-\$39 at Convenience Store Last 30 Days: Index
MP08020a_B	2022 Spent \$40-\$50 at Convenience Store Last 30 Days
MP08020a_I	2022 Spent \$40-\$50 at Convenience Store Last 30 Days: Index
MP08021a_B	2022 Spent \$51-\$99 at Convenience Store Last 30 Days
MP08021a_I	2022 Spent \$51-\$99 at Convenience Store Last 30 Days: Index
MP08022a_B	2022 Spent \$100+ at Convenience Store Last 30 Days
MP08022a_I	2022 Spent \$100+ at Convenience Store Last 30 Days: Index
MP08023a_B	2022 Shopped at ampm Last 6 Mo
MP08023a_I	2022 Shopped at ampm Last 6 Mo: Index
MP08024a_B	2022 Shopped at BP Food Mart Last 6 Mo
MP08024a_I	2022 Shopped at BP Food Mart Last 6 Mo: Index
MP08025a_B	2022 Shopped at Circle K Last 6 Mo
MP08025a_I	2022 Shopped at Circle K Last 6 Mo: Index
MP08026a_B	2022 Shopped at Citgo Last 6 Mo
MP08026a_I	2022 Shopped at Citgo Last 6 Mo: Index
MP08027a_B	2022 Shopped at ExxonMobil On the Run Last 6 Mo
MP08027a_I	2022 Shopped at ExxonMobil On the Run Last 6 Mo: Index
MP08028a_B	2022 Shopped at 7-Eleven Last 6 Mo
MP08028a_I	2022 Shopped at 7-Eleven Last 6 Mo: Index
MP08036a_B	2022 Shopped at Sheetz Last 6 Mo

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP08036a_I	2022 Shopped at Sheetz Last 6 Mo: Index
MP08034a_B	2022 Shopped at Shell Last 6 Mo
MP08034a_I	2022 Shopped at Shell Last 6 Mo: Index
MP08035a_B	2022 Shopped at Speedway Last 6 Mo
MP08035a_I	2022 Shopped at Speedway Last 6 Mo: Index
MP08031a_B	2022 Shopped at Wawa Last 6 Mo
MP08031a_I	2022 Shopped at Wawa Last 6 Mo: Index
MP31001a_B	2022 Ordered Any Item by Mail or Phone or Online Last 6 Mo
MP31001a_I	2022 Ordered Any Item by Mail or Phone or Online Last 6 Mo: Index
MP31002a_B	2022 Spent \$1-\$49 on Mail or Phone or Internet Orders Last 12 Mo
MP31002a_I	2022 Spent \$1-\$49 on Mail or Phone or Internet Orders Last 12 Mo: Index
MP31003a_B	2022 Spent \$50-\$99 on Mail or Phone or Internet Orders Last 12 Mo
MP31003a_I	2022 Spent \$50-\$99 on Mail or Phone or Internet Orders Last 12 Mo: Index
MP31004a_B	2022 Spent \$100-\$199 on Mail or Phone or Internet Orders Last 12 Mo
MP31004a_I	2022 Spent \$100-\$199 on Mail or Phone or Internet Orders Last 12 Mo: Index
MP31005a_B	2022 Spent \$200-\$499 on Mail or Phone or Internet Orders Last 12 Mo
MP31005a_I	2022 Spent \$200-\$499 on Mail or Phone or Internet Orders Last 12 Mo: Index
MP31006a_B	2022 Spent \$500-\$799 on Mail or Phone or Internet Orders Last 12 Mo
MP31006a_I	2022 Spent \$500-\$799 on Mail or Phone or Internet Orders Last 12 Mo: Index
MP31007a_B	2022 Spent \$800+ on Mail or Phone or Internet Orders Last 12 Mo
MP31007a_I	2022 Spent \$800+ on Mail or Phone or Internet Orders Last 12 Mo: Index
MP31099a_B	2022 Ordered Any Item Online Last 6 Mo
MP31099a_I	2022 Ordered Any Item Online Last 6 Mo: Index
MP31143a_B	2022 Ordered Meal Kit Online Last 6 Mo
MP31143a_I	2022 Ordered Meal Kit Online Last 6 Mo: Index
MP31100a_B	2022 Spent \$1-\$49 on Internet Orders Last 12 Mo
MP31100a_I	2022 Spent \$1-\$49 on Internet Orders Last 12 Mo: Index
MP31101a_B	2022 Spent \$50-99 on Internet Orders Last 12 Mo
MP31101a_I	2022 Spent \$50-99 on Internet Orders Last 12 Mo: Index
MP31102a_B	2022 Spent \$100-\$199 on Internet Orders Last 12 Mo
MP31102a_I	2022 Spent \$100-\$199 on Internet Orders Last 12 Mo: Index
MP31103a_B	2022 Spent \$200-\$499 on Internet Orders Last 12 Mo
MP31103a_I	2022 Spent \$200-\$499 on Internet Orders Last 12 Mo: Index
MP31104a_B	2022 Spent \$500+ on Internet Orders Last 12 Mo
MP31104a_I	2022 Spent \$500+ on Internet Orders Last 12 Mo: Index
MP31008a_B	2022 Ordered Any Item by Mail or Phone Last 6 Mo
MP31008a_I	2022 Ordered Any Item by Mail or Phone Last 6 Mo: Index
MP31105a_B	2022 Spent \$1-\$49 on Mail or Phone Orders Last 12 Mo
MP31105a_I	2022 Spent \$1-\$49 on Mail or Phone Orders Last 12 Mo: Index
MP31106a_B	2022 Spent \$50-\$99 on Mail or Phone Orders Last 12 Mo
MP31106a_I	2022 Spent \$50-\$99 on Mail or Phone Orders Last 12 Mo: Index
MP31107a_B	2022 Spent \$100-\$199 on Mail or Phone Orders Last 12 Mo
MP31107a_I	2022 Spent \$100-\$199 on Mail or Phone Orders Last 12 Mo: Index
MP31108a_B	2022 Spent \$200-\$499 on Mail or Phone Orders Last 12 Mo
MP31108a_I	2022 Spent \$200-\$499 on Mail or Phone Orders Last 12 Mo: Index
MP31109a_B	2022 Spent \$500+ on Mail or Phone Orders Last 12 Mo
MP31109a_I	2022 Spent \$500+ on Mail or Phone Orders Last 12 Mo: Index
MP31009a_B	2022 Bought Item from In-Home Sales Rep Last 6 Mo
MP31009a_I	2022 Bought Item from In-Home Sales Rep Last 6 Mo: Index
MP31010a_B	2022 Bought Item from Avon In-Home Sales Rep Last 6 Mo
MP31010a_I	2022 Bought Item from Avon In-Home Sales Rep Last 6 Mo: Index
MP31011a_B	2022 Spent \$150+ on In-Home Shopping Last 6 Mo
MP31011a_I	2022 Spent \$150+ on In-Home Shopping Last 6 Mo: Index
MP31132a_B	2022 Browse In-Store/Purchase by Computer Last 30 Days
MP31132a_I	2022 Browse In-Store/Purchase by Computer Last 30 Days: Index
MP31133a_B	2022 Browse In-Store/Purchase by Mobile Device Last 30 Days
MP31133a_I	2022 Browse In-Store/Purchase by Mobile Device Last 30 Days: Index
MP31013a_B	2022 Ordered Online: Amazon Last 6 Mo
MP31013a_I	2022 Ordered Online: Amazon Last 6 Mo: Index
MP31134a_B	2022 Ordered Online: Apple Last 6 Mo
MP31134a_I	2022 Ordered Online: Apple Last 6 Mo: Index
MP31147a_B	2022 Ordered Online: Barnes & Noble Last 6 Mo
MP31147a_I	2022 Ordered Online: Barnes & Noble Last 6 Mo: Index
MP31148a_B	2022 Ordered Online: Bath & Body Works Last 6 Mo
MP31148a_I	2022 Ordered Online: Bath & Body Works Last 6 Mo: Index
MP31149a_B	2022 Ordered Online: Bed Bath & Beyond Last 6 Mo
MP31149a_I	2022 Ordered Online: Bed Bath & Beyond Last 6 Mo: Index
MP31135a_B	2022 Ordered Online: Best Buy Last 6 Mo
MP31135a_I	2022 Ordered Online: Best Buy Last 6 Mo: Index
MP31150a_B	2022 Ordered Online: Costco Last 6 Mo
MP31150a_I	2022 Ordered Online: Costco Last 6 Mo: Index
MP31151a_B	2022 Ordered Online: CVS Last 6 Mo
MP31151a_I	2022 Ordered Online: CVS Last 6 Mo: Index
MP31016a_B	2022 Ordered Online: eBay Last 6 Mo
MP31016a_I	2022 Ordered Online: eBay Last 6 Mo: Index
MP31129a_B	2022 Ordered Online: Etsy Last 6 Mo
MP31129a_I	2022 Ordered Online: Etsy Last 6 Mo: Index
MP31152a_B	2022 Ordered Online: Gap Last 6 Mo
MP31152a_I	2022 Ordered Online: Gap Last 6 Mo: Index
MP31124a_B	2022 Ordered Online: Groupon Last 6 Mo

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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
MP31124a_I	2022 Ordered Online: Groupon Last 6 Mo: Index
MP31136a_B	2022 Ordered Online: Home Depot Last 6 Mo
MP31136a_I	2022 Ordered Online: Home Depot Last 6 Mo: Index
MP31017a_B	2022 Ordered Online: iTunes Last 6 Mo
MP31017a_I	2022 Ordered Online: iTunes Last 6 Mo: Index
MP31153a_B	2022 Ordered Online: JCPenney Last 6 Mo
MP31153a_I	2022 Ordered Online: JCPenney Last 6 Mo: Index
MP31154a_B	2022 Ordered Online: Jo-Ann Last 6 Mo
MP31154a_I	2022 Ordered Online: Jo-Ann Last 6 Mo: Index
MP31137a_B	2022 Ordered Online: Kohls Last 6 Mo
MP31137a_I	2022 Ordered Online: Kohls Last 6 Mo: Index
MP31155a_B	2022 Ordered Online: L.L. Bean Last 6 Mo
MP31155a_I	2022 Ordered Online: L.L. Bean Last 6 Mo: Index
MP31156a_B	2022 Ordered Online: Lands' End Last 6 Mo
MP31156a_I	2022 Ordered Online: Lands' End Last 6 Mo: Index
MP31140a_B	2022 Ordered Online: Lowe's Last 6 Mo
MP31140a_I	2022 Ordered Online: Lowe's Last 6 Mo: Index
MP31157a_B	2022 Ordered Online: Macy's Last 6 Mo
MP31157a_I	2022 Ordered Online: Macy's Last 6 Mo: Index
MP31158a_B	2022 Ordered Online: Michaels Last 6 Mo
MP31158a_I	2022 Ordered Online: Michaels Last 6 Mo: Index
MP31138a_B	2022 Ordered Online: Nike Last 6 Mo
MP31138a_I	2022 Ordered Online: Nike Last 6 Mo: Index
MP31159a_B	2022 Ordered Online: Nordstrom Last 6 Mo
MP31159a_I	2022 Ordered Online: Nordstrom Last 6 Mo: Index
MP31160a_B	2022 Ordered Online: Office Depot Last 6 Mo
MP31160a_I	2022 Ordered Online: Office Depot Last 6 Mo: Index
MP31139a_B	2022 Ordered Online: Old Navy Last 6 Mo
MP31139a_I	2022 Ordered Online: Old Navy Last 6 Mo: Index
MP31018a_B	2022 Ordered Online: Overstock Last 6 Mo
MP31018a_I	2022 Ordered Online: Overstock Last 6 Mo: Index
MP31161a_B	2022 Ordered Online: PetSmart Last 6 Mo
MP31161a_I	2022 Ordered Online: PetSmart Last 6 Mo: Index
MP31162a_B	2022 Ordered Online: QVC Last 6 Mo
MP31162a_I	2022 Ordered Online: QVC Last 6 Mo: Index
MP31163a_B	2022 Ordered Online: REI Last 6 Mo
MP31163a_I	2022 Ordered Online: REI Last 6 Mo: Index
MP31164a_B	2022 Ordered Online: Sam's Club Last 6 Mo
MP31164a_I	2022 Ordered Online: Sam's Club Last 6 Mo: Index
MP31165a_B	2022 Ordered Online: Sephora Last 6 Mo
MP31165a_I	2022 Ordered Online: Sephora Last 6 Mo: Index
MP31166a_B	2022 Ordered Online: Staples Last 6 Mo
MP31166a_I	2022 Ordered Online: Staples Last 6 Mo: Index
MP31167a_B	2022 Ordered Online: T.J. Maxx Last 6 Mo
MP31167a_I	2022 Ordered Online: T.J. Maxx Last 6 Mo: Index
MP31019a_B	2022 Ordered Online: Target Last 6 Mo
MP31019a_I	2022 Ordered Online: Target Last 6 Mo: Index
MP31130a_B	2022 Ordered Online: Ticketmaster Last 6 Mo
MP31130a_I	2022 Ordered Online: Ticketmaster Last 6 Mo: Index
MP31168a_B	2022 Ordered Online: Victoria's Secret Last 6 Mo
MP31168a_I	2022 Ordered Online: Victoria's Secret Last 6 Mo: Index
MP31169a_B	2022 Ordered Online: Walgreens Last 6 Mo
MP31169a_I	2022 Ordered Online: Walgreens Last 6 Mo: Index
MP31020a_B	2022 Ordered Online: Walmart Last 6 Mo
MP31020a_I	2022 Ordered Online: Walmart Last 6 Mo: Index
MP31144a_B	2022 Ordered Online: Wayfair Last 6 Mo
MP31144a_I	2022 Ordered Online: Wayfair Last 6 Mo: Index
MP31170a_B	2022 Ordered Online: Zappos Last 6 Mo
MP31170a_I	2022 Ordered Online: Zappos Last 6 Mo: Index
MP31171a_B	2022 Ordered Online: Zulily Last 6 Mo
MP31171a_I	2022 Ordered Online: Zulily Last 6 Mo: Index
MP31145a_B	2022 Pay Subscription Currently for Amazon Prime (Self or HH Member)
MP31145a_I	2022 Pay Subscription Currently for Amazon Prime (Self or HH Member): Index
MP31021a_B	2022 Shopped at Ace Hardware Hardware Store Last 12 Mo
MP31021a_I	2022 Shopped at Ace Hardware Hardware Store Last 12 Mo: Index
MP31141a_B	2022 Shopped at Harbor Freight Tools Hardware Store Last 12 Mo
MP31141a_I	2022 Shopped at Harbor Freight Tools Hardware Store Last 12 Mo: Index
MP31022a_B	2022 Shopped at Home Depot Hardware Store Last 12 Mo
MP31022a_I	2022 Shopped at Home Depot Hardware Store Last 12 Mo: Index
MP31023a_B	2022 Shopped at Lowe's Hardware Store Last 12 Mo
MP31023a_I	2022 Shopped at Lowe's Hardware Store Last 12 Mo: Index
MP31117a_B	2022 Shopped at Tractor Supply Co Hardware Store Last 12 Mo
MP31117a_I	2022 Shopped at Tractor Supply Co Hardware Store Last 12 Mo: Index
MP31025a_B	2022 Shopped at True Value Hardware Store Last 12 Mo
MP31025a_I	2022 Shopped at True Value Hardware Store Last 12 Mo: Index
MP31118a_B	2022 Shopped at Apple Store Electronics Store Last 12 Mo
MP31118a_I	2022 Shopped at Apple Store Electronics Store Last 12 Mo: Index
MP31026a_B	2022 Shopped at Best Buy Electronics Store Last 12 Mo
MP31026a_I	2022 Shopped at Best Buy Electronics Store Last 12 Mo: Index
MP31028a_B	2022 Shopped at Abercrombie & Fitch Store Last 3 Mo



## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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[Learn more about Market Potential Data](#)

Data Table & Item Code	Data Item Description
MP31028a_I	2022 Shopped at Abercrombie & Fitch Store Last 3 Mo: Index
MP31029a_B	2022 Shopped at American Eagle Outfitters Store Last 3 Mo
MP31029a_I	2022 Shopped at American Eagle Outfitters Store Last 3 Mo: Index
MP31030a_B	2022 Shopped at Banana Republic Store Last 3 Mo
MP31030a_I	2022 Shopped at Banana Republic Store Last 3 Mo: Index
MP31031a_B	2022 Shopped at Bath & Body Works Store Last 3 Mo
MP31031a_I	2022 Shopped at Bath & Body Works Store Last 3 Mo: Index
MP31032a_B	2022 Shopped at Bed Bath & Beyond Store Last 3 Mo
MP31032a_I	2022 Shopped at Bed Bath & Beyond Store Last 3 Mo: Index
MP31033a_B	2022 Shopped at Big Lots Store Last 3 Mo
MP31033a_I	2022 Shopped at Big Lots Store Last 3 Mo: Index
MP31034a_B	2022 Shopped at Burlington Store Last 3 Mo
MP31034a_I	2022 Shopped at Burlington Store Last 3 Mo: Index
MP31035a_B	2022 Shopped at Dick's Sporting Goods Store Last 3 Mo
MP31035a_I	2022 Shopped at Dick's Sporting Goods Store Last 3 Mo: Index
MP31036a_B	2022 Shopped at Dillard's Store Last 3 Mo
MP31036a_I	2022 Shopped at Dillard's Store Last 3 Mo: Index
MP31037a_B	2022 Shopped at The Disney Store Last 3 Mo
MP31037a_I	2022 Shopped at The Disney Store Last 3 Mo: Index
MP31119a_B	2022 Shopped at Dollar General Store Last 3 Mo
MP31119a_I	2022 Shopped at Dollar General Store Last 3 Mo: Index
MP31120a_B	2022 Shopped at Dollar Tree Store Last 3 Mo
MP31120a_I	2022 Shopped at Dollar Tree Store Last 3 Mo: Index
MP31038a_B	2022 Shopped at DSW Store Last 3 Mo
MP31038a_I	2022 Shopped at DSW Store Last 3 Mo: Index
MP31039a_B	2022 Shopped at Express Store Last 3 Mo
MP31039a_I	2022 Shopped at Express Store Last 3 Mo: Index
MP31121a_B	2022 Shopped at Family Dollar Store Last 3 Mo
MP31121a_I	2022 Shopped at Family Dollar Store Last 3 Mo: Index
MP31040a_B	2022 Shopped at Famous Footwear Store Last 3 Mo
MP31040a_I	2022 Shopped at Famous Footwear Store Last 3 Mo: Index
MP31041a_B	2022 Shopped at Finish Line Store Last 3 Mo
MP31041a_I	2022 Shopped at Finish Line Store Last 3 Mo: Index
MP31042a_B	2022 Shopped at Foot Locker Store Last 3 Mo
MP31042a_I	2022 Shopped at Foot Locker Store Last 3 Mo: Index
MP31043a_B	2022 Shopped at Forever 21 Store Last 3 Mo
MP31043a_I	2022 Shopped at Forever 21 Store Last 3 Mo: Index
MP31044a_B	2022 Shopped at The Gap Store Last 3 Mo
MP31044a_I	2022 Shopped at The Gap Store Last 3 Mo: Index
MP31045a_B	2022 Shopped at H&M Store Last 3 Mo
MP31045a_I	2022 Shopped at H&M Store Last 3 Mo: Index
MP31142a_B	2022 Shopped at Hobby Lobby Store Last 3 Mo
MP31142a_I	2022 Shopped at Hobby Lobby Store Last 3 Mo: Index
MP31113a_B	2022 Shopped at Hollister Store Last 3 Mo
MP31113a_I	2022 Shopped at Hollister Store Last 3 Mo: Index
MP31131a_B	2022 Shopped at HomeGoods Store Last 3 Mo
MP31131a_I	2022 Shopped at HomeGoods Store Last 3 Mo: Index
MP31046a_B	2022 Shopped at JCPenney Store Last 3 Mo
MP31046a_I	2022 Shopped at JCPenney Store Last 3 Mo: Index
MP31127a_B	2022 Shopped at Jo-Ann Fabric and Craft Store Last 3 Mo
MP31127a_I	2022 Shopped at Jo-Ann Fabric and Craft Store Last 3 Mo: Index
MP31047a_B	2022 Shopped at Kmart Store Last 3 Mo
MP31047a_I	2022 Shopped at Kmart Store Last 3 Mo: Index
MP31048a_B	2022 Shopped at Kohl's Store Last 3 Mo
MP31048a_I	2022 Shopped at Kohl's Store Last 3 Mo: Index
MP31049a_B	2022 Shopped at Lane Bryant Store Last 3 Mo
MP31049a_I	2022 Shopped at Lane Bryant Store Last 3 Mo: Index
MP31050a_B	2022 Shopped at Macy's Store Last 3 Mo
MP31050a_I	2022 Shopped at Macy's Store Last 3 Mo: Index
MP31051a_B	2022 Shopped at Marshalls Store Last 3 Mo
MP31051a_I	2022 Shopped at Marshalls Store Last 3 Mo: Index
MP31052a_B	2022 Shopped at Michaels Store Last 3 Mo
MP31052a_I	2022 Shopped at Michaels Store Last 3 Mo: Index
MP31053a_B	2022 Shopped at Nordstrom Store Last 3 Mo
MP31053a_I	2022 Shopped at Nordstrom Store Last 3 Mo: Index
MP31054a_B	2022 Shopped at Old Navy Store Last 3 Mo
MP31054a_I	2022 Shopped at Old Navy Store Last 3 Mo: Index
MP31057a_B	2022 Shopped at Ross Store Last 3 Mo
MP31057a_I	2022 Shopped at Ross Store Last 3 Mo: Index
MP31058a_B	2022 Shopped at Sears Store Last 3 Mo
MP31058a_I	2022 Shopped at Sears Store Last 3 Mo: Index
MP31114a_B	2022 Shopped at Sephora Store Last 3 Mo
MP31114a_I	2022 Shopped at Sephora Store Last 3 Mo: Index
MP31059a_B	2022 Shopped at Target Store Last 3 Mo
MP31059a_I	2022 Shopped at Target Store Last 3 Mo: Index
MP31060a_B	2022 Shopped at T.J. Maxx Store Last 3 Mo
MP31060a_I	2022 Shopped at T.J. Maxx Store Last 3 Mo: Index
MP31122a_B	2022 Shopped at Ulta Store Last 3 Mo
MP31122a_I	2022 Shopped at Ulta Store Last 3 Mo: Index
MP31116a_B	2022 Shopped at Victoria's Secret Store Last 3 Mo

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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
MP31116a_I	2022 Shopped at Victoria's Secret Store Last 3 Mo: Index
MP31062a_B	2022 Shopped at Walmart Store Last 3 Mo
MP31062a_I	2022 Shopped at Walmart Store Last 3 Mo: Index
MP31063a_B	2022 Shopped at CVS Drug Store Last 6 Mo
MP31063a_I	2022 Shopped at CVS Drug Store Last 6 Mo: Index
MP31064a_B	2022 Shopped at Rite Aid Drug Store Last 6 Mo
MP31064a_I	2022 Shopped at Rite Aid Drug Store Last 6 Mo: Index
MP31066a_B	2022 Shopped at Walgreens Drug Store Last 6 Mo
MP31066a_I	2022 Shopped at Walgreens Drug Store Last 6 Mo: Index
MP31067a_B	2022 Shopped at Walmart Pharmacy Drug Store Last 6 Mo
MP31067a_I	2022 Shopped at Walmart Pharmacy Drug Store Last 6 Mo: Index
MP31068a_B	2022 Shopped at FedEx Office Supply Store Last 12 Mo
MP31068a_I	2022 Shopped at FedEx Office Supply Store Last 12 Mo: Index
MP31069a_B	2022 Shopped at Office Depot Supply Store Last 12 Mo
MP31069a_I	2022 Shopped at Office Depot Supply Store Last 12 Mo: Index
MP31070a_B	2022 Shopped at OfficeMax Supply Store Last 12 Mo
MP31070a_I	2022 Shopped at OfficeMax Supply Store Last 12 Mo: Index
MP31071a_B	2022 Shopped at Staples Office Supply Store Last 12 Mo
MP31071a_I	2022 Shopped at Staples Office Supply Store Last 12 Mo: Index
MP31072a_B	2022 Used Coupons Last 12 Mo
MP31072a_I	2022 Used Coupons Last 12 Mo: Index
MP31073a_B	2022 Used Coupons 12+ Times Last 3 Mo
MP31073a_I	2022 Used Coupons 12+ Times Last 3 Mo: Index
MP31074a_B	2022 Used Coupons Handed Out by Person in Store Last 12 Mo
MP31074a_I	2022 Used Coupons Handed Out by Person in Store Last 12 Mo: Index
MP31075a_B	2022 Used Coupons in or on Package Last 12 Mo
MP31075a_I	2022 Used Coupons in or on Package Last 12 Mo: Index
MP31076a_B	2022 Used Instant Machine/Shelf Coupons Last 12 Mo
MP31076a_I	2022 Used Instant Machine/Shelf Coupons Last 12 Mo: Index
MP31077a_B	2022 Used Preferred Customer/Loyalty Coupons Last 12 Mo
MP31077a_I	2022 Used Preferred Customer/Loyalty Coupons Last 12 Mo: Index
MP31078a_B	2022 Used Coupons at Register Last 12 Mo
MP31078a_I	2022 Used Coupons at Register Last 12 Mo: Index
MP31079a_B	2022 Used Coupons from Internet or Email Last 12 Mo
MP31079a_I	2022 Used Coupons from Internet or Email Last 12 Mo: Index
MP31080a_B	2022 Used Coupons from In-Store Circular Last 12 Mo
MP31080a_I	2022 Used Coupons from In-Store Circular Last 12 Mo: Index
MP31081a_B	2022 Used Coupons from Magazine Last 12 Mo
MP31081a_I	2022 Used Coupons from Magazine Last 12 Mo: Index
MP31082a_B	2022 Used Coupons from Mail Last 12 Mo
MP31082a_I	2022 Used Coupons from Mail Last 12 Mo: Index
MP31083a_B	2022 Used Coupons from Sunday News Insert Last 12 Mo
MP31083a_I	2022 Used Coupons from Sunday News Insert Last 12 Mo: Index
MP31084a_B	2022 Used Coupons from Weekday News Insert Last 12 Mo
MP31084a_I	2022 Used Coupons from Weekday News Insert Last 12 Mo: Index
MP31085a_B	2022 Bought Any Gift or Prepaid Cards Last 6 Mo
MP31085a_I	2022 Bought Any Gift or Prepaid Cards Last 6 Mo: Index
MP31086a_B	2022 Bought 7+ Gift or Prepaid Cards Last 6 Mo
MP31086a_I	2022 Bought 7+ Gift or Prepaid Cards Last 6 Mo: Index
MP31088a_B	2022 Bought Gift/Prepaid Cards: Coffee Shop Last 6 Mo
MP31088a_I	2022 Bought Gift/Prepaid Cards: Coffee Shop Last 6 Mo: Index
MP31089a_B	2022 Bought Gift/Prepaid Cards: Department Store Last 6 Mo
MP31089a_I	2022 Bought Gift/Prepaid Cards: Department Store Last 6 Mo: Index
MP31090a_B	2022 Bought Gift/Prepaid Cards: Discount Store Last 6 Mo
MP31090a_I	2022 Bought Gift/Prepaid Cards: Discount Store Last 6 Mo: Index
MP31091a_B	2022 Bought Gift/Prepaid Cards: Restaurant Last 6 Mo
MP31091a_I	2022 Bought Gift/Prepaid Cards: Restaurant Last 6 Mo: Index
MP31146a_B	2022 Bought Gift/Prepaid Cards: Mastercard Last 6 Mo
MP31146a_I	2022 Bought Gift/Prepaid Cards: Mastercard Last 6 Mo: Index
MP31092a_B	2022 Bought Gift/Prepaid Cards: Visa Last 6 Mo
MP31092a_I	2022 Bought Gift/Prepaid Cards: Visa Last 6 Mo: Index
MP31093a_B	2022 Spent \$25-\$49 on Gift or Prepaid Cards Last 6 Mo
MP31093a_I	2022 Spent \$25-\$49 on Gift or Prepaid Cards Last 6 Mo: Index
MP31094a_B	2022 Spent \$50-\$75 on Gift or Prepaid Cards Last 6 Mo
MP31094a_I	2022 Spent \$50-\$75 on Gift or Prepaid Cards Last 6 Mo: Index
MP31095a_B	2022 Spent \$76-\$100 on Gift or Prepaid Cards Last 6 Mo
MP31095a_I	2022 Spent \$76-\$100 on Gift or Prepaid Cards Last 6 Mo: Index
MP31096a_B	2022 Spent \$101-\$200 on Gift or Prepaid Cards Last 6 Mo
MP31096a_I	2022 Spent \$101-\$200 on Gift or Prepaid Cards Last 6 Mo: Index
MP31097a_B	2022 Spent \$201+ on Gift or Prepaid Cards Last 6 Mo
MP31097a_I	2022 Spent \$201+ on Gift or Prepaid Cards Last 6 Mo: Index
MP31098a_B	2022 Received Any Gift or Prepaid Cards Last 6 Mo
MP31098a_I	2022 Received Any Gift or Prepaid Cards Last 6 Mo: Index
MP31172a_B	2022 Ordered Automotive Product Online Last 6 Mo
MP31172a_I	2022 Ordered Automotive Product Online Last 6 Mo: Index
MP31173a_B	2022 Ordered Baby Accessory Online Last 6 Mo
MP31173a_I	2022 Ordered Baby Accessory Online Last 6 Mo: Index
MP31174a_B	2022 Ordered Banking Service Online Last 6 Mo
MP31174a_I	2022 Ordered Banking Service Online Last 6 Mo: Index
MP31175a_B	2022 Ordered Bedding/Linens Online Last 6 Mo

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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
MP31175a_I	2022 Ordered Bedding/Linens Online Last 6 Mo: Index
MP31176a_B	2022 Ordered Book Online Last 6 Mo
MP31176a_I	2022 Ordered Book Online Last 6 Mo: Index
MP31177a_B	2022 Ordered Camera/Equipment Online Last 6 Mo
MP31177a_I	2022 Ordered Camera/Equipment Online Last 6 Mo: Index
MP31178a_B	2022 Ordered Car/Vehicle Rental Reservation Online Last 6 Mo
MP31178a_I	2022 Ordered Car/Vehicle Rental Reservation Online Last 6 Mo: Index
MP31179a_B	2022 Ordered CD Online Last 6 Mo
MP31179a_I	2022 Ordered CD Online Last 6 Mo: Index
MP31180a_B	2022 Ordered Cell Phone/Accessory Online Last 6 Mo
MP31180a_I	2022 Ordered Cell Phone/Accessory Online Last 6 Mo: Index
MP31181a_B	2022 Ordered Clothing/Apparel Online Last 6 Mo
MP31181a_I	2022 Ordered Clothing/Apparel Online Last 6 Mo: Index
MP31182a_B	2022 Ordered Coffee/Tea Online Last 6 Mo
MP31182a_I	2022 Ordered Coffee/Tea Online Last 6 Mo: Index
MP31183a_B	2022 Ordered Collector's Item Online Last 6 Mo
MP31183a_I	2022 Ordered Collector's Item Online Last 6 Mo: Index
MP31184a_B	2022 Ordered Computer Online Last 6 Mo
MP31184a_I	2022 Ordered Computer Online Last 6 Mo: Index
MP31185a_B	2022 Ordered Computer Software/Accessory Online Last 6 Mo
MP31185a_I	2022 Ordered Computer Software/Accessory Online Last 6 Mo: Index
MP31186a_B	2022 Ordered Cooking/Kitchen Accessory Online Last 6 Mo
MP31186a_I	2022 Ordered Cooking/Kitchen Accessory Online Last 6 Mo: Index
MP31187a_B	2022 Ordered Cosmetics/Toiletries Online Last 6 Mo
MP31187a_I	2022 Ordered Cosmetics/Toiletries Online Last 6 Mo: Index
MP31188a_B	2022 Ordered Credit Card Online Last 6 Mo
MP31188a_I	2022 Ordered Credit Card Online Last 6 Mo: Index
MP31189a_B	2022 Ordered DVD or Blu-Ray Disc Online Last 6 Mo
MP31189a_I	2022 Ordered DVD or Blu-Ray Disc Online Last 6 Mo: Index
MP31190a_B	2022 Ordered Educational Program Online Last 6 Mo
MP31190a_I	2022 Ordered Educational Program Online Last 6 Mo: Index
MP31191a_B	2022 Ordered Fitness Apparel/Equipment Online Last 6 Mo
MP31191a_I	2022 Ordered Fitness Apparel/Equipment Online Last 6 Mo: Index
MP31192a_B	2022 Ordered Flowers Online Last 6 Mo
MP31192a_I	2022 Ordered Flowers Online Last 6 Mo: Index
MP31193a_B	2022 Ordered Food/Groceries Online Last 6 Mo
MP31193a_I	2022 Ordered Food/Groceries Online Last 6 Mo: Index
MP31194a_B	2022 Ordered Garden Supplies Online Last 6 Mo
MP31194a_I	2022 Ordered Garden Supplies Online Last 6 Mo: Index
MP31195a_B	2022 Ordered Gift Basket Online Last 6 Mo
MP31195a_I	2022 Ordered Gift Basket Online Last 6 Mo: Index
MP31196a_B	2022 Ordered Handbag/Accessory Online Last 6 Mo
MP31196a_I	2022 Ordered Handbag/Accessory Online Last 6 Mo: Index
MP31197a_B	2022 Ordered Hobby/Craft Supplies Online Last 6 Mo
MP31197a_I	2022 Ordered Hobby/Craft Supplies Online Last 6 Mo: Index
MP31198a_B	2022 Ordered Home Furnishing Online Last 6 Mo
MP31198a_I	2022 Ordered Home Furnishing Online Last 6 Mo: Index
MP31199a_B	2022 Ordered Home Improvement Item/Tool Online Last 6 Mo
MP31199a_I	2022 Ordered Home Improvement Item/Tool Online Last 6 Mo: Index
MP31200a_B	2022 Ordered Hotel Reservation Online Last 6 Mo
MP31200a_I	2022 Ordered Hotel Reservation Online Last 6 Mo: Index
MP31201a_B	2022 Ordered Household/Small Appliance Online Last 6 Mo
MP31201a_I	2022 Ordered Household/Small Appliance Online Last 6 Mo: Index
MP31202a_B	2022 Ordered Houseware Online Last 6 Mo
MP31202a_I	2022 Ordered Houseware Online Last 6 Mo: Index
MP31203a_B	2022 Ordered Fishing/Camping Equipment Online Last 6 Mo
MP31203a_I	2022 Ordered Fishing/Camping Equipment Online Last 6 Mo: Index
MP31204a_B	2022 Ordered Jewelry/Watch Online Last 6 Mo
MP31204a_I	2022 Ordered Jewelry/Watch Online Last 6 Mo: Index
MP31205a_B	2022 Ordered Office Supplies Online Last 6 Mo
MP31205a_I	2022 Ordered Office Supplies Online Last 6 Mo: Index
MP31206a_B	2022 Ordered Pet Products/Supplies Online Last 6 Mo
MP31206a_I	2022 Ordered Pet Products/Supplies Online Last 6 Mo: Index
MP31207a_B	2022 Ordered Prescription Drug Online Last 6 Mo
MP31207a_I	2022 Ordered Prescription Drug Online Last 6 Mo: Index
MP31208a_B	2022 Ordered Religious Product Online Last 6 Mo
MP31208a_I	2022 Ordered Religious Product Online Last 6 Mo: Index
MP31209a_B	2022 Ordered Shoes/Footwear Online Last 6 Mo
MP31209a_I	2022 Ordered Shoes/Footwear Online Last 6 Mo: Index
MP31210a_B	2022 Ordered Sports Apparel/Memorabilia Online Last 6 Mo
MP31210a_I	2022 Ordered Sports Apparel/Memorabilia Online Last 6 Mo: Index
MP31211a_B	2022 Ordered Sports Equipment Online Last 6 Mo
MP31211a_I	2022 Ordered Sports Equipment Online Last 6 Mo: Index
MP31212a_B	2022 Ordered Stereo/Audio Equipment Online Last 6 Mo
MP31212a_I	2022 Ordered Stereo/Audio Equipment Online Last 6 Mo: Index
MP31213a_B	2022 Ordered Concert/Show Ticket Online Last 6 Mo
MP31213a_I	2022 Ordered Concert/Show Ticket Online Last 6 Mo: Index
MP31214a_B	2022 Ordered Movie Ticket Online Last 6 Mo
MP31214a_I	2022 Ordered Movie Ticket Online Last 6 Mo: Index
MP31215a_B	2022 Ordered Sports Event Ticket Online Last 6 Mo

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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
MP31215a_I	2022 Ordered Sports Event Ticket Online Last 6 Mo: Index
MP31216a_B	2022 Ordered Toys or Games Online Last 6 Mo
MP31216a_I	2022 Ordered Toys or Games Online Last 6 Mo: Index
MP31217a_B	2022 Ordered TV Online Last 6 Mo
MP31217a_I	2022 Ordered TV Online Last 6 Mo: Index
MP31218a_B	2022 Ordered Video Game/System Online Last 6 Mo
MP31218a_I	2022 Ordered Video Game/System Online Last 6 Mo: Index
MP31219a_B	2022 Ordered Vitamins Online Last 6 Mo
MP31219a_I	2022 Ordered Vitamins Online Last 6 Mo: Index
MP31220a_B	2022 Ordered Wedding/Occasion Gift Online Last 6 Mo
MP31220a_I	2022 Ordered Wedding/Occasion Gift Online Last 6 Mo: Index
MP31221a_B	2022 Ordered Wine/Champagne Online Last 6 Mo
MP31221a_I	2022 Ordered Wine/Champagne Online Last 6 Mo: Index
MP31222a_B	2022 Used Coupons for Beverages Last 12 Mo
MP31222a_I	2022 Used Coupons for Beverages Last 12 Mo: Index
MP31223a_B	2022 Used Coupons for Cleaning Products Last 12 Mo
MP31223a_I	2022 Used Coupons for Cleaning Products Last 12 Mo: Index
MP31224a_B	2022 Used Coupons for Cosmetics Last 12 Mo
MP31224a_I	2022 Used Coupons for Cosmetics Last 12 Mo: Index
MP31225a_B	2022 Used Coupons for Food Products Last 12 Mo
MP31225a_I	2022 Used Coupons for Food Products Last 12 Mo: Index
MP31226a_B	2022 Used Coupons for Tobacco Last 12 Mo
MP31226a_I	2022 Used Coupons for Tobacco Last 12 Mo: Index
MP31227a_B	2022 Used Coupons for Toiletry Items Last 12 Mo
MP31227a_I	2022 Used Coupons for Toiletry Items Last 12 Mo: Index
<b>2022 Sports (Market Potential)</b>	
MP33001a_B	2022 Participated in Aerobics Last 12 Mo
MP33001a_I	2022 Participated in Aerobics Last 12 Mo: Index
MP33096a_B	2022 Participated in Archery Last 12 Mo
MP33096a_I	2022 Participated in Archery Last 12 Mo: Index
MP33002a_B	2022 Participated in Backpacking Last 12 Mo
MP33002a_I	2022 Participated in Backpacking Last 12 Mo: Index
MP33003a_B	2022 Participated in Baseball Last 12 Mo
MP33003a_I	2022 Participated in Baseball Last 12 Mo: Index
MP33004a_B	2022 Participated in Basketball Last 12 Mo
MP33004a_I	2022 Participated in Basketball Last 12 Mo: Index
MP33005a_B	2022 Participated in Bicycling (Mountain) Last 12 Mo
MP33005a_I	2022 Participated in Bicycling (Mountain) Last 12 Mo: Index
MP33006a_B	2022 Participated in Bicycling (Road) Last 12 Mo
MP33006a_I	2022 Participated in Bicycling (Road) Last 12 Mo: Index
MP33007a_B	2022 Participated in Boating (Power) Last 12 Mo
MP33007a_I	2022 Participated in Boating (Power) Last 12 Mo: Index
MP33008a_B	2022 Participated in Bowling Last 12 Mo
MP33008a_I	2022 Participated in Bowling Last 12 Mo: Index
MP33009a_B	2022 Participated in Canoeing or Kayaking Last 12 Mo
MP33009a_I	2022 Participated in Canoeing or Kayaking Last 12 Mo: Index
MP33010a_B	2022 Participated in Fishing (Fresh Water) Last 12 Mo
MP33010a_I	2022 Participated in Fishing (Fresh Water) Last 12 Mo: Index
MP33011a_B	2022 Participated in Fishing (Salt Water) Last 12 Mo
MP33011a_I	2022 Participated in Fishing (Salt Water) Last 12 Mo: Index
MP33012a_B	2022 Participated in Football Last 12 Mo
MP33012a_I	2022 Participated in Football Last 12 Mo: Index
MP33013a_B	2022 Participated in Frisbee Last 12 Mo
MP33013a_I	2022 Participated in Frisbee Last 12 Mo: Index
MP33014a_B	2022 Participated in Golf Last 12 Mo
MP33014a_I	2022 Participated in Golf Last 12 Mo: Index
MP33015a_B	2022 Participated in Hiking Last 12 Mo
MP33015a_I	2022 Participated in Hiking Last 12 Mo: Index
MP33016a_B	2022 Participated in Horseback Riding Last 12 Mo
MP33016a_I	2022 Participated in Horseback Riding Last 12 Mo: Index
MP33017a_B	2022 Participated in Hunting with Rifle Last 12 Mo
MP33017a_I	2022 Participated in Hunting with Rifle Last 12 Mo: Index
MP33018a_B	2022 Participated in Hunting with Shotgun Last 12 Mo
MP33018a_I	2022 Participated in Hunting with Shotgun Last 12 Mo: Index
MP33019a_B	2022 Participated in Ice Skating Last 12 Mo
MP33019a_I	2022 Participated in Ice Skating Last 12 Mo: Index
MP33020a_B	2022 Participated in Jogging or Running Last 12 Mo
MP33020a_I	2022 Participated in Jogging or Running Last 12 Mo: Index
MP33021a_B	2022 Participated in Motorcycling Last 12 Mo
MP33021a_I	2022 Participated in Motorcycling Last 12 Mo: Index
MP33022a_B	2022 Participated in Pilates Last 12 Mo
MP33022a_I	2022 Participated in Pilates Last 12 Mo: Index
MP33109a_B	2022 Participated in Ping Pong Last 12 Mo
MP33109a_I	2022 Participated in Ping Pong Last 12 Mo: Index
MP33110a_B	2022 Participated in Rock Climbing Last 12 Mo
MP33110a_I	2022 Participated in Rock Climbing Last 12 Mo: Index
MP33111a_B	2022 Participated in Roller Skating Last 12 Mo
MP33111a_I	2022 Participated in Roller Skating Last 12 Mo: Index

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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
MP33023a_B	2022 Participated in Skiing (Downhill) Last 12 Mo
MP33023a_I	2022 Participated in Skiing (Downhill) Last 12 Mo: Index
MP33024a_B	2022 Participated in Soccer Last 12 Mo
MP33024a_I	2022 Participated in Soccer Last 12 Mo: Index
MP33025a_B	2022 Participated in Softball Last 12 Mo
MP33025a_I	2022 Participated in Softball Last 12 Mo: Index
MP33026a_B	2022 Participated in Swimming Last 12 Mo
MP33026a_I	2022 Participated in Swimming Last 12 Mo: Index
MP33027a_B	2022 Participated in Target Shooting Last 12 Mo
MP33027a_I	2022 Participated in Target Shooting Last 12 Mo: Index
MP33028a_B	2022 Participated in Tennis Last 12 Mo
MP33028a_I	2022 Participated in Tennis Last 12 Mo: Index
MP33029a_B	2022 Participated in Volleyball Last 12 Mo
MP33029a_I	2022 Participated in Volleyball Last 12 Mo: Index
MP33030a_B	2022 Participated in Walking for Exercise Last 12 Mo
MP33030a_I	2022 Participated in Walking for Exercise Last 12 Mo: Index
MP33031a_B	2022 Participated in Weight Lifting Last 12 Mo
MP33031a_I	2022 Participated in Weight Lifting Last 12 Mo: Index
MP33032a_B	2022 Participated in Yoga Last 12 Mo
MP33032a_I	2022 Participated in Yoga Last 12 Mo: Index
MP33112a_B	2022 Participated in Zumba Last 12 Mo
MP33112a_I	2022 Participated in Zumba Last 12 Mo: Index
MP33033a_B	2022 Spent \$1-\$99 on Sports/Recreational Equipment Last 12 Mo
MP33033a_I	2022 Spent \$1-\$99 on Sports/Recreational Equipment Last 12 Mo: Index
MP33034a_B	2022 Spent \$100-\$249 on Sports/Recreational Equipment Last 12 Mo
MP33034a_I	2022 Spent \$100-\$249 on Sports/Recreational Equipment Last 12 Mo: Index
MP33035a_B	2022 Spent \$250+ on Sports/Recreational Equipment Last 12 Mo
MP33035a_I	2022 Spent \$250+ on Sports/Recreational Equipment Last 12 Mo: Index
MP33039a_B	2022 Attend College Basketball Game Last 12 Mo
MP33039a_I	2022 Attend College Basketball Game Last 12 Mo: Index
MP33041a_B	2022 Attend College Football Game Last 12 Mo
MP33041a_I	2022 Attend College Football Game Last 12 Mo: Index
MP33044a_B	2022 Attend High School Sports Events Last 12 Mo
MP33044a_I	2022 Attend High School Sports Events Last 12 Mo: Index
MP33038a_B	2022 Attend MLB Regular Season Baseball Game Last 12 Mo
MP33038a_I	2022 Attend MLB Regular Season Baseball Game Last 12 Mo: Index
MP33036a_B	2022 Attend Sports Events
MP33036a_I	2022 Attend Sports Events: Index
MP33046a_B	2022 Listen to Sports on Radio
MP33046a_I	2022 Listen to Sports on Radio: Index
MP33050a_B	2022 Watch Alpine Skiing or Ski Jumping on TV
MP33050a_I	2022 Watch Alpine Skiing or Ski Jumping on TV: Index
MP33052a_B	2022 Watch Auto Racing (Not NASCAR) on TV
MP33052a_I	2022 Watch Auto Racing (Not NASCAR) on TV: Index
MP33060a_B	2022 Watch Bicycle Racing on TV
MP33060a_I	2022 Watch Bicycle Racing on TV: Index
MP33061a_B	2022 Watch Bowling on TV
MP33061a_I	2022 Watch Bowling on TV: Index
MP33062a_B	2022 Watch Boxing on TV
MP33062a_I	2022 Watch Boxing on TV: Index
MP33055a_B	2022 Watch College Basketball on TV
MP33055a_I	2022 Watch College Basketball on TV: Index
MP33069a_B	2022 Watch College Football on TV
MP33069a_I	2022 Watch College Football on TV: Index
MP33121a_B	2022 Watch Esports on TV
MP33121a_I	2022 Watch Esports on TV: Index
MP33067a_B	2022 Watch Figure Skating on TV
MP33067a_I	2022 Watch Figure Skating on TV: Index
MP33068a_B	2022 Watch Fishing on TV
MP33068a_I	2022 Watch Fishing on TV: Index
MP33075a_B	2022 Watch Gymnastics on TV
MP33075a_I	2022 Watch Gymnastics on TV: Index
MP33114a_B	2022 Watch High School Sports on TV
MP33114a_I	2022 Watch High School Sports on TV: Index
MP33076a_B	2022 Watch Horse Racing (At Track or OTB) on TV
MP33076a_I	2022 Watch Horse Racing (At Track or OTB) on TV: Index
MP33115a_B	2022 Watch International Soccer on TV
MP33115a_I	2022 Watch International Soccer on TV: Index
MP33074a_B	2022 Watch PGA Golf on TV
MP33074a_I	2022 Watch PGA Golf on TV: Index
MP33089a_B	2022 Watch Men's Tennis on TV
MP33089a_I	2022 Watch Men's Tennis on TV: Index
MP33054a_B	2022 Watch MLB Playoffs or World Series Baseball on TV
MP33054a_I	2022 Watch MLB Playoffs or World Series Baseball on TV: Index
MP33053a_B	2022 Watch MLB Regular Season Baseball on TV
MP33053a_I	2022 Watch MLB Regular Season Baseball on TV: Index
MP33087a_B	2022 Watch MLS Soccer on TV
MP33087a_I	2022 Watch MLS Soccer on TV: Index
MP33082a_B	2022 Watch Motorcycle Racing on TV
MP33082a_I	2022 Watch Motorcycle Racing on TV: Index

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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
MP33051a_B	2022 Watch NASCAR Auto Racing on TV
MP33051a_I	2022 Watch NASCAR Auto Racing on TV: Index
MP33058a_B	2022 Watch NBA Playoffs or Finals Basketball on TV
MP33058a_I	2022 Watch NBA Playoffs or Finals Basketball on TV: Index
MP33057a_B	2022 Watch NBA Regular Season Basketball on TV
MP33057a_I	2022 Watch NBA Regular Season Basketball on TV: Index
MP33056a_B	2022 Watch NCAA Tournament Basketball on TV
MP33056a_I	2022 Watch NCAA Tournament Basketball on TV: Index
MP33072a_B	2022 Watch NFL Playoffs or Super Bowl Football on TV
MP33072a_I	2022 Watch NFL Playoffs or Super Bowl Football on TV: Index
MP33070a_B	2022 Watch NFL Sun/Mon/Thu Night Football Games on TV
MP33070a_I	2022 Watch NFL Sun/Mon/Thu Night Football Games on TV: Index
MP33071a_B	2022 Watch NFL Weekend Football Games on TV
MP33071a_I	2022 Watch NFL Weekend Football Games on TV: Index
MP33078a_B	2022 Watch NHL Playoffs or Stanley Cup Ice Hockey on TV
MP33078a_I	2022 Watch NHL Playoffs or Stanley Cup Ice Hockey on TV: Index
MP33077a_B	2022 Watch NHL Regular Season Ice Hockey on TV
MP33077a_I	2022 Watch NHL Regular Season Ice Hockey on TV: Index
MP33081a_B	2022 Watch Other Mixed Martial Arts (MMA) on TV
MP33081a_I	2022 Watch Other Mixed Martial Arts (MMA) on TV: Index
MP33073a_B	2022 Watch PGA Golf on TV
MP33073a_I	2022 Watch PGA Golf on TV: Index
MP33093a_B	2022 Watch Pro Beach Volleyball on TV
MP33093a_I	2022 Watch Pro Beach Volleyball on TV: Index
MP33063a_B	2022 Watch Pro Bull Riding on TV
MP33063a_I	2022 Watch Pro Bull Riding on TV: Index
MP33086a_B	2022 Watch Rodeo on TV
MP33086a_I	2022 Watch Rodeo on TV: Index
MP33049a_B	2022 Watch Sports on TV
MP33049a_I	2022 Watch Sports on TV: Index
MP33065a_B	2022 Watch Summer Extreme Sports on TV
MP33065a_I	2022 Watch Summer Extreme Sports on TV: Index
MP33083a_B	2022 Watch Summer Olympics on TV
MP33083a_I	2022 Watch Summer Olympics on TV: Index
MP33091a_B	2022 Watch Track & Field on TV
MP33091a_I	2022 Watch Track & Field on TV: Index
MP33116a_B	2022 Watch U.S. Men's Soccer National Team on TV
MP33116a_I	2022 Watch U.S. Men's Soccer National Team on TV: Index
MP33117a_B	2022 Watch U.S. Women's Soccer National Team on TV
MP33117a_I	2022 Watch U.S. Women's Soccer National Team on TV: Index
MP33118a_B	2022 Watch Ultimate Fighting Championship (UFC) on TV
MP33118a_I	2022 Watch Ultimate Fighting Championship (UFC) on TV: Index
MP33066a_B	2022 Watch Winter Extreme Sports on TV
MP33066a_I	2022 Watch Winter Extreme Sports on TV: Index
MP33084a_B	2022 Watch Winter Olympics on TV
MP33084a_I	2022 Watch Winter Olympics on TV: Index
MP33059a_B	2022 Watch WNBA Basketball on TV
MP33059a_I	2022 Watch WNBA Basketball on TV: Index
MP33090a_B	2022 Watch Women's Tennis on TV
MP33090a_I	2022 Watch Women's Tennis on TV: Index
MP33088a_B	2022 Watch World Cup Soccer on TV
MP33088a_I	2022 Watch World Cup Soccer on TV: Index
MP33095a_B	2022 Watch Wrestling (WWE) on TV
MP33095a_I	2022 Watch Wrestling (WWE) on TV: Index
MP33100a_B	2022 College Basketball Super Fan (8-10 on 10 Scale)
MP33100a_I	2022 College Basketball Super Fan (8-10 on 10 Scale): Index
MP33101a_B	2022 College Football Super Fan (8-10 on 10 Scale)
MP33101a_I	2022 College Football Super Fan (8-10 on 10 Scale): Index
MP33102a_B	2022 Golf Super Fan (8-10 on 10 Scale)
MP33102a_I	2022 Golf Super Fan (8-10 on 10 Scale): Index
MP33103a_B	2022 High School Sports Super Fan (8-10 on 10 Scale)
MP33103a_I	2022 High School Sports Super Fan (8-10 on 10 Scale): Index
MP33119a_B	2022 International Soccer Super Fan (8-10 on 10 Scale)
MP33119a_I	2022 International Soccer Super Fan (8-10 on 10 Scale): Index
MP33104a_B	2022 MLB Super Fan (8-10 on 10 Scale)
MP33104a_I	2022 MLB Super Fan (8-10 on 10 Scale): Index
MP33120a_B	2022 MLS Soccer Super Fan (8-10 on 10 Scale)
MP33120a_I	2022 MLS Soccer Super Fan (8-10 on 10 Scale): Index
MP33105a_B	2022 NASCAR Super Fan (8-10 on 10 Scale)
MP33105a_I	2022 NASCAR Super Fan (8-10 on 10 Scale): Index
MP33106a_B	2022 NBA Super Fan (8-10 on 10 Scale)
MP33106a_I	2022 NBA Super Fan (8-10 on 10 Scale): Index
MP33107a_B	2022 NFL Super Fan (8-10 on 10 Scale)
MP33107a_I	2022 NFL Super Fan (8-10 on 10 Scale): Index
MP33108a_B	2022 NHL Super Fan (8-10 on 10 Scale)
MP33108a_I	2022 NHL Super Fan (8-10 on 10 Scale): Index
<b>2022 Travel (Market Potential)</b>	
MP35093a_B	2022 Has a Valid Driver's License



# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP35093a_I	2022 Has a Valid Driver's License: Index
MP35001a_B	2022 Own a Valid Passport
MP35001a_I	2022 Own a Valid Passport: Index
MP35002a_B	2022 Member of Any Frequent Flyer Program
MP35002a_I	2022 Member of Any Frequent Flyer Program: Index
MP35003a_B	2022 Took 3+ Round Trips by Plane Last 12 Mo
MP35003a_I	2022 Took 3+ Round Trips by Plane Last 12 Mo: Index
MP35004a_B	2022 Member of Any Hotel Rewards Program
MP35004a_I	2022 Member of Any Hotel Rewards Program: Index
MP35005a_B	2022 Purchased Luggage Last 12 Mo
MP35005a_I	2022 Purchased Luggage Last 12 Mo: Index
MP35085a_B	2022 Used Cheap Tickets Travel Website or App Last 30 Days
MP35085a_I	2022 Used Cheap Tickets Travel Website or App Last 30 Days: Index
MP35006a_B	2022 Used Expedia Travel Website or App Last 30 Days
MP35006a_I	2022 Used Expedia Travel Website or App Last 30 Days: Index
MP35007a_B	2022 Used Hotels Travel Website or App Last 30 Days
MP35007a_I	2022 Used Hotels Travel Website or App Last 30 Days: Index
MP35008a_B	2022 Used Hotwire Travel Website or App Last 30 Days
MP35008a_I	2022 Used Hotwire Travel Website or App Last 30 Days: Index
MP35009a_B	2022 Used Orbitz Travel Website or App Last 30 Days
MP35009a_I	2022 Used Orbitz Travel Website or App Last 30 Days: Index
MP35010a_B	2022 Used Priceline Travel Website or App Last 30 Days
MP35010a_I	2022 Used Priceline Travel Website or App Last 30 Days: Index
MP35011a_B	2022 Used Travelocity Travel Website or App Last 30 Days
MP35011a_I	2022 Used Travelocity Travel Website or App Last 30 Days: Index
MP35012a_B	2022 Used Tripadvisor Travel Website or App Last 30 Days
MP35012a_I	2022 Used Tripadvisor Travel Website or App Last 30 Days: Index
MP35013a_B	2022 Took Domestic Trip in Continental Us Last 12 Mo
MP35013a_I	2022 Took Domestic Trip in Continental Us Last 12 Mo: Index
MP35014a_B	2022 Took Any Domestic Trip by Plane (Scheduled) Last 12 Mo
MP35014a_I	2022 Took Any Domestic Trip by Plane (Scheduled) Last 12 Mo: Index
MP35015a_B	2022 Rented Car on Domestic Trip Last 12 Mo
MP35015a_I	2022 Rented Car on Domestic Trip Last 12 Mo: Index
MP35096a_B	2022 Uses Lyft on Average Weekday
MP35096a_I	2022 Uses Lyft on Average Weekday: Index
MP35097a_B	2022 Uses Lyft on Average Weekend
MP35097a_I	2022 Uses Lyft on Average Weekend: Index
MP35094a_B	2022 Uses Uber on Average Weekday
MP35094a_I	2022 Uses Uber on Average Weekday: Index
MP35095a_B	2022 Uses Uber on Average Weekend
MP35095a_I	2022 Uses Uber on Average Weekend: Index
MP35016a_B	2022 Took Domestic Business Trip Last 12 Mo
MP35016a_I	2022 Took Domestic Business Trip Last 12 Mo: Index
MP35017a_B	2022 Took 1 Domestic Non-Business Trip Last 12 Mo
MP35017a_I	2022 Took 1 Domestic Non-Business Trip Last 12 Mo: Index
MP35018a_B	2022 Took 2 Domestic Non-Business Trips Last 12 Mo
MP35018a_I	2022 Took 2 Domestic Non-Business Trips Last 12 Mo: Index
MP35019a_B	2022 Took 3+ Domestic Non-Business Trips Last 12 Mo
MP35019a_I	2022 Took 3+ Domestic Non-Business Trips Last 12 Mo: Index
MP35020a_B	2022 Used Airline Website for Domestic Trip Last 12 Mo
MP35020a_I	2022 Used Airline Website for Domestic Trip Last 12 Mo: Index
MP35021a_B	2022 Used Internet Travel Site for Domestic Trip Last 12 Mo
MP35021a_I	2022 Used Internet Travel Site for Domestic Trip Last 12 Mo: Index
MP35022a_B	2022 Used Travel Agent for Domestic Trip Last 12 Mo
MP35022a_I	2022 Used Travel Agent for Domestic Trip Last 12 Mo: Index
MP35023a_B	2022 Spent \$1-\$999 on Domestic Vacations Last 12 Mo
MP35023a_I	2022 Spent \$1-\$999 on Domestic Vacations Last 12 Mo: Index
MP35024a_B	2022 Spent \$1,000-\$1,499 on Domestic Vacations Last 12 Mo
MP35024a_I	2022 Spent \$1,000-\$1,499 on Domestic Vacations Last 12 Mo: Index
MP35025a_B	2022 Spent \$1,500-\$1,999 on Domestic Vacations Last 12 Mo
MP35025a_I	2022 Spent \$1,500-\$1,999 on Domestic Vacations Last 12 Mo: Index
MP35026a_B	2022 Spent \$2,000-\$2,999 on Domestic Vacations Last 12 Mo
MP35026a_I	2022 Spent \$2,000-\$2,999 on Domestic Vacations Last 12 Mo: Index
MP35027a_B	2022 Spent \$3,000+ on Domestic Vacations Last 12 Mo
MP35027a_I	2022 Spent \$3,000+ on Domestic Vacations Last 12 Mo: Index
MP35028a_B	2022 Went Backpacking or Hiking on Domestic Vacation Last 12 Mo
MP35028a_I	2022 Went Backpacking or Hiking on Domestic Vacation Last 12 Mo: Index
MP35029a_B	2022 Went to Beach on Domestic Vacation Last 12 Mo
MP35029a_I	2022 Went to Beach on Domestic Vacation Last 12 Mo: Index
MP35030a_B	2022 Did General Sightseeing on Domestic Vacation Last 12 Mo
MP35030a_I	2022 Did General Sightseeing on Domestic Vacation Last 12 Mo: Index
MP35031a_B	2022 Visited National Park on Domestic Vacation Last 12 Mo
MP35031a_I	2022 Visited National Park on Domestic Vacation Last 12 Mo: Index
MP35033a_B	2022 Visited Northeast on Domestic Trip Last 12 Mo
MP35033a_I	2022 Visited Northeast on Domestic Trip Last 12 Mo: Index
MP35034a_B	2022 Visited South on Domestic Trip Last 12 Mo
MP35034a_I	2022 Visited South on Domestic Trip Last 12 Mo: Index
MP35035a_B	2022 Visited North Central on Domestic Trip Last 12 Mo
MP35035a_I	2022 Visited North Central on Domestic Trip Last 12 Mo: Index
MP35036a_B	2022 Visited West on Domestic Trip Last 12 Mo

# Esri's Market Potential Data Variable List



## Data Vintage: Esri 2022

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
MP35036a_I	2022 Visited West on Domestic Trip Last 12 Mo: Index
MP35037a_B	2022 Flew American or American Eagle on Domestic Trip Last 12 Mo
MP35037a_I	2022 Flew American or American Eagle on Domestic Trip Last 12 Mo: Index
MP35038a_B	2022 Flew Delta on Domestic Trip Last 12 Mo
MP35038a_I	2022 Flew Delta on Domestic Trip Last 12 Mo: Index
MP35039a_B	2022 Flew Southwest on Domestic Trip Last 12 Mo
MP35039a_I	2022 Flew Southwest on Domestic Trip Last 12 Mo: Index
MP35040a_B	2022 Flew United on Domestic Trip Last 12 Mo
MP35040a_I	2022 Flew United on Domestic Trip Last 12 Mo: Index
MP35042a_B	2022 Took Foreign Trip (Including Alaska & Hawaii) Last 3 Yrs
MP35042a_I	2022 Took Foreign Trip (Including Alaska & Hawaii) Last 3 Yrs: Index
MP35043a_B	2022 Took 1 Foreign Trip by Plane Last 3 Yrs
MP35043a_I	2022 Took 1 Foreign Trip by Plane Last 3 Yrs: Index
MP35044a_B	2022 Took 2 Foreign Trips by Plane Last 3 Yrs
MP35044a_I	2022 Took 2 Foreign Trips by Plane Last 3 Yrs: Index
MP35045a_B	2022 Took 3+ Foreign Trips by Plane Last 3 Yrs
MP35045a_I	2022 Took 3+ Foreign Trips by Plane Last 3 Yrs: Index
MP35046a_B	2022 Took 1 Foreign Non-Business Trip Last 3 Yrs
MP35046a_I	2022 Took 1 Foreign Non-Business Trip Last 3 Yrs: Index
MP35047a_B	2022 Took 2 Foreign Non-Business Trips Last 3 Yrs
MP35047a_I	2022 Took 2 Foreign Non-Business Trips Last 3 Yrs: Index
MP35048a_B	2022 Took 3+ Foreign Non-Business Trips Last 3 Yrs
MP35048a_I	2022 Took 3+ Foreign Non-Business Trips Last 3 Yrs: Index
MP35049a_B	2022 Took All-Inclusive Foreign Trip Last 3 Yrs
MP35049a_I	2022 Took All-Inclusive Foreign Trip Last 3 Yrs: Index
MP35050a_B	2022 Took Cruise Foreign Trip Last 3 Yrs
MP35050a_I	2022 Took Cruise Foreign Trip Last 3 Yrs: Index
MP35051a_B	2022 Used Airline-Specific Site for Foreign Trip Last 3 Yrs
MP35051a_I	2022 Used Airline-Specific Site for Foreign Trip Last 3 Yrs: Index
MP35052a_B	2022 Used General Travel Site for Foreign Trip Last 3 Yrs
MP35052a_I	2022 Used General Travel Site for Foreign Trip Last 3 Yrs: Index
MP35053a_B	2022 Used Travel Agent for Foreign Trip Last 3 Yrs
MP35053a_I	2022 Used Travel Agent for Foreign Trip Last 3 Yrs: Index
MP35054a_B	2022 Spent \$1-\$999 on Foreign Vacations Last 12 Mo
MP35054a_I	2022 Spent \$1-\$999 on Foreign Vacations Last 12 Mo: Index
MP35055a_B	2022 Spent \$1,000-\$2,999 on Foreign Vacations Last 12 Mo
MP35055a_I	2022 Spent \$1,000-\$2,999 on Foreign Vacations Last 12 Mo: Index
MP35056a_B	2022 Spent \$3,000+ on Foreign Vacations Last 12 Mo
MP35056a_I	2022 Spent \$3,000+ on Foreign Vacations Last 12 Mo: Index
MP35057a_B	2022 Flew American or American Eagle on Foreign Trip Last 3 Yrs
MP35057a_I	2022 Flew American or American Eagle on Foreign Trip Last 3 Yrs: Index
MP35059a_B	2022 Flew Delta on Foreign Trip Last 3 Yrs
MP35059a_I	2022 Flew Delta on Foreign Trip Last 3 Yrs: Index
MP35099a_B	2022 Flew Southwest on Foreign Trip Last 3 Yrs
MP35099a_I	2022 Flew Southwest on Foreign Trip Last 3 Yrs: Index
MP35060a_B	2022 Flew United on Foreign Trip Last 3 Yrs
MP35060a_I	2022 Flew United on Foreign Trip Last 3 Yrs: Index
MP35063a_B	2022 Visited Canada on Trip Last 3 Yrs
MP35063a_I	2022 Visited Canada on Trip Last 3 Yrs: Index
MP35064a_B	2022 Visited Hawaii on Trip Last 3 Yrs
MP35064a_I	2022 Visited Hawaii on Trip Last 3 Yrs: Index
MP35066a_B	2022 Visited Mexico on Trip Last 3 Yrs
MP35066a_I	2022 Visited Mexico on Trip Last 3 Yrs: Index
MP35067a_B	2022 Took Cruise of More Than One Day Last 3 Yrs
MP35067a_I	2022 Took Cruise of More Than One Day Last 3 Yrs: Index
MP35068a_B	2022 Used Carnival Cruise Line Last 3 Yrs
MP35068a_I	2022 Used Carnival Cruise Line Last 3 Yrs: Index
MP35069a_B	2022 Spent Any Night in Hotel or Motel Last 12 Mo
MP35069a_I	2022 Spent Any Night in Hotel or Motel Last 12 Mo: Index
MP35070a_B	2022 Spent 1 Night in Hotel or Motel Last 12 Mo
MP35070a_I	2022 Spent 1 Night in Hotel or Motel Last 12 Mo: Index
MP35071a_B	2022 Spent 2 Nights in Hotel or Motel Last 12 Mo
MP35071a_I	2022 Spent 2 Nights in Hotel or Motel Last 12 Mo: Index
MP35072a_B	2022 Spent 3-4 Nights in Hotel or Motel Last 12 Mo
MP35072a_I	2022 Spent 3-4 Nights in Hotel or Motel Last 12 Mo: Index
MP35073a_B	2022 Spent 5-7 Nights in Hotel or Motel Last 12 Mo
MP35073a_I	2022 Spent 5-7 Nights in Hotel or Motel Last 12 Mo: Index
MP35074a_B	2022 Spent 8-10 Nights in Hotel or Motel Last 12 Mo
MP35074a_I	2022 Spent 8-10 Nights in Hotel or Motel Last 12 Mo: Index
MP35075a_B	2022 Spent 11-14 Nights in Hotel or Motel Last 12 Mo
MP35075a_I	2022 Spent 11-14 Nights in Hotel or Motel Last 12 Mo: Index
MP35076a_B	2022 Spent 15+ Nights in Hotel or Motel Last 12 Mo
MP35076a_I	2022 Spent 15+ Nights in Hotel or Motel Last 12 Mo: Index
MP35092a_B	2022 Stayed in Airbnb Last 12 Mo
MP35092a_I	2022 Stayed in Airbnb Last 12 Mo: Index
MP35103a_B	2022 Stayed in VRBO Last 12 Mo
MP35103a_I	2022 Stayed in VRBO Last 12 Mo: Index
MP35077a_B	2022 Stayed in Best Western Last 12 Mo
MP35077a_I	2022 Stayed in Best Western Last 12 Mo: Index
MP35078a_B	2022 Stayed in Comfort Inn Last 12 Mo

## Esri's Market Potential Data Variable List



### Data Vintage: Esri 2022

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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
MP35078a_I	2022 Stayed in Comfort Inn Last 12 Mo: Index
MP35087a_B	2022 Stayed in Comfort Suites Last 12 Mo
MP35087a_I	2022 Stayed in Comfort Suites Last 12 Mo: Index
MP35088a_B	2022 Stayed in Courtyard by Marriott Last 12 Mo
MP35088a_I	2022 Stayed in Courtyard by Marriott Last 12 Mo: Index
MP35079a_B	2022 Stayed in Days Inn Last 12 Mo
MP35079a_I	2022 Stayed in Days Inn Last 12 Mo: Index
MP35089a_B	2022 Stayed in Embassy Suites Last 12 Mo
MP35089a_I	2022 Stayed in Embassy Suites Last 12 Mo: Index
MP35100a_B	2022 Stayed in Fairfield (by Marriott) Last 12 Mo
MP35100a_I	2022 Stayed in Fairfield (by Marriott) Last 12 Mo: Index
MP35080a_B	2022 Stayed in Hampton Inn Last 12 Mo
MP35080a_I	2022 Stayed in Hampton Inn Last 12 Mo: Index
MP35081a_B	2022 Stayed in Hilton Last 12 Mo
MP35081a_I	2022 Stayed in Hilton Last 12 Mo: Index
MP35098a_B	2022 Stayed in Hilton Garden Inn Last 12 Mo
MP35098a_I	2022 Stayed in Hilton Garden Inn Last 12 Mo: Index
MP35082a_B	2022 Stayed in Holiday Inn Last 12 Mo
MP35082a_I	2022 Stayed in Holiday Inn Last 12 Mo: Index
MP35083a_B	2022 Stayed in Holiday Inn Express Last 12 Mo
MP35083a_I	2022 Stayed in Holiday Inn Express Last 12 Mo: Index
MP35101a_B	2022 Stayed in La Quinta Last 12 Mo
MP35101a_I	2022 Stayed in La Quinta Last 12 Mo: Index
MP35084a_B	2022 Stayed in Marriott Last 12 Mo
MP35084a_I	2022 Stayed in Marriott Last 12 Mo: Index
MP35091a_B	2022 Stayed in Motel 6 Last 12 Mo
MP35091a_I	2022 Stayed in Motel 6 Last 12 Mo: Index
MP35102a_B	2022 Stayed in Wyndham Last 12 Mo
MP35102a_I	2022 Stayed in Wyndham Last 12 Mo: Index