

Esri Market Potential Data Variable List



DATA VINTAGE: 2019
NUMBER OF VARIABLES: 4,794

The Market Potential Data measures the likely demand for a product or service in an area.
 The a or h following the five-digit product code denotes a consumer base of adults or households, respectively.
 The _B or _I following the product code denotes the expected number of consumers or the Market Potential Index (MPI) for each product or service listed.

Variables in **green** are **New** for this release. Variables in *gray italics* have a *Description Change*. Variables in *gold italics* have been *Discontinued* due to survey changes. These are also indicated in the Item Changes column for easy reference.

[Learn more about Esri Demographics](#)

| Data Table & Item Code | Data Item Description | Item Changes |
|------------------------|-----------------------|--------------|
|------------------------|-----------------------|--------------|

Automobiles & Automotive Products Market Potential

| | | |
|------------|---|--------------------|
| MP01001h_B | 2019 Household owns or leases any vehicle | |
| MP01001h_I | 2019 Household owns or leases any vehicle: Index | |
| MP01002h_B | 2019 Household owns or leases 1 vehicle | |
| MP01002h_I | 2019 Household owns or leases 1 vehicle: Index | |
| MP01003h_B | 2019 Household owns or leases 2 vehicles | |
| MP01003h_I | 2019 Household owns or leases 2 vehicles: Index | |
| MP01004h_B | 2019 Household owns or leases 3+ vehicles | |
| MP01004h_I | 2019 Household owns or leases 3+ vehicles: Index | |
| MP01005h_B | 2019 Household owns or leases any domestic vehicle | |
| MP01005h_I | 2019 Household owns or leases any domestic vehicle: Index | |
| MP01006h_B | 2019 Household owns or leases any imported vehicle | |
| MP01006h_I | 2019 Household owns or leases any imported vehicle: Index | |
| MP01007h_B | 2019 Household owns or leases convertible | |
| MP01007h_I | 2019 Household owns or leases convertible: Index | |
| MP01008h_B | 2019 Household owns or leases 2 door coupe or sports coupe | |
| MP01008h_I | 2019 Household owns or leases 2 door coupe or sports coupe: Index | |
| MP01009h_B | 2019 Household owns or leases sedan or hard top or 4 door vehicle | |
| MP01009h_I | 2019 Household owns or leases sedan or hard top or 4 door vehicle: Index | |
| MP01010h_B | 2019 Household owns or leases sedan or hard top or 2 door vehicle | |
| MP01010h_I | 2019 Household owns or leases sedan or hard top or 2 door vehicle: Index | |
| MP01011h_B | 2019 Household owns or leases 5 door hatchback or station wagon | |
| MP01011h_I | 2019 Household owns or leases 5 door hatchback or station wagon: Index | |
| MP01012h_B | 2019 Household owns or leases minivan | |
| MP01012h_I | 2019 Household owns or leases minivan: Index | |
| MP01013h_B | 2019 Household owns or leases SUV | |
| MP01013h_I | 2019 Household owns or leases SUV: Index | |
| MP01014h_B | 2019 Household owns or leases truck | |
| MP01014h_I | 2019 Household owns or leases truck: Index | |
| MP01015h_B | 2019 Household owns or leases vehicle with four or all wheel drive | |
| MP01015h_I | 2019 Household owns or leases vehicle with four or all wheel drive: Index | |
| MP01017h_B | 2019 Household has Bluetooth or hands-free vehicle phone capability | |
| MP01017h_I | 2019 Household has Bluetooth or hands-free vehicle phone capability: Index | |
| MP01018h_B | 2019 Household has built-in navigational system or GPS in vehicle | |
| MP01018h_I | 2019 Household has built-in navigational system or GPS in vehicle: Index | |
| MP01019h_B | 2019 Household has OnStar or other monitoring system in vehicle | |
| MP01019h_I | 2019 Household has OnStar or other monitoring system in vehicle: Index | |
| MP01020h_B | 2019 Household owns or leases subcompact car | |
| MP01020h_I | 2019 Household owns or leases subcompact car: Index | |
| MP01021h_B | 2019 Household owns or leases compact car | |
| MP01021h_I | 2019 Household owns or leases compact car: Index | |
| MP01022h_B | 2019 Household owns or leases intermediate car | |
| MP01022h_I | 2019 Household owns or leases intermediate car: Index | |
| MP01023h_B | 2019 Household owns or leases standard car | |
| MP01023h_I | 2019 Household owns or leases standard car: Index | |
| MP01024h_B | 2019 Household owns or leases luxury car | |
| MP01024h_I | 2019 Household owns or leases luxury car: Index | |
| MP01025h_B | 2019 Household owns or leases compact SUV | |
| MP01025h_I | 2019 Household owns or leases compact SUV: Index | |
| MP01026h_B | 2019 Household owns or leases mid-size SUV | |
| MP01026h_I | 2019 Household owns or leases mid-size SUV: Index | |
| MP01027h_B | 2019 Household owns or leases full-size SUV | |
| MP01027h_I | 2019 Household owns or leases full-size SUV: Index | |
| MP01028h_B | 2019 Household bought or leased any vehicle in last 12 months | |
| MP01028h_I | 2019 Household bought or leased any vehicle in last 12 months: Index | |
| MP01029h_B | 2019 Household bought or leased new vehicle last 12 months | |
| MP01029h_I | 2019 Household bought or leased new vehicle last 12 months: Index | |
| MP01030h_B | 2019 Household bought or leased used vehicle last 12 months | |
| MP01030h_I | 2019 Household bought or leased used vehicle last 12 months: Index | |
| MP01035h_B | 2019 Household bought most recent vehicle | |
| MP01035h_I | 2019 Household bought most recent vehicle: Index | |
| MP01036h_B | 2019 Household leased most recent vehicle | |
| MP01036h_I | 2019 Household leased most recent vehicle: Index | |
| MP01037h_B | 2019 Household bought or leased most recent vehicle 1-2 years ago | |
| MP01037h_I | 2019 Household bought or leased most recent vehicle 1-2 years ago: Index | |
| MP01038h_B | 2019 Household bought or leased most recent vehicle 3-4 years ago | |
| MP01038h_I | 2019 Household bought or leased most recent vehicle 3-4 years ago: Index | |
| MP01039h_B | 2019 Household bought or leased most recent vehicle 5+ years ago | |
| MP01039h_I | 2019 Household bought or leased most recent vehicle 5+ years ago: Index | |
| MP01040h_B | 2019 Household spent on most recent vehicle purchase or lease: \$1-19999 | Description Change |
| MP01040h_I | 2019 Household spent on most recent vehicle purchase or lease: \$1-19999: Index | Description Change |
| MP01041h_B | 2019 Household spent on most recent vehicle purchase or lease: \$20000-29999 | Description Change |
| MP01041h_I | 2019 Household spent on most recent vehicle purchase or lease: \$20000-29999: Index | Description Change |
| MP01079h_B | 2019 Household spent on most recent vehicle purchase or lease: \$30000-39999 | Description Change |
| MP01079h_I | 2019 Household spent on most recent vehicle purchase or lease: \$30000-39999: Index | Description Change |
| MP01077h_B | 2019 Household spent on most recent vehicle purchase or lease: \$40000-49999 | Description Change |
| MP01077h_I | 2019 Household spent on most recent vehicle purchase or lease: \$40000-49999: Index | Description Change |
| MP01078h_B | 2019 Household spent on most recent vehicle purchase or lease: \$50000+ | Description Change |
| MP01078h_I | 2019 Household spent on most recent vehicle purchase or lease: \$50000+: Index | Description Change |
| MP01043h_B | 2019 Purchased or leased most recent vehicle: bank or credit union loan | Description Change |
| MP01043h_I | 2019 Purchased or leased most recent vehicle: bank or credit union loan: Index | Description Change |
| MP01044h_B | 2019 Purchased/leased most recent veh: with cash | Description Change |
| MP01044h_I | 2019 Purchased/leased most recent veh: with cash: Index | Description Change |
| MP01045h_B | 2019 Purchased or leased most recent vehicle: dealer financing | Description Change |
| MP01045h_I | 2019 Purchased or leased most recent vehicle: dealer financing: Index | Description Change |

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DATA VINTAGE: 2019

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| MP01046h_B | 2019 Purchased or leased most recent vehicle: manufacturer financing | Description Change |
| MP01046h_I | 2019 Purchased or leased most recent vehicle: manufacturer financing: Index | Description Change |
| MP01047h_B | 2019 Purchased or leased most recent vehicle: with trade-in | Description Change |
| MP01047h_I | 2019 Purchased or leased most recent vehicle: with trade-in: Index | Description Change |
| MP01049h_B | 2019 Most recent household vehicle purchase or lease: Chevrolet | |
| MP01049h_I | 2019 Most recent household vehicle purchase or lease: Chevrolet: Index | |
| MP01050h_B | 2018 Most recent household vehicle purchase or lease: Chrysler | Discontinued |
| MP01050h_I | 2018 Most recent household vehicle purchase or lease: Chrysler: Index | Discontinued |
| MP01051h_B | 2019 Most recent household vehicle purchase or lease: Dodge | |
| MP01051h_I | 2019 Most recent household vehicle purchase or lease: Dodge: Index | |
| MP01052h_B | 2019 Most recent household vehicle purchase or lease: Ford | |
| MP01052h_I | 2019 Most recent household vehicle purchase or lease: Ford: Index | |
| MP01053h_B | 2019 Most recent household vehicle purchase or lease: Honda | |
| MP01053h_I | 2019 Most recent household vehicle purchase or lease: Honda: Index | |
| MP01054h_B | 2019 Most recent household vehicle purchase or lease: Hyundai | |
| MP01054h_I | 2019 Most recent household vehicle purchase or lease: Hyundai: Index | |
| MP01055h_B | 2019 Most recent household vehicle purchase or lease: Jeep | |
| MP01055h_I | 2019 Most recent household vehicle purchase or lease: Jeep: Index | |
| MP01080h_B | 2019 Most recent household vehicle purchase or lease: Kia | New |
| MP01080h_I | 2019 Most recent household vehicle purchase or lease: Kia: Index | New |
| MP01056h_B | 2019 Most recent household vehicle purchase or lease: Nissan | |
| MP01056h_I | 2019 Most recent household vehicle purchase or lease: Nissan: Index | |
| MP01057h_B | 2019 Most recent household vehicle purchase or lease: Toyota | |
| MP01057h_I | 2019 Most recent household vehicle purchase or lease: Toyota: Index | |
| MP01058h_B | 2019 Household owns any motorcycle | |
| MP01058h_I | 2019 Household owns any motorcycle: Index | |
| MP01059h_B | 2019 Household bought any motorcycle new | |
| MP01059h_I | 2019 Household bought any motorcycle new: Index | |
| MP01060h_B | 2019 Household bought any motorcycle used | |
| MP01060h_I | 2019 Household bought any motorcycle used: Index | |
| MP01061a_B | 2019 Miles driven in last 12 months: <5000 | |
| MP01061a_I | 2019 Miles driven in last 12 months: <5000: Index | |
| MP01062a_B | 2019 Miles driven in last 12 months: 5000-9999 | |
| MP01062a_I | 2019 Miles driven in last 12 months: 5000-9999: Index | |
| MP01063a_B | 2019 Miles driven in last 12 months: 10000-19999 | |
| MP01063a_I | 2019 Miles driven in last 12 months: 10000-19999: Index | |
| MP01064a_B | 2019 Miles driven in last 12 months: 20000-29999 | |
| MP01064a_I | 2019 Miles driven in last 12 months: 20000-29999: Index | |
| MP01065a_B | 2019 Miles driven in last 12 months: 30000+ | |
| MP01065a_I | 2019 Miles driven in last 12 months: 30000+: Index | |
| MP01066a_B | 2019 Member of auto club or roadside assistance program | |
| MP01066a_I | 2019 Member of auto club or roadside assistance program: Index | |
| MP01067a_B | 2019 Member of AAA auto club or roadside assistance | |
| MP01067a_I | 2019 Member of AAA auto club or roadside assistance: Index | |
| MP01068a_B | 2019 Rented car for business use in last 12 months | |
| MP01068a_I | 2019 Rented car for business use in last 12 months: Index | |
| MP01069a_B | 2019 Rented car for personal use in last 12 months | |
| MP01069a_I | 2019 Rented car for personal use in last 12 months: Index | |
| MP01071a_B | 2019 Rented car (personal use) in last 12 months: Enterprise | |
| MP01071a_I | 2019 Rented car (personal use) in last 12 months: Enterprise: Index | |
| MP01072a_B | 2019 Rented car (personal use) in last 12 months: Hertz | |
| MP01072a_I | 2019 Rented car (personal use) in last 12 months: Hertz: Index | |
| MP01073a_B | 2019 Rented truck or trailer in last 12 months | |
| MP01073a_I | 2019 Rented truck or trailer in last 12 months: Index | |
| MP01074a_B | 2019 Rented U-Haul truck or trailer in last 12 months | |
| MP01074a_I | 2019 Rented U-Haul truck or trailer in last 12 months: Index | |
| MP01075a_B | 2019 Rented truck to move personal or household goods in last 12 months | |
| MP01075a_I | 2019 Rented truck to move personal or household goods in last 12 months: Index | |
| MP02001a_B | 2019 Had alignment service or repair in last 12 months | |
| MP02001a_I | 2019 Had alignment service or repair in last 12 months: Index | |
| MP02002a_B | 2019 Had brakes serviced in last 12 months | |
| MP02002a_I | 2019 Had brakes serviced in last 12 months: Index | |
| MP02003a_B | 2019 Had brake lining or pad replacement in last 12 months | |
| MP02003a_I | 2019 Had brake lining or pad replacement in last 12 months: Index | |
| MP02004a_B | 2019 Had major engine repair in last 12 months | |
| MP02004a_I | 2019 Had major engine repair in last 12 months: Index | |
| MP02005a_B | 2019 Had minor engine repair in last 12 months | |
| MP02005a_I | 2019 Had minor engine repair in last 12 months: Index | |
| MP02006a_B | 2019 Had vehicle paint job done in last 12 months | |
| MP02006a_I | 2019 Had vehicle paint job done in last 12 months: Index | |
| MP02007a_B | 2019 Had transmission service in last 12 months | |
| MP02007a_I | 2019 Had transmission service in last 12 months: Index | |
| MP02008a_B | 2019 Had tune-up in last 12 months | |
| MP02008a_I | 2019 Had tune-up in last 12 months: Index | |
| MP02009a_B | 2019 Vehicle serviced by: auto repair chain store | |
| MP02009a_I | 2019 Vehicle serviced by: auto repair chain store: Index | |
| MP02010a_B | 2019 Vehicle serviced by: car dealer | |
| MP02010a_I | 2019 Vehicle serviced by: car dealer: Index | |
| MP02011a_B | 2019 Vehicle serviced by: discount department store | |
| MP02011a_I | 2019 Vehicle serviced by: discount department store: Index | |
| MP02012a_B | 2019 Vehicle serviced by: gas station or garage | |
| MP02012a_I | 2019 Vehicle serviced by: gas station or garage: Index | |
| MP02013a_B | 2019 Vehicle serviced by: self | |
| MP02013a_I | 2019 Vehicle serviced by: self: Index | |
| MP02014a_B | 2019 Bought air filter in last 12 months | |
| MP02014a_I | 2019 Bought air filter in last 12 months: Index | |
| MP02015a_B | 2019 Bought anti-freeze or coolant in last 12 months | |
| MP02015a_I | 2019 Bought anti-freeze or coolant in last 12 months: Index | |
| MP02016a_B | 2019 Bought vehicle battery in last 12 months | |
| MP02016a_I | 2019 Bought vehicle battery in last 12 months: Index | |
| MP02017a_B | 2019 Bought vehicle battery in last 12 months: Advance Auto Parts | |
| MP02017a_I | 2019 Bought vehicle battery in last 12 months: Advance Auto Parts: Index | |
| MP02018a_B | 2019 Bought vehicle battery in last 12 months: AutoZone | |
| MP02018a_I | 2019 Bought vehicle battery in last 12 months: AutoZone: Index | |
| MP02020a_B | 2019 Bought vehicle battery in last 12 months: Walmart | |
| MP02020a_I | 2019 Bought vehicle battery in last 12 months: Walmart: Index | |
| MP02021a_B | 2019 Bought gasoline in last 6 months | |
| MP02021a_I | 2019 Bought gasoline in last 6 months: Index | |
| MP02022a_B | 2019 Bought gasoline in last 6 months: regular | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|--------------------|
| MP02022a_I | 2019 Bought gasoline in last 6 months: regular: Index | |
| MP02023a_B | 2019 Bought gasoline in last 6 months: mid-grade | |
| MP02023a_I | 2019 Bought gasoline in last 6 months: mid-grade: Index | |
| MP02024a_B | 2019 Bought gasoline in last 6 months: premium or super | |
| MP02024a_I | 2019 Bought gasoline in last 6 months: premium or super: Index | |
| MP02025a_B | 2019 Spent on gasoline in last 30 days: \$1-49 | Description Change |
| MP02025a_I | 2019 Spent on gasoline in last 30 days: \$1-49: Index | Description Change |
| MP02026a_B | 2019 Spent on gasoline in last 30 days: \$50-\$99 | |
| MP02026a_I | 2019 Spent on gasoline in last 30 days: \$50-\$99: Index | |
| MP02027a_B | 2019 Spent on gasoline in last 30 days: \$100-\$199 | |
| MP02027a_I | 2019 Spent on gasoline in last 30 days: \$100-\$199: Index | |
| MP02028a_B | 2019 Spent on gasoline in last 30 days: \$200+ | |
| MP02028a_I | 2019 Spent on gasoline in last 30 days: \$200+: Index | |
| MP02029a_B | 2019 Bought gas additives in last 12 months | |
| MP02029a_I | 2019 Bought gas additives in last 12 months: Index | |
| MP02030a_B | 2019 Bought leather or vinyl protectant in last 12 months | |
| MP02030a_I | 2019 Bought leather or vinyl protectant in last 12 months: Index | |
| MP02031a_B | 2019 Used leather or vinyl protectant 4+ times in last 12 months | |
| MP02031a_I | 2019 Used leather or vinyl protectant 4+ times in last 12 months: Index | |
| MP02032a_B | 2019 Bought muffler in last 12 months | |
| MP02032a_I | 2019 Bought muffler in last 12 months: Index | |
| MP02033a_B | 2019 Bought or changed motor oil in last 12 months | |
| MP02033a_I | 2019 Bought or changed motor oil in last 12 months: Index | |
| MP02034a_B | 2019 Bought 7+ quarts of motor oil in last 12 months | |
| MP02034a_I | 2019 Bought 7+ quarts of motor oil in last 12 months: Index | |
| MP02035a_B | 2019 Bought motor oil in last 12 months: at Advance Auto Parts | |
| MP02035a_I | 2019 Bought motor oil in last 12 months: at Advance Auto Parts: Index | |
| MP02036a_B | 2019 Bought motor oil in last 12 months: at AutoZone | |
| MP02036a_I | 2019 Bought motor oil in last 12 months: at AutoZone: Index | |
| MP02037a_B | 2019 Bought motor oil in last 12 months: at Walmart | |
| MP02037a_I | 2019 Bought motor oil in last 12 months: at Walmart: Index | |
| MP02038a_B | 2019 Add or change motor oil: auto repair chain store | |
| MP02038a_I | 2019 Add or change motor oil: auto repair chain store: Index | |
| MP02039a_B | 2019 Add or change motor oil: car dealer | |
| MP02039a_I | 2019 Add or change motor oil: car dealer: Index | |
| MP02040a_B | 2019 Add or change motor oil: gas station or garage | |
| MP02040a_I | 2019 Add or change motor oil: gas station or garage: Index | |
| MP02041a_B | 2019 Add or change motor oil: Jiffy Lube | |
| MP02041a_I | 2019 Add or change motor oil: Jiffy Lube: Index | |
| MP02042a_B | 2019 Add or change motor oil: self | |
| MP02042a_I | 2019 Add or change motor oil: self: Index | |
| MP02043a_B | 2019 Add or change motor oil: other household member | |
| MP02043a_I | 2019 Add or change motor oil: other household member: Index | |
| MP02044a_B | 2019 Bought motor oil additives in last 12 months | |
| MP02044a_I | 2019 Bought motor oil additives in last 12 months: Index | |
| MP02045a_B | 2019 Bought oil filter in last 12 months | |
| MP02045a_I | 2019 Bought oil filter in last 12 months: Index | |
| MP02046a_B | 2019 Bought shock absorbers or struts in last 12 months | |
| MP02046a_I | 2019 Bought shock absorbers or struts in last 12 months: Index | |
| MP02047a_B | 2019 Bought spark plugs in last 12 months | |
| MP02047a_I | 2019 Bought spark plugs in last 12 months: Index | |
| MP02048a_B | 2019 Bought tires in last 12 months | |
| MP02048a_I | 2019 Bought tires in last 12 months: Index | |
| MP02060a_B | 2019 Spent on tires in last 12 months: \$1-249 | Description Change |
| MP02060a_I | 2019 Spent on tires in last 12 months: \$1-249: Index | Description Change |
| MP02054a_B | 2019 Spent on tires in last 12 months: \$250-\$499 | |
| MP02054a_I | 2019 Spent on tires in last 12 months: \$250-\$499: Index | |
| MP02055a_B | 2019 Spent on tires in last 12 months: \$500+ | |
| MP02055a_I | 2019 Spent on tires in last 12 months: \$500+: Index | |
| MP02056a_B | 2019 Bought tires at Discount Tire Co. in last 12 months | |
| MP02056a_I | 2019 Bought tires at Discount Tire Co. in last 12 months: Index | |
| MP02061a_B | 2019 Bought tires at Walmart in last 12 months | |
| MP02061a_I | 2019 Bought tires at Walmart in last 12 months: Index | |
| MP02057a_B | 2019 Bought car wax or polish in last 12 months | |
| MP02057a_I | 2019 Bought car wax or polish in last 12 months: Index | |
| MP02058a_B | 2019 Used car wax or polish 4+ times in last 12 months | |
| MP02058a_I | 2019 Used car wax or polish 4+ times in last 12 months: Index | |
| MP02059a_B | 2019 Bought windshield wipers in last 12 months | |
| MP02059a_I | 2019 Bought windshield wipers in last 12 months: Index | |

Baby Products, Toys & Games Market Potential

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|------------|---|--------------|
| MP03001a_B | 2018 Used baby food in last 6 months | Discontinued |
| MP03001a_I | 2018 Used baby food in last 6 months: Index | Discontinued |
| MP03002a_B | 2018 Used organic baby food in last 6 months | Discontinued |
| MP03002a_I | 2018 Used organic baby food in last 6 months: Index | Discontinued |
| MP03003a_B | 2018 Used Gerber baby food in last 6 months | Discontinued |
| MP03003a_I | 2018 Used Gerber baby food in last 6 months: Index | Discontinued |
| MP03004a_B | 2018 Used infant cereal in last 6 months | Discontinued |
| MP03004a_I | 2018 Used infant cereal in last 6 months: Index | Discontinued |
| MP03005a_B | 2018 Used prepared infant formula in last 6 months | Discontinued |
| MP03005a_I | 2018 Used prepared infant formula in last 6 months: Index | Discontinued |
| MP03006a_B | 2018 Used disposable diapers or underpants in last 6 mo | Discontinued |
| MP03006a_I | 2018 Used disposable diapers or underpants in last 6 mo: Index | Discontinued |
| MP03008a_B | 2018 Used baby bath or wash or soap product in last 6 months | Discontinued |
| MP03008a_I | 2018 Used baby bath or wash or soap product in last 6 months: Index | Discontinued |
| MP03009a_B | 2018 Used baby lotion in last 6 months | Discontinued |
| MP03009a_I | 2018 Used baby lotion in last 6 months: Index | Discontinued |
| MP03010a_B | 2018 Used baby nurser or bottle in last 6 months | Discontinued |
| MP03010a_I | 2018 Used baby nurser or bottle in last 6 months: Index | Discontinued |
| MP03011a_B | 2018 Used baby oil in last 6 months | Discontinued |
| MP03011a_I | 2018 Used baby oil in last 6 months: Index | Discontinued |
| MP03012a_B | 2018 Used baby ointment or cream in last 6 months | Discontinued |
| MP03012a_I | 2018 Used baby ointment or cream in last 6 months: Index | Discontinued |
| MP03013a_B | 2018 Used baby powder in last 6 months | Discontinued |
| MP03013a_I | 2018 Used baby powder in last 6 months: Index | Discontinued |
| MP03014a_B | 2018 Used baby shampoo in last 6 months | Discontinued |
| MP03014a_I | 2018 Used baby shampoo in last 6 months: Index | Discontinued |
| MP03015a_B | 2018 Used teething remedy in last 6 months | Discontinued |
| MP03015a_I | 2018 Used teething remedy in last 6 months: Index | Discontinued |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|--------------------|
| MP03016a_B | 2018 Used pre-moistened baby wipes in last 6 months | Discontinued |
| MP03016a_I | 2018 Used pre-moistened baby wipes in last 6 months: Index | Discontinued |
| MP03017h_B | 2019 Household owns any baby furniture or equipment | |
| MP03017h_I | 2019 Household owns any baby furniture or equipment: Index | |
| MP03018h_B | 2019 Household bought baby furniture or equipment in last 6 months | |
| MP03018h_I | 2019 Household bought baby furniture or equipment in last 6 months: Index | |
| MP03019h_B | 2019 Household spent \$100+ on baby furniture or equipment in last 6 months | |
| MP03019h_I | 2019 Household spent \$100+ on baby furniture or equipment in last 6 months: Index | |
| MP03020h_B | 2019 Household owns baby car seat | |
| MP03020h_I | 2019 Household owns baby car seat: Index | |
| MP03021h_B | 2019 Household owns baby carrier (front or back) | |
| MP03021h_I | 2019 Household owns baby carrier (front or back): Index | |
| MP03022h_B | 2019 Household owns infant crib | |
| MP03022h_I | 2019 Household owns infant crib: Index | |
| MP03023h_B | 2019 Household owns high chair | |
| MP03023h_I | 2019 Household owns high chair: Index | |
| MP03024h_B | 2019 Household owns playpen | |
| MP03024h_I | 2019 Household owns playpen: Index | |
| MP03025h_B | 2019 Household owns stroller | |
| MP03025h_I | 2019 Household owns stroller: Index | |
| MP03026h_B | 2019 Household used baby food in last 6 months | New |
| MP03026h_I | 2019 Household used baby food in last 6 months: Index | New |
| MP03027h_B | 2019 Household used organic baby food in last 6 months | New |
| MP03027h_I | 2019 Household used organic baby food in last 6 months: Index | New |
| MP03028h_B | 2019 Household used Gerber baby food in last 6 months | New |
| MP03028h_I | 2019 Household used Gerber baby food in last 6 months: Index | New |
| MP03029h_B | 2019 Household used infant cereal in last 6 months | New |
| MP03029h_I | 2019 Household used infant cereal in last 6 months: Index | New |
| MP03030h_B | 2019 Household used prepared infant formula in last 6 months | New |
| MP03030h_I | 2019 Household used prepared infant formula in last 6 months: Index | New |
| MP03031h_B | 2019 Household used disposable diapers/underpants in last 6 months | New |
| MP03031h_I | 2019 Household used disposable diapers/underpants in last 6 months: Index | New |
| MP03032h_B | 2019 Household used baby bath/wash/soap product in last 6 months | New |
| MP03032h_I | 2019 Household used baby bath/wash/soap product in last 6 months: Index | New |
| MP03033h_B | 2019 Household used baby lotion in last 6 months | New |
| MP03033h_I | 2019 Household used baby lotion in last 6 months: Index | New |
| MP03034h_B | 2019 Household used baby nurser/bottle in last 6 months | New |
| MP03034h_I | 2019 Household used baby nurser/bottle in last 6 months: Index | New |
| MP03035h_B | 2019 Household used baby oil in last 6 months | New |
| MP03035h_I | 2019 Household used baby oil in last 6 months: Index | New |
| MP03036h_B | 2019 Household used baby ointment/cream in last 6 months | New |
| MP03036h_I | 2019 Household used baby ointment/cream in last 6 months: Index | New |
| MP03037h_B | 2019 Household used baby powder in last 6 months | New |
| MP03037h_I | 2019 Household used baby powder in last 6 months: Index | New |
| MP03038h_B | 2019 Household used baby shampoo in last 6 months | New |
| MP03038h_I | 2019 Household used baby shampoo in last 6 months: Index | New |
| MP03039h_B | 2019 Household used teething remedy in last 6 months | New |
| MP03039h_I | 2019 Household used teething remedy in last 6 months: Index | New |
| MP03040h_B | 2019 Household used pre-moistened baby wipes in last 6 months | New |
| MP03040h_I | 2019 Household used pre-moistened baby wipes in last 6 months: Index | New |
| MP34001a_B | 2019 Bought any children's toy or game in last 12 months | |
| MP34001a_I | 2019 Bought any children's toy or game in last 12 months: Index | |
| MP34002a_B | 2019 Spent on toys or games for child in last 12 months: \$1-\$49 | Description Change |
| MP34002a_I | 2019 Spent on toys or games for child in last 12 months: \$1-\$49: Index | Description Change |
| MP34003a_B | 2019 Spent on toys or games for child in last 12 months: \$50-\$99 | |
| MP34003a_I | 2019 Spent on toys or games for child in last 12 months: \$50-\$99: Index | |
| MP34004a_B | 2019 Spent on toys or games for child in last 12 months: \$100-\$199 | |
| MP34004a_I | 2019 Spent on toys or games for child in last 12 months: \$100-\$199: Index | |
| MP34005a_B | 2019 Spent on toys or games for child in last 12 months: \$200-\$499 | |
| MP34005a_I | 2019 Spent on toys or games for child in last 12 months: \$200-\$499: Index | |
| MP34006a_B | 2019 Spent on toys or games for child in last 12 months: \$500+ | |
| MP34006a_I | 2019 Spent on toys or games for child in last 12 months: \$500+: Index | |
| MP34007a_B | 2019 Bought any toys or games online in last 12 months | |
| MP34007a_I | 2019 Bought any toys or games online in last 12 months: Index | |
| MP34008a_B | 2019 Bought infant toy in last 12 months | |
| MP34008a_I | 2019 Bought infant toy in last 12 months: Index | |
| MP34009a_B | 2019 Bought pre-school toy in last 12 months | |
| MP34009a_I | 2019 Bought pre-school toy in last 12 months: Index | |
| MP34010a_B | 2019 Bought for child in last 12 months: boy action figure | |
| MP34010a_I | 2019 Bought for child in last 12 months: boy action figure: Index | |
| MP34011a_B | 2019 Bought for child in last 12 months: girl action figure | |
| MP34011a_I | 2019 Bought for child in last 12 months: girl action figure: Index | |
| MP34012a_B | 2019 Bought for child in last 12 months: action game | |
| MP34012a_I | 2019 Bought for child in last 12 months: action game: Index | |
| MP34013a_B | 2019 Bought for child in last 12 months: bicycle | |
| MP34013a_I | 2019 Bought for child in last 12 months: bicycle: Index | |
| MP34014a_B | 2019 Bought for child in last 12 months: board game | |
| MP34014a_I | 2019 Bought for child in last 12 months: board game: Index | |
| MP34015a_B | 2019 Bought for child in last 12 months: builder set | |
| MP34015a_I | 2019 Bought for child in last 12 months: builder set: Index | |
| MP34016a_B | 2019 Bought for child in last 12 months: car | |
| MP34016a_I | 2019 Bought for child in last 12 months: car: Index | |
| MP34017a_B | 2019 Bought for child in last 12 months: construction toy | |
| MP34017a_I | 2019 Bought for child in last 12 months: construction toy: Index | |
| MP34018a_B | 2019 Bought for child in last 12 months: fashion doll | |
| MP34018a_I | 2019 Bought for child in last 12 months: fashion doll: Index | |
| MP34019a_B | 2019 Bought for child in last 12 months: large or baby doll | |
| MP34019a_I | 2019 Bought for child in last 12 months: large or baby doll: Index | |
| MP34020a_B | 2019 Bought for child in last 12 months: doll accessories | |
| MP34020a_I | 2019 Bought for child in last 12 months: doll accessories: Index | |
| MP34021a_B | 2019 Bought for child in last 12 months: doll clothing | |
| MP34021a_I | 2019 Bought for child in last 12 months: doll clothing: Index | |
| MP34022a_B | 2019 Bought for child in last 12 months: educational toy | |
| MP34022a_I | 2019 Bought for child in last 12 months: educational toy: Index | |
| MP34023a_B | 2019 Bought for child in last 12 months: electronic doll or animal | |
| MP34023a_I | 2019 Bought for child in last 12 months: electronic doll or animal: Index | |
| MP34024a_B | 2019 Bought for child in last 12 months: electronic game | |
| MP34024a_I | 2019 Bought for child in last 12 months: electronic game: Index | |
| MP34025a_B | 2019 Bought for child in last 12 months: mechanical toy | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|--|
| MP34025a_I | 2019 Bought for child in last 12 months: mechanical toy: Index | |
| MP34026a_B | 2019 Bought for child in last 12 months: model kit or set | |
| MP34026a_I | 2019 Bought for child in last 12 months: model kit or set: Index | |
| MP34027a_B | 2019 Bought for child in last 12 months: plush doll or animal | |
| MP34027a_I | 2019 Bought for child in last 12 months: plush doll or animal: Index | |
| MP34028a_B | 2019 Bought for child in last 12 months: sound game | |
| MP34028a_I | 2019 Bought for child in last 12 months: sound game: Index | |
| MP34029a_B | 2019 Bought for child in last 12 months: water toy | |
| MP34029a_I | 2019 Bought for child in last 12 months: water toy: Index | |
| MP34030a_B | 2019 Bought for child in last 12 months: word game | |
| MP34030a_I | 2019 Bought for child in last 12 months: word game: Index | |

Civic Activities & Political Affiliation Market Potential

| | | |
|------------|--|--|
| MP06001a_B | 2019 Participated in any public activity in last 12 months | |
| MP06001a_I | 2019 Participated in any public activity in last 12 months: Index | |
| MP06002a_B | 2019 Attended public meeting on town or school affairs | |
| MP06002a_I | 2019 Attended public meeting on town or school affairs: Index | |
| MP06003a_B | 2019 Served on committee for local organization | |
| MP06003a_I | 2019 Served on committee for local organization: Index | |
| MP06004a_B | 2019 Engaged in fundraising in last 12 months | |
| MP06004a_I | 2019 Engaged in fundraising in last 12 months: Index | |
| MP06005a_B | 2019 Volunteered for a charitable organization in last 12 months | |
| MP06005a_I | 2019 Volunteered for a charitable organization in last 12 months: Index | |
| MP06006a_B | 2019 Made a speech in last 12 months | |
| MP06006a_I | 2019 Made a speech in last 12 months: Index | |
| MP06007a_B | 2019 Wrote something that was published in last 12 months | |
| MP06007a_I | 2019 Wrote something that was published in last 12 months: Index | |
| MP06008a_B | 2019 Wrote letter to news or magazine editor or called radio or TV | |
| MP06008a_I | 2019 Wrote letter to news or magazine editor or called radio or TV: Index | |
| MP06009a_B | 2019 Wrote or called a politician in last 12 months | |
| MP06009a_I | 2019 Wrote or called a politician in last 12 months: Index | |
| MP06010a_B | 2019 Voted in federal or state or local election in last 12 months | |
| MP06010a_I | 2019 Voted in federal or state or local election in last 12 months: Index | |
| MP06011a_B | 2019 Attended political rally or speech or organized protest | |
| MP06011a_I | 2019 Attended political rally or speech or organized protest: Index | |
| MP06032a_B | 2019 Signed a petition in last 12 months | |
| MP06032a_I | 2019 Signed a petition in last 12 months: Index | |
| MP06012a_B | 2019 Participated in environmental group or cause in last 12 months | |
| MP06012a_I | 2019 Participated in environmental group or cause in last 12 months: Index | |
| MP06013a_B | 2019 Recycled products in last 12 months | |
| MP06013a_I | 2019 Recycled products in last 12 months: Index | |
| MP06015a_B | 2019 Made contribution to NPR in last 12 months | |
| MP06015a_I | 2019 Made contribution to NPR in last 12 months: Index | |
| MP06016a_B | 2019 Made contribution to PBS in last 12 months | |
| MP06016a_I | 2019 Made contribution to PBS in last 12 months: Index | |
| MP06017a_B | 2019 Contributed to arts or cultural organization in last 12 months | |
| MP06017a_I | 2019 Contributed to arts or cultural organization in last 12 months: Index | |
| MP06018a_B | 2019 Contributed to educational organization in last 12 months | |
| MP06018a_I | 2019 Contributed to educational organization in last 12 months: Index | |
| MP06019a_B | 2019 Contributed to environmental organization in last 12 months | |
| MP06019a_I | 2019 Contributed to environmental organization in last 12 months: Index | |
| MP06020a_B | 2019 Contributed to health organization in last 12 months | |
| MP06020a_I | 2019 Contributed to health organization in last 12 months: Index | |
| MP06021a_B | 2019 Contributed to political organization in last 12 months | |
| MP06021a_I | 2019 Contributed to political organization in last 12 months: Index | |
| MP06022a_B | 2019 Contributed to religious organization in last 12 months | |
| MP06022a_I | 2019 Contributed to religious organization in last 12 months: Index | |
| MP06023a_B | 2019 Contributed to social services organization in last 12 months | |
| MP06023a_I | 2019 Contributed to social services organization in last 12 months: Index | |
| MP06024a_B | 2019 Political party affiliated with: Democratic | |
| MP06024a_I | 2019 Political party affiliated with: Democratic: Index | |
| MP06025a_B | 2019 Political party affiliated with: Republican | |
| MP06025a_I | 2019 Political party affiliated with: Republican: Index | |
| MP06026a_B | 2019 Political party affiliated with: Independent or none | |
| MP06026a_I | 2019 Political party affiliated with: Independent or none: Index | |
| MP06027a_B | 2019 Political outlook: very conservative | |
| MP06027a_I | 2019 Political outlook: very conservative: Index | |
| MP06028a_B | 2019 Political outlook: somewhat conservative | |
| MP06028a_I | 2019 Political outlook: somewhat conservative: Index | |
| MP06029a_B | 2019 Political outlook: middle of the road | |
| MP06029a_I | 2019 Political outlook: middle of the road: Index | |
| MP06030a_B | 2019 Political outlook: somewhat liberal | |
| MP06030a_I | 2019 Political outlook: somewhat liberal: Index | |
| MP06031a_B | 2019 Political outlook: very liberal | |
| MP06031a_I | 2019 Political outlook: very liberal: Index | |

Clothing, Shoes, & Accessories Market Potential

| | | |
|------------|--|--------------------|
| MP07001a_B | 2019 Spent on clothing in last 12 months: \$1-99 | Description Change |
| MP07001a_I | 2019 Spent on clothing in last 12 months: \$1-99: Index | Description Change |
| MP07002a_B | 2019 Spent on clothing in last 12 months: \$100-\$299 | |
| MP07002a_I | 2019 Spent on clothing in last 12 months: \$100-\$299: Index | |
| MP07003a_B | 2019 Spent on clothing in last 12 months: \$300-\$499 | |
| MP07003a_I | 2019 Spent on clothing in last 12 months: \$300-\$499: Index | |
| MP07004a_B | 2019 Spent on clothing in last 12 months: \$500-\$999 | |
| MP07004a_I | 2019 Spent on clothing in last 12 months: \$500-\$999: Index | |
| MP07005a_B | 2019 Spent on clothing in last 12 months: \$1000-\$1999 | |
| MP07005a_I | 2019 Spent on clothing in last 12 months: \$1000-\$1999: Index | |
| MP07006a_B | 2019 Spent on clothing in last 12 months: \$2000+ | |
| MP07006a_I | 2019 Spent on clothing in last 12 months: \$2000+: Index | |
| MP07007a_B | 2019 Bought clothing in department store in last 6 months | |
| MP07007a_I | 2019 Bought clothing in department store in last 6 months: Index | |
| MP07008a_B | 2019 Bought clothing in discount store in last 6 months | |
| MP07008a_I | 2019 Bought clothing in discount store in last 6 months: Index | |
| MP07009a_B | 2019 Bought clothing online in last 6 months | |
| MP07009a_I | 2019 Bought clothing online in last 6 months: Index | |
| MP07011a_B | 2019 Spent on sports clothing in last 12 months: \$1-99 | Description Change |
| MP07011a_I | 2019 Spent on sports clothing in last 12 months: \$1-99: Index | Description Change |
| MP07012a_B | 2019 Spent on sports clothing in last 12 months: \$100-\$149 | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|--------------------|
| MP07012a_I | 2019 Spent on sports clothing in last 12 months: \$100-\$149: Index | |
| MP07013a_B | 2019 Spent on sports clothing in last 12 months: \$150+ | |
| MP07013a_I | 2019 Spent on sports clothing in last 12 months: \$150+: Index | |
| MP07014a_B | 2019 Bought any men's clothing in last 12 months | |
| MP07014a_I | 2019 Bought any men's clothing in last 12 months: Index | |
| MP07016a_B | 2019 Bought men's clothing in last 12 months: big ticket item | |
| MP07016a_I | 2019 Bought men's clothing in last 12 months: big ticket item: Index | |
| MP07018a_B | 2019 Spent on big ticket men's clothing in last 12 months: \$1-99 | Description Change |
| MP07018a_I | 2019 Spent on big ticket men's clothing in last 12 months: \$1-99: Index | Description Change |
| MP07019a_B | 2019 Spent on big ticket men's clothing in last 12 months: \$100-199 | |
| MP07019a_I | 2019 Spent on big ticket men's clothing in last 12 months: \$100-199: Index | |
| MP07020a_B | 2019 Spent on big ticket men's clothing in last 12 months: \$200-299 | |
| MP07020a_I | 2019 Spent on big ticket men's clothing in last 12 months: \$200-299: Index | |
| MP07021a_B | 2019 Spent on big ticket men's clothing in last 12 months: \$300+ | |
| MP07021a_I | 2019 Spent on big ticket men's clothing in last 12 months: \$300+: Index | |
| MP07022a_B | 2019 Bought men's clothing in last 12 months: low ticket item | |
| MP07022a_I | 2019 Bought men's clothing in last 12 months: low ticket item: Index | |
| MP07024a_B | 2019 Spent on low ticket men's clothing in last 12 months: \$1-49 | Description Change |
| MP07024a_I | 2019 Spent on low ticket men's clothing in last 12 months: \$1-49: Index | Description Change |
| MP07025a_B | 2019 Spent on low ticket men's clothing in last 12 months: \$50-99 | |
| MP07025a_I | 2019 Spent on low ticket men's clothing in last 12 months: \$50-99: Index | |
| MP07026a_B | 2019 Spent on low ticket men's clothing in last 12 months: \$100-199 | |
| MP07026a_I | 2019 Spent on low ticket men's clothing in last 12 months: \$100-199: Index | |
| MP07027a_B | 2019 Spent on low ticket men's clothing in last 12 months: \$200-299 | |
| MP07027a_I | 2019 Spent on low ticket men's clothing in last 12 months: \$200-299: Index | |
| MP07028a_B | 2019 Spent on low ticket men's clothing in last 12 months: \$300-499 | |
| MP07028a_I | 2019 Spent on low ticket men's clothing in last 12 months: \$300-499: Index | |
| MP07029a_B | 2019 Spent on low ticket men's clothing in last 12 months: \$500+ | |
| MP07029a_I | 2019 Spent on low ticket men's clothing in last 12 months: \$500+: Index | |
| MP07030a_B | 2019 Bought any women's clothing in last 12 months | |
| MP07030a_I | 2019 Bought any women's clothing in last 12 months: Index | |
| MP07032a_B | 2019 Bought women's clothing in last 12 months: big ticket item | |
| MP07032a_I | 2019 Bought women's clothing in last 12 months: big ticket item: Index | |
| MP07034a_B | 2019 Spent on big ticket women's clothing in last 12 months: \$1-99 | Description Change |
| MP07034a_I | 2019 Spent on big ticket women's clothing in last 12 months: \$1-99: Index | Description Change |
| MP07035a_B | 2019 Spent on big ticket women's clothing: \$100-199 | Description Change |
| MP07035a_I | 2019 Spent on big ticket women's clothing: \$100-199: Index | Description Change |
| MP07107a_B | 2019 Spent on big ticket women's clothing: \$200+ | Description Change |
| MP07107a_I | 2019 Spent on big ticket women's clothing: \$200+: Index | Description Change |
| MP07038a_B | 2019 Bought women's clothing in last 12 months: low ticket item | |
| MP07038a_I | 2019 Bought women's clothing in last 12 months: low ticket item: Index | |
| MP07040a_B | 2019 Spent on low ticket women's clothing in last 12 months: \$1-49 | Description Change |
| MP07040a_I | 2019 Spent on low ticket women's clothing in last 12 months: \$1-49: Index | Description Change |
| MP07041a_B | 2019 Spent on low ticket women's clothing in last 12 months: \$50-99 | Description Change |
| MP07041a_I | 2019 Spent on low ticket women's clothing in last 12 months: \$50-99: Index | Description Change |
| MP07042a_B | 2019 Spent on low ticket women's clothing in last 12 months: \$100-199 | Description Change |
| MP07042a_I | 2019 Spent on low ticket women's clothing in last 12 months: \$100-199: Index | Description Change |
| MP07043a_B | 2019 Spent on low ticket women's clothing in last 12 months: \$200-299 | Description Change |
| MP07043a_I | 2019 Spent on low ticket women's clothing in last 12 months: \$200-299: Index | Description Change |
| MP07044a_B | 2019 Spent on low ticket women's clothing in last 12 months: \$300-499 | Description Change |
| MP07044a_I | 2019 Spent on low ticket women's clothing in last 12 months: \$300-499: Index | Description Change |
| MP07045a_B | 2019 Spent on low ticket women's clothing in last 12 months: \$500+ | Description Change |
| MP07045a_I | 2019 Spent on low ticket women's clothing in last 12 months: \$500+: Index | Description Change |
| MP07046a_B | 2019 Bought clothing for child <13 years in last 6 months | |
| MP07046a_I | 2019 Bought clothing for child <13 years in last 6 months: Index | |
| MP07047a_B | 2019 Spent on clothing for child <13 in last 6 months: \$1-50 | Description Change |
| MP07047a_I | 2019 Spent on clothing for child <13 in last 6 months: \$1-50: Index | Description Change |
| MP07048a_B | 2019 Spent on clothing for child <13 in last 6 months: \$51-99 | |
| MP07048a_I | 2019 Spent on clothing for child <13 in last 6 months: \$51-99: Index | |
| MP07049a_B | 2019 Spent on clothing for child <13 in last 6 months: \$100-199 | |
| MP07049a_I | 2019 Spent on clothing for child <13 in last 6 months: \$100-199: Index | |
| MP07050a_B | 2019 Spent on clothing for child <13 in last 6 months: \$200-399 | |
| MP07050a_I | 2019 Spent on clothing for child <13 in last 6 months: \$200-399: Index | |
| MP07051a_B | 2019 Spent on clothing for child <13 in last 6 months: \$400+ | |
| MP07051a_I | 2019 Spent on clothing for child <13 in last 6 months: \$400+: Index | |
| MP07052a_B | 2019 Bought clothing for baby <1 year in last 6 months | |
| MP07052a_I | 2019 Bought clothing for baby <1 year in last 6 months: Index | |
| MP07056a_B | 2019 Bought clothing for child 1-2 years in last 6 months | |
| MP07056a_I | 2019 Bought clothing for child 1-2 years in last 6 months: Index | |
| MP07064a_B | 2019 Bought clothing for child 3-5 years in last 6 months | |
| MP07064a_I | 2019 Bought clothing for child 3-5 years in last 6 months: Index | |
| MP07072a_B | 2019 Bought clothing for child 6-12 years in last 6 months | |
| MP07072a_I | 2019 Bought clothing for child 6-12 years in last 6 months: Index | |
| MP07082a_B | 2019 Bought watch in last 12 months | |
| MP07082a_I | 2019 Bought watch in last 12 months: Index | |
| MP07086a_B | 2019 Spent \$100+ on watches in last 12 months | |
| MP07086a_I | 2019 Spent \$100+ on watches in last 12 months: Index | |
| MP07087a_B | 2019 Bought costume jewelry in last 12 months | |
| MP07087a_I | 2019 Bought costume jewelry in last 12 months: Index | |
| MP07092a_B | 2019 Spent \$100+ on costume jewelry in last 12 months | |
| MP07092a_I | 2019 Spent \$100+ on costume jewelry in last 12 months: Index | |
| MP07093a_B | 2019 Bought fine jewelry in last 12 months | |
| MP07093a_I | 2019 Bought fine jewelry in last 12 months: Index | |
| MP07098a_B | 2019 Bought fine jewelry in last 12 months: diamond | |
| MP07098a_I | 2019 Bought fine jewelry in last 12 months: diamond: Index | |
| MP07099a_B | 2019 Bought fine jewelry in last 12 months: gold | |
| MP07099a_I | 2019 Bought fine jewelry in last 12 months: gold: Index | |
| MP07100a_B | 2019 Bought fine jewelry in last 12 months: sterling | |
| MP07100a_I | 2019 Bought fine jewelry in last 12 months: sterling: Index | |
| MP07101a_B | 2019 Spent on fine jewelry in last 12 months: \$1-99 | Description Change |
| MP07101a_I | 2019 Spent on fine jewelry in last 12 months: \$1-99: Index | Description Change |
| MP07102a_B | 2019 Spent on fine jewelry in last 12 months: \$100-\$399 | |
| MP07102a_I | 2019 Spent on fine jewelry in last 12 months: \$100-\$399: Index | |
| MP07103a_B | 2019 Spent on fine jewelry in last 12 months: \$400-\$749 | |
| MP07103a_I | 2019 Spent on fine jewelry in last 12 months: \$400-\$749: Index | |
| MP07104a_B | 2019 Spent on fine jewelry in last 12 months: \$750+ | |
| MP07104a_I | 2019 Spent on fine jewelry in last 12 months: \$750+: Index | |
| MP07105a_B | 2019 Purchased fine jewelry from department store in last 12 months | |
| MP07105a_I | 2019 Purchased fine jewelry from department store in last 12 months: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|--------------------|
| MP07106a_B | 2019 Purchased fine jewelry from independent jeweler in last 12 months | |
| MP07106a_I | 2019 Purchased fine jewelry from independent jeweler in last 12 months: Index | |
| MP30001a_B | 2019 Bought any shoes in last 12 months | |
| MP30001a_I | 2019 Bought any shoes in last 12 months: Index | |
| MP30009a_B | 2019 Spent on shoes in last 12 months: \$1-49 | Description Change |
| MP30009a_I | 2019 Spent on shoes in last 12 months: \$1-49: Index | Description Change |
| MP30010a_B | 2019 Spent on shoes in last 12 months: \$50-99 | |
| MP30010a_I | 2019 Spent on shoes in last 12 months: \$50-99: Index | |
| MP30011a_B | 2019 Spent on shoes in last 12 months: \$100-\$249 | |
| MP30011a_I | 2019 Spent on shoes in last 12 months: \$100-\$249: Index | |
| MP30012a_B | 2019 Spent on shoes in last 12 months: \$250+ | |
| MP30012a_I | 2019 Spent on shoes in last 12 months: \$250+: Index | |
| MP30013a_B | 2019 Bought shoes at department store in last 6 months | |
| MP30013a_I | 2019 Bought shoes at department store in last 6 months: Index | |
| MP30014a_B | 2019 Bought shoes at discount store in last 6 months | |
| MP30014a_I | 2019 Bought shoes at discount store in last 6 months: Index | |
| MP30015a_B | 2019 Bought shoes online in last 6 months | |
| MP30015a_I | 2019 Bought shoes online in last 6 months: Index | |
| MP30016a_B | 2019 Bought athletic shoes in last 12 months | |
| MP30016a_I | 2019 Bought athletic shoes in last 12 months: Index | |
| MP30017a_B | 2019 Bought athletic shoes in last 12 months: aerobic or fitness | |
| MP30017a_I | 2019 Bought athletic shoes in last 12 months: aerobic or fitness: Index | |
| MP30018a_B | 2019 Bought athletic shoes in last 12 months: basketball | |
| MP30018a_I | 2019 Bought athletic shoes in last 12 months: basketball: Index | |
| MP30019a_B | 2019 Bought athletic shoes in last 12 months: cross-training | |
| MP30019a_I | 2019 Bought athletic shoes in last 12 months: cross-training: Index | |
| MP30020a_B | 2019 Bought athletic shoes in last 12 months: hiking boots | |
| MP30020a_I | 2019 Bought athletic shoes in last 12 months: hiking boots: Index | |
| MP30021a_B | 2019 Bought athletic shoes in last 12 months: running or jogging | |
| MP30021a_I | 2019 Bought athletic shoes in last 12 months: running or jogging: Index | |
| MP30058a_B | 2019 Bought athletic shoes in last 12 months: sandals | |
| MP30058a_I | 2019 Bought athletic shoes in last 12 months: sandals: Index | |
| MP30023a_B | 2019 Bought athletic shoes in last 12 months: tennis | |
| MP30023a_I | 2019 Bought athletic shoes in last 12 months: tennis: Index | |
| MP30024a_B | 2019 Bought athletic shoes in last 12 months: walking | |
| MP30024a_I | 2019 Bought athletic shoes in last 12 months: walking: Index | |
| MP30025a_B | 2019 Spent on athletic shoes in last 12 months: \$1-49 | Description Change |
| MP30025a_I | 2019 Spent on athletic shoes in last 12 months: \$1-49: Index | Description Change |
| MP30026a_B | 2019 Spent on athletic shoes in last 12 months: \$50-74 | |
| MP30026a_I | 2019 Spent on athletic shoes in last 12 months: \$50-74: Index | |
| MP30027a_B | 2019 Spent on athletic shoes in last 12 months: \$75-149 | |
| MP30027a_I | 2019 Spent on athletic shoes in last 12 months: \$75-149: Index | |
| MP30028a_B | 2019 Spent on athletic shoes in last 12 months: \$150+ | |
| MP30028a_I | 2019 Spent on athletic shoes in last 12 months: \$150+: Index | |
| MP30029a_B | 2019 Bought athletic shoes in last 12 months: Adidas | |
| MP30029a_I | 2019 Bought athletic shoes in last 12 months: Adidas: Index | |
| MP30030a_B | 2019 Bought athletic shoes in last 12 months: Asics | |
| MP30030a_I | 2019 Bought athletic shoes in last 12 months: Asics: Index | |
| MP30031a_B | 2019 Bought athletic shoes in last 12 months: Converse | |
| MP30031a_I | 2019 Bought athletic shoes in last 12 months: Converse: Index | |
| MP30032a_B | 2019 Bought athletic shoes in last 12 months: Jordan | |
| MP30032a_I | 2019 Bought athletic shoes in last 12 months: Jordan: Index | |
| MP30033a_B | 2019 Bought athletic shoes in last 12 months: New Balance | |
| MP30033a_I | 2019 Bought athletic shoes in last 12 months: New Balance: Index | |
| MP30034a_B | 2019 Bought athletic shoes in last 12 months: Nike | |
| MP30034a_I | 2019 Bought athletic shoes in last 12 months: Nike: Index | |
| MP30035a_B | 2019 Bought athletic shoes in last 12 months: Puma | |
| MP30035a_I | 2019 Bought athletic shoes in last 12 months: Puma: Index | |
| MP30036a_B | 2019 Bought athletic shoes in last 12 months: Reebok | |
| MP30036a_I | 2019 Bought athletic shoes in last 12 months: Reebok: Index | |
| MP30037a_B | 2019 Bought athletic shoes in last 12 months: Skechers | |
| MP30037a_I | 2019 Bought athletic shoes in last 12 months: Skechers: Index | |
| MP30037a_B | 2019 Bought athletic shoes in last 12 months: Vans | |
| MP30037a_I | 2019 Bought athletic shoes in last 12 months: Vans: Index | |
| MP30038a_B | 2019 Bought shoes for child <1 year in last 6 months | |
| MP30038a_I | 2019 Bought shoes for child <1 year in last 6 months: Index | |
| MP30039a_B | 2019 Bought shoes for child 1-5 years in last 6 months | |
| MP30039a_I | 2019 Bought shoes for child 1-5 years in last 6 months: Index | |
| MP30040a_B | 2019 Bought shoes for child 6-12 years in last 6 months | |
| MP30040a_I | 2019 Bought shoes for child 6-12 years in last 6 months: Index | |
| MP30041a_B | 2019 Bought shoes for child <13 in last 6 months | |
| MP30041a_I | 2019 Bought shoes for child <13 in last 6 months: Index | |
| MP30047a_B | 2019 Bought for child <13 in last 6 months: athletic shoes | |
| MP30047a_I | 2019 Bought for child <13 in last 6 months: athletic shoes: Index | |
| MP30048a_B | 2019 Bought for child <13 in last 6 months: casual shoes | |
| MP30048a_I | 2019 Bought for child <13 in last 6 months: casual shoes: Index | |
| MP30049a_B | 2019 Bought for child <13 in last 6 months: dress shoes | |
| MP30049a_I | 2019 Bought for child <13 in last 6 months: dress shoes: Index | |
| MP30050a_B | 2019 Bought for child <13 in last 6 months: rain or snow boots | |
| MP30050a_I | 2019 Bought for child <13 in last 6 months: rain or snow boots: Index | |
| MP30051a_B | 2019 Bought for child <13 in last 6 months: sandals | |
| MP30051a_I | 2019 Bought for child <13 in last 6 months: sandals: Index | |
| MP30052a_B | 2019 Bought for child <13 in last 6 months: slippers | |
| MP30052a_I | 2019 Bought for child <13 in last 6 months: slippers: Index | |
| MP30053a_B | 2019 Spent on shoes for child <13 in last 6 months: \$1-25 | Description Change |
| MP30053a_I | 2019 Spent on shoes for child <13 in last 6 months: \$1-25: Index | Description Change |
| MP30054a_B | 2019 Spent on shoes for child <13 in last 6 months: \$26-\$50 | |
| MP30054a_I | 2019 Spent on shoes for child <13 in last 6 months: \$26-\$50: Index | |
| MP30055a_B | 2019 Spent on shoes for child <13 in last 6 months: \$51-\$99 | |
| MP30055a_I | 2019 Spent on shoes for child <13 in last 6 months: \$51-\$99: Index | |
| MP30056a_B | 2019 Spent on shoes for child <13 in last 6 months: \$100+ | |
| MP30056a_I | 2019 Spent on shoes for child <13 in last 6 months: \$100+: Index | |

Electronics & Internet Market Potential

| | | |
|------------|-----------------------------------|--|
| MP09147a_B | 2019 Own any tablet | |
| MP09147a_I | 2019 Own any tablet: Index | |
| MP09148a_B | 2019 Own any e-reader | |
| MP09148a_I | 2019 Own any e-reader: Index | |
| MP09132a_B | 2019 Own e-reader or tablet: iPad | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|--------------------|
| MP09132a_I | 2019 Own e-reader or tablet: iPad: Index | |
| MP09134a_B | 2019 Own e-reader or tablet: Amazon Kindle | |
| MP09134a_I | 2019 Own e-reader or tablet: Amazon Kindle: Index | |
| MP09002a_B | 2019 Own any portable MP3 player | |
| MP09002a_I | 2019 Own any portable MP3 player: Index | |
| MP09163a_B | 2019 Own portable MP3 player: Apple iPod | |
| MP09163a_I | 2019 Own portable MP3 player: Apple iPod: Index | |
| MP09160a_B | 2018 Own wearable tech: wristband fitness tracker | Discontinued |
| MP09160a_I | 2018 Own wearable tech: wristband fitness tracker: Index | Discontinued |
| MP09161a_B | 2018 Own wearable tech: smartwatch | Discontinued |
| MP09161a_I | 2018 Own wearable tech: smartwatch: Index | Discontinued |
| MP09172a_B | 2019 Own wearable technology: Apple Watch | New |
| MP09172a_I | 2019 Own wearable technology: Apple Watch: Index | New |
| MP09173a_B | 2019 Own wearable technology: Fitbit | New |
| MP09173a_I | 2019 Own wearable technology: Fitbit: Index | New |
| MP09152a_B | 2019 Own digital camera or camcorder | Description Change |
| MP09152a_I | 2019 Own digital camera or camcorder: Index | Description Change |
| MP09149a_B | 2019 Own digital point and shoot camera or camcorder | |
| MP09149a_I | 2019 Own digital point and shoot camera or camcorder: Index | |
| MP09150a_B | 2019 Own digital SLR camera or camcorder | |
| MP09150a_I | 2019 Own digital SLR camera or camcorder: Index | |
| MP09151a_B | 2019 Own 35mm camera or camcorder | |
| MP09151a_I | 2019 Own 35mm camera or camcorder: Index | |
| MP09022a_B | 2019 Own telephoto or zoom lens | |
| MP09022a_I | 2019 Own telephoto or zoom lens: Index | |
| MP09023a_B | 2019 Own wide angle lens | |
| MP09023a_I | 2019 Own wide angle lens: Index | |
| MP09174a_B | 2019 Own a selfie stick | New |
| MP09174a_I | 2019 Own a selfie stick: Index | New |
| MP09028a_B | 2019 Printed digital photos in last 12 months | |
| MP09028a_I | 2019 Printed digital photos in last 12 months: Index | |
| MP09030a_B | 2019 Use a computer at work | |
| MP09030a_I | 2019 Use a computer at work: Index | |
| MP09031a_B | 2019 Use desktop computer at work | |
| MP09031a_I | 2019 Use desktop computer at work: Index | |
| MP09032a_B | 2019 Use laptop or notebook at work | |
| MP09032a_I | 2019 Use laptop or notebook at work: Index | |
| MP09033h_B | 2019 Household owns a computer | |
| MP09033h_I | 2019 Household owns a computer: Index | |
| MP09034h_B | 2019 Household purchased computer in last 12 months | |
| MP09034h_I | 2019 Household purchased computer in last 12 months: Index | |
| MP09035h_B | 2019 Household owns desktop computer | |
| MP09035h_I | 2019 Household owns desktop computer: Index | |
| MP09036h_B | 2019 Household owns laptop or notebook | |
| MP09036h_I | 2019 Household owns laptop or notebook: Index | |
| MP09038h_B | 2019 Household with child (under 18 years) using home computer | |
| MP09038h_I | 2019 Household with child (under 18 years) using home computer: Index | |
| MP09039h_B | 2019 Household owns any Apple or Mac brand computer | |
| MP09039h_I | 2019 Household owns any Apple or Mac brand computer: Index | |
| MP09040h_B | 2019 Household owns any PC or non-Apple brand computer | |
| MP09040h_I | 2019 Household owns any PC or non-Apple brand computer: Index | |
| MP09048h_B | 2019 Household purchased most recent computer 1-2 years ago | |
| MP09048h_I | 2019 Household purchased most recent computer 1-2 years ago: Index | |
| MP09049h_B | 2019 Household purchased most recent computer 3-4 years ago | |
| MP09049h_I | 2019 Household purchased most recent computer 3-4 years ago: Index | |
| MP09050h_B | 2019 Household purchased most recent computer 5+ years ago | |
| MP09050h_I | 2019 Household purchased most recent computer 5+ years ago: Index | |
| MP09141h_B | 2019 Household purchased most recent computer in a store | |
| MP09141h_I | 2019 Household purchased most recent computer in a store: Index | |
| MP09142h_B | 2019 Household purchased most recent computer online | |
| MP09142h_I | 2019 Household purchased most recent computer online: Index | |
| MP09057h_B | 2019 Household spent \$1-499 on most recent home computer | Description Change |
| MP09057h_I | 2019 Household spent \$1-499 on most recent home computer: Index | Description Change |
| MP09052h_B | 2019 Household spent \$500-\$999 on most recent home computer | |
| MP09052h_I | 2019 Household spent \$500-\$999 on most recent home computer: Index | |
| MP09053h_B | 2019 Household spent \$1,000-\$1,499 on most recent home computer | |
| MP09053h_I | 2019 Household spent \$1,000-\$1,499 on most recent home computer: Index | |
| MP09054h_B | 2019 Household spent \$1,500-\$1,999 on most recent home computer | |
| MP09054h_I | 2019 Household spent \$1,500-\$1,999 on most recent home computer: Index | |
| MP09055h_B | 2019 Household spent \$2,000+ on most recent home computer | |
| MP09055h_I | 2019 Household spent \$2,000+ on most recent home computer: Index | |
| MP09071h_B | 2019 Household owns webcam | |
| MP09071h_I | 2019 Household owns webcam: Index | |
| MP09072h_B | 2019 Household owns wireless router | |
| MP09072h_I | 2019 Household owns wireless router: Index | |
| MP09166h_B | 2019 Household owns all-in-one printer (print copy scan) | New |
| MP09166h_I | 2019 Household owns all-in-one printer (print copy scan): Index | New |
| MP09073h_B | 2019 Household owns software: accounting | |
| MP09073h_I | 2019 Household owns software: accounting: Index | |
| MP09074h_B | 2019 Household owns software: communications or fax | |
| MP09074h_I | 2019 Household owns software: communications or fax: Index | |
| MP09075h_B | 2019 Household owns software: database or filing | |
| MP09075h_I | 2019 Household owns software: database or filing: Index | |
| MP09076h_B | 2019 Household owns software: desktop publishing | |
| MP09076h_I | 2019 Household owns software: desktop publishing: Index | |
| MP09077h_B | 2019 Household owns software: education or training | |
| MP09077h_I | 2019 Household owns software: education or training: Index | |
| MP09078h_B | 2019 Household owns software: entertainment or games | |
| MP09078h_I | 2019 Household owns software: entertainment or games: Index | |
| MP09079h_B | 2019 Household owns software: personal finance or tax preparation | |
| MP09079h_I | 2019 Household owns software: personal finance or tax preparation: Index | |
| MP09080h_B | 2019 Household owns software: presentation graphics | |
| MP09080h_I | 2019 Household owns software: presentation graphics: Index | |
| MP09081h_B | 2019 Household owns software: multimedia | |
| MP09081h_I | 2019 Household owns software: multimedia: Index | |
| MP09082h_B | 2019 Household owns software: networking | |
| MP09082h_I | 2019 Household owns software: networking: Index | |
| MP09083h_B | 2019 Household owns software: online meeting or conference | |
| MP09083h_I | 2019 Household owns software: online meeting or conference: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

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| MP09084h_B | 2019 Household owns software: security or anti-virus | |
| MP09084h_I | 2019 Household owns software: security or anti-virus: Index | |
| MP09085h_B | 2019 Household owns software: spreadsheet | |
| MP09085h_I | 2019 Household owns software: spreadsheet: Index | |
| MP09086h_B | 2019 Household owns software: utility | |
| MP09086h_I | 2019 Household owns software: utility: Index | |
| MP09087h_B | 2018 Household owns software: web authoring | Discontinued |
| MP09087h_I | 2018 Household owns software: web authoring: Index | Discontinued |
| MP09088h_B | 2019 Household owns software: word processing | |
| MP09088h_I | 2019 Household owns software: word processing: Index | |
| MP09135h_B | 2019 Household owns CD player | |
| MP09135h_I | 2019 Household owns CD player: Index | |
| MP09093h_B | 2019 Household owns portable GPS navigation device | |
| MP09093h_I | 2019 Household owns portable GPS navigation device: Index | |
| MP09094h_B | 2019 Household purchased portable GPS navigation device in last 12 months | |
| MP09094h_I | 2019 Household purchased portable GPS navigation device in last 12 months: Index | |
| MP09136h_B | 2019 Household owns headphones (ear buds) | |
| MP09136h_I | 2019 Household owns headphones (ear buds): Index | |
| MP09137h_B | 2019 Household owns noise reduction headphones | |
| MP09137h_I | 2019 Household owns noise reduction headphones: Index | |
| MP09165h_B | 2019 Household owns Bluetooth or wireless headphones | New |
| MP09165h_I | 2019 Household owns Bluetooth or wireless headphones: Index | New |
| MP09138h_B | 2019 Household owns home theater or entertainment system | |
| MP09138h_I | 2019 Household owns home theater or entertainment system: Index | |
| MP09095h_B | 2019 Household owns 1 TV | |
| MP09095h_I | 2019 Household owns 1 TV: Index | |
| MP09096h_B | 2019 Household owns 2 TVs | |
| MP09096h_I | 2019 Household owns 2 TVs: Index | |
| MP09097h_B | 2019 Household owns 3 TVs | |
| MP09097h_I | 2019 Household owns 3 TVs: Index | |
| MP09098h_B | 2019 Household owns 4+ TVs | |
| MP09098h_I | 2019 Household owns 4+ TVs: Index | |
| MP09100h_B | 2019 Household owns LCD TV | |
| MP09100h_I | 2019 Household owns LCD TV: Index | |
| MP09143h_B | 2019 Household owns LED TV | |
| MP09143h_I | 2019 Household owns LED TV: Index | |
| MP09101h_B | 2019 Household owns plasma TV | |
| MP09101h_I | 2019 Household owns plasma TV: Index | |
| MP09144h_B | 2019 Household has 3D TV | |
| MP09144h_I | 2019 Household has 3D TV: Index | |
| MP09103h_B | 2019 Household has HDTV | |
| MP09103h_I | 2019 Household has HDTV: Index | |
| MP09167h_B | 2019 Household has 4K Ultra HDTV | New |
| MP09167h_I | 2019 Household has 4K Ultra HDTV: Index | New |
| MP09104h_B | 2019 Household has Internet connectable TV | |
| MP09104h_I | 2019 Household has Internet connectable TV: Index | |
| MP09106h_B | 2019 Household owns small screen TV (<27 in) | |
| MP09106h_I | 2019 Household owns small screen TV (<27 in): Index | |
| MP09107h_B | 2019 Household owns medium screen TV (27-35 in) | |
| MP09107h_I | 2019 Household owns medium screen TV (27-35 in): Index | |
| MP09108h_B | 2019 Household owns large screen TV (36-42 in) | |
| MP09108h_I | 2019 Household owns large screen TV (36-42 in): Index | |
| MP09109h_B | 2019 Household owns XLarge screen TV (43-54 in) | Description Change |
| MP09109h_I | 2019 Household owns XLarge screen TV (43-54 in): Index | Description Change |
| MP09164h_B | 2019 Household owns XXL screen TV (55 in+) | Description Change |
| MP09164h_I | 2019 Household owns XXL screen TV (55 in+): Index | Description Change |
| MP09111h_B | 2019 Household most recent TV purchase: small screen (<27 in) | |
| MP09111h_I | 2019 Household most recent TV purchase: small screen (<27 in): Index | |
| MP09112h_B | 2019 Household most recent TV purchase: medium screen (27-35 in) | |
| MP09112h_I | 2019 Household most recent TV purchase: medium screen (27-35 in): Index | |
| MP09113h_B | 2019 Household most recent TV purchase: large screen (36-42 in) | |
| MP09113h_I | 2019 Household most recent TV purchase: large screen (36-42 in): Index | |
| MP09114h_B | 2019 Household most recent TV purchase: Xlarge screen (43-54 in) | |
| MP09114h_I | 2019 Household most recent TV purchase: Xlarge screen (43-54 in): Index | |
| MP09162h_B | 2019 Household most recent TV purchase: XXL screen (55 in+) | Description Change |
| MP09162h_I | 2019 Household most recent TV purchase: XXL screen (55 in+): Index | Description Change |
| MP09140h_B | 2019 Household owns any internet video device for TV | |
| MP09140h_I | 2019 Household owns any internet video device for TV: Index | |
| MP09156h_B | 2019 Household owns internet device for TV - Amazon Fire | |
| MP09156h_I | 2019 Household owns internet device for TV - Amazon Fire: Index | |
| MP09157h_B | 2019 Household owns internet device for TV - Apple TV | |
| MP09157h_I | 2019 Household owns internet device for TV - Apple TV: Index | |
| MP09158h_B | 2019 Household owns internet device for TV - Google Chromecast | |
| MP09158h_I | 2019 Household owns internet device for TV - Google Chromecast: Index | |
| MP09159h_B | 2019 Household owns internet device for TV - Roku | |
| MP09159h_I | 2019 Household owns internet device for TV - Roku: Index | |
| MP09116h_B | 2019 Household purchased video game system in last 12 months | |
| MP09116h_I | 2019 Household purchased video game system in last 12 months: Index | |
| MP09117h_B | 2019 Household owns video game system: handheld | |
| MP09117h_I | 2019 Household owns video game system: handheld: Index | |
| MP09118h_B | 2019 Household owns video game system: attached to TV or computer | |
| MP09118h_I | 2019 Household owns video game system: attached to TV or computer: Index | |
| MP09168h_B | 2019 Household owns video game system: Nintendo DS/Lite DSi/XL | New |
| MP09168h_I | 2019 Household owns video game system: Nintendo DS/Lite DSi/XL: Index | New |
| MP09145h_B | 2019 Household owns video game system: Nintendo 3DS | |
| MP09145h_I | 2019 Household owns video game system: Nintendo 3DS: Index | |
| MP09121h_B | 2018 Household owns video game system: Nintendo DS or DS Lite | Discontinued |
| MP09121h_I | 2018 Household owns video game system: Nintendo DS or DS Lite: Index | Discontinued |
| MP09146h_B | 2018 Household owns video game system: Nintendo DSi | Discontinued |
| MP09146h_I | 2018 Household owns video game system: Nintendo DSi: Index | Discontinued |
| MP09123h_B | 2019 Household owns video game system: Nintendo Wii | |
| MP09123h_I | 2019 Household owns video game system: Nintendo Wii: Index | |
| MP09169h_B | 2019 Household owns video game system: Nintendo Wii U | New |
| MP09169h_I | 2019 Household owns video game system: Nintendo Wii U: Index | New |
| MP09125h_B | 2019 Household owns video game system: PlayStation 2 (PS2) | |
| MP09125h_I | 2019 Household owns video game system: PlayStation 2 (PS2): Index | |
| MP09126h_B | 2019 Household owns video game system: PlayStation 3 (PS3) | |
| MP09126h_I | 2019 Household owns video game system: PlayStation 3 (PS3): Index | |
| MP09170h_B | 2019 Household owns video game system: PlayStation 4 (PS 4) | New |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

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| MP09170h_I | 2019 Household owns video game system: Playstation 4 (PS 4): Index | New |
| MP09129h_B | 2019 Household owns video game system: Xbox 360 | |
| MP09129h_I | 2019 Household owns video game system: Xbox 360: Index | |
| MP09171h_B | 2019 Household owns video game system: Xbox One | New |
| MP09171h_I | 2019 Household owns video game system: Xbox One: Index | New |
| MP09130h_B | 2019 Household purchased 5+ video games in last 12 months | |
| MP09130h_I | 2019 Household purchased 5+ video games in last 12 months: Index | |
| MP09131h_B | 2019 Household spent \$101+ on video games in last 12 months | |
| MP09131h_I | 2019 Household spent \$101+ on video games in last 12 months: Index | |
| MP19001a_B | 2019 Have access to Internet at home | |
| MP19001a_I | 2019 Have access to Internet at home: Index | |
| MP19003a_B | 2019 Connect to Internet at home via cable modem | |
| MP19003a_I | 2019 Connect to Internet at home via cable modem: Index | |
| MP19004a_B | 2019 Connect to Internet at home via DSL | |
| MP19004a_I | 2019 Connect to Internet at home via DSL: Index | |
| MP19005a_B | 2019 Connect to Internet at home via fiber optic | |
| MP19005a_I | 2019 Connect to Internet at home via fiber optic: Index | |
| MP19007a_B | 2019 Access Internet at home via high speed connection | |
| MP19007a_I | 2019 Access Internet at home via high speed connection: Index | |
| MP19066a_B | 2019 Spend 10+ hours online (excl email or IM time) daily | |
| MP19066a_I | 2019 Spend 10+ hours online (excl email or IM time) daily: Index | |
| MP19067a_B | 2019 Spend 5-9.9 hours online (excl email or IM time) daily | |
| MP19067a_I | 2019 Spend 5-9.9 hours online (excl email or IM time) daily: Index | |
| MP19068a_B | 2019 Spend 2-4.9 hours online (excl email or IM time) daily | |
| MP19068a_I | 2019 Spend 2-4.9 hours online (excl email or IM time) daily: Index | |
| MP19069a_B | 2019 Spend 1-1.9 hours online (excl email or IM time) daily | |
| MP19069a_I | 2019 Spend 1-1.9 hours online (excl email or IM time) daily: Index | |
| MP19070a_B | 2019 Spend 0.5-0.9 hours online(excl email or IM time) daily | |
| MP19070a_I | 2019 Spend 0.5-0.9 hours online(excl email or IM time) daily: Index | |
| MP19071a_B | 2019 Spend <0.5 hours online (excl email or IM time) daily | |
| MP19071a_I | 2019 Spend <0.5 hours online (excl email or IM time) daily: Index | |
| MP19008a_B | 2019 Used Internet in last 30 days | |
| MP19008a_I | 2019 Used Internet in last 30 days: Index | |
| MP19009a_B | 2019 Used Internet in last 30 days: at home | |
| MP19009a_I | 2019 Used Internet in last 30 days: at home: Index | |
| MP19010a_B | 2019 Used Internet in last 30 days: at work | |
| MP19010a_I | 2019 Used Internet in last 30 days: at work: Index | |
| MP19011a_B | 2019 Used Internet in last 30 days: at school or library | |
| MP19011a_I | 2019 Used Internet in last 30 days: at school or library: Index | |
| MP19012a_B | 2019 Used Internet in last 30 days: not home or work or school or library | |
| MP19012a_I | 2019 Used Internet in last 30 days: not home or work or school or library: Index | |
| MP19013a_B | 2019 Accessed Internet in last 30 days using computer | |
| MP19013a_I | 2019 Accessed Internet in last 30 days using computer: Index | |
| MP19014a_B | 2019 Accessed Internet in last 30 days using cell phone | |
| MP19014a_I | 2019 Accessed Internet in last 30 days using cell phone: Index | |
| MP19084a_B | 2019 Accessed Internet in last 30 days using tablet | |
| MP19084a_I | 2019 Accessed Internet in last 30 days using tablet: Index | |
| MP19085a_B | 2019 Accessed Internet in last 30 days w gaming console | |
| MP19085a_I | 2019 Accessed Internet in last 30 days w gaming console: Index | |
| MP19086a_B | 2019 Accessed Internet in last 30 days using television | |
| MP19086a_I | 2019 Accessed Internet in last 30 days using television: Index | |
| MP19015a_B | 2019 Used Wi-Fi or wireless connection outside home in last 30 days | |
| MP19015a_I | 2019 Used Wi-Fi or wireless connection outside home in last 30 days: Index | |
| MP19125a_B | 2019 Used tablet in last 30 days for video call | |
| MP19125a_I | 2019 Used tablet in last 30 days for video call: Index | |
| MP19017a_B | 2019 Internet in last 30 days: used email | |
| MP19017a_I | 2019 Internet in last 30 days: used email: Index | |
| MP19018a_B | 2019 Internet in last 30 days: used IM | |
| MP19018a_I | 2019 Internet in last 30 days: used IM: Index | |
| MP19019a_B | 2019 Internet in last 30 days: made personal purchase | |
| MP19019a_I | 2019 Internet in last 30 days: made personal purchase: Index | |
| MP19020a_B | 2019 Internet in last 30 days: made business purchase | |
| MP19020a_I | 2019 Internet in last 30 days: made business purchase: Index | |
| MP19021a_B | 2019 Internet in last 30 days: paid bills online | |
| MP19021a_I | 2019 Internet in last 30 days: paid bills online: Index | |
| MP19079a_B | 2019 Internet in last 30 days: took online class | |
| MP19079a_I | 2019 Internet in last 30 days: took online class: Index | |
| MP19022a_B | 2019 Internet in last 30 days: looked for employment | |
| MP19022a_I | 2019 Internet in last 30 days: looked for employment: Index | |
| MP19023a_B | 2019 Internet in last 30 days: traded or tracked investments | |
| MP19023a_I | 2019 Internet in last 30 days: traded or tracked investments: Index | |
| MP19024a_B | 2019 Internet in last 30 days: made travel plans | |
| MP19024a_I | 2019 Internet in last 30 days: made travel plans: Index | |
| MP19025a_B | 2019 Internet in last 30 days: obtained auto info | |
| MP19025a_I | 2019 Internet in last 30 days: obtained auto info: Index | |
| MP19026a_B | 2019 Internet in last 30 days: obtained financial info | |
| MP19026a_I | 2019 Internet in last 30 days: obtained financial info: Index | |
| MP19027a_B | 2019 Internet in last 30 days: obtained medical info | |
| MP19027a_I | 2019 Internet in last 30 days: obtained medical info: Index | |
| MP19028a_B | 2019 Internet in last 30 days: checked movie listing or times | |
| MP19028a_I | 2019 Internet in last 30 days: checked movie listing or times: Index | |
| MP19029a_B | 2019 Internet in last 30 days: obtained latest news | |
| MP19029a_I | 2019 Internet in last 30 days: obtained latest news: Index | |
| MP19072a_B | 2019 Internet in last 30 days: obtained parenting info | |
| MP19072a_I | 2019 Internet in last 30 days: obtained parenting info: Index | |
| MP19030a_B | 2019 Internet in last 30 days: obtained real estate info | |
| MP19030a_I | 2019 Internet in last 30 days: obtained real estate info: Index | |
| MP19031a_B | 2019 Internet in last 30 days: obtained sports news or info | |
| MP19031a_I | 2019 Internet in last 30 days: obtained sports news or info: Index | |
| MP19032a_B | 2019 Internet in last 30 days: visited online blog | |
| MP19032a_I | 2019 Internet in last 30 days: visited online blog: Index | |
| MP19033a_B | 2019 Internet in last 30 days: wrote online blog | |
| MP19033a_I | 2019 Internet in last 30 days: wrote online blog: Index | |
| MP19034a_B | 2019 Internet in last 30 days: used online dating website | |
| MP19034a_I | 2019 Internet in last 30 days: used online dating website: Index | |
| MP19016a_B | 2019 Internet in last 30 days: visited a chat room | |
| MP19016a_I | 2019 Internet in last 30 days: visited a chat room: Index | |
| MP19035a_B | 2019 Internet in last 30 days: played games online | |
| MP19035a_I | 2019 Internet in last 30 days: played games online: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|--|
| MP19036a_B | 2019 Internet in last 30 days: sent greeting card | |
| MP19036a_I | 2019 Internet in last 30 days: sent greeting card: Index | |
| MP19037a_B | 2019 Internet in last 30 days: made phone call | |
| MP19037a_I | 2019 Internet in last 30 days: made phone call: Index | |
| MP19038a_B | 2019 Internet in last 30 days: shared photos via website | |
| MP19038a_I | 2019 Internet in last 30 days: shared photos via website: Index | |
| MP19039a_B | 2019 Internet in last 30 days: looked for recipes | |
| MP19039a_I | 2019 Internet in last 30 days: looked for recipes: Index | |
| MP19040a_B | 2019 Internet in last 30 days: added video to website | |
| MP19040a_I | 2019 Internet in last 30 days: added video to website: Index | |
| MP19041a_B | 2019 Internet in last 30 days: downloaded a movie | |
| MP19041a_I | 2019 Internet in last 30 days: downloaded a movie: Index | |
| MP19042a_B | 2019 Internet in last 30 days: downloaded music | |
| MP19042a_I | 2019 Internet in last 30 days: downloaded music: Index | |
| MP19043a_B | 2019 Internet in last 30 days: download or listen to podcast | |
| MP19043a_I | 2019 Internet in last 30 days: download or listen to podcast: Index | |
| MP19044a_B | 2019 Internet in last 30 days: downloaded TV program | |
| MP19044a_I | 2019 Internet in last 30 days: downloaded TV program: Index | |
| MP19045a_B | 2019 Internet in last 30 days: downloaded a video game | |
| MP19045a_I | 2019 Internet in last 30 days: downloaded a video game: Index | |
| MP19046a_B | 2019 Internet in last 30 days: watched movie online | |
| MP19046a_I | 2019 Internet in last 30 days: watched movie online: Index | |
| MP19047a_B | 2019 Internet in last 30 days: watched TV program online | |
| MP19047a_I | 2019 Internet in last 30 days: watched TV program online: Index | |
| MP19081a_B | 2019 Used online gaming service in last 30 days: PlayStation Network | |
| MP19081a_I | 2019 Used online gaming service in last 30 days: PlayStation Network: Index | |
| MP19082a_B | 2019 Used online gaming service in last 30 days: Xbox Live | |
| MP19082a_I | 2019 Used online gaming service in last 30 days: Xbox Live: Index | |
| MP19083a_B | 2019 Played Massive Multi-Player Online game in last 30 days | |
| MP19083a_I | 2019 Played Massive Multi-Player Online game in last 30 days: Index | |
| MP19048a_B | 2019 Used Spanish language website or app in last 30 days | |
| MP19048a_I | 2019 Used Spanish language website or app in last 30 days: Index | |
| MP19049a_B | 2019 Social Media in last 30 days: facebook.com | |
| MP19049a_I | 2019 Social Media in last 30 days: facebook.com: Index | |
| MP19126a_B | 2019 Social media in last 30 days: instagram.com | |
| MP19126a_I | 2019 Social media in last 30 days: instagram.com: Index | |
| MP19050a_B | 2019 Social Media in last 30 days: linkedin.com | |
| MP19050a_I | 2019 Social Media in last 30 days: linkedin.com: Index | |
| MP19053a_B | 2019 Social Media in last 30 days: shutterfly.com | |
| MP19053a_I | 2019 Social Media in last 30 days: shutterfly.com: Index | |
| MP19077a_B | 2019 Social Media in last 30 days: tumblr.com | |
| MP19077a_I | 2019 Social Media in last 30 days: tumblr.com: Index | |
| MP19054a_B | 2019 Social Media in last 30 days: twitter.com | |
| MP19054a_I | 2019 Social Media in last 30 days: twitter.com: Index | |
| MP19078a_B | 2019 Social Media in last 30 days: yelp.com | |
| MP19078a_I | 2019 Social Media in last 30 days: yelp.com: Index | |
| MP19055a_B | 2019 Social Media in last 30 days: youtube.com | |
| MP19055a_I | 2019 Social Media in last 30 days: youtube.com: Index | |
| MP19087a_B | 2019 Social Media in last 30 days: plus.google.com | |
| MP19087a_I | 2019 Social Media in last 30 days: plus.google.com: Index | |
| MP19088a_B | 2019 Social Media in last 30 days: pinterest.com | |
| MP19088a_I | 2019 Social Media in last 30 days: pinterest.com: Index | |
| MP19089a_B | 2019 Social network: updated status in last 30 days | |
| MP19089a_I | 2019 Social network: updated status in last 30 days: Index | |
| MP19090a_B | 2019 Social network: updated profile in last 30 days | |
| MP19090a_I | 2019 Social network: updated profile in last 30 days: Index | |
| MP19091a_B | 2019 Social network: posted picture in last 30 days | |
| MP19091a_I | 2019 Social network: posted picture in last 30 days: Index | |
| MP19092a_B | 2019 Social network: posted video in last 30 days | |
| MP19092a_I | 2019 Social network: posted video in last 30 days: Index | |
| MP19093a_B | 2019 Social network: posted link in last 30 days | |
| MP19093a_I | 2019 Social network: posted link in last 30 days: Index | |
| MP19094a_B | 2019 Social network: saw friend's page in last 30 days | |
| MP19094a_I | 2019 Social network: saw friend's page in last 30 days: Index | |
| MP19095a_B | 2019 Social network: commented on post in last 30 days | |
| MP19095a_I | 2019 Social network: commented on post in last 30 days: Index | |
| MP19096a_B | 2019 Social network: posted a blog in last 30 days | |
| MP19096a_I | 2019 Social network: posted a blog in last 30 days: Index | |
| MP19097a_B | 2019 Social network: rated a product in last 30 days | |
| MP19097a_I | 2019 Social network: rated a product in last 30 days: Index | |
| MP19098a_B | 2019 Social network: sent email message in last 30 days | |
| MP19098a_I | 2019 Social network: sent email message in last 30 days: Index | |
| MP19099a_B | 2019 Social network: sent IM in last 30 days | |
| MP19099a_I | 2019 Social network: sent IM in last 30 days: Index | |
| MP19100a_B | 2019 Social network: played a game in last 30 days | |
| MP19100a_I | 2019 Social network: played a game in last 30 days: Index | |
| MP19101a_B | 2019 Social network: invited to event in last 30 days | |
| MP19101a_I | 2019 Social network: invited to event in last 30 days: Index | |
| MP19102a_B | 2019 Social network: liked something in last 30 days | |
| MP19102a_I | 2019 Social network: liked something in last 30 days: Index | |
| MP19103a_B | 2019 Social network: followed something in last 30 days | |
| MP19103a_I | 2019 Social network: followed something in last 30 days: Index | |
| MP19104a_B | 2019 Social network: clicked on an ad in last 30 days | |
| MP19104a_I | 2019 Social network: clicked on an ad in last 30 days: Index | |
| MP19105a_B | 2019 Social network: watched video in last 30 days | |
| MP19105a_I | 2019 Social network: watched video in last 30 days: Index | |
| MP19106a_B | 2019 Social network: posted location in last 30 days | |
| MP19106a_I | 2019 Social network: posted location in last 30 days: Index | |
| MP19124a_B | 2019 Social network: sent real or virtual gift in last 30 days | |
| MP19124a_I | 2019 Social network: sent real or virtual gift in last 30 days: Index | |
| MP19107a_B | 2019 Social network: used to keep in touch with friends | |
| MP19107a_I | 2019 Social network: used to keep in touch with friends: Index | |
| MP19108a_B | 2019 Social network: used to reconnect with old friends | |
| MP19108a_I | 2019 Social network: used to reconnect with old friends: Index | |
| MP19109a_B | 2019 Social network: used to meet new friends | |
| MP19109a_I | 2019 Social network: used to meet new friends: Index | |
| MP19110a_B | 2019 Social network: used to follow friends activities | |
| MP19110a_I | 2019 Social network: used to follow friends activities: Index | |
| MP19111a_B | 2019 Social network: used to find out about new prod. | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|-----|
| MP19111a_I | 2019 Social network: used to find out about new prod.: Index | |
| MP19112a_B | 2019 Social network: used to review product or service | |
| MP19112a_I | 2019 Social network: used to review product or service: Index | |
| MP19113a_B | 2019 Social network: used for professional contacts | |
| MP19113a_I | 2019 Social network: used for professional contacts: Index | |
| MP19114a_B | 2019 Social network: used to find mutual interests | |
| MP19114a_I | 2019 Social network: used to find mutual interests: Index | |
| MP19115a_B | 2019 Social network: used to track current events | |
| MP19115a_I | 2019 Social network: used to track current events: Index | |
| MP19116a_B | 2019 Social network: used to find info on TV or movie | |
| MP19116a_I | 2019 Social network: used to find info on TV or movie: Index | |
| MP19117a_B | 2019 Social network: used to find local information | |
| MP19117a_I | 2019 Social network: used to find local information: Index | |
| MP19118a_B | 2019 Social network: used for gaming | |
| MP19118a_I | 2019 Social network: used for gaming: Index | |
| MP19119a_B | 2019 Social network: used to support favorite brands | |
| MP19119a_I | 2019 Social network: used to support favorite brands: Index | |
| MP19120a_B | 2019 Social network: used to get coupons or discounts | |
| MP19120a_I | 2019 Social network: used to get coupons or discounts: Index | |
| MP19121a_B | 2019 Social network: used to gain access to VIP events | |
| MP19121a_I | 2019 Social network: used to gain access to VIP events: Index | |
| MP19056a_B | 2019 Used website or search engine in last 30 days: ask.com | |
| MP19056a_I | 2019 Used website or search engine in last 30 days: ask.com: Index | |
| MP19057a_B | 2019 Used website or search engine in last 30 days: bing.com | |
| MP19057a_I | 2019 Used website or search engine in last 30 days: bing.com: Index | |
| MP19058a_B | 2019 Used website or search engine in last 30 days: google.com | |
| MP19058a_I | 2019 Used website or search engine in last 30 days: google.com: Index | |
| MP19059a_B | 2019 Used website or search engine in last 30 days: yahoo.com | |
| MP19059a_I | 2019 Used website or search engine in last 30 days: yahoo.com: Index | |
| MP19131a_B | 2019 Used entrnmt website or app in last 30 days: BuzzFeed | |
| MP19131a_I | 2019 Used entrnmt website or app in last 30 days: BuzzFeed: Index | |
| MP19130a_B | 2019 Used entrnmt website or app in last 30 days: Fandango | |
| MP19130a_I | 2019 Used entrnmt website or app in last 30 days: Fandango: Index | |
| MP19060a_B | 2019 Used news website or app in last 30 days: abcnews.com | |
| MP19060a_I | 2019 Used news website or app in last 30 days: abcnews.com: Index | |
| MP19122a_B | 2019 Used news website or app in last 30 days: bbc.com | |
| MP19122a_I | 2019 Used news website or app in last 30 days: bbc.com: Index | |
| MP19061a_B | 2019 Used news website or app in last 30 days: cbsnews.com | |
| MP19061a_I | 2019 Used news website or app in last 30 days: cbsnews.com: Index | |
| MP19062a_B | 2019 Used news website or app in last 30 days: cnn.com | |
| MP19062a_I | 2019 Used news website or app in last 30 days: cnn.com: Index | |
| MP19063a_B | 2019 Used news website or app in last 30 days: foxnews.com | |
| MP19063a_I | 2019 Used news website or app in last 30 days: foxnews.com: Index | |
| MP19123a_B | 2019 Used news website or app in last 30 days: huffpo.com | |
| MP19123a_I | 2019 Used news website or app in last 30 days: huffpo.com: Index | |
| MP19064a_B | 2019 Used news website or app in last 30 days: nbcnews.com | |
| MP19064a_I | 2019 Used news website or app in last 30 days: nbcnews.com: Index | |
| MP19065a_B | 2019 Used news website or app in last 30 days: yahoonews.com | |
| MP19065a_I | 2019 Used news website or app in last 30 days: yahoonews.com: Index | |
| MP19128a_B | 2019 Used sports website or app in last 30 days: ESPN | |
| MP19128a_I | 2019 Used sports website or app in last 30 days: ESPN: Index | |
| MP19129a_B | 2019 Used sports website or app in last 30 days: FoxSports | |
| MP19129a_I | 2019 Used sports website or app in last 30 days: FoxSports: Index | |
| MP19135a_B | 2019 Used sports website or app in last 30 days: NBA.com | New |
| MP19135a_I | 2019 Used sports website or app in last 30 days: NBA.com: Index | New |
| MP19127a_B | 2019 Used sports website or app in last 30 days: NFL.com | |
| MP19127a_I | 2019 Used sports website or app in last 30 days: NFL.com: Index | |
| MP19136a_B | 2019 Used website or app in last 30 days: PBS | New |
| MP19136a_I | 2019 Used website or app in last 30 days: PBS: Index | New |

Financial & Insurance Market Potential

| | | |
|------------|---|--|
| MP10001a_B | 2019 Did banking in person in last 12 months | |
| MP10001a_I | 2019 Did banking in person in last 12 months: Index | |
| MP10002a_B | 2019 Bank or financial institution used: Bank of America | |
| MP10002a_I | 2019 Bank or financial institution used: Bank of America: Index | |
| MP10003a_B | 2019 Bank or financial institution used: Capital One | |
| MP10003a_I | 2019 Bank or financial institution used: Capital One: Index | |
| MP10004a_B | 2019 Bank or financial institution used: Chase | |
| MP10004a_I | 2019 Bank or financial institution used: Chase: Index | |
| MP10005a_B | 2019 Bank or financial institution used: Citibank | |
| MP10005a_I | 2019 Bank or financial institution used: Citibank: Index | |
| MP10007a_B | 2019 Bank or financial institution used: PNC | |
| MP10007a_I | 2019 Bank or financial institution used: PNC: Index | |
| MP10008a_B | 2019 Bank or financial institution used: U.S. Bank | |
| MP10008a_I | 2019 Bank or financial institution used: U.S. Bank: Index | |
| MP10009a_B | 2019 Bank or financial institution used: Wells Fargo | |
| MP10009a_I | 2019 Bank or financial institution used: Wells Fargo: Index | |
| MP10010a_B | 2019 Bank or financial institution used: credit union | |
| MP10010a_I | 2019 Bank or financial institution used: credit union: Index | |
| MP10108a_B | 2019 Bank or financial institution used: local or community bank | |
| MP10108a_I | 2019 Bank or financial institution used: local or community bank: Index | |
| MP10011a_B | 2019 Did banking by mail in last 12 months | |
| MP10011a_I | 2019 Did banking by mail in last 12 months: Index | |
| MP10012a_B | 2019 Did banking by phone in last 12 months | |
| MP10012a_I | 2019 Did banking by phone in last 12 months: Index | |
| MP10013a_B | 2019 Did banking online in last 12 months | |
| MP10013a_I | 2019 Did banking online in last 12 months: Index | |
| MP10014a_B | 2019 Did banking on mobile device in last 12 months | |
| MP10014a_I | 2019 Did banking on mobile device in last 12 months: Index | |
| MP10015a_B | 2019 Used ATM or cash machine in last 12 months | |
| MP10015a_I | 2019 Used ATM or cash machine in last 12 months: Index | |
| MP10016a_B | 2019 Used direct deposit of paycheck in last 12 months | |
| MP10016a_I | 2019 Used direct deposit of paycheck in last 12 months: Index | |
| MP10017a_B | 2019 Did banking with paperless statements in last 12 months | |
| MP10017a_I | 2019 Did banking with paperless statements in last 12 months: Index | |
| MP10018a_B | 2019 Have interest checking account | |
| MP10018a_I | 2019 Have interest checking account: Index | |
| MP10019a_B | 2019 Have non-interest checking account | |
| MP10019a_I | 2019 Have non-interest checking account: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|--------------------|
| MP10020a_B | 2019 Have savings account | |
| MP10020a_I | 2019 Have savings account: Index | |
| MP10021a_B | 2019 Have overdraft protection | |
| MP10021a_I | 2019 Have overdraft protection: Index | |
| MP10022a_B | 2019 Have auto loan | |
| MP10022a_I | 2019 Have auto loan: Index | |
| MP10023a_B | 2019 Have personal loan for education (student loan) | |
| MP10023a_I | 2019 Have personal loan for education (student loan): Index | |
| MP10024a_B | 2019 Have personal loan - not for education | |
| MP10024a_I | 2019 Have personal loan - not for education: Index | |
| MP10025a_B | 2019 Have home mortgage (1st) | |
| MP10025a_I | 2019 Have home mortgage (1st): Index | |
| MP10026a_B | 2019 Have 2nd mortgage (home equity loan) | |
| MP10026a_I | 2019 Have 2nd mortgage (home equity loan): Index | |
| MP10027a_B | 2019 Have home equity line of credit | |
| MP10027a_I | 2019 Have home equity line of credit: Index | |
| MP10028a_B | 2019 Have personal line of credit | |
| MP10028a_I | 2019 Have personal line of credit: Index | |
| MP10029a_B | 2019 Have 401(k) retirement savings plan | |
| MP10029a_I | 2019 Have 401(k) retirement savings plan: Index | |
| MP10030a_B | 2019 Have 403(b) retirement savings plan | |
| MP10030a_I | 2019 Have 403(b) retirement savings plan: Index | |
| MP10117a_B | 2019 Have Roth IRA retirement savings plan | |
| MP10117a_I | 2019 Have Roth IRA retirement savings plan: Index | |
| MP10109a_B | 2019 Have Traditional IRA retirement savings plan | |
| MP10109a_I | 2019 Have Traditional IRA retirement savings plan: Index | |
| MP10032a_B | 2019 Own any securities investment | |
| MP10032a_I | 2019 Own any securities investment: Index | |
| MP10033a_B | 2019 Own any annuity | |
| MP10033a_I | 2019 Own any annuity: Index | |
| MP10034a_B | 2019 Own certificate of deposit (more than 6 months) | |
| MP10034a_I | 2019 Own certificate of deposit (more than 6 months): Index | |
| MP10035a_B | 2019 Own shares in money market fund | |
| MP10035a_I | 2019 Own shares in money market fund: Index | |
| MP10036a_B | 2019 Own shares in mutual fund (bonds) | |
| MP10036a_I | 2019 Own shares in mutual fund (bonds): Index | |
| MP10037a_B | 2019 Own shares in mutual fund (stock) | |
| MP10037a_I | 2019 Own shares in mutual fund (stock): Index | |
| MP10038a_B | 2019 Own any stock | |
| MP10038a_I | 2019 Own any stock: Index | |
| MP10040a_B | 2019 Own common stock in company you don't work for | |
| MP10040a_I | 2019 Own common stock in company you don't work for: Index | |
| MP10041a_B | 2019 Own U.S. savings bond | |
| MP10041a_I | 2019 Own U.S. savings bond: Index | |
| MP10042a_B | 2019 Own investment real estate | |
| MP10042a_I | 2019 Own investment real estate: Index | |
| MP10043a_B | 2019 Own vacation or weekend home | |
| MP10043a_I | 2019 Own vacation or weekend home: Index | |
| MP10044a_B | 2019 Used a real estate agent in last 12 months | |
| MP10044a_I | 2019 Used a real estate agent in last 12 months: Index | |
| MP10045a_B | 2019 Used financial planner in last 12 months | |
| MP10045a_I | 2019 Used financial planner in last 12 months: Index | |
| MP10046a_B | 2019 Own 1 credit card | |
| MP10046a_I | 2019 Own 1 credit card: Index | |
| MP10047a_B | 2019 Own 2 credit cards | |
| MP10047a_I | 2019 Own 2 credit cards: Index | |
| MP10048a_B | 2019 Own 3 credit cards | |
| MP10048a_I | 2019 Own 3 credit cards: Index | |
| MP10049a_B | 2019 Own 4 credit cards | |
| MP10049a_I | 2019 Own 4 credit cards: Index | |
| MP10050a_B | 2019 Own 5 credit cards | |
| MP10050a_I | 2019 Own 5 credit cards: Index | |
| MP10051a_B | 2019 Own 6+ credit cards | |
| MP10051a_I | 2019 Own 6+ credit cards: Index | |
| MP10114a_B | 2019 Credit cards: Never or rarely carry a balance | |
| MP10114a_I | 2019 Credit cards: Never or rarely carry a balance: Index | |
| MP10115a_B | 2019 Credit cards: Sometimes carry a balance | |
| MP10115a_I | 2019 Credit cards: Sometimes carry a balance: Index | |
| MP10116a_B | 2019 Credit cards: Usually or always carry a balance | |
| MP10116a_I | 2019 Credit cards: Usually or always carry a balance: Index | |
| MP10052a_B | 2019 Average monthly credit card expenditures: \$1-\$10 | Description Change |
| MP10052a_I | 2019 Average monthly credit card expenditures: \$1-\$10: Index | Description Change |
| MP10053a_B | 2019 Average monthly credit card expenditures: \$11-\$25 | |
| MP10053a_I | 2019 Average monthly credit card expenditures: \$11-\$25: Index | |
| MP10054a_B | 2019 Average monthly credit card expenditures: \$26-\$50 | |
| MP10054a_I | 2019 Average monthly credit card expenditures: \$26-\$50: Index | |
| MP10055a_B | 2019 Average monthly credit card expenditures: \$51-\$100 | |
| MP10055a_I | 2019 Average monthly credit card expenditures: \$51-\$100: Index | |
| MP10056a_B | 2019 Average monthly credit card expenditures: \$101-\$200 | |
| MP10056a_I | 2019 Average monthly credit card expenditures: \$101-\$200: Index | |
| MP10057a_B | 2019 Average monthly credit card expenditures: \$201-\$500 | |
| MP10057a_I | 2019 Average monthly credit card expenditures: \$201-\$500: Index | |
| MP10058a_B | 2019 Own 1 debit card | |
| MP10058a_I | 2019 Own 1 debit card: Index | |
| MP10059a_B | 2019 Own 2 debit cards | |
| MP10059a_I | 2019 Own 2 debit cards: Index | |
| MP10061a_B | 2019 Average monthly debit card expenditures: \$1-\$90 | Description Change |
| MP10061a_I | 2019 Average monthly debit card expenditures: \$1-\$90: Index | Description Change |
| MP10062a_B | 2019 Average monthly debit card expenditures: \$91-\$180 | |
| MP10062a_I | 2019 Average monthly debit card expenditures: \$91-\$180: Index | |
| MP10063a_B | 2019 Average monthly debit card expenditures: \$181-\$225 | |
| MP10063a_I | 2019 Average monthly debit card expenditures: \$181-\$225: Index | |
| MP10064a_B | 2019 Average monthly debit card expenditures: \$226-\$450 | |
| MP10064a_I | 2019 Average monthly debit card expenditures: \$226-\$450: Index | |
| MP10065a_B | 2019 Average monthly debit card expenditures: \$451-\$700 | |
| MP10065a_I | 2019 Average monthly debit card expenditures: \$451-\$700: Index | |
| MP10066a_B | 2019 Average monthly debit card expenditures: \$701-\$1,000 | |
| MP10066a_I | 2019 Average monthly debit card expenditures: \$701-\$1,000: Index | |
| MP10067a_B | 2019 Average monthly debit card expenditures: \$1,001+ | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|--------------|
| MP10067a_I | 2019 Average monthly debit card expenditures: \$1,001+; Index | |
| MP10068a_B | 2019 Own or used in last 12 months: any credit or debit card | |
| MP10068a_I | 2019 Own or used in last 12 months: any credit or debit card; Index | |
| MP10069a_B | 2019 Own or used in last 12 months: any major credit or debit card | |
| MP10069a_I | 2019 Own or used in last 12 months: any major credit or debit card; Index | |
| MP10070a_B | 2019 Own or used in last 12 months: any store credit card | |
| MP10070a_I | 2019 Own or used in last 12 months: any store credit card; Index | |
| MP10071a_B | 2019 Credit or debit card rewards: airline miles | |
| MP10071a_I | 2019 Credit or debit card rewards: airline miles; Index | |
| MP10072a_B | 2019 Credit or debit card rewards: cash back | |
| MP10072a_I | 2019 Credit or debit card rewards: cash back; Index | |
| MP10073a_B | 2019 Credit or debit card rewards: gasoline discounts | |
| MP10073a_I | 2019 Credit or debit card rewards: gasoline discounts; Index | |
| MP10074a_B | 2019 Credit or debit card rewards: gifts | |
| MP10074a_I | 2019 Credit or debit card rewards: gifts; Index | |
| MP10075a_B | 2019 Credit or debit card rewards: hotel or car rental awards | |
| MP10075a_I | 2019 Credit or debit card rewards: hotel or car rental awards; Index | |
| MP10076a_B | 2019 Have American Express Green card in own name | |
| MP10076a_I | 2019 Have American Express Green card in own name; Index | |
| MP10077a_B | 2019 Have American Express Gold card in own name | |
| MP10077a_I | 2019 Have American Express Gold card in own name; Index | |
| MP10078a_B | 2018 Have American Express Platinum card in own name | Discontinued |
| MP10078a_I | 2018 Have American Express Platinum card in own name; Index | Discontinued |
| MP10079a_B | 2019 Have American Express Blue card in own name | |
| MP10079a_I | 2019 Have American Express Blue card in own name; Index | |
| MP10080a_B | 2019 Have Discover card in own name | |
| MP10080a_I | 2019 Have Discover card in own name; Index | |
| MP10081a_B | 2019 Have MasterCard Standard card in own name | |
| MP10081a_I | 2019 Have MasterCard Standard card in own name; Index | |
| MP10082a_B | 2019 Have MasterCard Gold card in own name | |
| MP10082a_I | 2019 Have MasterCard Gold card in own name; Index | |
| MP10083a_B | 2019 Have MasterCard Platinum card in own name | |
| MP10083a_I | 2019 Have MasterCard Platinum card in own name; Index | |
| MP10084a_B | 2019 Have MasterCard debit card in own name | |
| MP10084a_I | 2019 Have MasterCard debit card in own name; Index | |
| MP10085a_B | 2019 Have Visa Regular or Classic card in own name | |
| MP10085a_I | 2019 Have Visa Regular or Classic card in own name; Index | |
| MP10086a_B | 2019 Have Visa Gold card in own name | |
| MP10086a_I | 2019 Have Visa Gold card in own name; Index | |
| MP10087a_B | 2019 Have Visa Platinum card in own name | |
| MP10087a_I | 2019 Have Visa Platinum card in own name; Index | |
| MP10088a_B | 2019 Have Visa Signature card in own name | |
| MP10088a_I | 2019 Have Visa Signature card in own name; Index | |
| MP10089a_B | 2019 Have Visa debit card in own name | |
| MP10089a_I | 2019 Have Visa debit card in own name; Index | |
| MP10090a_B | 2019 Paid bills in last 12 months: by mail | |
| MP10090a_I | 2019 Paid bills in last 12 months: by mail; Index | |
| MP10091a_B | 2019 Paid bills in last 12 months: online | |
| MP10091a_I | 2019 Paid bills in last 12 months: online; Index | |
| MP10092a_B | 2019 Paid bills in last 12 months: in person | |
| MP10092a_I | 2019 Paid bills in last 12 months: in person; Index | |
| MP10093a_B | 2019 Paid bills in last 12 months: by phone using credit card | |
| MP10093a_I | 2019 Paid bills in last 12 months: by phone using credit card; Index | |
| MP10094a_B | 2019 Paid bills in last 12 months: by mobile phone | |
| MP10094a_I | 2019 Paid bills in last 12 months: by mobile phone; Index | |
| MP10095a_B | 2019 Paid bills in last 12 months: charged to credit card | |
| MP10095a_I | 2019 Paid bills in last 12 months: charged to credit card; Index | |
| MP10096a_B | 2019 Paid bills in last 12 months: deducted from bank account | |
| MP10096a_I | 2019 Paid bills in last 12 months: deducted from bank account; Index | |
| MP10097a_B | 2019 Wired or sent money in last 6 months | |
| MP10097a_I | 2019 Wired or sent money in last 6 months; Index | |
| MP10098a_B | 2019 Wired or sent money in last 6 months: using MoneyGram | |
| MP10098a_I | 2019 Wired or sent money in last 6 months: using MoneyGram; Index | |
| MP10100a_B | 2019 Wired or sent money in last 6 months: using Western Union | |
| MP10100a_I | 2019 Wired or sent money in last 6 months: using Western Union; Index | |
| MP10101a_B | 2019 Wired or sent money in last 6 months: bank wire transfer | |
| MP10101a_I | 2019 Wired or sent money in last 6 months: bank wire transfer; Index | |
| MP10110a_B | 2019 Used Apple Pay digital payment service in last 30 days | |
| MP10110a_I | 2019 Used Apple Pay digital payment service in last 30 days; Index | |
| MP10099a_B | 2019 Used PayPal digital payment service in last 30 days | |
| MP10099a_I | 2019 Used PayPal digital payment service in last 30 days; Index | |
| MP10111a_B | 2018 Used Google Wallet digital payment service or 30 days; Index | Discontinued |
| MP10111a_I | 2018 Used Google Wallet digital payment service or 30 days; Index | Discontinued |
| MP10118a_B | 2019 Used Venmo digital payment service in last 30 days | New |
| MP10118a_I | 2019 Used Venmo digital payment service in last 30 days; Index | New |
| MP10113a_B | 2019 Used Visa Checkout digital payment service in last 30 days | |
| MP10113a_I | 2019 Used Visa Checkout digital payment service in last 30 days; Index | |
| MP10112a_B | 2019 Used other digital payment service in last 30 days | |
| MP10112a_I | 2019 Used other digital payment service in last 30 days; Index | |
| MP10102a_B | 2019 Tax preparation: did manually | |
| MP10102a_I | 2019 Tax preparation: did manually; Index | |
| MP10103a_B | 2019 Tax preparation: used software (TurboTax) | |
| MP10103a_I | 2019 Tax preparation: used software (TurboTax); Index | |
| MP10104a_B | 2019 Tax preparation: used online tax service (TurboTax) | |
| MP10104a_I | 2019 Tax preparation: used online tax service (TurboTax); Index | |
| MP10105a_B | 2019 Tax preparation: used H&R Block on-site | |
| MP10105a_I | 2019 Tax preparation: used H&R Block on-site; Index | |
| MP10106a_B | 2019 Tax preparation: used CPA or other tax professional | |
| MP10106a_I | 2019 Tax preparation: used CPA or other tax professional; Index | |
| MP18076h_B | 2019 Household has auto insurance: any vehicle in household covered | |
| MP18076h_I | 2019 Household has auto insurance: any vehicle in household covered; Index | |
| MP18001h_B | 2019 Household has auto insurance: 1 vehicle in household covered | |
| MP18001h_I | 2019 Household has auto insurance: 1 vehicle in household covered; Index | |
| MP18002h_B | 2019 Household has auto insurance: 2 vehicles in household covered | |
| MP18002h_I | 2019 Household has auto insurance: 2 vehicles in household covered; Index | |
| MP18003h_B | 2019 Household has auto insurance: 3+ vehicles in household covered | |
| MP18003h_I | 2019 Household has auto insurance: 3+ vehicles in household covered; Index | |
| MP18004a_B | 2019 Have auto insurance: collision | |
| MP18004a_I | 2019 Have auto insurance: collision; Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|--------------------|
| MP18005a_B | 2019 Have auto insurance: comprehensive | |
| MP18005a_I | 2019 Have auto insurance: comprehensive: Index | |
| MP18006a_B | 2019 Have auto insurance: liability - bodily injury | |
| MP18006a_I | 2019 Have auto insurance: liability - bodily injury: Index | |
| MP18007a_B | 2019 Have auto insurance: liability - property damage | |
| MP18007a_I | 2019 Have auto insurance: liability - property damage: Index | |
| MP18008a_B | 2019 Have auto insurance: medical payments | |
| MP18008a_I | 2019 Have auto insurance: medical payments: Index | |
| MP18009a_B | 2019 Have auto insurance: towing | |
| MP18009a_I | 2019 Have auto insurance: towing: Index | |
| MP18010a_B | 2019 Have auto insurance: uninsured motorist | |
| MP18010a_I | 2019 Have auto insurance: uninsured motorist: Index | |
| MP18011a_B | 2019 Have auto insurance: AAA | |
| MP18011a_I | 2019 Have auto insurance: AAA: Index | |
| MP18012a_B | 2019 Have auto insurance: Allstate | |
| MP18012a_I | 2019 Have auto insurance: Allstate: Index | |
| MP18013a_B | 2019 Have auto insurance: Farmers | |
| MP18013a_I | 2019 Have auto insurance: Farmers: Index | |
| MP18014a_B | 2019 Have auto insurance: GEICO | |
| MP18014a_I | 2019 Have auto insurance: GEICO: Index | |
| MP18015a_B | 2019 Have auto insurance: Liberty Mutual | |
| MP18015a_I | 2019 Have auto insurance: Liberty Mutual: Index | |
| MP18016a_B | 2019 Have auto insurance: Nationwide | |
| MP18016a_I | 2019 Have auto insurance: Nationwide: Index | |
| MP18017a_B | 2019 Have auto insurance: Progressive | |
| MP18017a_I | 2019 Have auto insurance: Progressive: Index | |
| MP18018a_B | 2019 Have auto insurance: State Farm | |
| MP18018a_I | 2019 Have auto insurance: State Farm: Index | |
| MP18019a_B | 2019 Have auto insurance: USAA | |
| MP18019a_I | 2019 Have auto insurance: USAA: Index | |
| MP18020a_B | 2019 Acquired auto insurance from agent | |
| MP18020a_I | 2019 Acquired auto insurance from agent: Index | |
| MP18021a_B | 2019 Acquired auto insurance direct via phone | |
| MP18021a_I | 2019 Acquired auto insurance direct via phone: Index | |
| MP18022a_B | 2019 Acquired auto insurance direct via website | |
| MP18022a_I | 2019 Acquired auto insurance direct via website: Index | |
| MP18023a_B | 2019 Have homeowners insurance | |
| MP18023a_I | 2019 Have homeowners insurance: Index | |
| MP18077a_B | 2019 Have renters insurance | |
| MP18077a_I | 2019 Have renters insurance: Index | |
| MP18024a_B | 2019 Have combined home and auto insurance policy | |
| MP18024a_I | 2019 Have combined home and auto insurance policy: Index | |
| MP18025a_B | 2019 Have home insurance coverage for earthquake or flood | |
| MP18025a_I | 2019 Have home insurance coverage for earthquake or flood: Index | |
| MP18026a_B | 2019 Have any homeowners or personal property insurance | |
| MP18026a_I | 2019 Have any homeowners or personal property insurance: Index | |
| MP18028a_B | 2019 Have home or personal property insurance: Allstate | |
| MP18028a_I | 2019 Have home or personal property insurance: Allstate: Index | |
| MP18029a_B | 2019 Have home or personal property insurance: Farmers | |
| MP18029a_I | 2019 Have home or personal property insurance: Farmers: Index | |
| MP18031a_B | 2019 Have home or personal property insurance: State Farm | |
| MP18031a_I | 2019 Have home or personal property insurance: State Farm: Index | |
| MP18033a_B | 2019 Have home or personal property insurance: USAA | |
| MP18033a_I | 2019 Have home or personal property insurance: USAA: Index | |
| MP18034a_B | 2019 Acquired home or personal property insurance from agent | |
| MP18034a_I | 2019 Acquired home or personal property insurance from agent: Index | |
| MP18035a_B | 2019 Acquired home or personal property insurance direct via phone | |
| MP18035a_I | 2019 Acquired home or personal property insurance direct via phone: Index | |
| MP18078a_B | 2019 Acquired home or personal property insurance via website | |
| MP18078a_I | 2019 Acquired home or personal property insurance via website: Index | |
| MP18036a_B | 2019 Currently carry life insurance | |
| MP18036a_I | 2019 Currently carry life insurance: Index | |
| MP18037a_B | 2019 Have life insurance: separate term policy | |
| MP18037a_I | 2019 Have life insurance: separate term policy: Index | |
| MP18038a_B | 2019 Have life insurance: separate whole life policy | |
| MP18038a_I | 2019 Have life insurance: separate whole life policy: Index | |
| MP18039a_B | 2019 Have life insurance: combination term/whole life policy | |
| MP18039a_I | 2019 Have life insurance: combination term/whole life policy: Index | |
| MP18040a_B | 2019 Have life insurance: universal life | |
| MP18040a_I | 2019 Have life insurance: universal life: Index | |
| MP18041a_B | 2019 Have life insurance through place of work | |
| MP18041a_I | 2019 Have life insurance through place of work: Index | |
| MP18042a_B | 2019 Have life insurance through a union | |
| MP18042a_I | 2019 Have life insurance through a union: Index | |
| MP18043a_B | 2019 Have life insurance with total value: \$1-\$19,999 | Description Change |
| MP18043a_I | 2019 Have life insurance with total value: \$1-\$19,999: Index | Description Change |
| MP18044a_B | 2019 Have life insurance with total value: \$20,000-\$49,999 | |
| MP18044a_I | 2019 Have life insurance with total value: \$20,000-\$49,999: Index | |
| MP18045a_B | 2019 Have life insurance with total value: \$50,000-\$99,999 | |
| MP18045a_I | 2019 Have life insurance with total value: \$50,000-\$99,999: Index | |
| MP18046a_B | 2019 Have life insurance with total value: \$100,000-\$149,999 | |
| MP18046a_I | 2019 Have life insurance with total value: \$100,000-\$149,999: Index | |
| MP18047a_B | 2019 Have life insurance with total value: \$150,000-\$249,999 | |
| MP18047a_I | 2019 Have life insurance with total value: \$150,000-\$249,999: Index | |
| MP18048a_B | 2019 Have life insurance with total value: \$250,000-\$499,999 | |
| MP18048a_I | 2019 Have life insurance with total value: \$250,000-\$499,999: Index | |
| MP18049a_B | 2019 Have life insurance with total value: \$500,000+ | |
| MP18049a_I | 2019 Have life insurance with total value: \$500,000+: Index | |
| MP18050a_B | 2019 Carry medical or hospital or accident insurance | |
| MP18050a_I | 2019 Carry medical or hospital or accident insurance: Index | |
| MP18051a_B | 2019 Medical insurance covers you alone | |
| MP18051a_I | 2019 Medical insurance covers you alone: Index | |
| MP18052a_B | 2019 Medical insurance covers you and other household or family members | |
| MP18052a_I | 2019 Medical insurance covers you and other household or family members: Index | |
| MP18053a_B | 2019 Have medical insurance: EPO (Exclusive Provider Org) | |
| MP18053a_I | 2019 Have medical insurance: EPO (Exclusive Provider Org): Index | |
| MP18054a_B | 2019 Have medical insurance: HMO (Health Maintenance Org) | |
| MP18054a_I | 2019 Have medical insurance: HMO (Health Maintenance Org): Index | |
| MP18055a_B | 2019 Have medical insurance: POS (Point-of-Service) | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|--|
| MP18055a_I | 2019 Have medical insurance: POS (Point-of-Service): Index | |
| MP18056a_B | 2019 Have medical insurance: PPO (Preferred Provider Org) | |
| MP18056a_I | 2019 Have medical insurance: PPO (Preferred Provider Org): Index | |
| MP18079a_B | 2019 Have medical insurance: AARP | |
| MP18079a_I | 2019 Have medical insurance: AARP: Index | |
| MP18057a_B | 2019 Have medical insurance: Aetna | |
| MP18057a_I | 2019 Have medical insurance: Aetna: Index | |
| MP18058a_B | 2019 Have medical insurance: Blue Cross or Blue Shield | |
| MP18058a_I | 2019 Have medical insurance: Blue Cross or Blue Shield: Index | |
| MP18059a_B | 2019 Have medical insurance: Cigna | |
| MP18059a_I | 2019 Have medical insurance: Cigna: Index | |
| MP18060a_B | 2019 Have medical insurance: Humana | |
| MP18060a_I | 2019 Have medical insurance: Humana: Index | |
| MP18062a_B | 2019 Have medical insurance: United Healthcare | |
| MP18062a_I | 2019 Have medical insurance: United Healthcare: Index | |
| MP18081a_B | 2019 Obtained medical insurance through government exchange | |
| MP18081a_I | 2019 Obtained medical insurance through government exchange: Index | |
| MP18084a_B | 2019 Obtained medical insurance through other government source | |
| MP18084a_I | 2019 Obtained medical insurance through other government source: Index | |
| MP18063a_B | 2019 Obtained medical insurance through place of work | |
| MP18063a_I | 2019 Obtained medical insurance through place of work: Index | |
| MP18064a_B | 2019 Obtained medical insurance through a union | |
| MP18064a_I | 2019 Obtained medical insurance through a union: Index | |
| MP18065a_B | 2019 Have Medicaid | |
| MP18065a_I | 2019 Have Medicaid: Index | |
| MP18066a_B | 2019 Have Medicare | |
| MP18066a_I | 2019 Have Medicare: Index | |
| MP18067a_B | 2019 Have accidental death and dismemberment insurance | |
| MP18067a_I | 2019 Have accidental death and dismemberment insurance: Index | |
| MP18082a_B | 2019 Have dental insurance: Delta Dental | |
| MP18082a_I | 2019 Have dental insurance: Delta Dental: Index | |
| MP18083a_B | 2019 Have dental insurance: Other | |
| MP18083a_I | 2019 Have dental insurance: Other: Index | |
| MP18069a_B | 2019 Have disability insurance | |
| MP18069a_I | 2019 Have disability insurance: Index | |
| MP18071a_B | 2019 Have long term care insurance | |
| MP18071a_I | 2019 Have long term care insurance: Index | |
| MP18072a_B | 2019 Have mortgage insurance | |
| MP18072a_I | 2019 Have mortgage insurance: Index | |
| MP18073a_B | 2019 Have personal liability insurance (not auto or home) | |
| MP18073a_I | 2019 Have personal liability insurance (not auto or home): Index | |
| MP18074a_B | 2019 Have prescription medicine insurance | |
| MP18074a_I | 2019 Have prescription medicine insurance: Index | |
| MP18075a_B | 2019 Have vision care insurance | |
| MP18075a_I | 2019 Have vision care insurance: Index | |

Grocery & Alcoholic Beverages Market Potential

| | | |
|------------|---|--|
| MP04001a_B | 2019 Drank beer or ale in last 6 months | |
| MP04001a_I | 2019 Drank beer or ale in last 6 months: Index | |
| MP04002a_B | 2019 Drank imported beer or ale in last 6 months | |
| MP04002a_I | 2019 Drank imported beer or ale in last 6 months: Index | |
| MP04003a_B | 2019 Drank regular domestic beer or ale in last 6 months | |
| MP04003a_I | 2019 Drank regular domestic beer or ale in last 6 months: Index | |
| MP04004a_B | 2019 Drank premium domestic beer or ale in last 6 months | |
| MP04004a_I | 2019 Drank premium domestic beer or ale in last 6 months: Index | |
| MP04005a_B | 2019 Drank super premium domestic beer or ale in last 6 months | |
| MP04005a_I | 2019 Drank super premium domestic beer or ale in last 6 months: Index | |
| MP04006a_B | 2019 Drank low calorie domestic beer in last 6 months | |
| MP04006a_I | 2019 Drank low calorie domestic beer in last 6 months: Index | |
| MP04008a_B | 2019 Drank imported dinner or table wine in last 6 months | |
| MP04008a_I | 2019 Drank imported dinner or table wine in last 6 months: Index | |
| MP04009a_B | 2019 Drank domestic dinner or table wine in last 6 months | |
| MP04009a_I | 2019 Drank domestic dinner or table wine in last 6 months: Index | |
| MP04010a_B | 2019 Drank domestic wine in last 6 months: Cabernet Sauvignon | |
| MP04010a_I | 2019 Drank domestic wine in last 6 months: Cabernet Sauvignon: Index | |
| MP04011a_B | 2019 Drank domestic wine in last 6 months: Chardonnay | |
| MP04011a_I | 2019 Drank domestic wine in last 6 months: Chardonnay: Index | |
| MP04012a_B | 2019 Drank domestic wine in last 6 months: Merlot | |
| MP04012a_I | 2019 Drank domestic wine in last 6 months: Merlot: Index | |
| MP04013a_B | 2019 Drank domestic wine in last 6 months: Pinot Grigio | |
| MP04013a_I | 2019 Drank domestic wine in last 6 months: Pinot Grigio: Index | |
| MP04014a_B | 2019 Drank domestic wine in last 6 months: Pinot Noir | |
| MP04014a_I | 2019 Drank domestic wine in last 6 months: Pinot Noir: Index | |
| MP04015a_B | 2019 Drank bourbon in last 6 months | |
| MP04015a_I | 2019 Drank bourbon in last 6 months: Index | |
| MP04016a_B | 2019 Drank brandy in last 6 months | |
| MP04016a_I | 2019 Drank brandy in last 6 months: Index | |
| MP04017a_B | 2019 Drank Canadian whiskey in last 6 months | |
| MP04017a_I | 2019 Drank Canadian whiskey in last 6 months: Index | |
| MP04018a_B | 2019 Drank champagne or sparkling wine in last 6 months | |
| MP04018a_I | 2019 Drank champagne or sparkling wine in last 6 months: Index | |
| MP04019a_B | 2019 Drank cognac in last 6 months | |
| MP04019a_I | 2019 Drank cognac in last 6 months: Index | |
| MP04020a_B | 2019 Drank cordial or liqueur in last 6 months | |
| MP04020a_I | 2019 Drank cordial or liqueur in last 6 months: Index | |
| MP04021a_B | 2019 Drank gin in last 6 months | |
| MP04021a_I | 2019 Drank gin in last 6 months: Index | |
| MP04042a_B | 2019 Drank hard cider in last 6 months | |
| MP04042a_I | 2019 Drank hard cider in last 6 months: Index | |
| MP04022a_B | 2019 Drank Irish whiskey in last 6 months | |
| MP04022a_I | 2019 Drank Irish whiskey in last 6 months: Index | |
| MP04023a_B | 2019 Drank malt liquor in last 6 months | |
| MP04023a_I | 2019 Drank malt liquor in last 6 months: Index | |
| MP04024a_B | 2019 Drank port or sherry or dessert wine in last 6 months | |
| MP04024a_I | 2019 Drank port or sherry or dessert wine in last 6 months: Index | |
| MP04025a_B | 2019 Drank rum in last 6 months | |
| MP04025a_I | 2019 Drank rum in last 6 months: Index | |
| MP04026a_B | 2019 Drank rye or blended whiskey in last 6 months | |
| MP04026a_I | 2019 Drank rye or blended whiskey in last 6 months: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|--|
| MP04027a_B | 2019 Drank scotch whisky in last 6 months | |
| MP04027a_I | 2019 Drank scotch whisky in last 6 months: Index | |
| MP04028a_B | 2019 Drank tequila in last 6 months | |
| MP04028a_I | 2019 Drank tequila in last 6 months: Index | |
| MP04029a_B | 2019 Drank vermouth in last 6 months | |
| MP04029a_I | 2019 Drank vermouth in last 6 months: Index | |
| MP04030a_B | 2019 Drank vodka in last 6 months | |
| MP04030a_I | 2019 Drank vodka in last 6 months: Index | |
| MP04031a_B | 2019 Drank flavored alcoholic beverage or cooler in last 6 months | |
| MP04031a_I | 2019 Drank flavored alcoholic beverage or cooler in last 6 months: Index | |
| MP04032a_B | 2019 Drank prepared mixed drink with liquor in last 6 months | |
| MP04032a_I | 2019 Drank prepared mixed drink with liquor in last 6 months: Index | |
| MP04033a_B | 2019 Consumed beer in last 30 days at bar or club | |
| MP04033a_I | 2019 Consumed beer in last 30 days at bar or club: Index | |
| MP04034a_B | 2019 Consumed wine in last 30 days at bar or club | |
| MP04034a_I | 2019 Consumed wine in last 30 days at bar or club: Index | |
| MP04035a_B | 2019 Consumed liquor in last 30 days at bar or club | |
| MP04035a_I | 2019 Consumed liquor in last 30 days at bar or club: Index | |
| MP04036a_B | 2019 Consumed beer in last 30 days at restaurant | |
| MP04036a_I | 2019 Consumed beer in last 30 days at restaurant: Index | |
| MP04037a_B | 2019 Consumed wine in last 30 days at restaurant | |
| MP04037a_I | 2019 Consumed wine in last 30 days at restaurant: Index | |
| MP04038a_B | 2019 Consumed liquor in last 30 days at restaurant | |
| MP04038a_I | 2019 Consumed liquor in last 30 days at restaurant: Index | |
| MP04039a_B | 2019 Consumed beer in last 30 days at home | |
| MP04039a_I | 2019 Consumed beer in last 30 days at home: Index | |
| MP04040a_B | 2019 Consumed wine in last 30 days at home | |
| MP04040a_I | 2019 Consumed wine in last 30 days at home: Index | |
| MP04041a_B | 2019 Consumed liquor in last 30 days at home | |
| MP04041a_I | 2019 Consumed liquor in last 30 days at home: Index | |
| MP12001h_B | 2019 Household used organic food in last 6 months | |
| MP12001h_I | 2019 Household used organic food in last 6 months: Index | |
| MP12003h_B | 2019 Household used bacon or breakfast strips in last 6 months | |
| MP12003h_I | 2019 Household used bacon or breakfast strips in last 6 months: Index | |
| MP12004h_B | 2019 Household used bagels in last 6 months | |
| MP12004h_I | 2019 Household used bagels in last 6 months: Index | |
| MP12010h_B | 2019 Household used beef (fresh or frozen) in last 6 months | |
| MP12010h_I | 2019 Household used beef (fresh or frozen) in last 6 months: Index | |
| MP12012a_B | 2019 Drank bottled water or seltzer in last 6 months | |
| MP12012a_I | 2019 Drank bottled water or seltzer in last 6 months: Index | |
| MP12013h_B | 2019 Household used bread in last 6 months | |
| MP12013h_I | 2019 Household used bread in last 6 months: Index | |
| MP12033h_B | 2019 Household used breakfast cereal (cold) in last 6 months | |
| MP12033h_I | 2019 Household used breakfast cereal (cold) in last 6 months: Index | |
| MP12034h_B | 2019 Household used breakfast cereal (hot) in last 6 months | |
| MP12034h_I | 2019 Household used breakfast cereal (hot) in last 6 months: Index | |
| MP12035h_B | 2019 Household used breakfast or cereal or granola bars in last 6 months | |
| MP12035h_I | 2019 Household used breakfast or cereal or granola bars in last 6 months: Index | |
| MP12038a_B | 2019 Bought any candy in last 6 months | |
| MP12038a_I | 2019 Bought any candy in last 6 months: Index | |
| MP12039a_B | 2019 Bought candy (regular or king size) in last 6 months | |
| MP12039a_I | 2019 Bought candy (regular or king size) in last 6 months: Index | |
| MP12040a_B | 2019 Bought packages of miniature or loose candy in last 6 months | |
| MP12040a_I | 2019 Bought packages of miniature or loose candy in last 6 months: Index | |
| MP12041a_B | 2019 Bought hard roll candy in last 6 months | |
| MP12041a_I | 2019 Bought hard roll candy in last 6 months: Index | |
| MP12042a_B | 2019 Bought boxed chocolates in last 6 months | |
| MP12042a_I | 2019 Bought boxed chocolates in last 6 months: Index | |
| MP12199a_B | 2019 Bought boxed chocolates as a gift in last 6 months | |
| MP12199a_I | 2019 Bought boxed chocolates as a gift in last 6 months: Index | |
| MP12046h_B | 2019 Household used canned or jarred fruit in last 6 months | |
| MP12046h_I | 2019 Household used canned or jarred fruit in last 6 months: Index | |
| MP12047h_B | 2019 Household used canned or jarred soup or broth in last 6 months | |
| MP12047h_I | 2019 Household used canned or jarred soup or broth in last 6 months: Index | |
| MP12049h_B | 2019 Household used canned or jarred vegetables in last 6 months | |
| MP12049h_I | 2019 Household used canned or jarred vegetables in last 6 months: Index | |
| MP12052h_B | 2019 Household used canned tuna in last 6 months | |
| MP12052h_I | 2019 Household used canned tuna in last 6 months: Index | |
| MP12053h_B | 2019 Household used cheese (Amer pasteurized processed) in last 6 months | |
| MP12053h_I | 2019 Household used cheese (Amer pasteurized processed) in last 6 months: Index | |
| MP12055h_B | 2019 Household used cheese (natural or imported) in last 6 months | |
| MP12055h_I | 2019 Household used cheese (natural or imported) in last 6 months: Index | |
| MP12200h_B | 2019 Household used chicken (fresh or frozen) in last 6 months | |
| MP12200h_I | 2019 Household used chicken (fresh or frozen) in last 6 months: Index | |
| MP12060h_B | 2019 Household used ground coffee in last 6 months | |
| MP12060h_I | 2019 Household used ground coffee in last 6 months: Index | |
| MP12061h_B | 2019 Household used flavored ground coffee in last 6 months | |
| MP12061h_I | 2019 Household used flavored ground coffee in last 6 months: Index | |
| MP12062h_B | 2019 Household used unflavored ground coffee in last 6 months | |
| MP12062h_I | 2019 Household used unflavored ground coffee in last 6 months: Index | |
| MP12063h_B | 2019 Household used decaffeinated ground coffee in last 6 months | |
| MP12063h_I | 2019 Household used decaffeinated ground coffee in last 6 months: Index | |
| MP12202h_B | 2019 Household used ground coffee in last 6 months: Dunkin' Donuts | |
| MP12202h_I | 2019 Household used ground coffee in last 6 months: Dunkin' Donuts: Index | |
| MP12064h_B | 2019 Household used ground coffee in last 6 months: Folgers Brkfst Blend | |
| MP12064h_I | 2019 Household used ground coffee in last 6 months: Folgers Brkfst Blend: Index | |
| MP12065h_B | 2019 Household used ground coffee in last 6 months: Folgers Classic Roast | |
| MP12065h_I | 2019 Household used ground coffee in last 6 months: Folgers Classic Roast: Index | |
| MP12066h_B | 2019 Household used ground coffee in last 6 months: Folgers 100% Colombian | |
| MP12066h_I | 2019 Household used ground coffee in last 6 months: Folgers 100% Colombian: Index | |
| MP12067h_B | 2019 Household used ground coffee in last 6 months: Folgers French Roast | |
| MP12067h_I | 2019 Household used ground coffee in last 6 months: Folgers French Roast: Index | |
| MP12068h_B | 2019 Household used ground coffee in last 6 months: Green Mountain | |
| MP12068h_I | 2019 Household used ground coffee in last 6 months: Green Mountain: Index | |
| MP12069h_B | 2019 Household used ground coffee in last 6 months: Maxwell Hse Mstr Blend | |
| MP12069h_I | 2019 Household used ground coffee in last 6 months: Maxwell Hse Mstr Blend: Index | |
| MP12070h_B | 2019 Household used ground coffee in last 6 months: Maxwell Hse Original | |
| MP12070h_I | 2019 Household used ground coffee in last 6 months: Maxwell Hse Original: Index | |
| MP12071h_B | 2019 Household used ground coffee in last 6 months: Maxwell Hse Colombian | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|-----|
| MP12071h_I | 2019 Household used ground coffee in last 6 months: Maxwell Hse Colombian: Index | |
| MP12072h_B | 2019 Household used ground coffee in last 6 months: Starbucks | |
| MP12072h_I | 2019 Household used ground coffee in last 6 months: Starbucks: Index | |
| MP12203h_B | 2019 Household used ground coffee in last 6 months: single serve pod or K-Cup | |
| MP12203h_I | 2019 Household used ground coffee in last 6 months: single serve pod or K-Cup: Index | |
| MP12073h_B | 2019 Household used flavored instant coffee in last 6 months | |
| MP12073h_I | 2019 Household used flavored instant coffee in last 6 months: Index | |
| MP12074h_B | 2019 Household used instant or freeze-dried coffee in last 6 months | |
| MP12074h_I | 2019 Household used instant or freeze-dried coffee in last 6 months: Index | |
| MP12075h_B | 2019 Household used whole coffee beans in last 6 months | |
| MP12075h_I | 2019 Household used whole coffee beans in last 6 months: Index | |
| MP12076h_B | 2019 Household used Starbucks whole coffee beans in last 6 months | |
| MP12076h_I | 2019 Household used Starbucks whole coffee beans in last 6 months: Index | |
| MP12077a_B | 2019 Drank cola (regular) in last 6 months | |
| MP12077a_I | 2019 Drank cola (regular) in last 6 months: Index | |
| MP12078a_B | 2019 Drank diet cola in last 6 months | |
| MP12078a_I | 2019 Drank diet cola in last 6 months: Index | |
| MP12079h_B | 2019 Household used cold cuts in last 6 months | |
| MP12079h_I | 2019 Household used cold cuts in last 6 months: Index | |
| MP12080h_B | 2019 Household used cooked ham in last 6 months | |
| MP12080h_I | 2019 Household used cooked ham in last 6 months: Index | |
| MP12081h_B | 2019 Household used cookies (ready-to-eat) in last 6 months | |
| MP12081h_I | 2019 Household used cookies (ready-to-eat) in last 6 months: Index | |
| MP12082h_B | 2019 Household used corn or tortilla or other chips or cheese snacks in last 6 months | |
| MP12082h_I | 2019 Household used corn or tortilla or other chips or cheese snacks in last 6 months: Index | |
| MP12083h_B | 2019 Household used cottage cheese in last 6 months | |
| MP12083h_I | 2019 Household used cottage cheese in last 6 months: Index | |
| MP12084h_B | 2019 Household used crackers in last 6 months | |
| MP12084h_I | 2019 Household used crackers in last 6 months: Index | |
| MP12090h_B | 2019 Household used doughnuts (ready-to-eat) in last 6 months | |
| MP12090h_I | 2019 Household used doughnuts (ready-to-eat) in last 6 months: Index | |
| MP12091h_B | 2019 Household used dried fruit in last 6 months | |
| MP12091h_I | 2019 Household used dried fruit in last 6 months: Index | |
| MP12095h_B | 2019 Household used eggs in last 6 months | |
| MP12095h_I | 2019 Household used eggs in last 6 months: Index | |
| MP12097a_B | 2019 Drank energy drink in last 6 months | |
| MP12097a_I | 2019 Drank energy drink in last 6 months: Index | |
| MP12205a_B | 2019 Drank energy drink in last 6 months: 5-Hour Energy | New |
| MP12205a_I | 2019 Drank energy drink in last 6 months: 5-Hour Energy: Index | New |
| MP12206a_B | 2019 Drank energy drink in last 6 months: Monster | New |
| MP12206a_I | 2019 Drank energy drink in last 6 months: Monster: Index | New |
| MP12207a_B | 2019 Drank energy drink in last 6 months: Red Bull | New |
| MP12207a_I | 2019 Drank energy drink in last 6 months: Red Bull: Index | New |
| MP12208a_B | 2019 Drank energy drink in last 6 months: Rockstar | New |
| MP12208a_I | 2019 Drank energy drink in last 6 months: Rockstar: Index | New |
| MP12098h_B | 2019 Household used English muffins in last 6 months | |
| MP12098h_I | 2019 Household used English muffins in last 6 months: Index | |
| MP12101h_B | 2019 Household used fish or seafood (fresh or frozen) in last 6 months | |
| MP12101h_I | 2019 Household used fish or seafood (fresh or frozen) in last 6 months: Index | |
| MP12103h_B | 2019 Household used frankfurters or hot dogs in last 6 months | |
| MP12103h_I | 2019 Household used frankfurters or hot dogs in last 6 months: Index | |
| MP12104h_B | 2019 Household used fresh fruit or vegetables in last 6 months | |
| MP12104h_I | 2019 Household used fresh fruit or vegetables in last 6 months: Index | |
| MP12107h_B | 2019 Household used frozen breakfast in last 6 months | |
| MP12107h_I | 2019 Household used frozen breakfast in last 6 months: Index | |
| MP12108h_B | 2019 Household used frozen complete dinner in last 6 months | |
| MP12108h_I | 2019 Household used frozen complete dinner in last 6 months: Index | |
| MP12109h_B | 2019 Household used frozen dessert in last 6 months | |
| MP12109h_I | 2019 Household used frozen dessert in last 6 months: Index | |
| MP12110h_B | 2019 Household used frozen hot snack in last 6 months | |
| MP12110h_I | 2019 Household used frozen hot snack in last 6 months: Index | |
| MP12111h_B | 2019 Household used frozen main course (entree or casserole) in last 6 months | |
| MP12111h_I | 2019 Household used frozen main course (entree or casserole) in last 6 months: Index | |
| MP12112h_B | 2019 Household used frozen orange juice in last 6 months | |
| MP12112h_I | 2019 Household used frozen orange juice in last 6 months: Index | |
| MP12114h_B | 2019 Household used frozen pizza in last 6 months | |
| MP12114h_I | 2019 Household used frozen pizza in last 6 months: Index | |
| MP12116h_B | 2019 Household used frozen snack (not yogurt or ice cream) in last 6 months | |
| MP12116h_I | 2019 Household used frozen snack (not yogurt or ice cream) in last 6 months: Index | |
| MP12117h_B | 2019 Household used frozen vegetables in last 6 months | |
| MP12117h_I | 2019 Household used frozen vegetables in last 6 months: Index | |
| MP12118h_B | 2019 Household used frozen waffles in last 6 months | |
| MP12118h_I | 2019 Household used frozen waffles in last 6 months: Index | |
| MP12119h_B | 2019 Household used frozen yogurt in last 6 months | |
| MP12119h_I | 2019 Household used frozen yogurt in last 6 months: Index | |
| MP12120h_B | 2019 Household used fruit snacks in last 6 months | |
| MP12120h_I | 2019 Household used fruit snacks in last 6 months: Index | |
| MP12126h_B | 2019 Household used ice cream bars or sandwiches or bon-bons in last 6 months | |
| MP12126h_I | 2019 Household used ice cream bars or sandwiches or bon-bons in last 6 months: Index | |
| MP12127h_B | 2019 Household used ice cream or gelato or sherbet in last 6 months | |
| MP12127h_I | 2019 Household used ice cream or gelato or sherbet in last 6 months: Index | |
| MP12204a_B | 2019 Drank coffee (ready-to-drink) in last 6 months | |
| MP12204a_I | 2019 Drank coffee (ready-to-drink) in last 6 months: Index | |
| MP12129a_B | 2019 Drank iced tea (ready-to-drink) in last 6 months | |
| MP12129a_I | 2019 Drank iced tea (ready-to-drink) in last 6 months: Index | |
| MP12139h_B | 2019 Household used fresh milk in last 6 months | |
| MP12139h_I | 2019 Household used fresh milk in last 6 months: Index | |
| MP12142h_B | 2019 Household used muffins (ready-to-eat) in last 6 months | |
| MP12142h_I | 2019 Household used muffins (ready-to-eat) in last 6 months: Index | |
| MP12145a_B | 2019 Drank non-cola soft drink (regular) in last 6 months | |
| MP12145a_I | 2019 Drank non-cola soft drink (regular) in last 6 months: Index | |
| MP12146a_B | 2019 Drank diet non-cola soft drink in last 6 months | |
| MP12146a_I | 2019 Drank diet non-cola soft drink in last 6 months: Index | |
| MP12148h_B | 2019 Household used nutrition or energy bar in last 6 months | |
| MP12148h_I | 2019 Household used nutrition or energy bar in last 6 months: Index | |
| MP12149h_B | 2019 Household bought nuts in last 6 months | |
| MP12149h_I | 2019 Household bought nuts in last 6 months: Index | |
| MP12151h_B | 2019 Household used orange juice (not frozen) in last 6 months | |
| MP12151h_I | 2019 Household used orange juice (not frozen) in last 6 months: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|--------------------|
| MP12156h_B | 2019 Household used peanut butter or other nut spread in last 6 months | |
| MP12156h_I | 2019 Household used peanut butter or other nut spread in last 6 months: Index | |
| MP12161h_B | 2019 Household used popping corn or popcorn snack in last 6 months | |
| MP12161h_I | 2019 Household used popping corn or popcorn snack in last 6 months: Index | |
| MP12162h_B | 2019 Household used potato chips in last 6 months | |
| MP12162h_I | 2019 Household used potato chips in last 6 months: Index | |
| MP12165h_B | 2019 Household used pretzels in last 6 months | |
| MP12165h_I | 2019 Household used pretzels in last 6 months: Index | |
| MP12167h_B | 2019 Household used rice in last 6 months | |
| MP12167h_I | 2019 Household used rice in last 6 months: Index | |
| MP12168h_B | 2019 Household used rice (flavored or seasoned) in last 6 months | |
| MP12168h_I | 2019 Household used rice (flavored or seasoned) in last 6 months: Index | |
| MP12170h_B | 2019 Household used packaged fresh salad in last 6 months | |
| MP12170h_I | 2019 Household used packaged fresh salad in last 6 months: Index | |
| MP12177h_B | 2019 Household used sausage in last 6 months | |
| MP12177h_I | 2019 Household used sausage in last 6 months: Index | |
| MP12180h_B | 2019 Household used snack cakes in last 6 months | |
| MP12180h_I | 2019 Household used snack cakes in last 6 months: Index | |
| MP12184a_B | 2019 Drank sports drink or thirst quencher in last 6 months | |
| MP12184a_I | 2019 Drank sports drink or thirst quencher in last 6 months: Index | |
| MP12186h_B | 2019 Household used stuffing mix or product in last 6 months | |
| MP12186h_I | 2019 Household used stuffing mix or product in last 6 months: Index | |
| MP12188h_B | 2019 Household used sweet rolls or pastries (ready-to-eat) in last 6 months | |
| MP12188h_I | 2019 Household used sweet rolls or pastries (ready-to-eat) in last 6 months: Index | |
| MP12190h_B | 2019 Household used regular tea in last 6 months | |
| MP12190h_I | 2019 Household used regular tea in last 6 months: Index | |
| MP12201h_B | 2019 Household used turkey (fresh or frozen) in last 6 months | |
| MP12201h_I | 2019 Household used turkey (fresh or frozen) in last 6 months: Index | |
| MP12198h_B | 2019 Household used yogurt in last 6 months | |
| MP12198h_I | 2019 Household used yogurt in last 6 months: Index | |
| MP13001h_B | 2019 Household average spent per week at food stores: \$1-\$99 | Description Change |
| MP13001h_I | 2019 Household average spent per week at food stores: \$1-\$99: Index | Description Change |
| MP13002h_B | 2019 Household Average spent per week at food stores: \$100-\$149 | |
| MP13002h_I | 2019 Household Average spent per week at food stores: \$100-\$149: Index | |
| MP13003h_B | 2019 Household Average spent per week at food stores: \$150+ | |
| MP13003h_I | 2019 Household Average spent per week at food stores: \$150+: Index | |
| MP13005a_B | 2019 Shopped at grocery store in last 6 months: Albertsons | |
| MP13005a_I | 2019 Shopped at grocery store in last 6 months: Albertsons: Index | |
| MP13006a_B | 2019 Shopped at grocery store in last 6 months: Aldi | |
| MP13006a_I | 2019 Shopped at grocery store in last 6 months: Aldi: Index | |
| MP13007a_B | 2019 Shopped at grocery store in last 6 months: Food Lion | |
| MP13007a_I | 2019 Shopped at grocery store in last 6 months: Food Lion: Index | |
| MP13008a_B | 2019 Shopped at grocery store in last 6 months: GNC | |
| MP13008a_I | 2019 Shopped at grocery store in last 6 months: GNC: Index | |
| MP13009a_B | 2019 Shopped at grocery store in last 6 months: Giant | |
| MP13009a_I | 2019 Shopped at grocery store in last 6 months: Giant: Index | |
| MP13010a_B | 2018 Shopped at grocery store in last 6 months: IGA | Discontinued |
| MP13010a_I | 2018 Shopped at grocery store in last 6 months: IGA: Index | Discontinued |
| MP13011a_B | 2019 Shopped at grocery store in last 6 months: Kroger | |
| MP13011a_I | 2019 Shopped at grocery store in last 6 months: Kroger: Index | |
| MP13012a_B | 2019 Shopped at grocery store in last 6 months: Meijer | |
| MP13012a_I | 2019 Shopped at grocery store in last 6 months: Meijer: Index | |
| MP13013a_B | 2019 Shopped at grocery store in last 6 months: Piggly Wiggly | |
| MP13013a_I | 2019 Shopped at grocery store in last 6 months: Piggly Wiggly: Index | |
| MP13014a_B | 2019 Shopped at grocery store in last 6 months: Publix | |
| MP13014a_I | 2019 Shopped at grocery store in last 6 months: Publix: Index | |
| MP13016a_B | 2019 Shopped at grocery store in last 6 months: Safeway | |
| MP13016a_I | 2019 Shopped at grocery store in last 6 months: Safeway: Index | |
| MP13017a_B | 2019 Shopped at grocery store in last 6 months: Save-A-Lot | |
| MP13017a_I | 2019 Shopped at grocery store in last 6 months: Save-A-Lot: Index | |
| MP13018a_B | 2019 Shopped at grocery store in last 6 months: Stop & Shop | |
| MP13018a_I | 2019 Shopped at grocery store in last 6 months: Stop & Shop: Index | |
| MP13019a_B | 2019 Shopped at grocery store in last 6 months: Trader Joe's | |
| MP13019a_I | 2019 Shopped at grocery store in last 6 months: Trader Joe's: Index | |
| MP13021a_B | 2019 Shopped at grocery store in last 6 months: Walmart Supercenter | |
| MP13021a_I | 2019 Shopped at grocery store in last 6 months: Walmart Supercenter: Index | |
| MP13022a_B | 2019 Shopped at grocery store in last 6 months: Wegmans | |
| MP13022a_I | 2019 Shopped at grocery store in last 6 months: Wegmans: Index | |
| MP13023a_B | 2019 Shopped at grocery store in last 6 months: Whole Foods Market | |
| MP13023a_I | 2019 Shopped at grocery store in last 6 months: Whole Foods Market: Index | |
| MP13024a_B | 2019 Shopped at grocery store in last 6 months: Winn-Dixie | |
| MP13024a_I | 2019 Shopped at grocery store in last 6 months: Winn-Dixie: Index | |
| MP13025a_B | 2019 Shopped at warehouse or club store in last 6 months: BJ's | |
| MP13025a_I | 2019 Shopped at warehouse or club store in last 6 months: BJ's: Index | |
| MP13026a_B | 2019 Shopped at warehouse or club store in last 6 months: Costco | |
| MP13026a_I | 2019 Shopped at warehouse or club store in last 6 months: Costco: Index | |
| MP13027a_B | 2019 Shopped at warehouse or club store in last 6 months: Sam's Club | |
| MP13027a_I | 2019 Shopped at warehouse or club store in last 6 months: Sam's Club: Index | |
| MP13028a_B | 2019 Purchased groceries online in last 30 days | |
| MP13028a_I | 2019 Purchased groceries online in last 30 days: Index | |

Health & Personal Care Market Potential

| | | |
|------------|---|--------------------|
| MP14127a_B | 2019 Typically spend 7+ hours exercising per week | |
| MP14127a_I | 2019 Typically spend 7+ hours exercising per week: Index | |
| MP14128a_B | 2019 Typically spend 4-6 hours exercising per week | |
| MP14128a_I | 2019 Typically spend 4-6 hours exercising per week: Index | |
| MP14129a_B | 2019 Typically spend 1-3 hours exercising per week | |
| MP14129a_I | 2019 Typically spend 1-3 hours exercising per week: Index | |
| MP14001a_B | 2019 Exercise at home 2+ times per week | |
| MP14001a_I | 2019 Exercise at home 2+ times per week: Index | |
| MP14002a_B | 2019 Exercise at club 2+ times per week | |
| MP14002a_I | 2019 Exercise at club 2+ times per week: Index | |
| MP14003a_B | 2019 Exercise at other facility (not club) 2+ times per week | Description Change |
| MP14003a_I | 2019 Exercise at other facility (not club) 2+ times per week: Index | Description Change |
| MP14004a_B | 2019 Own elliptical | |
| MP14004a_I | 2019 Own elliptical: Index | |
| MP14005a_B | 2019 Own stationary bicycle | |
| MP14005a_I | 2019 Own stationary bicycle: Index | |
| MP14006a_B | 2019 Own treadmill | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|--------------|
| MP14006a_I | 2019 Own treadmill: Index | |
| MP14007a_B | 2019 Own weight lifting equipment | |
| MP14007a_I | 2019 Own weight lifting equipment: Index | |
| MP14008a_B | 2018 Presently controlling diet | Discontinued |
| MP14008a_I | 2018 Presently controlling diet: Index | Discontinued |
| MP14009a_B | 2019 Control diet for blood sugar level | |
| MP14009a_I | 2019 Control diet for blood sugar level: Index | |
| MP14010a_B | 2019 Control diet for cholesterol level | |
| MP14010a_I | 2019 Control diet for cholesterol level: Index | |
| MP14146a_B | 2019 Control diet for food allergies | New |
| MP14146a_I | 2019 Control diet for food allergies: Index | New |
| MP14011a_B | 2019 Control diet to maintain weight | |
| MP14011a_I | 2019 Control diet to maintain weight: Index | |
| MP14012a_B | 2019 Control diet for physical fitness | |
| MP14012a_I | 2019 Control diet for physical fitness: Index | |
| MP14013a_B | 2019 Control diet for salt restriction | |
| MP14013a_I | 2019 Control diet for salt restriction: Index | |
| MP14014a_B | 2019 Control diet for weight loss | |
| MP14014a_I | 2019 Control diet for weight loss: Index | |
| MP14015a_B | 2019 Used doctor's care or diet for diet method | |
| MP14015a_I | 2019 Used doctor's care or diet for diet method: Index | |
| MP14016a_B | 2019 Used exercise program for diet method | |
| MP14016a_I | 2019 Used exercise program for diet method: Index | |
| MP14018a_B | 2019 Buy foods specifically labeled as fat-free | |
| MP14018a_I | 2019 Buy foods specifically labeled as fat-free: Index | |
| MP14019a_B | 2019 Buy foods specifically labeled as gluten-free | |
| MP14019a_I | 2019 Buy foods specifically labeled as gluten-free: Index | |
| MP14020a_B | 2019 Buy foods specifically labeled as high fiber | |
| MP14020a_I | 2019 Buy foods specifically labeled as high fiber: Index | |
| MP14021a_B | 2019 Buy foods specifically labeled as high protein | |
| MP14021a_I | 2019 Buy foods specifically labeled as high protein: Index | |
| MP14022a_B | 2019 Buy foods specifically labeled as lactose-free | |
| MP14022a_I | 2019 Buy foods specifically labeled as lactose-free: Index | |
| MP14023a_B | 2019 Buy foods specifically labeled as low-calorie | |
| MP14023a_I | 2019 Buy foods specifically labeled as low-calorie: Index | |
| MP14024a_B | 2019 Buy foods specifically labeled as low-carb | |
| MP14024a_I | 2019 Buy foods specifically labeled as low-carb: Index | |
| MP14025a_B | 2019 Buy foods specifically labeled as low-cholesterol | |
| MP14025a_I | 2019 Buy foods specifically labeled as low-cholesterol: Index | |
| MP14026a_B | 2019 Buy foods specifically labeled as low-fat | |
| MP14026a_I | 2019 Buy foods specifically labeled as low-fat: Index | |
| MP14027a_B | 2019 Buy foods specifically labeled as low-sodium | |
| MP14027a_I | 2019 Buy foods specifically labeled as low-sodium: Index | |
| MP14028a_B | 2019 Buy foods specifically labeled as natural or organic | |
| MP14028a_I | 2019 Buy foods specifically labeled as natural or organic: Index | |
| MP14145a_B | 2019 Buy foods specifically labeled as probiotic | New |
| MP14145a_I | 2019 Buy foods specifically labeled as probiotic: Index | New |
| MP14029a_B | 2019 Buy foods specifically labeled as sugar-free | |
| MP14029a_I | 2019 Buy foods specifically labeled as sugar-free: Index | |
| MP14030a_B | 2019 Used meal or dietary or weight loss supplement in last 6 months | |
| MP14030a_I | 2019 Used meal or dietary or weight loss supplement in last 6 months: Index | |
| MP14031a_B | 2019 Used vitamins or dietary supplements in last 6 months | |
| MP14031a_I | 2019 Used vitamins or dietary supplements in last 6 months: Index | |
| MP14050a_B | 2019 Provide services as a primary caregiver or caretaker | |
| MP14050a_I | 2019 Provide services as a primary caregiver or caretaker: Index | |
| MP14051a_B | 2019 Visited doctor in last 12 months | |
| MP14051a_I | 2019 Visited doctor in last 12 months: Index | |
| MP14052a_B | 2019 Visited doctor in last 12 months: 1-2 times | |
| MP14052a_I | 2019 Visited doctor in last 12 months: 1-2 times: Index | |
| MP14053a_B | 2019 Visited doctor in last 12 months: 3-5 times | |
| MP14053a_I | 2019 Visited doctor in last 12 months: 3-5 times: Index | |
| MP14054a_B | 2019 Visited doctor in last 12 months: 6+ times | |
| MP14054a_I | 2019 Visited doctor in last 12 months: 6+ times: Index | |
| MP14056a_B | 2019 Visited doctor in last 12 months: cardiologist | |
| MP14056a_I | 2019 Visited doctor in last 12 months: cardiologist: Index | |
| MP14057a_B | 2019 Visited doctor in last 12 months: chiropractor | |
| MP14057a_I | 2019 Visited doctor in last 12 months: chiropractor: Index | |
| MP14058a_B | 2019 Visited doctor in last 12 months: dentist | |
| MP14058a_I | 2019 Visited doctor in last 12 months: dentist: Index | |
| MP14059a_B | 2019 Visited doctor in last 12 months: dermatologist | |
| MP14059a_I | 2019 Visited doctor in last 12 months: dermatologist: Index | |
| MP14060a_B | 2019 Visited doctor in last 12 months: ear or nose or throat | |
| MP14060a_I | 2019 Visited doctor in last 12 months: ear or nose or throat: Index | |
| MP14061a_B | 2019 Visited doctor in last 12 months: eye | |
| MP14061a_I | 2019 Visited doctor in last 12 months: eye: Index | |
| MP14062a_B | 2019 Visited doctor in last 12 months: gastroenterologist | |
| MP14062a_I | 2019 Visited doctor in last 12 months: gastroenterologist: Index | |
| MP14063a_B | 2019 Visited doctor in last 12 months: general or family | |
| MP14063a_I | 2019 Visited doctor in last 12 months: general or family: Index | |
| MP14064a_B | 2019 Visited doctor in last 12 months: internist | |
| MP14064a_I | 2019 Visited doctor in last 12 months: internist: Index | |
| MP14065a_B | 2019 Visited doctor in last 12 months: physical therapist | |
| MP14065a_I | 2019 Visited doctor in last 12 months: physical therapist: Index | |
| MP14066a_B | 2019 Visited doctor in last 12 months: podiatrist | |
| MP14066a_I | 2019 Visited doctor in last 12 months: podiatrist: Index | |
| MP14067a_B | 2019 Visited doctor in last 12 months: urologist | |
| MP14067a_I | 2019 Visited doctor in last 12 months: urologist: Index | |
| MP14068a_B | 2019 Visited nurse practitioner in last 12 months | |
| MP14068a_I | 2019 Visited nurse practitioner in last 12 months: Index | |
| MP14069a_B | 2019 Wear regular or sun or tinted prescription eyeglasses | |
| MP14069a_I | 2019 Wear regular or sun or tinted prescription eyeglasses: Index | |
| MP14070a_B | 2019 Wear bifocals | |
| MP14070a_I | 2019 Wear bifocals: Index | |
| MP14071a_B | 2019 Wear disposable contact lenses | |
| MP14071a_I | 2019 Wear disposable contact lenses: Index | |
| MP14072a_B | 2019 Wear soft contact lenses | |
| MP14072a_I | 2019 Wear soft contact lenses: Index | |
| MP14073a_B | 2019 Wear transition lenses | |
| MP14073a_I | 2019 Wear transition lenses: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| Variable ID | Description | Change |
|-------------|--|--------------------|
| MP14074a_B | 2019 Spent on eyeglasses in last 12 months: \$1-99 | Description Change |
| MP14074a_I | 2019 Spent on eyeglasses in last 12 months: \$1-99: Index | Description Change |
| MP14075a_B | 2019 Spent on eyeglasses in last 12 months: \$100-\$199 | |
| MP14075a_I | 2019 Spent on eyeglasses in last 12 months: \$100-\$199: Index | |
| MP14076a_B | 2019 Spent on eyeglasses in last 12 months: \$200-\$249 | |
| MP14076a_I | 2019 Spent on eyeglasses in last 12 months: \$200-\$249: Index | |
| MP14077a_B | 2019 Spent on eyeglasses in last 12 months: \$250+ | |
| MP14077a_I | 2019 Spent on eyeglasses in last 12 months: \$250+: Index | |
| MP14078a_B | 2019 Spent on contact lenses in last 12 months: \$1-99 | Description Change |
| MP14078a_I | 2019 Spent on contact lenses in last 12 months: \$1-99: Index | Description Change |
| MP14079a_B | 2019 Spent on contact lenses in last 12 months: \$100-\$199 | |
| MP14079a_I | 2019 Spent on contact lenses in last 12 months: \$100-\$199: Index | |
| MP14080a_B | 2019 Spent on contact lenses in last 12 months: \$200+ | |
| MP14080a_I | 2019 Spent on contact lenses in last 12 months: \$200+: Index | |
| MP14081a_B | 2019 Bought prescription eyewear: discount optical center | |
| MP14081a_I | 2019 Bought prescription eyewear: discount optical center: Index | |
| MP14082a_B | 2019 Bought prescription eyewear: private eye doctor | |
| MP14082a_I | 2019 Bought prescription eyewear: private eye doctor: Index | |
| MP14083a_B | 2019 Bought prescription eyewear: retail optical chain | |
| MP14083a_I | 2019 Bought prescription eyewear: retail optical chain: Index | |
| MP14134a_B | 2019 Bought prescription eyewear: online | |
| MP14134a_I | 2019 Bought prescription eyewear: online: Index | |
| MP14142a_B | 2019 Used prescription drug for acne | New |
| MP14142a_I | 2019 Used prescription drug for acne: Index | New |
| MP14084a_B | 2019 Used prescription drug for allergy or hay fever | |
| MP14084a_I | 2019 Used prescription drug for allergy or hay fever: Index | |
| MP14085a_B | 2019 Used prescription drug for anxiety or panic | |
| MP14085a_I | 2019 Used prescription drug for anxiety or panic: Index | |
| MP14086a_B | 2019 Used prescription drug for arthritis or osteoarthritis | |
| MP14086a_I | 2019 Used prescription drug for arthritis or osteoarthritis: Index | |
| MP14087a_B | 2019 Used prescription drug for rheumatoid arthritis | |
| MP14087a_I | 2019 Used prescription drug for rheumatoid arthritis: Index | |
| MP14088a_B | 2019 Used prescription drug for asthma | |
| MP14088a_I | 2019 Used prescription drug for asthma: Index | |
| MP14089a_B | 2019 Used prescription drug for backache or back pain | |
| MP14089a_I | 2019 Used prescription drug for backache or back pain: Index | |
| MP14090a_B | 2019 Used prescription drug for depression | |
| MP14090a_I | 2019 Used prescription drug for depression: Index | |
| MP14091a_B | 2019 Used prescription drug for diabetes (insulin dependent) | |
| MP14091a_I | 2019 Used prescription drug for diabetes (insulin dependent): Index | |
| MP14092a_B | 2019 Used prescription drug for diabetes (non-insulin depend) | |
| MP14092a_I | 2019 Used prescription drug for diabetes (non-insulin depend): Index | |
| MP14094a_B | 2019 Used prescription drug for heartburn or acid reflux | |
| MP14094a_I | 2019 Used prescription drug for heartburn or acid reflux: Index | |
| MP14095a_B | 2019 Used prescription drug for high blood pressure | |
| MP14095a_I | 2019 Used prescription drug for high blood pressure: Index | |
| MP14096a_B | 2019 Used prescription drug for high cholesterol | |
| MP14096a_I | 2019 Used prescription drug for high cholesterol: Index | |
| MP14143a_B | 2019 Used prescription drug for insomnia | New |
| MP14143a_I | 2019 Used prescription drug for insomnia: Index | New |
| MP14097a_B | 2019 Used prescription drug for migraine headache | |
| MP14097a_I | 2019 Used prescription drug for migraine headache: Index | |
| MP14098a_B | 2019 Used prescription drug for sinus congestion or headache | |
| MP14098a_I | 2019 Used prescription drug for sinus congestion or headache: Index | |
| MP14144a_B | 2019 Used prescription remedy for sleep apnea | New |
| MP14144a_I | 2019 Used prescription remedy for sleep apnea: Index | New |
| MP14099a_B | 2019 Used prescription drug for urinary tract infection | |
| MP14099a_I | 2019 Used prescription drug for urinary tract infection: Index | |
| MP14130a_B | 2019 Filled prescription in last 12 months: at discount or department store | |
| MP14130a_I | 2019 Filled prescription in last 12 months: at discount or department store: Index | |
| MP14131a_B | 2019 Filled prescription in last 12 months: at drug store or pharmacy | |
| MP14131a_I | 2019 Filled prescription in last 12 months: at drug store or pharmacy: Index | |
| MP14132a_B | 2019 Filled prescription in last 12 months: at supermarket | |
| MP14132a_I | 2019 Filled prescription in last 12 months: at supermarket: Index | |
| MP14133a_B | 2019 Filled prescription in last 12 months: by mail order | |
| MP14133a_I | 2019 Filled prescription in last 12 months: by mail order: Index | |
| MP14135a_B | 2019 Spent out of pocket on prescription drugs in last 30 days: \$1-\$9 | Description Change |
| MP14135a_I | 2019 Spent out of pocket on prescription drugs in last 30 days: \$1-\$9: Index | Description Change |
| MP14136a_B | 2019 Spent out of pocket on prescription drugs in last 30 days: \$10-\$19 | |
| MP14136a_I | 2019 Spent out of pocket on prescription drugs in last 30 days: \$10-\$19: Index | |
| MP14137a_B | 2019 Spent out of pocket on prescription drugs in last 30 days: \$20-\$29 | |
| MP14137a_I | 2019 Spent out of pocket on prescription drugs in last 30 days: \$20-\$29: Index | |
| MP14138a_B | 2019 Spent out of pocket on prescription drugs in last 30 days: \$30-\$49 | |
| MP14138a_I | 2019 Spent out of pocket on prescription drugs in last 30 days: \$30-\$49: Index | |
| MP14139a_B | 2019 Spent out of pocket on prescription drugs in last 30 days: \$50-\$99 | |
| MP14139a_I | 2019 Spent out of pocket on prescription drugs in last 30 days: \$50-\$99: Index | |
| MP14140a_B | 2019 Spent out of pocket on prescription drugs in last 30 days: \$100-\$149 | |
| MP14140a_I | 2019 Spent out of pocket on prescription drugs in last 30 days: \$100-\$149: Index | |
| MP14141a_B | 2019 Spent out of pocket on prescription drugs in last 30 days: \$150+ | |
| MP14141a_I | 2019 Spent out of pocket on prescription drugs in last 30 days: \$150+: Index | |
| MP14102a_B | 2018 Used last 6 mo: children's cold tablets or liquids | Discontinued |
| MP14102a_I | 2018 Used last 6 mo: children's cold tablets or liquids: Index | Discontinued |
| MP14103a_B | 2019 Used in last 6 months: cold or sinus or allergy medicine (nonprescription) | |
| MP14103a_I | 2019 Used in last 6 months: cold or sinus or allergy medicine (nonprescription): Index | |
| MP14106a_B | 2018 Used last 6 mo: children's cough syrup | Discontinued |
| MP14106a_I | 2018 Used last 6 mo: children's cough syrup: Index | Discontinued |
| MP14107a_B | 2019 Used in last 6 months: cough syrup or suppressant (nonprescription) | |
| MP14107a_I | 2019 Used in last 6 months: cough syrup or suppressant (nonprescription): Index | |
| MP14114a_B | 2019 Used in last 6 months: medicated skin cream or lotion or spray | |
| MP14114a_I | 2019 Used in last 6 months: medicated skin cream or lotion or spray: Index | |
| MP14115a_B | 2019 Used in last 6 months: non-medicated nasal spray | Description Change |
| MP14115a_I | 2019 Used in last 6 months: non-medicated nasal spray: Index | Description Change |
| MP14117a_B | 2019 Used in last 6 months: pain relieving rub or liquid or patch | |
| MP14117a_I | 2019 Used in last 6 months: pain relieving rub or liquid or patch: Index | |
| MP14118a_B | 2019 Used in last 6 months: sleeping aid or snore relief | |
| MP14118a_I | 2019 Used in last 6 months: sleeping aid or snore relief: Index | |
| MP14119a_B | 2019 Used in last 6 months: sore throat remedy or cough drops | |
| MP14119a_I | 2019 Used in last 6 months: sore throat remedy or cough drops: Index | |
| MP14120a_B | 2019 Used sunburn remedy in last 12 months | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|--------------|
| MP14120a_I | 2019 Used sunburn remedy in last 12 months: Index | |
| MP14121a_B | 2019 Used suntan or sunscreen product in last 12 months | |
| MP14121a_I | 2019 Used suntan or sunscreen product in last 12 months: Index | |
| MP14122a_B | 2018 Used SPF 15 sunscreen product in last 12 months | Discontinued |
| MP14122a_I | 2018 Used SPF 15 sunscreen product in last 12 months: Index | Discontinued |
| MP14123a_B | 2018 Used SPF 30-49 sunscreen product in last 12 months | Discontinued |
| MP14123a_I | 2018 Used SPF 30-49 sunscreen product in last 12 months: Index | Discontinued |
| MP14124a_B | 2018 Used SPF 50+ sunscreen product in last 12 months | Discontinued |
| MP14124a_I | 2018 Used SPF 50+ sunscreen product in last 12 months: Index | Discontinued |
| MP14125a_B | 2019 Used in last 6 months: toothache or gum or canker sore remedy | |
| MP14125a_I | 2019 Used in last 6 months: toothache or gum or canker sore remedy: Index | |
| MP14126a_B | 2018 Used last 6 mo: vitamins or nutritional suppl (kids) | Discontinued |
| MP14126a_I | 2018 Used last 6 mo: vitamins or nutritional suppl (kids): Index | Discontinued |
| MP14147h_B | 2019 Household used in last 6 months: children's cold tablets/liquids | New |
| MP14147h_I | 2019 Household used in last 6 months: children's cold tablets/liquids: Index | New |
| MP14148h_B | 2019 Household used in last 6 months: children's cough syrup | New |
| MP14148h_I | 2019 Household used in last 6 months: children's cough syrup: Index | New |
| MP14149h_B | 2019 Household used kids pain reliever/fever reducer in last 6 months | New |
| MP14149h_I | 2019 Household used kids pain reliever/fever reducer in last 6 months: Index | New |
| MP14150h_B | 2019 Household used kids vitamins/nutritional supplements in last 6 months | New |
| MP14150h_I | 2019 Household used kids vitamins/nutritional supplements in last 6 months: Index | New |
| MP25002a_B | 2019 Used body wash or shower gel in last 6 months | |
| MP25002a_I | 2019 Used body wash or shower gel in last 6 months: Index | |
| MP25003a_B | 2019 Used breath freshener in last 6 months | |
| MP25003a_I | 2019 Used breath freshener in last 6 months: Index | |
| MP25004a_B | 2019 Used breath freshener in last 6 months: gum | |
| MP25004a_I | 2019 Used breath freshener in last 6 months: gum: Index | |
| MP25005a_B | 2019 Used breath freshener in last 6 months: mints | |
| MP25005a_I | 2019 Used breath freshener in last 6 months: mints: Index | |
| MP25007a_B | 2019 Used breath freshener in last 6 months: thin film | |
| MP25007a_I | 2019 Used breath freshener in last 6 months: thin film: Index | |
| MP25008a_B | 2019 Used breath freshener 8+ times in last 7 days | |
| MP25008a_I | 2019 Used breath freshener 8+ times in last 7 days: Index | |
| MP25009a_B | 2019 Used complexion care product in last 6 months | |
| MP25009a_I | 2019 Used complexion care product in last 6 months: Index | |
| MP25015a_B | 2019 Used denture adhesive or fixative in last 6 months | |
| MP25015a_I | 2019 Used denture adhesive or fixative in last 6 months: Index | |
| MP25016a_B | 2019 Used denture cleaner in last 6 months | |
| MP25016a_I | 2019 Used denture cleaner in last 6 months: Index | |
| MP25020a_B | 2019 Used facial moisturizer in last 6 months | |
| MP25020a_I | 2019 Used facial moisturizer in last 6 months: Index | |
| MP25021a_B | 2019 Used personal foot care product in last 6 months | |
| MP25021a_I | 2019 Used personal foot care product in last 6 months: Index | |
| MP25022a_B | 2019 Used hair coloring product (at home) in last 6 months | |
| MP25022a_I | 2019 Used hair coloring product (at home) in last 6 months: Index | |
| MP25024a_B | 2019 Used hair conditioning treatment (at home) in last 6 months | |
| MP25024a_I | 2019 Used hair conditioning treatment (at home) in last 6 months: Index | |
| MP25025a_B | 2019 Used hair growth product in last 6 months | |
| MP25025a_I | 2019 Used hair growth product in last 6 months: Index | |
| MP25026a_B | 2019 Used hair spray (at home) in last 6 months | |
| MP25026a_I | 2019 Used hair spray (at home) in last 6 months: Index | |
| MP25027a_B | 2019 Used hair styling gel or lotion or mousse in last 6 months | |
| MP25027a_I | 2019 Used hair styling gel or lotion or mousse in last 6 months: Index | |
| MP25031a_B | 2019 Used mouthwash in last 6 months | |
| MP25031a_I | 2019 Used mouthwash in last 6 months: Index | |
| MP25032a_B | 2019 Used mouthwash 8+ times in last 7 days | |
| MP25032a_I | 2019 Used mouthwash 8+ times in last 7 days: Index | |
| MP25040a_B | 2019 Used whitening toothpaste in last 6 months | |
| MP25040a_I | 2019 Used whitening toothpaste in last 6 months: Index | |
| MP25043a_B | 2019 Used tooth whitener (not toothpaste) in last 6 months | |
| MP25043a_I | 2019 Used tooth whitener (not toothpaste) in last 6 months: Index | |
| MP25055a_B | 2019 Used tooth whitener (gel) in last 6 months | |
| MP25055a_I | 2019 Used tooth whitener (gel) in last 6 months: Index | |
| MP25044a_B | 2019 Used tooth whitener (strips) in last 6 months | |
| MP25044a_I | 2019 Used tooth whitener (strips) in last 6 months: Index | |
| MP25045a_B | 2019 Visited a day spa in last 6 months | |
| MP25045a_I | 2019 Visited a day spa in last 6 months: Index | |
| MP25046a_B | 2019 Purchased product at salon or day spa in last 6 months | |
| MP25046a_I | 2019 Purchased product at salon or day spa in last 6 months: Index | |
| MP25047a_B | 2019 Used professional service in last 6 months for haircut | |
| MP25047a_I | 2019 Used professional service in last 6 months for haircut: Index | |
| MP25048a_B | 2019 Used professional service in last 6 months for hair color or highlights | |
| MP25048a_I | 2019 Used professional service in last 6 months for hair color or highlights: Index | |
| MP25049a_B | 2019 Used professional service in last 6 months for facial | |
| MP25049a_I | 2019 Used professional service in last 6 months for facial: Index | |
| MP25050a_B | 2019 Used professional service in last 6 months for massage | |
| MP25050a_I | 2019 Used professional service in last 6 months for massage: Index | |
| MP25051a_B | 2019 Used professional service in last 6 months for manicure | |
| MP25051a_I | 2019 Used professional service in last 6 months for manicure: Index | |
| MP25052a_B | 2019 Used professional service in last 6 months for pedicure | |
| MP25052a_I | 2019 Used professional service in last 6 months for pedicure: Index | |
| MP25053a_B | 2019 Spent \$150+ at barber shops in last 6 months | |
| MP25053a_I | 2019 Spent \$150+ at barber shops in last 6 months: Index | |
| MP25054a_B | 2019 Spent \$150+ at beauty salons in last 6 months | |
| MP25054a_I | 2019 Spent \$150+ at beauty salons in last 6 months: Index | |
| MP32001a_B | 2019 Smoked cigarettes in last 12 months | |
| MP32001a_I | 2019 Smoked cigarettes in last 12 months: Index | |
| MP32002a_B | 2019 Smoked 9+ packs of cigarettes in last 7 days | |
| MP32002a_I | 2019 Smoked 9+ packs of cigarettes in last 7 days: Index | |
| MP32003a_B | 2019 Smoked menthol cigarettes in last 12 months | |
| MP32003a_I | 2019 Smoked menthol cigarettes in last 12 months: Index | |
| MP32004a_B | 2019 Smoked non-menthol cigarettes in last 12 months | |
| MP32004a_I | 2019 Smoked non-menthol cigarettes in last 12 months: Index | |
| MP32010a_B | 2019 Smoked electronic cigarettes in last 12 months | |
| MP32010a_I | 2019 Smoked electronic cigarettes in last 12 months: Index | |
| MP32005a_B | 2019 Smoked cigar in last 6 months | |
| MP32005a_I | 2019 Smoked cigar in last 6 months: Index | |
| MP32006a_B | 2019 Smoked 2+ cigars in last 7 days | |
| MP32006a_I | 2019 Smoked 2+ cigars in last 7 days: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|-----|
| MP32011a_B | 2019 Used chewing or smokeless tobacco in last 6 months | New |
| MP32011a_I | 2019 Used chewing or smokeless tobacco in last 6 months: Index | New |
| MP32012a_B | 2019 Used pipe tobacco in last 6 months | New |
| MP32012a_I | 2019 Used pipe tobacco in last 6 months: Index | New |
| MP32007a_B | 2019 Method used to stop smoking in last 12 months: Cold Turkey | |
| MP32007a_I | 2019 Method used to stop smoking in last 12 months: Cold Turkey: Index | |

Home Improvement, Garden & Lawn Market Potential

| | | |
|------------|---|--------------------|
| MP11001a_B | 2019 Have a garden | |
| MP11001a_I | 2019 Have a garden: Index | |
| MP11002a_B | 2019 Participated in outdoor gardening in last 12 months | |
| MP11002a_I | 2019 Participated in outdoor gardening in last 12 months: Index | |
| MP11003h_B | 2019 Household purchased lawn maintenance service in last 12 months | |
| MP11003h_I | 2019 Household purchased lawn maintenance service in last 12 months: Index | |
| MP11004h_B | 2019 Household used service for property/garden maintenance in last 12 months | |
| MP11004h_I | 2019 Household used service for property/garden maintenance in last 12 months: Index | |
| MP11005h_B | 2019 Household spent on property/garden maintenance in last 12 mo: \$1-\$299 | Description Change |
| MP11005h_I | 2019 Household spent on property/garden maintenance in last 12 mo: \$1-\$299: Index | Description Change |
| MP11006h_B | 2019 Household spent on property/garden maintenance in last 12 mo: \$300-\$499 | Description Change |
| MP11006h_I | 2019 Household spent on property/garden maintenance in last 12 mo: \$300-\$499: Index | Description Change |
| MP11007h_B | 2019 Household spent on property/garden maintenance in last 12 mo: \$500+ | Description Change |
| MP11007h_I | 2019 Household spent on property/garden maintenance in last 12 mo: \$500+: Index | Description Change |
| MP11008h_B | 2019 Household purchased bulbs in last 12 months | |
| MP11008h_I | 2019 Household purchased bulbs in last 12 months: Index | |
| MP11009h_B | 2019 Household purchased flower seeds in last 12 months | |
| MP11009h_I | 2019 Household purchased flower seeds in last 12 months: Index | |
| MP11010h_B | 2019 Household purchased garden fertilizer in last 12 months | |
| MP11010h_I | 2019 Household purchased garden fertilizer in last 12 months: Index | |
| MP11011h_B | 2019 Household purchased garden insecticide in last 12 months | |
| MP11011h_I | 2019 Household purchased garden insecticide in last 12 months: Index | |
| MP11012h_B | 2019 Household bought lawn fertilizer with weed control in last 12 months | |
| MP11012h_I | 2019 Household bought lawn fertilizer with weed control in last 12 months: Index | |
| MP11013h_B | 2019 Household bought lawn fertilizer with no weed control in last 12 months | |
| MP11013h_I | 2019 Household bought lawn fertilizer with no weed control in last 12 months: Index | |
| MP11014h_B | 2019 Household purchased lawn insecticide in last 12 months | |
| MP11014h_I | 2019 Household purchased lawn insecticide in last 12 months: Index | |
| MP11015h_B | 2019 Household purchased lawn seed in last 12 months | |
| MP11015h_I | 2019 Household purchased lawn seed in last 12 months: Index | |
| MP11016h_B | 2019 Household purchased organic soil additives in last 12 months | |
| MP11016h_I | 2019 Household purchased organic soil additives in last 12 months: Index | |
| MP11017h_B | 2019 Household purchased outdoor plant food in last 12 months | |
| MP11017h_I | 2019 Household purchased outdoor plant food in last 12 months: Index | |
| MP11019h_B | 2019 Household purchased outdoor shrub or plant in last 12 months | |
| MP11019h_I | 2019 Household purchased outdoor shrub or plant in last 12 months: Index | |
| MP11020h_B | 2019 Household purchased tree in last 12 months | |
| MP11020h_I | 2019 Household purchased tree in last 12 months: Index | |
| MP11021h_B | 2019 Household purchased vegetable plants in last 12 months | |
| MP11021h_I | 2019 Household purchased vegetable plants in last 12 months: Index | |
| MP11022h_B | 2019 Household purchased vegetable seeds in last 12 months | |
| MP11022h_I | 2019 Household purchased vegetable seeds in last 12 months: Index | |
| MP11024h_B | 2019 Household owns garden tiller | |
| MP11024h_I | 2019 Household owns garden tiller: Index | |
| MP11025h_B | 2019 Household owns walk behind lawn mower (electric) | |
| MP11025h_I | 2019 Household owns walk behind lawn mower (electric): Index | |
| MP11026h_B | 2019 Household owns walk behind lawn mower (gas) | |
| MP11026h_I | 2019 Household owns walk behind lawn mower (gas): Index | |
| MP11027h_B | 2019 Household owns riding lawn mower | |
| MP11027h_I | 2019 Household owns riding lawn mower: Index | |
| MP11029h_B | 2019 Household owns lawn or garden tractor | |
| MP11029h_I | 2019 Household owns lawn or garden tractor: Index | |
| MP11030h_B | 2019 Household owns outdoor blower (electric) | |
| MP11030h_I | 2019 Household owns outdoor blower (electric): Index | |
| MP11031h_B | 2019 Household owns outdoor blower (gas) | |
| MP11031h_I | 2019 Household owns outdoor blower (gas): Index | |
| MP11034h_B | 2019 Household owns trimmer or edger (electric) | |
| MP11034h_I | 2019 Household owns trimmer or edger (electric): Index | |
| MP11035h_B | 2019 Household owns trimmer or edger (gas) | |
| MP11035h_I | 2019 Household owns trimmer or edger (gas): Index | |
| MP11036h_B | 2019 Household purchased any tool in last 12 months | |
| MP11036h_I | 2019 Household purchased any tool in last 12 months: Index | |
| MP11037h_B | 2019 Household owns automotive tools | |
| MP11037h_I | 2019 Household owns automotive tools: Index | |
| MP11038h_B | 2019 Household owns chain saw (electric) | |
| MP11038h_I | 2019 Household owns chain saw (electric): Index | |
| MP11039h_B | 2019 Household owns chain saw (gas) | |
| MP11039h_I | 2019 Household owns chain saw (gas): Index | |
| MP11040h_B | 2019 Household owns circular saw (portable) | |
| MP11040h_I | 2019 Household owns circular saw (portable): Index | |
| MP11042h_B | 2019 Household owns electric drill (corded) | |
| MP11042h_I | 2019 Household owns electric drill (corded): Index | |
| MP11043h_B | 2019 Household owns electric drill (cordless) | |
| MP11043h_I | 2019 Household owns electric drill (cordless): Index | |
| MP11044h_B | 2019 Household owns electric router | |
| MP11044h_I | 2019 Household owns electric router: Index | |
| MP11045h_B | 2019 Household owns electric sander | |
| MP11045h_I | 2019 Household owns electric sander: Index | |
| MP11046h_B | 2019 Household owns electric screwdriver (cordless) | |
| MP11046h_I | 2019 Household owns electric screwdriver (cordless): Index | |
| MP11049h_B | 2019 Household owns jig or sabre saw (portable) | |
| MP11049h_I | 2019 Household owns jig or sabre saw (portable): Index | |
| MP11051h_B | 2019 Household owns power ratchet (cordless) | |
| MP11051h_I | 2019 Household owns power ratchet (cordless): Index | |
| MP11052h_B | 2019 Household owns staple gun | |
| MP11052h_I | 2019 Household owns staple gun: Index | |
| MP11053h_B | 2019 Household owns stationary band saw | |
| MP11053h_I | 2019 Household owns stationary band saw: Index | |
| MP11054h_B | 2019 Household owns stationary drill press | |
| MP11054h_I | 2019 Household owns stationary drill press: Index | |
| MP11055h_B | 2019 Household owns stationary radial arm saw | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|--------------------|
| MP11055h_I | 2019 Household owns stationary radial arm saw: Index | |
| MP11056h_B | 2019 Household owns stationary table saw | |
| MP11056h_I | 2019 Household owns stationary table saw: Index | |
| MP11057h_B | 2019 Household owns welder | |
| MP11057h_I | 2019 Household owns welder: Index | |
| MP15001h_B | 2019 Household did any home remodeling in last 12 months | Description Change |
| MP15001h_I | 2019 Household did any home remodeling in last 12 months: Index | Description Change |
| MP15002h_B | 2019 Used any green product with home remodeling work | Description Change |
| MP15002h_I | 2019 Used any green product with home remodeling work: Index | Description Change |
| MP15003h_B | 2019 Household spent on home remodeling in last 12 months: \$1-\$499 | Description Change |
| MP15003h_I | 2019 Household spent on home remodeling in last 12 months: \$1-\$499: Index | Description Change |
| MP15004h_B | 2019 Household spent on home remodeling in last 12 months: \$500-\$2,499 | Description Change |
| MP15004h_I | 2019 Household spent on home remodeling in last 12 months: \$500-\$2,499: Index | Description Change |
| MP15005h_B | 2019 Household spent on home remodeling in last 12 months: \$2,500-\$4,999 | Description Change |
| MP15005h_I | 2019 Household spent on home remodeling in last 12 months: \$2,500-\$4,999: Index | Description Change |
| MP15006h_B | 2019 Household spent on home remodeling in last 12 months: \$5,000+ | Description Change |
| MP15006h_I | 2019 Household spent on home remodeling in last 12 months: \$5,000+: Index | Description Change |
| MP15007h_B | 2019 Home remodeling done by household member in last 12 months | |
| MP15007h_I | 2019 Home remodeling done by household member in last 12 months: Index | |
| MP15008h_B | 2019 Home remodeling done by outside contractor in last 12 months | Description Change |
| MP15008h_I | 2019 Home remodeling done by outside contractor in last 12 months: Index | Description Change |
| MP15009h_B | 2019 Bathroom remodeling done in last 12 months | Description Change |
| MP15009h_I | 2019 Bathroom remodeling done in last 12 months: Index | Description Change |
| MP15010h_B | 2019 Bedroom remodeling done in last 12 months | Description Change |
| MP15010h_I | 2019 Bedroom remodeling done in last 12 months: Index | Description Change |
| MP15011h_B | 2019 Kitchen remodeling done in last 12 months | Description Change |
| MP15011h_I | 2019 Kitchen remodeling done in last 12 months: Index | Description Change |
| MP15012h_B | 2019 Home remodeling in last 12 months: carpeting | Description Change |
| MP15012h_I | 2019 Home remodeling in last 12 months: carpeting: Index | Description Change |
| MP15013h_B | 2019 Home remodeling in last 12 months: roofing | Description Change |
| MP15013h_I | 2019 Home remodeling in last 12 months: roofing: Index | Description Change |
| MP15014h_B | 2019 Household did any home improvements in last 12 months | Description Change |
| MP15014h_I | 2019 Household did any home improvements in last 12 months: Index | Description Change |
| MP15015h_B | 2019 Household used any green product with home improvement work | Description Change |
| MP15015h_I | 2019 Household used any green product with home improvement work: Index | Description Change |
| MP15016h_B | 2019 Households spent on home improvements in last 12 months: \$1-\$149 | Description Change |
| MP15016h_I | 2019 Households spent on home improvements in last 12 months: \$1-\$149: Index | Description Change |
| MP15017h_B | 2019 Households spent on home improvements in last 12 months: \$150-\$499 | Description Change |
| MP15017h_I | 2019 Households spent on home improvements in last 12 months: \$150-\$499: Index | Description Change |
| MP15018h_B | 2019 Households spent on home improvements in last 12 months: \$500+ | Description Change |
| MP15018h_I | 2019 Households spent on home improvements in last 12 months: \$500+: Index | Description Change |
| MP15019h_B | 2019 Home improvement done by household member in last 12 months | |
| MP15019h_I | 2019 Home improvement done by household member in last 12 months: Index | |
| MP15020h_B | 2019 Home improvement done by outside contractor in last 12 months | Description Change |
| MP15020h_I | 2019 Home improvement done by outside contractor in last 12 months: Index | Description Change |
| MP15027h_B | 2019 Household did exterior painting in last 12 months | |
| MP15027h_I | 2019 Household did exterior painting in last 12 months: Index | |
| MP15028h_B | 2019 Exterior painting done by household member in last 12 months | |
| MP15028h_I | 2019 Exterior painting done by household member in last 12 months: Index | |
| MP15029h_B | 2019 Household did interior painting in last 12 months | |
| MP15029h_I | 2019 Household did interior painting in last 12 months: Index | |
| MP15030h_B | 2019 Interior painting done by household member in last 12 months | |
| MP15030h_I | 2019 Interior painting done by household member in last 12 months: Index | |
| MP15031h_B | 2019 Household bought paint or stain in last 12 months | |
| MP15031h_I | 2019 Household bought paint or stain in last 12 months: Index | |
| MP15032h_B | 2019 Household bought paint or stain in last 12 months: 1-3 gallons | |
| MP15032h_I | 2019 Household bought paint or stain in last 12 months: 1-3 gallons: Index | |
| MP15033h_B | 2019 Household bought paint or stain in last 12 months: 4-7 gallons | |
| MP15033h_I | 2019 Household bought paint or stain in last 12 months: 4-7 gallons: Index | |
| MP15034h_B | 2019 Household bought paint or stain in last 12 months: 8+ gallons | |
| MP15034h_I | 2019 Household bought paint or stain in last 12 months: 8+ gallons: Index | |
| MP15035h_B | 2019 Household spent \$101+ on paint or stain in last 12 months | |
| MP15035h_I | 2019 Household spent \$101+ on paint or stain in last 12 months: Index | |
| MP15036h_B | 2019 Household bought exterior paint or stain in last 12 months | |
| MP15036h_I | 2019 Household bought exterior paint or stain in last 12 months: Index | |
| MP15039h_B | 2019 Household bought interior paint or stain in last 12 months | |
| MP15039h_I | 2019 Household bought interior paint or stain in last 12 months: Index | |
| MP15042h_B | 2019 Household used professional carpet cleaning service in last 12 months | |
| MP15042h_I | 2019 Household used professional carpet cleaning service in last 12 months: Index | |
| MP15043h_B | 2019 Household used professional exterminator in last 12 months | |
| MP15043h_I | 2019 Household used professional exterminator in last 12 months: Index | |
| MP15044h_B | 2019 Household used housekeeper/maid/prof cleaning or carpet/furniture cleaning services in last 12 months | Description Change |
| MP15044h_I | 2019 Household used housekeeper/maid/prof cleaning or carpet/furniture cleaning services in last 12 months: Index | Description Change |
| MP15045h_B | 2019 Household used housekeeper or maid in last 12 months | Description Change |
| MP15045h_I | 2019 Household used housekeeper or maid in last 12 months: Index | Description Change |
| MP15046h_B | 2019 Household used professional HH cleaning service in last 12 months | Description Change |
| MP15046h_I | 2019 Household used professional HH cleaning service in last 12 months: Index | Description Change |

Household Goods, Furniture, & Appliances Market Potential

| | | |
|------------|---|--|
| MP16004h_B | 2019 Household purchased low ticket household furnishing in last 12 months | |
| MP16004h_I | 2019 Household purchased low ticket household furnishing in last 12 months: Index | |
| MP16005h_B | 2019 Household purchased curtains in last 12 months | |
| MP16005h_I | 2019 Household purchased curtains in last 12 months: Index | |
| MP16007h_B | 2019 Household purchased table or floor lamp in last 12 months | |
| MP16007h_I | 2019 Household purchased table or floor lamp in last 12 months: Index | |
| MP16008h_B | 2019 Household purchased area rug in last 12 months | |
| MP16008h_I | 2019 Household purchased area rug in last 12 months: Index | |
| MP16009h_B | 2019 Household purchased lawn or porch furniture in last 12 months | |
| MP16009h_I | 2019 Household purchased lawn or porch furniture in last 12 months: Index | |
| MP16010h_B | 2019 Household purchased big ticket household furnishing last 12 months | |
| MP16010h_I | 2019 Household purchased big ticket household furnishing last 12 months: Index | |
| MP16011h_B | 2019 Household purchased bedroom furniture in last 12 months | |
| MP16011h_I | 2019 Household purchased bedroom furniture in last 12 months: Index | |
| MP16012h_B | 2019 Household purchased bed frame or headboard in last 12 months | |
| MP16012h_I | 2019 Household purchased bed frame or headboard in last 12 months: Index | |
| MP16013h_B | 2019 Household purchased box spring in last 12 months | |
| MP16013h_I | 2019 Household purchased box spring in last 12 months: Index | |
| MP16014h_B | 2019 Household purchased mattress in last 12 months | |
| MP16014h_I | 2019 Household purchased mattress in last 12 months: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|--|
| MP16015h_B | 2019 Household purchased dining room furniture in last 12 months | |
| MP16015h_I | 2019 Household purchased dining room furniture in last 12 months: Index | |
| MP16016h_B | 2019 Household purchased kitchen furniture in last 12 months | |
| MP16016h_I | 2019 Household purchased kitchen furniture in last 12 months: Index | |
| MP16017h_B | 2019 Household purchased living room furniture in last 12 months | |
| MP16017h_I | 2019 Household purchased living room furniture in last 12 months: Index | |
| MP16018h_B | 2019 Household purchased recliner in last 12 months | |
| MP16018h_I | 2019 Household purchased recliner in last 12 months: Index | |
| MP16019h_B | 2019 Household purchased sofa or sectional in last 12 months | |
| MP16019h_I | 2019 Household purchased sofa or sectional in last 12 months: Index | |
| MP16020h_B | 2019 Household bought any climate control appliance in last 12 months | |
| MP16020h_I | 2019 Household bought any climate control appliance in last 12 months: Index | |
| MP16021h_B | 2019 Household owns air cleaner (electric) | |
| MP16021h_I | 2019 Household owns air cleaner (electric): Index | |
| MP16022h_B | 2019 Household owns air conditioner (separate room) | |
| MP16022h_I | 2019 Household owns air conditioner (separate room): Index | |
| MP16023h_B | 2019 Household owns dehumidifier | |
| MP16023h_I | 2019 Household owns dehumidifier: Index | |
| MP16024h_B | 2019 Household owns attic or whole house fan | |
| MP16024h_I | 2019 Household owns attic or whole house fan: Index | |
| MP16025h_B | 2019 Household owns ceiling fan (not bathroom vent) | |
| MP16025h_I | 2019 Household owns ceiling fan (not bathroom vent): Index | |
| MP16026h_B | 2019 Household owns fireplace | |
| MP16026h_I | 2019 Household owns fireplace: Index | |
| MP16027h_B | 2019 Household owns heat pump | |
| MP16027h_I | 2019 Household owns heat pump: Index | |
| MP16028h_B | 2019 Household owns humidifier | |
| MP16028h_I | 2019 Household owns humidifier: Index | |
| MP16029h_B | 2019 Household owns space heater (electric) | |
| MP16029h_I | 2019 Household owns space heater (electric): Index | |
| MP16030h_B | 2019 Household has central air conditioner | |
| MP16030h_I | 2019 Household has central air conditioner: Index | |
| MP16031h_B | 2019 Household has central heating (electric) | |
| MP16031h_I | 2019 Household has central heating (electric): Index | |
| MP16032h_B | 2019 Household has central heating (gas) | |
| MP16032h_I | 2019 Household has central heating (gas): Index | |
| MP16034h_B | 2019 Household bought any small kitchen appliance in last 12 months | |
| MP16034h_I | 2019 Household bought any small kitchen appliance in last 12 months: Index | |
| MP16036h_B | 2019 Household owns bread making machine | |
| MP16036h_I | 2019 Household owns bread making machine: Index | |
| MP16038h_B | 2019 Household owns electric coffee grinder | |
| MP16038h_I | 2019 Household owns electric coffee grinder: Index | |
| MP16041h_B | 2019 Household owns coffee maker (single cup or pod brewing) | |
| MP16041h_I | 2019 Household owns coffee maker (single cup or pod brewing): Index | |
| MP16043h_B | 2019 Household owns espresso or cappuccino maker | |
| MP16043h_I | 2019 Household owns espresso or cappuccino maker: Index | |
| MP16044h_B | 2019 Household owns electric food processor | |
| MP16044h_I | 2019 Household owns electric food processor: Index | |
| MP16046h_B | 2019 Household owns electric indoor grill | |
| MP16046h_I | 2019 Household owns electric indoor grill: Index | |
| MP16047h_B | 2019 Household owns ice cream maker | |
| MP16047h_I | 2019 Household owns ice cream maker: Index | |
| MP16048h_B | 2019 Household owns electric juicer | |
| MP16048h_I | 2019 Household owns electric juicer: Index | |
| MP16052h_B | 2019 Household owns pasta machine | |
| MP16052h_I | 2019 Household owns pasta machine: Index | |
| MP16059h_B | 2019 Household owns vacuum sealer | |
| MP16059h_I | 2019 Household owns vacuum sealer: Index | |
| MP16061h_B | 2019 Household bought any large kitchen appliance in last 12 months | |
| MP16061h_I | 2019 Household bought any large kitchen appliance in last 12 months: Index | |
| MP16062h_B | 2019 Household owns cooktop | |
| MP16062h_I | 2019 Household owns cooktop: Index | |
| MP16065h_B | 2019 Household owns separate freezer | |
| MP16065h_I | 2019 Household owns separate freezer: Index | |
| MP16067h_B | 2019 Household owns grill (charcoal) | |
| MP16067h_I | 2019 Household owns grill (charcoal): Index | |
| MP16068h_B | 2019 Household owns grill (electric outdoor) | |
| MP16068h_I | 2019 Household owns grill (electric outdoor): Index | |
| MP16069h_B | 2019 Household owns grill (gas) | |
| MP16069h_I | 2019 Household owns grill (gas): Index | |
| MP16071h_B | 2019 Household owns oven (continuous cleaning) | |
| MP16071h_I | 2019 Household owns oven (continuous cleaning): Index | |
| MP16072h_B | 2019 Household owns oven (convection) | |
| MP16072h_I | 2019 Household owns oven (convection): Index | |
| MP16073h_B | 2019 Household owns range or oven (built-in electric) | |
| MP16073h_I | 2019 Household owns range or oven (built-in electric): Index | |
| MP16074h_B | 2019 Household owns range or oven (built-in gas) | |
| MP16074h_I | 2019 Household owns range or oven (built-in gas): Index | |
| MP16075h_B | 2019 Household owns combination range or microwave | |
| MP16075h_I | 2019 Household owns combination range or microwave: Index | |
| MP16077h_B | 2019 Household owns stove or range (electric) | |
| MP16077h_I | 2019 Household owns stove or range (electric): Index | |
| MP16078h_B | 2019 Household owns stove or range (gas) | |
| MP16078h_I | 2019 Household owns stove or range (gas): Index | |
| MP16079h_B | 2019 Household owns trash compactor | |
| MP16079h_I | 2019 Household owns trash compactor: Index | |
| MP16080h_B | 2019 Household bought any appliance in last 12 months | |
| MP16080h_I | 2019 Household bought any appliance in last 12 months: Index | |
| MP16081h_B | 2019 Household owns residential security system | |
| MP16081h_I | 2019 Household owns residential security system: Index | |
| MP16083h_B | 2019 Household owns clothes dryer (electric) | |
| MP16083h_I | 2019 Household owns clothes dryer (electric): Index | |
| MP16084h_B | 2019 Household owns clothes dryer (gas) | |
| MP16084h_I | 2019 Household owns clothes dryer (gas): Index | |
| MP16087h_B | 2019 Household owns generator (portable) | |
| MP16087h_I | 2019 Household owns generator (portable): Index | |
| MP16088h_B | 2019 Household owns hot tub or whirlpool spa | |
| MP16088h_I | 2019 Household owns hot tub or whirlpool spa: Index | |
| MP16090h_B | 2019 Household owns sewing machine | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|-----|
| MP16090h_I | 2019 Household owns sewing machine: Index | |
| MP16091h_B | 2019 Household owns smoke or fire detector | |
| MP16091h_I | 2019 Household owns smoke or fire detector: Index | |
| MP16095h_B | 2019 Household owns washing machine (high efficiency) | |
| MP16095h_I | 2019 Household owns washing machine (high efficiency): Index | |
| MP16096h_B | 2019 Household owns washing machine (standard) | |
| MP16096h_I | 2019 Household owns washing machine (standard): Index | |
| MP16097h_B | 2019 Household owns washer or dryer (stacked) | |
| MP16097h_I | 2019 Household owns washer or dryer (stacked): Index | |
| MP17057h_B | 2019 Household recycled aluminum beverage cans in last 30 days | New |
| MP17057h_I | 2019 Household recycled aluminum beverage cans in last 30 days: Index | New |
| MP17058h_B | 2019 Household recycled batteries in last 30 days | New |
| MP17058h_I | 2019 Household recycled batteries in last 30 days: Index | New |
| MP17059h_B | 2019 Household recycled electronic equipment in last 30 days | New |
| MP17059h_I | 2019 Household recycled electronic equipment in last 30 days: Index | New |
| MP17060h_B | 2019 Household recycled glass bottles in last 30 days | New |
| MP17060h_I | 2019 Household recycled glass bottles in last 30 days: Index | New |
| MP17061h_B | 2019 Household recycled newspapers in last 30 days | New |
| MP17061h_I | 2019 Household recycled newspapers in last 30 days: Index | New |
| MP17062h_B | 2019 Household recycled plastic bags in last 30 days | New |
| MP17062h_I | 2019 Household recycled plastic bags in last 30 days: Index | New |
| MP17063h_B | 2019 Household recycled plastic bottles in last 30 days | New |
| MP17063h_I | 2019 Household recycled plastic bottles in last 30 days: Index | New |
| MP17001h_B | 2019 Household used environment friendly or green product in last 6 months | |
| MP17001h_I | 2019 Household used environment friendly or green product in last 6 months: Index | |
| MP17002h_B | 2019 Household used biodegradable dishwashing liquid in last 6 months | |
| MP17002h_I | 2019 Household used biodegradable dishwashing liquid in last 6 months: Index | |
| MP17003h_B | 2019 Household used biodegradable general household cleaner in last 6 months | |
| MP17003h_I | 2019 Household used biodegradable general household cleaner in last 6 months: Index | |
| MP17004h_B | 2019 Household used biodegradable glass or surface cleaner in last 6 months | |
| MP17004h_I | 2019 Household used biodegradable glass or surface cleaner in last 6 months: Index | |
| MP17005h_B | 2019 Household used biodegradable laundry detergent in last 6 months | |
| MP17005h_I | 2019 Household used biodegradable laundry detergent in last 6 months: Index | |
| MP17006h_B | 2019 Household used environment friendly light bulbs in last 6 months | |
| MP17006h_I | 2019 Household used environment friendly light bulbs in last 6 months: Index | |
| MP17007h_B | 2019 Household used recycled facial tissues in last 6 months | |
| MP17007h_I | 2019 Household used recycled facial tissues in last 6 months: Index | |
| MP17008h_B | 2019 Household used recycled paper napkins in last 6 months | |
| MP17008h_I | 2019 Household used recycled paper napkins in last 6 months: Index | |
| MP17009h_B | 2019 Household used recycled paper plates in last 6 months | |
| MP17009h_I | 2019 Household used recycled paper plates in last 6 months: Index | |
| MP17010h_B | 2019 Household used recycled paper towels in last 6 months | |
| MP17010h_I | 2019 Household used recycled paper towels in last 6 months: Index | |
| MP17011h_B | 2019 Household used recycled toilet paper in last 6 months | |
| MP17011h_I | 2019 Household used recycled toilet paper in last 6 months: Index | |

Leisure Activities/Lifestyle Market Potential

| | | |
|------------|--|--|
| MPO5001a_B | 2019 Bought digital book in last 12 months | |
| MPO5001a_I | 2019 Bought digital book in last 12 months: Index | |
| MPO5002a_B | 2019 Bought hardcover book in last 12 months | |
| MPO5002a_I | 2019 Bought hardcover book in last 12 months: Index | |
| MPO5003a_B | 2019 Bought paperback book in last 12 months | |
| MPO5003a_I | 2019 Bought paperback book in last 12 months: Index | |
| MPO5004a_B | 2019 Bought 1-3 books in last 12 months | |
| MPO5004a_I | 2019 Bought 1-3 books in last 12 months: Index | |
| MPO5005a_B | 2019 Bought 4-6 books in last 12 months | |
| MPO5005a_I | 2019 Bought 4-6 books in last 12 months: Index | |
| MPO5006a_B | 2019 Bought 7+ books in last 12 months | |
| MPO5006a_I | 2019 Bought 7+ books in last 12 months: Index | |
| MPO5007a_B | 2019 Bought book (fiction) in last 12 months | |
| MPO5007a_I | 2019 Bought book (fiction) in last 12 months: Index | |
| MPO5008a_B | 2019 Bought book (non-fiction) in last 12 months | |
| MPO5008a_I | 2019 Bought book (non-fiction) in last 12 months: Index | |
| MPO5009a_B | 2019 Bought biography in last 12 months | |
| MPO5009a_I | 2019 Bought biography in last 12 months: Index | |
| MPO5010a_B | 2019 Bought children's book in last 12 months | |
| MPO5010a_I | 2019 Bought children's book in last 12 months: Index | |
| MPO5011a_B | 2019 Bought cookbook in last 12 months | |
| MPO5011a_I | 2019 Bought cookbook in last 12 months: Index | |
| MPO5012a_B | 2019 Bought history book in last 12 months | |
| MPO5012a_I | 2019 Bought history book in last 12 months: Index | |
| MPO5013a_B | 2019 Bought mystery book in last 12 months | |
| MPO5013a_I | 2019 Bought mystery book in last 12 months: Index | |
| MPO5028a_B | 2019 Bought novel in last 12 months | |
| MPO5028a_I | 2019 Bought novel in last 12 months: Index | |
| MPO5014a_B | 2019 Bought religious book (not Bible) in last 12 months | |
| MPO5014a_I | 2019 Bought religious book (not Bible) in last 12 months: Index | |
| MPO5015a_B | 2019 Bought romance book in last 12 months | |
| MPO5015a_I | 2019 Bought romance book in last 12 months: Index | |
| MPO5016a_B | 2019 Bought science fiction book in last 12 months | |
| MPO5016a_I | 2019 Bought science fiction book in last 12 months: Index | |
| MPO5017a_B | 2019 Bought personal or business self-help book in last 12 months | |
| MPO5017a_I | 2019 Bought personal or business self-help book in last 12 months: Index | |
| MPO5018a_B | 2019 Bought travel book in last 12 months | |
| MPO5018a_I | 2019 Bought travel book in last 12 months: Index | |
| MPO5019a_B | 2019 Bought book online in last 12 months | |
| MPO5019a_I | 2019 Bought book online in last 12 months: Index | |
| MPO5020a_B | 2019 Bought book in last 12 months: amazon.com | |
| MPO5020a_I | 2019 Bought book in last 12 months: amazon.com: Index | |
| MPO5021a_B | 2019 Bought book in last 12 months: barnes&noble.com | |
| MPO5021a_I | 2019 Bought book in last 12 months: barnes&noble.com: Index | |
| MPO5022a_B | 2019 Bought book in last 12 months: Barnes & Noble book store | |
| MPO5022a_I | 2019 Bought book in last 12 months: Barnes & Noble book store: Index | |
| MPO5023a_B | 2019 Bought book in last 12 months: other book store (not B&N) | |
| MPO5023a_I | 2019 Bought book in last 12 months: other book store (not B&N): Index | |
| MPO5025a_B | 2019 Bought book in last 12 months: mail order | |
| MPO5025a_I | 2019 Bought book in last 12 months: mail order: Index | |
| MPO5027a_B | 2019 Listened to or purchased audiobook in last 6 months | |
| MPO5027a_I | 2019 Listened to or purchased audiobook in last 6 months: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|-----|
| MP05029a_B | 2019 Purchased greeting card in last 6 months | |
| MP05029a_I | 2019 Purchased greeting card in last 6 months: Index | |
| MP20001a_B | 2019 Member of AARP | |
| MP20001a_I | 2019 Member of AARP: Index | |
| MP20002a_B | 2019 Member of charitable organization | |
| MP20002a_I | 2019 Member of charitable organization: Index | |
| MP20003a_B | 2019 Member of church board | |
| MP20003a_I | 2019 Member of church board: Index | |
| MP20004a_B | 2019 Member of fraternal order | |
| MP20004a_I | 2019 Member of fraternal order: Index | |
| MP20005a_B | 2019 Member of religious club | |
| MP20005a_I | 2019 Member of religious club: Index | |
| MP20006a_B | 2019 Member of union | |
| MP20006a_I | 2019 Member of union: Index | |
| MP20007a_B | 2019 Member of veterans club | |
| MP20007a_I | 2019 Member of veterans club: Index | |
| MP20008a_B | 2019 Attended adult education course in last 12 months | |
| MP20008a_I | 2019 Attended adult education course in last 12 months: Index | |
| MP20009a_B | 2019 Went to art gallery in last 12 months | |
| MP20009a_I | 2019 Went to art gallery in last 12 months: Index | |
| MP20010a_B | 2019 Attended auto show in last 12 months | |
| MP20010a_I | 2019 Attended auto show in last 12 months: Index | |
| MP20011a_B | 2019 Did baking in last 12 months | |
| MP20011a_I | 2019 Did baking in last 12 months: Index | |
| MP20106a_B | 2019 Barbecued in last 12 months | New |
| MP20106a_I | 2019 Barbecued in last 12 months: Index | New |
| MP20012a_B | 2019 Went to bar or night club in last 12 months | |
| MP20012a_I | 2019 Went to bar or night club in last 12 months: Index | |
| MP20013a_B | 2019 Went to beach in last 12 months | |
| MP20013a_I | 2019 Went to beach in last 12 months: Index | |
| MP20014a_B | 2019 Played billiards or pool in last 12 months | |
| MP20014a_I | 2019 Played billiards or pool in last 12 months: Index | |
| MP20015a_B | 2019 Played bingo in last 12 months | |
| MP20015a_I | 2019 Played bingo in last 12 months: Index | |
| MP20016a_B | 2019 Did birdwatching in last 12 months | |
| MP20016a_I | 2019 Did birdwatching in last 12 months: Index | |
| MP20017a_B | 2019 Played board game in last 12 months | |
| MP20017a_I | 2019 Played board game in last 12 months: Index | |
| MP20018a_B | 2019 Read book in last 12 months | |
| MP20018a_I | 2019 Read book in last 12 months: Index | |
| MP20019a_B | 2019 Participated in book club in last 12 months | |
| MP20019a_I | 2019 Participated in book club in last 12 months: Index | |
| MP20020a_B | 2019 Went on overnight camping trip in last 12 months | |
| MP20020a_I | 2019 Went on overnight camping trip in last 12 months: Index | |
| MP20021a_B | 2019 Played cards in last 12 months | |
| MP20021a_I | 2019 Played cards in last 12 months: Index | |
| MP20022a_B | 2019 Played chess in last 12 months | |
| MP20022a_I | 2019 Played chess in last 12 months: Index | |
| MP20023a_B | 2019 Played computer game (offline with software) in last 12 months | |
| MP20023a_I | 2019 Played computer game (offline with software) in last 12 months: Index | |
| MP20025a_B | 2019 Played computer game (online without software) in last 12 months | |
| MP20025a_I | 2019 Played computer game (online without software) in last 12 months: Index | |
| MP20026a_B | 2019 Cooked for fun in last 12 months | |
| MP20026a_I | 2019 Cooked for fun in last 12 months: Index | |
| MP20027a_B | 2019 Did crossword puzzle in last 12 months | |
| MP20027a_I | 2019 Did crossword puzzle in last 12 months: Index | |
| MP20028a_B | 2019 Danced or went dancing in last 12 months | |
| MP20028a_I | 2019 Danced or went dancing in last 12 months: Index | |
| MP20029a_B | 2019 Attended dance performance in last 12 months | |
| MP20029a_I | 2019 Attended dance performance in last 12 months: Index | |
| MP20030a_B | 2019 Dined out in last 12 months | |
| MP20030a_I | 2019 Dined out in last 12 months: Index | |
| MP20031a_B | 2019 Participated in fantasy sports league in last 12 months | |
| MP20031a_I | 2019 Participated in fantasy sports league in last 12 months: Index | |
| MP20105a_B | 2019 Participated in tailgating in last 12 months | |
| MP20105a_I | 2019 Participated in tailgating in last 12 months: Index | |
| MP20032a_B | 2019 Did furniture refinishing in last 12 months | |
| MP20032a_I | 2019 Did furniture refinishing in last 12 months: Index | |
| MP20033a_B | 2019 Gambled at casino in last 12 months | |
| MP20033a_I | 2019 Gambled at casino in last 12 months: Index | |
| MP20035a_B | 2019 Gambled in Las Vegas in last 12 months | |
| MP20035a_I | 2019 Gambled in Las Vegas in last 12 months: Index | |
| MP20036a_B | 2019 Participate in indoor gardening or plant care | |
| MP20036a_I | 2019 Participate in indoor gardening or plant care: Index | |
| MP20037a_B | 2019 Attended horse races in last 12 months | |
| MP20037a_I | 2019 Attended horse races in last 12 months: Index | |
| MP20038a_B | 2019 Participated in karaoke in last 12 months | |
| MP20038a_I | 2019 Participated in karaoke in last 12 months: Index | |
| MP20039a_B | 2019 Bought lottery ticket in last 12 months | |
| MP20039a_I | 2019 Bought lottery ticket in last 12 months: Index | |
| MP20040a_B | 2019 Played lottery 6+ times in last 30 days | |
| MP20040a_I | 2019 Played lottery 6+ times in last 30 days: Index | |
| MP20041a_B | 2019 Bought lottery ticket in last 12 months: Daily Drawing | |
| MP20041a_I | 2019 Bought lottery ticket in last 12 months: Daily Drawing: Index | |
| MP20042a_B | 2019 Bought lottery ticket in last 12 months: Instant Game | |
| MP20042a_I | 2019 Bought lottery ticket in last 12 months: Instant Game: Index | |
| MP20103a_B | 2019 Bought lottery ticket in last 12 months: Mega Millions | |
| MP20103a_I | 2019 Bought lottery ticket in last 12 months: Mega Millions: Index | |
| MP20104a_B | 2019 Bought lottery ticket in last 12 months: Powerball | |
| MP20104a_I | 2019 Bought lottery ticket in last 12 months: Powerball: Index | |
| MP20044a_B | 2019 Attended a movie in last 6 months | |
| MP20044a_I | 2019 Attended a movie in last 6 months: Index | |
| MP20045a_B | 2019 Attended movie in last 90 days: once a week or more | |
| MP20045a_I | 2019 Attended movie in last 90 days: once a week or more: Index | |
| MP20046a_B | 2019 Attended movie in last 90 days: 2-3 times a month | |
| MP20046a_I | 2019 Attended movie in last 90 days: 2-3 times a month: Index | |
| MP20047a_B | 2019 Attended movie in last 90 days: once a month | |
| MP20047a_I | 2019 Attended movie in last 90 days: once a month: Index | |
| MP20048a_B | 2019 Attended movie in last 90 days: < once a month | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|--------------|
| MP20048a_I | 2019 Attended movie in last 90 days: < once a month: Index | |
| MP20049a_B | 2019 Saw movie at theater in last 6 months: action genre | |
| MP20049a_I | 2019 Saw movie at theater in last 6 months: action genre: Index | |
| MP20050a_B | 2019 Saw movie at theater in last 6 months: adventure genre | |
| MP20050a_I | 2019 Saw movie at theater in last 6 months: adventure genre: Index | |
| MP20051a_B | 2019 Saw movie at theater in last 6 months: comedy genre | |
| MP20051a_I | 2019 Saw movie at theater in last 6 months: comedy genre: Index | |
| MP20052a_B | 2019 Saw movie at theater in last 6 months: crime genre | |
| MP20052a_I | 2019 Saw movie at theater in last 6 months: crime genre: Index | |
| MP20053a_B | 2019 Saw movie at theater in last 6 months: drama genre | |
| MP20053a_I | 2019 Saw movie at theater in last 6 months: drama genre: Index | |
| MP20054a_B | 2019 Saw movie at theater in last 6 months: family genre | |
| MP20054a_I | 2019 Saw movie at theater in last 6 months: family genre: Index | |
| MP20055a_B | 2019 Saw movie at theater in last 6 months: fantasy genre | |
| MP20055a_I | 2019 Saw movie at theater in last 6 months: fantasy genre: Index | |
| MP20056a_B | 2019 Saw movie at theater in last 6 months: horror genre | |
| MP20056a_I | 2019 Saw movie at theater in last 6 months: horror genre: Index | |
| MP20057a_B | 2019 Saw movie at theater in last 6 months: romance genre | |
| MP20057a_I | 2019 Saw movie at theater in last 6 months: romance genre: Index | |
| MP20058a_B | 2019 Saw movie at theater in last 6 months: science fiction genre | |
| MP20058a_I | 2019 Saw movie at theater in last 6 months: science fiction genre: Index | |
| MP20059a_B | 2019 Saw movie at theater in last 6 months: thriller genre | |
| MP20059a_I | 2019 Saw movie at theater in last 6 months: thriller genre: Index | |
| MP20060a_B | 2019 Went to museum in last 12 months | |
| MP20060a_I | 2019 Went to museum in last 12 months: Index | |
| MP20061a_B | 2019 Attended classical music or opera performance in last 12 months | |
| MP20061a_I | 2019 Attended classical music or opera performance in last 12 months: Index | |
| MP20062a_B | 2019 Attended country music performance in last 12 months | |
| MP20062a_I | 2019 Attended country music performance in last 12 months: Index | |
| MP20063a_B | 2019 Attended rock music performance in last 12 months | |
| MP20063a_I | 2019 Attended rock music performance in last 12 months: Index | |
| MP20064a_B | 2019 Played musical instrument in last 12 months | |
| MP20064a_I | 2019 Played musical instrument in last 12 months: Index | |
| MP20065a_B | 2019 Did painting or drawing in last 12 months | |
| MP20065a_I | 2019 Did painting or drawing in last 12 months: Index | |
| MP20066a_B | 2019 Did photo album or scrapbooking in last 12 months | |
| MP20066a_I | 2019 Did photo album or scrapbooking in last 12 months: Index | |
| MP20067a_B | 2019 Did photography in last 12 months | |
| MP20067a_I | 2019 Did photography in last 12 months: Index | |
| MP20068a_B | 2019 Did Sudoku puzzle in last 12 months | |
| MP20068a_I | 2019 Did Sudoku puzzle in last 12 months: Index | |
| MP20069a_B | 2019 Went to live theater in last 12 months | |
| MP20069a_I | 2019 Went to live theater in last 12 months: Index | |
| MP20070a_B | 2019 Visited a theme park in last 12 months | |
| MP20070a_I | 2019 Visited a theme park in last 12 months: Index | |
| MP20071a_B | 2019 Visited a theme park 5+ times in last 12 months | |
| MP20071a_I | 2019 Visited a theme park 5+ times in last 12 months: Index | |
| MP20072a_B | 2019 Participated in trivia games in last 12 months | |
| MP20072a_I | 2019 Participated in trivia games in last 12 months: Index | |
| MP20073a_B | 2019 Played video or electronic game (console) in last 12 months | |
| MP20073a_I | 2019 Played video or electronic game (console) in last 12 months: Index | |
| MP20074a_B | 2019 Played video or electronic game (portable) in last 12 months | |
| MP20074a_I | 2019 Played video or electronic game (portable) in last 12 months: Index | |
| MP20075a_B | 2019 Visited an indoor water park in last 12 months | |
| MP20075a_I | 2019 Visited an indoor water park in last 12 months: Index | |
| MP20076a_B | 2019 Did woodworking in last 12 months | |
| MP20076a_I | 2019 Did woodworking in last 12 months: Index | |
| MP20077a_B | 2019 Participated in word games in last 12 months | |
| MP20077a_I | 2019 Participated in word games in last 12 months: Index | |
| MP20078a_B | 2019 Went to zoo in last 12 months | |
| MP20078a_I | 2019 Went to zoo in last 12 months: Index | |
| MP20079a_B | 2018 purchase DVDs (movie or other video) last 30 days: 1 | Discontinued |
| MP20079a_I | 2018 purchase DVDs (movie or other video) last 30 days: 1: Index | Discontinued |
| MP20080a_B | 2018 purchase DVDs (movie or other video) last 30 days: 2 | Discontinued |
| MP20080a_I | 2018 purchase DVDs (movie or other video) last 30 days: 2: Index | Discontinued |
| MP20081a_B | 2018 purchase DVDs (movie or other video) last 30 days: 3+ | Discontinued |
| MP20081a_I | 2018 purchase DVDs (movie or other video) last 30 days: 3+: Index | Discontinued |
| MP20082a_B | 2019 Purchased DVD or Blu-ray disc online in last 12 months | |
| MP20082a_I | 2019 Purchased DVD or Blu-ray disc online in last 12 months: Index | |
| MP20083a_B | 2019 Rented DVDs (movie or other video) in last 30 days: 1 | |
| MP20083a_I | 2019 Rented DVDs (movie or other video) in last 30 days: 1: Index | |
| MP20084a_B | 2019 Rented DVDs (movie or other video) in last 30 days: 2 | |
| MP20084a_I | 2019 Rented DVDs (movie or other video) in last 30 days: 2: Index | |
| MP20085a_B | 2019 Rented DVDs (movie or other video) in last 30 days: 3+ | |
| MP20085a_I | 2019 Rented DVDs (movie or other video) in last 30 days: 3+: Index | |
| MP20086a_B | 2019 Rented movie or other video in last 30 days: action or adventure | |
| MP20086a_I | 2019 Rented movie or other video in last 30 days: action or adventure: Index | |
| MP20087a_B | 2019 Rented movie or other video in last 30 days: classics | |
| MP20087a_I | 2019 Rented movie or other video in last 30 days: classics: Index | |
| MP20088a_B | 2019 Rented movie or other video in last 30 days: comedy | |
| MP20088a_I | 2019 Rented movie or other video in last 30 days: comedy: Index | |
| MP20089a_B | 2019 Rented movie or other video in last 30 days: drama | |
| MP20089a_I | 2019 Rented movie or other video in last 30 days: drama: Index | |
| MP20090a_B | 2019 Rented movie or other video in last 30 days: family or children | |
| MP20090a_I | 2019 Rented movie or other video in last 30 days: family or children: Index | |
| MP20091a_B | 2019 Rented movie or other video in last 30 days: foreign | |
| MP20091a_I | 2019 Rented movie or other video in last 30 days: foreign: Index | |
| MP20092a_B | 2019 Rented movie or other video in last 30 days: horror | |
| MP20092a_I | 2019 Rented movie or other video in last 30 days: horror: Index | |
| MP20093a_B | 2019 Rented movie or other video in last 30 days: musical | |
| MP20093a_I | 2019 Rented movie or other video in last 30 days: musical: Index | |
| MP20094a_B | 2019 Rented movie or other video in last 30 days: news or documentary | |
| MP20094a_I | 2019 Rented movie or other video in last 30 days: news or documentary: Index | |
| MP20095a_B | 2019 Rented movie or other video in last 30 days: romance | |
| MP20095a_I | 2019 Rented movie or other video in last 30 days: romance: Index | |
| MP20096a_B | 2019 Rented movie or other video in last 30 days: science fiction | |
| MP20096a_I | 2019 Rented movie or other video in last 30 days: science fiction: Index | |
| MP20097a_B | 2019 Rented movie or other video in last 30 days: TV show | |
| MP20097a_I | 2019 Rented movie or other video in last 30 days: TV show: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|--|
| MP20098a_B | 2019 Rented movie or other video in last 30 days: western | |
| MP20098a_I | 2019 Rented movie or other video in last 30 days: western: Index | |
| MP20099a_B | 2019 Rented or purchased DVD or Blu-ray from amazon.com in last 30 days | |
| MP20099a_I | 2019 Rented or purchased DVD or Blu-ray from amazon.com in last 30 days: Index | |
| MP20100a_B | 2019 Rented DVD or Blu-ray from netflix.com in last 30 days | |
| MP20100a_I | 2019 Rented DVD or Blu-ray from netflix.com in last 30 days: Index | |
| MP20101a_B | 2019 Rented or purchased DVD or Blu-ray from Redbox in last 30 days | |
| MP20101a_I | 2019 Rented or purchased DVD or Blu-ray from Redbox in last 30 days: Index | |
| MP20102h_B | 2019 Household owns ATV or UTV | |
| MP20102h_I | 2019 Household owns ATV or UTV: Index | |

Media - Magazines & Newspapers Market Potential

| | | |
|------------|---|--|
| MP21001a_B | 2019 Read any magazine (paper or electronic version) in last 6 months | |
| MP21001a_I | 2019 Read any magazine (paper or electronic version) in last 6 months: Index | |
| MP21054a_B | 2019 Read digital magazine via website | |
| MP21054a_I | 2019 Read digital magazine via website: Index | |
| MP21055a_B | 2019 Read digital magazine via app | |
| MP21055a_I | 2019 Read digital magazine via app: Index | |
| MP21003a_B | 2019 Read magazine (hard copy) in last 6 months: airline | |
| MP21003a_I | 2019 Read magazine (hard copy) in last 6 months: airline: Index | |
| MP21004a_B | 2019 Read magazine (hard copy) in last 6 months: automotive | |
| MP21004a_I | 2019 Read magazine (hard copy) in last 6 months: automotive: Index | |
| MP21006a_B | 2019 Read magazine (hard copy) in last 6 months: bridal | |
| MP21006a_I | 2019 Read magazine (hard copy) in last 6 months: bridal: Index | |
| MP21007a_B | 2019 Read magazine (hard copy) in last 6 months: business or finance | |
| MP21007a_I | 2019 Read magazine (hard copy) in last 6 months: business or finance: Index | |
| MP21009a_B | 2019 Read magazine (hard copy) in last 6 months: Epicurean | |
| MP21009a_I | 2019 Read magazine (hard copy) in last 6 months: Epicurean: Index | |
| MP21010a_B | 2019 Read magazine (hard copy) in last 6 months: fishing or hunting | |
| MP21010a_I | 2019 Read magazine (hard copy) in last 6 months: fishing or hunting: Index | |
| MP21011a_B | 2019 Read magazine (hard copy) in last 6 months: general editorial | |
| MP21011a_I | 2019 Read magazine (hard copy) in last 6 months: general editorial: Index | |
| MP21012a_B | 2019 Read magazine (hard copy) in last 6 months: health | |
| MP21012a_I | 2019 Read magazine (hard copy) in last 6 months: health: Index | |
| MP21013a_B | 2019 Read magazine (hard copy) in last 6 months: home service | |
| MP21013a_I | 2019 Read magazine (hard copy) in last 6 months: home service: Index | |
| MP21014a_B | 2019 Read magazine (hard copy) in last 6 months: motorcycle | |
| MP21014a_I | 2019 Read magazine (hard copy) in last 6 months: motorcycle: Index | |
| MP21016a_B | 2019 Read magazine (hard copy) in last 6 months: news or entertainment | |
| MP21016a_I | 2019 Read magazine (hard copy) in last 6 months: news or entertainment: Index | |
| MP21017a_B | 2019 Read magazine (hard copy) in last 6 months: parenthood | |
| MP21017a_I | 2019 Read magazine (hard copy) in last 6 months: parenthood: Index | |
| MP21018a_B | 2019 Read magazine (hard copy) in last 6 months: science or technology | |
| MP21018a_I | 2019 Read magazine (hard copy) in last 6 months: science or technology: Index | |
| MP21019a_B | 2019 Read magazine (hard copy) in last 6 months: sports | |
| MP21019a_I | 2019 Read magazine (hard copy) in last 6 months: sports: Index | |
| MP21020a_B | 2019 Read magazine (hard copy) in last 6 months: travel | |
| MP21020a_I | 2019 Read magazine (hard copy) in last 6 months: travel: Index | |
| MP21022a_B | 2019 Read magazine (hard copy) in last 6 months: women's fashion | |
| MP21022a_I | 2019 Read magazine (hard copy) in last 6 months: women's fashion: Index | |
| MP21052a_B | 2019 Read any Spanish language magazine in last 6 months | |
| MP21052a_I | 2019 Read any Spanish language magazine in last 6 months: Index | |
| MP21023a_B | 2019 Read any daily newspaper (paper version) | |
| MP21023a_I | 2019 Read any daily newspaper (paper version): Index | |
| MP21024a_B | 2019 Read 1 daily newspaper (paper version) | |
| MP21024a_I | 2019 Read 1 daily newspaper (paper version): Index | |
| MP21025a_B | 2019 Read 2+ daily newspapers (paper version) | |
| MP21025a_I | 2019 Read 2+ daily newspapers (paper version): Index | |
| MP21026a_B | 2019 Read any Sunday newspaper (paper version) | |
| MP21026a_I | 2019 Read any Sunday newspaper (paper version): Index | |
| MP21027a_B | 2019 Read 1 Sunday newspaper (paper version) | |
| MP21027a_I | 2019 Read 1 Sunday newspaper (paper version): Index | |
| MP21028a_B | 2019 Read 2+ Sunday newspapers (paper version) | |
| MP21028a_I | 2019 Read 2+ Sunday newspapers (paper version): Index | |
| MP21030a_B | 2019 Read newspaper: main news or front page | |
| MP21030a_I | 2019 Read newspaper: main news or front page: Index | |
| MP21031a_B | 2019 Read newspaper: international or national news | |
| MP21031a_I | 2019 Read newspaper: international or national news: Index | |
| MP21032a_B | 2019 Read newspaper: local news | |
| MP21032a_I | 2019 Read newspaper: local news: Index | |
| MP21033a_B | 2019 Read newspaper: business or finance section | |
| MP21033a_I | 2019 Read newspaper: business or finance section: Index | |
| MP21034a_B | 2019 Read newspaper: classified section | |
| MP21034a_I | 2019 Read newspaper: classified section: Index | |
| MP21035a_B | 2019 Read newspaper: comics | |
| MP21035a_I | 2019 Read newspaper: comics: Index | |
| MP21036a_B | 2019 Read newspaper: editorial page | |
| MP21036a_I | 2019 Read newspaper: editorial page: Index | |
| MP21037a_B | 2019 Read newspaper: entertainment or lifestyle section | |
| MP21037a_I | 2019 Read newspaper: entertainment or lifestyle section: Index | |
| MP21038a_B | 2019 Read newspaper: fashion section | |
| MP21038a_I | 2019 Read newspaper: fashion section: Index | |
| MP21039a_B | 2019 Read newspaper: food or cooking section | |
| MP21039a_I | 2019 Read newspaper: food or cooking section: Index | |
| MP21040a_B | 2019 Read newspaper: health section | |
| MP21040a_I | 2019 Read newspaper: health section: Index | |
| MP21041a_B | 2019 Read newspaper: home or furnishings or gardening section | |
| MP21041a_I | 2019 Read newspaper: home or furnishings or gardening section: Index | |
| MP21042a_B | 2019 Read newspaper: movie listings or reviews | |
| MP21042a_I | 2019 Read newspaper: movie listings or reviews: Index | |
| MP21043a_B | 2019 Read newspaper: science & technology section | |
| MP21043a_I | 2019 Read newspaper: science & technology section: Index | |
| MP21044a_B | 2019 Read newspaper: sports section | |
| MP21044a_I | 2019 Read newspaper: sports section: Index | |
| MP21045a_B | 2019 Read newspaper: travel section | |
| MP21045a_I | 2019 Read newspaper: travel section: Index | |
| MP21046a_B | 2019 Read newspaper: TV listings | |
| MP21046a_I | 2019 Read newspaper: TV listings: Index | |
| MP21056a_B | 2019 Read newspaper: weather | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|--|
| MP21056a_I | 2019 Read newspaper: weather: Index | |
| MP21047a_B | 2019 Read newspaper: advertisements | |
| MP21047a_I | 2019 Read newspaper: advertisements: Index | |
| MP21048a_B | 2019 Read newspaper: circulars or inserts or fliers | |
| MP21048a_I | 2019 Read newspaper: circulars or inserts or fliers: Index | |
| MP21053a_B | 2019 Read any digital newspaper in last 30 days | |
| MP21053a_I | 2019 Read any digital newspaper in last 30 days: Index | |
| MP21049a_B | 2019 Used news website or app in last 30 days: nytimes.com | |
| MP21049a_I | 2019 Used news website or app in last 30 days: nytimes.com: Index | |
| MP21050a_B | 2019 Used news website or app in last 30 days: usatoday.com | |
| MP21050a_I | 2019 Used news website or app in last 30 days: usatoday.com: Index | |
| MP21051a_B | 2019 Used news website or app in last 30 days: wsj.com | |
| MP21051a_I | 2019 Used news website or app in last 30 days: wsj.com: Index | |

Media - Radio & Other Audio Market Potential

| | | |
|------------|--|-----|
| MP22001a_B | 2019 Listen to radio 30 minutes or more in typical week | |
| MP22001a_I | 2019 Listen to radio 30 minutes or more in typical week: Index | |
| MP22002a_B | 2019 Listen to radio on typical weekday at home | |
| MP22002a_I | 2019 Listen to radio on typical weekday at home: Index | |
| MP22003a_B | 2019 Listen to radio on typical weekday in car | |
| MP22003a_I | 2019 Listen to radio on typical weekday in car: Index | |
| MP22004a_B | 2019 Listen to radio on typical weekday at work | |
| MP22004a_I | 2019 Listen to radio on typical weekday at work: Index | |
| MP22005a_B | 2019 Listen to radio on typical weekend at home | |
| MP22005a_I | 2019 Listen to radio on typical weekend at home: Index | |
| MP22006a_B | 2019 Listen to radio on typical weekend in car | |
| MP22006a_I | 2019 Listen to radio on typical weekend in car: Index | |
| MP22007a_B | 2019 Listen to radio on typical weekend at work | |
| MP22007a_I | 2019 Listen to radio on typical weekend at work: Index | |
| MP22008a_B | 2019 Listen to radio: adult contemporary format | |
| MP22008a_I | 2019 Listen to radio: adult contemporary format: Index | |
| MP22009a_B | 2019 Listen to radio: all news format | |
| MP22009a_I | 2019 Listen to radio: all news format: Index | |
| MP22011a_B | 2019 Listen to radio: alternative format | |
| MP22011a_I | 2019 Listen to radio: alternative format: Index | |
| MP22012a_B | 2019 Listen to radio: contemporary hit radio format | |
| MP22012a_I | 2019 Listen to radio: contemporary hit radio format: Index | |
| MP22013a_B | 2019 Listen to radio: classic hits format | |
| MP22013a_I | 2019 Listen to radio: classic hits format: Index | |
| MP22014a_B | 2019 Listen to radio: classic rock format | |
| MP22014a_I | 2019 Listen to radio: classic rock format: Index | |
| MP22015a_B | 2019 Listen to radio: classical format | |
| MP22015a_I | 2019 Listen to radio: classical format: Index | |
| MP22016a_B | 2019 Listen to radio: country format | |
| MP22016a_I | 2019 Listen to radio: country format: Index | |
| MP22017a_B | 2019 Listen to radio: Hispanic format | |
| MP22017a_I | 2019 Listen to radio: Hispanic format: Index | |
| MP22019a_B | 2019 Listen to radio: news or talk format | |
| MP22019a_I | 2019 Listen to radio: news or talk format: Index | |
| MP22020a_B | 2019 Listen to radio: oldies format | |
| MP22020a_I | 2019 Listen to radio: oldies format: Index | |
| MP22021a_B | 2019 Listen to radio: public format | |
| MP22021a_I | 2019 Listen to radio: public format: Index | |
| MP22022a_B | 2019 Listen to radio: religious format | |
| MP22022a_I | 2019 Listen to radio: religious format: Index | |
| MP22023a_B | 2019 Listen to radio: rhythmic format | |
| MP22023a_I | 2019 Listen to radio: rhythmic format: Index | |
| MP22024a_B | 2019 Listen to radio: rock format | |
| MP22024a_I | 2019 Listen to radio: rock format: Index | |
| MP22025a_B | 2019 Listen to radio: soft adult contemporary format | |
| MP22025a_I | 2019 Listen to radio: soft adult contemporary format: Index | |
| MP22026a_B | 2019 Listen to radio: sports format | |
| MP22026a_I | 2019 Listen to radio: sports format: Index | |
| MP22027a_B | 2019 Listen to radio: urban format | |
| MP22027a_I | 2019 Listen to radio: urban format: Index | |
| MP22028a_B | 2019 Listen to radio 6:00 am - 10:00 am weekday | |
| MP22028a_I | 2019 Listen to radio 6:00 am - 10:00 am weekday: Index | |
| MP22029a_B | 2019 Listen to radio 10:00 am - 3:00 pm weekday | |
| MP22029a_I | 2019 Listen to radio 10:00 am - 3:00 pm weekday: Index | |
| MP22030a_B | 2019 Listen to radio 3:00 pm - 7:00 pm weekday | |
| MP22030a_I | 2019 Listen to radio 3:00 pm - 7:00 pm weekday: Index | |
| MP22031a_B | 2019 Listen to radio 7:00 pm - midnight weekday | |
| MP22031a_I | 2019 Listen to radio 7:00 pm - midnight weekday: Index | |
| MP22032a_B | 2019 Listen to radio midnight - 6:00 am weekday | |
| MP22032a_I | 2019 Listen to radio midnight - 6:00 am weekday: Index | |
| MP22033a_B | 2019 Listen to radio 6:00 am - 10:00 am weekend | |
| MP22033a_I | 2019 Listen to radio 6:00 am - 10:00 am weekend: Index | |
| MP22034a_B | 2019 Listen to radio 10:00 am - 3:00 pm weekend | |
| MP22034a_I | 2019 Listen to radio 10:00 am - 3:00 pm weekend: Index | |
| MP22035a_B | 2019 Listen to radio 3:00 pm - 7:00 pm weekend | |
| MP22035a_I | 2019 Listen to radio 3:00 pm - 7:00 pm weekend: Index | |
| MP22036a_B | 2019 Listen to radio 7:00 pm - midnight weekend | |
| MP22036a_I | 2019 Listen to radio 7:00 pm - midnight weekend: Index | |
| MP22037a_B | 2019 Listen to radio midnight - 6:00 am weekend | |
| MP22037a_I | 2019 Listen to radio midnight - 6:00 am weekend: Index | |
| MP22093a_B | 2019 Listened to online only radio or music service in last 30 days | New |
| MP22093a_I | 2019 Listened to online only radio or music service in last 30 days: Index | New |
| MP22092a_B | 2019 Listened to streaming AM/FM radio stations in last 30 days | New |
| MP22092a_I | 2019 Listened to streaming AM/FM radio stations in last 30 days: Index | New |
| MP22094a_B | 2019 Listened to streaming audio in last 30 days: Amazon Prime | New |
| MP22094a_I | 2019 Listened to streaming audio in last 30 days: Amazon Prime: Index | New |
| MP22088a_B | 2019 Listened to streaming audio in last 30 days: Apple Music | |
| MP22088a_I | 2019 Listened to streaming audio in last 30 days: Apple Music: Index | |
| MP22095a_B | 2019 Listened to streaming audio in last 30 days: Google Play | New |
| MP22095a_I | 2019 Listened to streaming audio in last 30 days: Google Play: Index | New |
| MP22089a_B | 2019 Listened to streaming audio in last 30 days: iHeartRadio | |
| MP22089a_I | 2019 Listened to streaming audio in last 30 days: iHeartRadio: Index | |
| MP22096a_B | 2019 Listened to streaming audio in last 30 days: iTunes | New |
| MP22096a_I | 2019 Listened to streaming audio in last 30 days: iTunes: Index | New |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|--------------------|
| MP22090a_B | 2019 Listened to streaming audio in last 30 days: Pandora | |
| MP22090a_I | 2019 Listened to streaming audio in last 30 days: Pandora: Index | |
| MP22097a_B | 2019 Listened to streaming audio in last 30 days: Soundcloud | New |
| MP22097a_I | 2019 Listened to streaming audio in last 30 days: Soundcloud: Index | New |
| MP22091a_B | 2019 Listened to streaming audio in last 30 days: Spotify | |
| MP22091a_I | 2019 Listened to streaming audio in last 30 days: Spotify: Index | |
| MP22075h_B | 2019 Household subscribes to SiriusXM satellite radio | Description Change |
| MP22075h_I | 2019 Household subscribes to SiriusXM satellite radio: Index | Description Change |
| MP22040a_B | 2019 Downloaded any individual song in last 6 months | |
| MP22040a_I | 2019 Downloaded any individual song in last 6 months: Index | |
| MP22080a_B | 2019 Downloaded individual songs in last 6 months: <10 | |
| MP22080a_I | 2019 Downloaded individual songs in last 6 months: <10: Index | |
| MP22043a_B | 2019 Downloaded 10-29 individual songs in last 6 months | |
| MP22043a_I | 2019 Downloaded 10-29 individual songs in last 6 months: Index | |
| MP22044a_B | 2019 Downloaded 30+ individual songs in last 6 months | |
| MP22044a_I | 2019 Downloaded 30+ individual songs in last 6 months: Index | |
| MP22045a_B | 2019 Downloaded any album in last 6 months | |
| MP22045a_I | 2019 Downloaded any album in last 6 months: Index | |
| MP22046a_B | 2019 Downloaded 1 album in last 6 months | |
| MP22046a_I | 2019 Downloaded 1 album in last 6 months: Index | |
| MP22047a_B | 2019 Downloaded 2-4 albums in last 6 months | |
| MP22047a_I | 2019 Downloaded 2-4 albums in last 6 months: Index | |
| MP22048a_B | 2019 Downloaded 5+ albums in last 6 months | |
| MP22048a_I | 2019 Downloaded 5+ albums in last 6 months: Index | |
| MP22049a_B | 2019 Purchased any CD in last 6 months | |
| MP22049a_I | 2019 Purchased any CD in last 6 months: Index | |
| MP22050a_B | 2019 Purchased 1 CD in last 6 months | |
| MP22050a_I | 2019 Purchased 1 CD in last 6 months: Index | |
| MP22051a_B | 2019 Purchased 2-4 CDs in last 6 months | |
| MP22051a_I | 2019 Purchased 2-4 CDs in last 6 months: Index | |
| MP22053a_B | 2019 Listened to or purchased in last 6 months: alternative music | |
| MP22053a_I | 2019 Listened to or purchased in last 6 months: alternative music: Index | |
| MP22054a_B | 2019 Listened to or purchased in last 6 months: blues | |
| MP22054a_I | 2019 Listened to or purchased in last 6 months: blues: Index | |
| MP22055a_B | 2019 Listened to or purchased in last 6 months: classic rock | |
| MP22055a_I | 2019 Listened to or purchased in last 6 months: classic rock: Index | |
| MP22056a_B | 2019 Listened to or purchased in last 6 months: classical music | |
| MP22056a_I | 2019 Listened to or purchased in last 6 months: classical music: Index | |
| MP22057a_B | 2019 Listened to or purchased in last 6 months: contemporary Christian | |
| MP22057a_I | 2019 Listened to or purchased in last 6 months: contemporary Christian: Index | |
| MP22058a_B | 2019 Listened to or purchased in last 6 months: country music | |
| MP22058a_I | 2019 Listened to or purchased in last 6 months: country music: Index | |
| MP22059a_B | 2019 Listened to or purchased in last 6 months: dance music | |
| MP22059a_I | 2019 Listened to or purchased in last 6 months: dance music: Index | |
| MP22060a_B | 2019 Listened to or purchased in last 6 months: easy listening music | |
| MP22060a_I | 2019 Listened to or purchased in last 6 months: easy listening music: Index | |
| MP22076a_B | 2019 Listened to or purchased in last 6 months: 80's pop | |
| MP22076a_I | 2019 Listened to or purchased in last 6 months: 80's pop: Index | |
| MP22061a_B | 2019 Listened to or purchased in last 6 months: faith & inspiration | |
| MP22061a_I | 2019 Listened to or purchased in last 6 months: faith & inspiration: Index | |
| MP22062a_B | 2019 Listened to or purchased in last 6 months: folk music | |
| MP22062a_I | 2019 Listened to or purchased in last 6 months: folk music: Index | |
| MP22063a_B | 2019 Listened to or purchased in last 6 months: gospel music | |
| MP22063a_I | 2019 Listened to or purchased in last 6 months: gospel music: Index | |
| MP22064a_B | 2019 Listened to or purchased in last 6 months: hard rock | |
| MP22064a_I | 2019 Listened to or purchased in last 6 months: hard rock: Index | |
| MP22065a_B | 2019 Listened to or purchased in last 6 months: hip hop music | |
| MP22065a_I | 2019 Listened to or purchased in last 6 months: hip hop music: Index | |
| MP22077a_B | 2019 Listened to or purchased in last 6 months: indie | |
| MP22077a_I | 2019 Listened to or purchased in last 6 months: indie: Index | |
| MP22066a_B | 2019 Listened to or purchased in last 6 months: jazz | |
| MP22066a_I | 2019 Listened to or purchased in last 6 months: jazz: Index | |
| MP22067a_B | 2019 Listened to or purchased in last 6 months: New Age music | |
| MP22067a_I | 2019 Listened to or purchased in last 6 months: New Age music: Index | |
| MP22078a_B | 2019 Listened to or purchased in last 6 months: oldies (50's & 60's) | |
| MP22078a_I | 2019 Listened to or purchased in last 6 months: oldies (50's & 60's): Index | |
| MP22068a_B | 2019 Listened to or purchased in last 6 months: pop or top 40 music | |
| MP22068a_I | 2019 Listened to or purchased in last 6 months: pop or top 40 music: Index | |
| MP22069a_B | 2019 Listened to or purchased in last 6 months: R&B music | |
| MP22069a_I | 2019 Listened to or purchased in last 6 months: R&B music: Index | |
| MP22070a_B | 2019 Listened to or purchased in last 6 months: rap music | |
| MP22070a_I | 2019 Listened to or purchased in last 6 months: rap music: Index | |
| MP22071a_B | 2019 Listened to or purchased in last 6 months: reggae | |
| MP22071a_I | 2019 Listened to or purchased in last 6 months: reggae: Index | |
| MP22072a_B | 2019 Listened to or purchased in last 6 months: soft rock | |
| MP22072a_I | 2019 Listened to or purchased in last 6 months: soft rock: Index | |
| MP22079a_B | 2019 Listened to or purchased in last 6 months: soundtracks | |
| MP22079a_I | 2019 Listened to or purchased in last 6 months: soundtracks: Index | |
| MP22073a_B | 2019 Listened to or purchased in last 6 months: Spanish or Latin music | |
| MP22073a_I | 2019 Listened to or purchased in last 6 months: Spanish or Latin music: Index | |
| MP22081a_B | 2019 Purchased music at electronics store | |
| MP22081a_I | 2019 Purchased music at electronics store: Index | |
| MP22082a_B | 2019 Purchased music at discount department store | |
| MP22082a_I | 2019 Purchased music at discount department store: Index | |
| MP22083a_B | 2019 Purchased music at music store | |
| MP22083a_I | 2019 Purchased music at music store: Index | |
| MP22084a_B | 2019 Purchased music through amazon prime | |
| MP22084a_I | 2019 Purchased music through amazon prime: Index | |
| MP22085a_B | 2019 Purchased music through google play | |
| MP22085a_I | 2019 Purchased music through google play: Index | |
| MP22086a_B | 2019 Purchased music through iTunes | |
| MP22086a_I | 2019 Purchased music through iTunes: Index | |
| MP22087a_B | 2019 Purchased music through other online site | |
| MP22087a_I | 2019 Purchased music through other online site: Index | |

Media - TV Viewing Market Potential

| | | |
|------------|--|--|
| MP23001h_B | 2019 Household subscribes to cable TV | |
| MP23001h_I | 2019 Household subscribes to cable TV: Index | |
| MP23002h_B | 2019 Household subscribes to fiber optic | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|--------------------|
| MP23002h_I | 2019 Household subscribes to fiber optic: Index | |
| MP23155h_B | 2019 Household subscribes to streaming video service: Hulu | New |
| MP23155h_I | 2019 Household subscribes to streaming video service: Hulu: Index | New |
| MP23156h_B | 2019 Household subscribes to streaming video service: Netflix | New |
| MP23156h_I | 2019 Household subscribes to streaming video service: Netflix: Index | New |
| MP23157h_B | 2019 Household subscribes to streaming video service: Amazon Prime | New |
| MP23157h_I | 2019 Household subscribes to streaming video service: Amazon Prime: Index | New |
| MP23004h_B | 2019 Household has satellite dish: DirectTV | |
| MP23004h_I | 2019 Household has satellite dish: DirectTV: Index | |
| MP23005h_B | 2019 Household has satellite dish: Dish Network | |
| MP23005h_I | 2019 Household has satellite dish: Dish Network: Index | |
| MP23006h_B | 2019 Household has bundled services: (TV or Internet or phone) | |
| MP23006h_I | 2019 Household has bundled services: (TV or Internet or phone): Index | |
| MP23007h_B | 2019 Household has digital video recorder (DVR) | |
| MP23007h_I | 2019 Household has digital video recorder (DVR): Index | |
| MP23009h_B | 2019 Household subscribes to premium channel: Cinemax | |
| MP23009h_I | 2019 Household subscribes to premium channel: Cinemax: Index | |
| MP23010h_B | 2019 Household subscribes to premium channel: Starz Encore | |
| MP23010h_I | 2019 Household subscribes to premium channel: Starz Encore: Index | |
| MP23128h_B | 2019 Household subscribes to premium channel: EPIX | |
| MP23128h_I | 2019 Household subscribes to premium channel: EPIX: Index | |
| MP23011h_B | 2019 Household subscribes to premium channel: HBO | |
| MP23011h_I | 2019 Household subscribes to premium channel: HBO: Index | |
| MP23012h_B | 2019 Household subscribes to premium channel: The Movie Channel | |
| MP23012h_I | 2019 Household subscribes to premium channel: The Movie Channel: Index | |
| MP23013h_B | 2019 Household subscribes to premium channel: Showtime | |
| MP23013h_I | 2019 Household subscribes to premium channel: Showtime: Index | |
| MP23014h_B | 2019 Household subscribes to premium channel: Starz | |
| MP23014h_I | 2019 Household subscribes to premium channel: Starz: Index | |
| MP23015a_B | 2019 Watch TV (including cable) 30 min or more in typical week | |
| MP23015a_I | 2019 Watch TV (including cable) 30 min or more in typical week: Index | |
| MP23016a_B | 2019 Viewed any program on Spanish TV network in last 12 months | Description Change |
| MP23016a_I | 2019 Viewed any program on Spanish TV network in last 12 months: Index | Description Change |
| MP23152a_B | 2019 Viewed any program on Telemundo in last 12 months | New |
| MP23152a_I | 2019 Viewed any program on Telemundo in last 12 months: Index | New |
| MP23153a_B | 2019 Viewed any program on Unimas in last 12 months | New |
| MP23153a_I | 2019 Viewed any program on Unimas in last 12 months: Index | New |
| MP23154a_B | 2019 Viewed any program on Univision in last 12 months | New |
| MP23154a_I | 2019 Viewed any program on Univision in last 12 months: Index | New |
| MP23018a_B | 2019 Viewed movie (video-on-demand) in last 30 days | |
| MP23018a_I | 2019 Viewed movie (video-on-demand) in last 30 days: Index | |
| MP23019a_B | 2019 Viewed TV show (video-on-demand) in last 30 days | |
| MP23019a_I | 2019 Viewed TV show (video-on-demand) in last 30 days: Index | |
| MP23020a_B | 2019 Watched any pay-per-view TV in last 12 months | |
| MP23020a_I | 2019 Watched any pay-per-view TV in last 12 months: Index | |
| MP23021a_B | 2019 Watched pay-per-view TV in last 12 months: movies | |
| MP23021a_I | 2019 Watched pay-per-view TV in last 12 months: movies: Index | |
| MP23022a_B | 2019 Watched pay-per-view TV in last 12 months: sports events | |
| MP23022a_I | 2019 Watched pay-per-view TV in last 12 months: sports events: Index | |
| MP23025a_B | 2019 Watch on TV: documentary or informational (primetime) | |
| MP23025a_I | 2019 Watch on TV: documentary or informational (primetime): Index | |
| MP23026a_B | 2019 Watch on TV: early evening network news (Mon-Fri) | |
| MP23026a_I | 2019 Watch on TV: early evening network news (Mon-Fri): Index | |
| MP23027a_B | 2019 Watch on TV: early evening network news (weekend) | |
| MP23027a_I | 2019 Watch on TV: early evening network news (weekend): Index | |
| MP23028a_B | 2019 Watch on TV: early morning news | |
| MP23028a_I | 2019 Watch on TV: early morning news: Index | |
| MP23029a_B | 2019 Watch on TV: early morning talk or informational or news | |
| MP23029a_I | 2019 Watch on TV: early morning talk or informational or news: Index | |
| MP23144a_B | 2019 Watch on TV: early evening local news (Mon-Fri) | |
| MP23144a_I | 2019 Watch on TV: early evening local news (Mon-Fri): Index | |
| MP23145a_B | 2019 Watch on TV: late evening local news (Mon-Fri) | |
| MP23145a_I | 2019 Watch on TV: late evening local news (Mon-Fri): Index | |
| MP23031a_B | 2019 Watch on TV: game shows (daytime) | |
| MP23031a_I | 2019 Watch on TV: game shows (daytime): Index | |
| MP23033a_B | 2019 Watch on TV: news specials | |
| MP23033a_I | 2019 Watch on TV: news specials: Index | |
| MP23034a_B | 2019 Watch on TV: pageants (specials) | |
| MP23034a_I | 2019 Watch on TV: pageants (specials): Index | |
| MP23036a_B | 2019 Watch on TV: Sunday news or interview programs | |
| MP23036a_I | 2019 Watch on TV: Sunday news or interview programs: Index | |
| MP23038a_B | 2019 Watched last week: A&E Television Network | |
| MP23038a_I | 2019 Watched last week: A&E Television Network: Index | |
| MP23039a_B | 2019 Watched last week: Freeform Channel | |
| MP23039a_I | 2019 Watched last week: Freeform Channel: Index | |
| MP23137a_B | 2019 Watched last week: Adult Swim | |
| MP23137a_I | 2019 Watched last week: Adult Swim: Index | |
| MP23040a_B | 2019 Watched last week: AMC (American Movie Classics) | |
| MP23040a_I | 2019 Watched last week: AMC (American Movie Classics): Index | |
| MP23138a_B | 2019 Watched last week: American Heroes Channel | |
| MP23138a_I | 2019 Watched last week: American Heroes Channel: Index | |
| MP23041a_B | 2019 Watched last week: Animal Planet | |
| MP23041a_I | 2019 Watched last week: Animal Planet: Index | |
| MP23042a_B | 2019 Watched last week: BBC America | |
| MP23042a_I | 2019 Watched last week: BBC America: Index | |
| MP23146a_B | 2019 Watched last week: BBC World News | |
| MP23146a_I | 2019 Watched last week: BBC World News: Index | |
| MP23043a_B | 2019 Watched last week: BET (Black Entertainment TV) | |
| MP23043a_I | 2019 Watched last week: BET (Black Entertainment TV): Index | |
| MP23045a_B | 2019 Watched last week: Bravo | |
| MP23045a_I | 2019 Watched last week: Bravo: Index | |
| MP23046a_B | 2019 Watched last week: Cartoon Network | |
| MP23046a_I | 2019 Watched last week: Cartoon Network: Index | |
| MP23114a_B | 2019 Watched last week: CBS Sports Network | |
| MP23114a_I | 2019 Watched last week: CBS Sports Network: Index | |
| MP23139a_B | 2018 Watched last week: Chiller | Discontinued |
| MP23139a_I | 2018 Watched last week: Chiller: Index | Discontinued |
| MP23047a_B | 2019 Watched last week: CMT (Country Music Television) | |
| MP23047a_I | 2019 Watched last week: CMT (Country Music Television): Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

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| MP23048a_B | 2019 Watched last week: CNBC | |
| MP23048a_I | 2019 Watched last week: CNBC: Index | |
| MP23049a_B | 2019 Watched last week: CNN (Cable News Network) | |
| MP23049a_I | 2019 Watched last week: CNN (Cable News Network): Index | |
| MP23050a_B | 2019 Watched last week: Comedy Central | |
| MP23050a_I | 2019 Watched last week: Comedy Central: Index | |
| MP23115a_B | 2019 Watched last week: Cooking Channel | |
| MP23115a_I | 2019 Watched last week: Cooking Channel: Index | |
| MP23116a_B | 2019 Watched last week: Destination America | |
| MP23116a_I | 2019 Watched last week: Destination America: Index | |
| MP23051a_B | 2019 Watched last week: Discovery Channel | |
| MP23051a_I | 2019 Watched last week: Discovery Channel: Index | |
| MP23147a_B | 2019 Watched last week: Discovery Family | |
| MP23147a_I | 2019 Watched last week: Discovery Family: Index | |
| MP23140a_B | 2019 Watched last week: Discovery Life Channel | |
| MP23140a_I | 2019 Watched last week: Discovery Life Channel: Index | |
| MP23052a_B | 2019 Watched last week: Disney Channel | |
| MP23052a_I | 2019 Watched last week: Disney Channel: Index | |
| MP23148a_B | 2019 Watched last week: Disney Junior | |
| MP23148a_I | 2019 Watched last week: Disney Junior: Index | |
| MP23053a_B | 2019 Watched last week: Disney XD | |
| MP23053a_I | 2019 Watched last week: Disney XD: Index | |
| MP23054a_B | 2019 Watched last week: DIY Network | |
| MP23054a_I | 2019 Watched last week: DIY Network: Index | |
| MP23055a_B | 2019 Watched last week: E! (Entertainment Television) | |
| MP23055a_I | 2019 Watched last week: E! (Entertainment Television): Index | |
| MP23056a_B | 2019 Watched last week: ESPN | |
| MP23056a_I | 2019 Watched last week: ESPN: Index | |
| MP23057a_B | 2019 Watched last week: ESPN2 | |
| MP23057a_I | 2019 Watched last week: ESPN2: Index | |
| MP23058a_B | 2019 Watched last week: ESPN Classic | |
| MP23058a_I | 2019 Watched last week: ESPN Classic: Index | |
| MP23059a_B | 2019 Watched last week: ESPNNews | |
| MP23059a_I | 2019 Watched last week: ESPNNews: Index | |
| MP23129a_B | 2019 Watched last week: ESPNU | |
| MP23129a_I | 2019 Watched last week: ESPNU: Index | |
| MP23060a_B | 2019 Watched last week: Food Network | |
| MP23060a_I | 2019 Watched last week: Food Network: Index | |
| MP23130a_B | 2019 Watched last week: Fox Business Network | |
| MP23130a_I | 2019 Watched last week: Fox Business Network: Index | |
| MP23061a_B | 2019 Watched last week: Fox News Channel | |
| MP23061a_I | 2019 Watched last week: Fox News Channel: Index | |
| MP23092a_B | 2019 Watched last week: Fox Sports 1 | |
| MP23092a_I | 2019 Watched last week: Fox Sports 1: Index | |
| MP23131a_B | 2019 Watched last week: Fox Sports 2 | |
| MP23131a_I | 2019 Watched last week: Fox Sports 2: Index | |
| MP23063a_B | 2018 Watched last week: Fuse | Discontinued |
| MP23063a_I | 2018 Watched last week: Fuse: Index | Discontinued |
| MP23064a_B | 2019 Watched last week: FX | |
| MP23064a_I | 2019 Watched last week: FX: Index | |
| MP23149a_B | 2019 Watched last week: FXM (FX Movie Channel) | |
| MP23149a_I | 2019 Watched last week: FXM (FX Movie Channel): Index | |
| MP23150a_B | 2019 Watched last week: FXX | |
| MP23150a_I | 2019 Watched last week: FXX: Index | |
| MP23065a_B | 2019 Watched last week: Golf Channel | |
| MP23065a_I | 2019 Watched last week: Golf Channel: Index | |
| MP23066a_B | 2019 Watched last week: GSN (Game Show Network) | |
| MP23066a_I | 2019 Watched last week: GSN (Game Show Network): Index | |
| MP23067a_B | 2019 Watched last week: Hallmark Channel | |
| MP23067a_I | 2019 Watched last week: Hallmark Channel: Index | |
| MP23132a_B | 2019 Watched last week: Hallmark Movies and Mysteries | |
| MP23132a_I | 2019 Watched last week: Hallmark Movies and Mysteries: Index | |
| MP23068a_B | 2019 Watched last week: HGTV (Home & Garden Television) | |
| MP23068a_I | 2019 Watched last week: HGTV (Home & Garden Television): Index | |
| MP23069a_B | 2019 Watched last week: History Channel | |
| MP23069a_I | 2019 Watched last week: History Channel: Index | |
| MP23070a_B | 2019 Watched last week: HLN | |
| MP23070a_I | 2019 Watched last week: HLN: Index | |
| MP23071a_B | 2019 Watched last week: HSN (Home Shopping Network) | |
| MP23071a_I | 2019 Watched last week: HSN (Home Shopping Network): Index | |
| MP23072a_B | 2019 Watched last week: IFC TV | |
| MP23072a_I | 2019 Watched last week: IFC TV: Index | |
| MP23073a_B | 2019 Watched last week: Investigation Discovery | |
| MP23073a_I | 2019 Watched last week: Investigation Discovery: Index | |
| MP23133a_B | 2019 Watched last week: Ion | |
| MP23133a_I | 2019 Watched last week: Ion: Index | |
| MP23074a_B | 2019 Watched last week: Lifetime | |
| MP23074a_I | 2019 Watched last week: Lifetime: Index | |
| MP23075a_B | 2019 Watched last week: LMN (Lifetime Movie Network) | |
| MP23075a_I | 2019 Watched last week: LMN (Lifetime Movie Network): Index | |
| MP23151a_B | 2019 Watched last week: MeTV | |
| MP23151a_I | 2019 Watched last week: MeTV: Index | |
| MP23077a_B | 2019 Watched last week: MLB Network | |
| MP23077a_I | 2019 Watched last week: MLB Network: Index | |
| MP23078a_B | 2019 Watched last week: MSNBC | |
| MP23078a_I | 2019 Watched last week: MSNBC: Index | |
| MP23079a_B | 2019 Watched last week: MTV | |
| MP23079a_I | 2019 Watched last week: MTV: Index | |
| MP23080a_B | 2019 Watched last week: MTV2 | |
| MP23080a_I | 2019 Watched last week: MTV2: Index | |
| MP23081a_B | 2019 Watched last week: Music Choice | |
| MP23081a_I | 2019 Watched last week: Music Choice: Index | |
| MP23082a_B | 2019 Watched last week: Nat Geo Wild | |
| MP23082a_I | 2019 Watched last week: Nat Geo Wild: Index | |
| MP23083a_B | 2019 Watched last week: National Geographic Channel | |
| MP23083a_I | 2019 Watched last week: National Geographic Channel: Index | |
| MP23134a_B | 2019 Watched last week: NBA TV | |
| MP23134a_I | 2019 Watched last week: NBA TV: Index | |
| MP23118a_B | 2019 Watched last week: NBC Sports Network | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|--------------------|
| MP23118a_I | 2019 Watched last week: NBC Sports Network: Index | |
| MP23084a_B | 2019 Watched last week: NFL Network | |
| MP23084a_I | 2019 Watched last week: NFL Network: Index | |
| MP23085a_B | 2019 Watched last week: Nick at Nite | |
| MP23085a_I | 2019 Watched last week: Nick at Nite: Index | |
| MP23086a_B | 2019 Watched last week: Nickelodeon | |
| MP23086a_I | 2019 Watched last week: Nickelodeon: Index | |
| MP23135a_B | 2019 Watched last week: Nick Jr. | |
| MP23135a_I | 2019 Watched last week: Nick Jr.: Index | |
| MP23087a_B | 2019 Watched last week: Outdoor Channel | |
| MP23087a_I | 2019 Watched last week: Outdoor Channel: Index | |
| MP23119a_B | 2019 Watched last week: OWN (Oprah Winfrey Network) | |
| MP23119a_I | 2019 Watched last week: OWN (Oprah Winfrey Network): Index | |
| MP23088a_B | 2019 Watched last week: Oxygen | |
| MP23088a_I | 2019 Watched last week: Oxygen: Index | |
| MP23090a_B | 2019 Watched last week: QVC | |
| MP23090a_I | 2019 Watched last week: QVC: Index | |
| MP23136a_B | 2019 Watched last week: Reelz Channel | |
| MP23136a_I | 2019 Watched last week: Reelz Channel: Index | |
| MP23120a_B | 2019 Watched last week: SCI | |
| MP23120a_I | 2019 Watched last week: SCI: Index | |
| MP23142a_B | 2019 Watched last week: Smithsonian Channel | |
| MP23142a_I | 2019 Watched last week: Smithsonian Channel: Index | |
| MP23093a_B | 2019 Watched last week: Paramount Network | Description Change |
| MP23093a_I | 2019 Watched last week: Paramount Network: Index | Description Change |
| MP23095a_B | 2019 Watched last week: Sundance TV | |
| MP23095a_I | 2019 Watched last week: Sundance TV: Index | |
| MP23096a_B | 2019 Watched last week: Syfy | |
| MP23096a_I | 2019 Watched last week: Syfy: Index | |
| MP23098a_B | 2019 Watched last week: TBS | |
| MP23098a_I | 2019 Watched last week: TBS: Index | |
| MP23099a_B | 2019 Watched last week: TCM (Turner Classic Movies) | |
| MP23099a_I | 2019 Watched last week: TCM (Turner Classic Movies): Index | |
| MP23100a_B | 2019 Watched last week: TeenNick | |
| MP23100a_I | 2019 Watched last week: TeenNick: Index | |
| MP23101a_B | 2019 Watched last week: TLC (The Learning Channel) | |
| MP23101a_I | 2019 Watched last week: TLC (The Learning Channel): Index | |
| MP23102a_B | 2019 Watched last week: TNT (Turner Network Television) | |
| MP23102a_I | 2019 Watched last week: TNT (Turner Network Television): Index | |
| MP23103a_B | 2019 Watched last week: Travel Channel | |
| MP23103a_I | 2019 Watched last week: Travel Channel: Index | |
| MP23104a_B | 2019 Watched last week: truTV | |
| MP23104a_I | 2019 Watched last week: truTV: Index | |
| MP23106a_B | 2019 Watched last week: TV Land | |
| MP23106a_I | 2019 Watched last week: TV Land: Index | |
| MP23107a_B | 2019 Watched last week: TV One | |
| MP23107a_I | 2019 Watched last week: TV One: Index | |
| MP23108a_B | 2019 Watched last week: USA Network | |
| MP23108a_I | 2019 Watched last week: USA Network: Index | |
| MP23109a_B | 2019 Watched last week: VH1 | |
| MP23109a_I | 2019 Watched last week: VH1: Index | |
| MP23111a_B | 2019 Watched last week: The Weather Channel | |
| MP23111a_I | 2019 Watched last week: The Weather Channel: Index | |
| MP23112a_B | 2019 Watched last week: WE tv | |
| MP23112a_I | 2019 Watched last week: WE tv: Index | |
| MP23113a_B | 2019 Watched last week: WGN America | |
| MP23113a_I | 2019 Watched last week: WGN America: Index | |
| MP23121a_B | 2019 Watched any premium channel in last 30 days | |
| MP23121a_I | 2019 Watched any premium channel in last 30 days: Index | |
| MP23122a_B | 2019 Watched last week: Cinemax | |
| MP23122a_I | 2019 Watched last week: Cinemax: Index | |
| MP23123a_B | 2019 Watched last week: Starz Encore | |
| MP23123a_I | 2019 Watched last week: Starz Encore: Index | |
| MP23124a_B | 2019 Watched last week: HBO | |
| MP23124a_I | 2019 Watched last week: HBO: Index | |
| MP23125a_B | 2019 Watched last week: The Movie Channel | |
| MP23125a_I | 2019 Watched last week: The Movie Channel: Index | |
| MP23126a_B | 2019 Watched last week: Showtime | |
| MP23126a_I | 2019 Watched last week: Showtime: Index | |
| MP23127a_B | 2019 Watched last week: Starz | |
| MP23127a_I | 2019 Watched last week: Starz: Index | |

Pets & Products Market Potential

| | | |
|------------|--|--------------|
| MP26001h_B | 2019 Household owns any pet | |
| MP26001h_I | 2019 Household owns any pet: Index | |
| MP26002h_B | 2018 Household owns any bird | Discontinued |
| MP26002h_I | 2018 Household owns any bird: Index | Discontinued |
| MP26003h_B | 2019 Household owns any cat | |
| MP26003h_I | 2019 Household owns any cat: Index | |
| MP26004h_B | 2019 Household owns any dog | |
| MP26004h_I | 2019 Household owns any dog: Index | |
| MP26005h_B | 2019 Household owns 1 cat | |
| MP26005h_I | 2019 Household owns 1 cat: Index | |
| MP26006h_B | 2019 Household owns 2+ cats | |
| MP26006h_I | 2019 Household owns 2+ cats: Index | |
| MP26007h_B | 2019 Household owns 1 dog | |
| MP26007h_I | 2019 Household owns 1 dog: Index | |
| MP26008h_B | 2019 Household owns 2+ dogs | |
| MP26008h_I | 2019 Household owns 2+ dogs: Index | |
| MP26009h_B | 2019 Household used canned or wet cat food in last 6 months | |
| MP26009h_I | 2019 Household used canned or wet cat food in last 6 months: Index | |
| MP26012h_B | 2019 Household used packaged dry cat food in last 6 months | |
| MP26012h_I | 2019 Household used packaged dry cat food in last 6 months: Index | |
| MP26015h_B | 2019 Household used cat treats in last 6 months | |
| MP26015h_I | 2019 Household used cat treats in last 6 months: Index | |
| MP26017h_B | 2019 Household used cat litter in last 6 months | |
| MP26017h_I | 2019 Household used cat litter in last 6 months: Index | |
| MP26019h_B | 2019 Household used canned or wet dog food in last 6 months | |
| MP26019h_I | 2019 Household used canned or wet dog food in last 6 months: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|--------------------|
| MP26022h_B | 2019 Household used packaged dry dog food in last 6 months | |
| MP26022h_I | 2019 Household used packaged dry dog food in last 6 months: Index | |
| MP26025h_B | 2019 Household used dog biscuits or treats in last 6 months | |
| MP26025h_I | 2019 Household used dog biscuits or treats in last 6 months: Index | |
| MP26027h_B | 2019 Household used flea or tick or parasite product for cat or dog | Description Change |
| MP26027h_I | 2019 Household used flea or tick or parasite product for cat or dog: Index | Description Change |
| MP26028h_B | 2018 Household purchase pet food from pet specialty store in last 12 months | Discontinued |
| MP26028h_I | 2018 Household purchase pet food from pet specialty store in last 12 months: Index | Discontinued |
| MP26029h_B | 2019 Household purchased pet food in last 12 months from discount store | |
| MP26029h_I | 2019 Household purchased pet food in last 12 months from discount store: Index | |
| MP26030h_B | 2019 Household purchased pet food in last 12 months from grocery store | |
| MP26030h_I | 2019 Household purchased pet food in last 12 months from grocery store: Index | |
| MP26047h_B | 2019 Household purchased pet food in last 12 months Internet/online | New |
| MP26047h_I | 2019 Household purchased pet food in last 12 months Internet/online: Index | New |
| MP26031h_B | 2019 Household purchased pet food in last 12 months from PETCO | |
| MP26031h_I | 2019 Household purchased pet food in last 12 months from PETCO: Index | |
| MP26032h_B | 2019 Household purchased pet food in last 12 months from PetSmart | |
| MP26032h_I | 2019 Household purchased pet food in last 12 months from PetSmart: Index | |
| MP26048h_B | 2019 Household purchased pet food in last 12 months from other specialty pet store | New |
| MP26048h_I | 2019 Household purchased pet food in last 12 months from other specialty pet store: Index | New |
| MP26033h_B | 2019 Household purchased pet food in last 12 months from wholesale club | |
| MP26033h_I | 2019 Household purchased pet food in last 12 months from wholesale club: Index | |
| MP26034h_B | 2019 Household purchased pet food in last 12 months from veterinarian | |
| MP26034h_I | 2019 Household purchased pet food in last 12 months from veterinarian: Index | |
| MP26046h_B | 2019 Household purchased flea control product in last 12 months Internet/online | New |
| MP26046h_I | 2019 Household purchased flea control product in last 12 months Internet/online: Index | New |
| MP26035h_B | 2019 Household purchased flea control product in last 12 months from vet | Description Change |
| MP26035h_I | 2019 Household purchased flea control product in last 12 months from vet: Index | Description Change |
| MP26036h_B | 2019 Household took pet to veterinarian 1 time in last 12 months | |
| MP26036h_I | 2019 Household took pet to veterinarian 1 time in last 12 months: Index | |
| MP26037h_B | 2019 Household took pet to veterinarian 2 times in last 12 months | |
| MP26037h_I | 2019 Household took pet to veterinarian 2 times in last 12 months: Index | |
| MP26038h_B | 2019 Household took pet to veterinarian 3 times in last 12 months | |
| MP26038h_I | 2019 Household took pet to veterinarian 3 times in last 12 months: Index | |
| MP26039h_B | 2019 Household took pet to veterinarian 4 times in last 12 months | |
| MP26039h_I | 2019 Household took pet to veterinarian 4 times in last 12 months: Index | |
| MP26040h_B | 2019 Household took pet to veterinarian 5+ times in last 12 months | |
| MP26040h_I | 2019 Household took pet to veterinarian 5+ times in last 12 months: Index | |
| MP26041h_B | 2019 Household used professional pet service in last 12 months | |
| MP26041h_I | 2019 Household used professional pet service in last 12 months: Index | |
| MP26042h_B | 2019 Household used professional pet service 3+ times in last 12 months | |
| MP26042h_I | 2019 Household used professional pet service 3+ times in last 12 months: Index | |
| MP26043h_B | 2019 Household used professional pet service for boarding or kennel | |
| MP26043h_I | 2019 Household used professional pet service for boarding or kennel: Index | |
| MP26044h_B | 2019 Household used professional pet service for grooming | |
| MP26044h_I | 2019 Household used professional pet service for grooming: Index | |
| MP26045h_B | 2019 Household has pet insurance | |
| MP26045h_I | 2019 Household has pet insurance: Index | |

Phones & Yellow Pages Market Potential

| | | |
|------------|--|--------------------|
| MP24001a_B | 2019 Referred to paper or online Yellow Pages in last 12 months | Description Change |
| MP24001a_I | 2019 Referred to paper or online Yellow Pages in last 12 months: Index | Description Change |
| MP24002a_B | 2019 Referred to paper Yellow Pages in last 12 months | |
| MP24002a_I | 2019 Referred to paper Yellow Pages in last 12 months: Index | |
| MP24003a_B | 2019 Referred to Yellow Pages online in last 12 months | |
| MP24003a_I | 2019 Referred to Yellow Pages online in last 12 months: Index | |
| MP27001a_B | 2019 Have a working cell phone | |
| MP27001a_I | 2019 Have a working cell phone: Index | |
| MP27002a_B | 2019 Have a smartphone | |
| MP27002a_I | 2019 Have a smartphone: Index | |
| MP27080a_B | 2019 Have a smartphone: Android phone (any brand) | |
| MP27080a_I | 2019 Have a smartphone: Android phone (any brand): Index | |
| MP27081a_B | 2019 Have a smartphone: Apple iPhone | |
| MP27081a_I | 2019 Have a smartphone: Apple iPhone: Index | |
| MP27003a_B | 2019 Bought cell phone in last 12 months | |
| MP27003a_I | 2019 Bought cell phone in last 12 months: Index | |
| MP27004a_B | 2019 Use cell phone for business use | |
| MP27004a_I | 2019 Use cell phone for business use: Index | |
| MP27005a_B | 2019 Use cell phone for personal use | |
| MP27005a_I | 2019 Use cell phone for personal use: Index | |
| MP27014a_B | 2019 Used cell phone in last month to access search engine | |
| MP27014a_I | 2019 Used cell phone in last month to access search engine: Index | |
| MP27015a_B | 2019 Used cell phone in last month for entertainment info | |
| MP27015a_I | 2019 Used cell phone in last month for entertainment info: Index | |
| MP27016a_B | 2019 Used cell phone in last month for financial info | |
| MP27016a_I | 2019 Used cell phone in last month for financial info: Index | |
| MP27017a_B | 2019 Used cell phone in last month for news | |
| MP27017a_I | 2019 Used cell phone in last month for news: Index | |
| MP27018a_B | 2019 Used cell phone in last month for sports | |
| MP27018a_I | 2019 Used cell phone in last month for sports: Index | |
| MP27093a_B | 2019 Used cell phone in last month for video call | |
| MP27093a_I | 2019 Used cell phone in last month for video call: Index | |
| MP27019a_B | 2019 Used cell phone in last month for weather | |
| MP27019a_I | 2019 Used cell phone in last month for weather: Index | |
| MP27020a_B | 2019 Used cell phone in last month to download an app | |
| MP27020a_I | 2019 Used cell phone in last month to download an app: Index | |
| MP27021a_B | 2019 Used cell phone in last month to download a game | |
| MP27021a_I | 2019 Used cell phone in last month to download a game: Index | |
| MP27022a_B | 2019 Used cell phone in last month to download a ringtone | |
| MP27022a_I | 2019 Used cell phone in last month to download a ringtone: Index | |
| MP27023a_B | 2019 Used cell phone in last month to download a song | |
| MP27023a_I | 2019 Used cell phone in last month to download a song: Index | |
| MP27024a_B | 2019 Used cell phone in last month to listen to music | |
| MP27024a_I | 2019 Used cell phone in last month to listen to music: Index | |
| MP27025a_B | 2019 Used cell phone in last month to listen to podcast | |
| MP27025a_I | 2019 Used cell phone in last month to listen to podcast: Index | |
| MP27026a_B | 2019 Used cell phone in last month for map or directions | |
| MP27026a_I | 2019 Used cell phone in last month for map or directions: Index | |
| MP27085a_B | 2019 Used cell phone in last month to purchase product | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|-----|
| MP27085a_I | 2019 Used cell phone in last month to purchase product: Index | |
| MP27027a_B | 2019 Used cell phone in last month to redeem a mobile coupon | |
| MP27027a_I | 2019 Used cell phone in last month to redeem a mobile coupon: Index | |
| MP27083a_B | 2019 Used cell phone in last month to scan a code | |
| MP27083a_I | 2019 Used cell phone in last month to scan a code: Index | |
| MP27028a_B | 2019 Used cell phone in last month to text friends or family | |
| MP27028a_I | 2019 Used cell phone in last month to text friends or family: Index | |
| MP27086a_B | 2019 Used cell phone in last month to text respond to ad | |
| MP27086a_I | 2019 Used cell phone in last month to text respond to ad: Index | |
| MP27076a_B | 2019 Used cell phone in last month to vote with text message | |
| MP27076a_I | 2019 Used cell phone in last month to vote with text message: Index | |
| MP27077a_B | 2019 Used cell phone in last month to view ad sent with text | |
| MP27077a_I | 2019 Used cell phone in last month to view ad sent with text: Index | |
| MP27087a_B | 2019 Used cell phone in last month to research product | |
| MP27087a_I | 2019 Used cell phone in last month to research product: Index | |
| MP27078a_B | 2019 Used cell phone in last month to sign up for text alert | |
| MP27078a_I | 2019 Used cell phone in last month to sign up for text alert: Index | |
| MP27079a_B | 2019 Used cell phone in last month to receive text msg alert | |
| MP27079a_I | 2019 Used cell phone in last month to receive text msg alert: Index | |
| MP27088a_B | 2019 Used cell phone in last month to use an app | |
| MP27088a_I | 2019 Used cell phone in last month to use an app: Index | |
| MP27084a_B | 2019 Used cell phone in last month to visit social network site | |
| MP27084a_I | 2019 Used cell phone in last month to visit social network site: Index | |
| MP27029a_B | 2019 Used cell phone in last month to watch a movie | |
| MP27029a_I | 2019 Used cell phone in last month to watch a movie: Index | |
| MP27031a_B | 2019 Used cell phone in last month to watch download or stream TV | |
| MP27031a_I | 2019 Used cell phone in last month to watch download or stream TV: Index | |
| MP27092a_B | 2019 Used cell phone in last month to watch live television | |
| MP27092a_I | 2019 Used cell phone in last month to watch live television: Index | |
| MP27032a_B | 2019 Used cell phone in last month to watch a video clip | |
| MP27032a_I | 2019 Used cell phone in last month to watch a video clip: Index | |
| MP27094a_B | 2019 Used cell phone app in last month: calendar | New |
| MP27094a_I | 2019 Used cell phone app in last month: calendar: Index | New |
| MP27095a_B | 2019 Used cell phone app in last month: dating | New |
| MP27095a_I | 2019 Used cell phone app in last month: dating: Index | New |
| MP27096a_B | 2019 Used cell phone app in last month: rideshare/taxi | New |
| MP27096a_I | 2019 Used cell phone app in last month: rideshare/taxi: Index | New |
| MP27033a_B | 2019 Average monthly cell phone bill: \$1-\$24 | |
| MP27033a_I | 2019 Average monthly cell phone bill: \$1-\$24: Index | |
| MP27034a_B | 2019 Average monthly cell phone bill: \$25-\$49 | |
| MP27034a_I | 2019 Average monthly cell phone bill: \$25-\$49: Index | |
| MP27035a_B | 2019 Average monthly cell phone bill: \$50-\$74 | |
| MP27035a_I | 2019 Average monthly cell phone bill: \$50-\$74: Index | |
| MP27036a_B | 2019 Average monthly cell phone bill: \$75-\$99 | |
| MP27036a_I | 2019 Average monthly cell phone bill: \$75-\$99: Index | |
| MP27037a_B | 2019 Average monthly cell phone bill: \$100-\$199 | |
| MP27037a_I | 2019 Average monthly cell phone bill: \$100-\$199: Index | |
| MP27038a_B | 2019 Average monthly cell phone bill: \$200+ | |
| MP27038a_I | 2019 Average monthly cell phone bill: \$200+: Index | |
| MP27039a_B | 2019 Have individual cell phone plan | |
| MP27039a_I | 2019 Have individual cell phone plan: Index | |
| MP27040a_B | 2019 Have family or shared cell phone plan | |
| MP27040a_I | 2019 Have family or shared cell phone plan: Index | |
| MP27041a_B | 2019 Have corporate cell phone plan | |
| MP27041a_I | 2019 Have corporate cell phone plan: Index | |
| MP27042a_B | 2019 Service on cell phone used most often: AT&T | |
| MP27042a_I | 2019 Service on cell phone used most often: AT&T: Index | |
| MP27043a_B | 2019 Service on cell phone used most often: MetroPCS | |
| MP27043a_I | 2019 Service on cell phone used most often: MetroPCS: Index | |
| MP27044a_B | 2019 Service on cell phone used most often: Sprint | |
| MP27044a_I | 2019 Service on cell phone used most often: Sprint: Index | |
| MP27045a_B | 2019 Service on cell phone used most often: T-Mobile | |
| MP27045a_I | 2019 Service on cell phone used most often: T-Mobile: Index | |
| MP27046a_B | 2019 Service on cell phone used most often: Verizon Wireless | |
| MP27046a_I | 2019 Service on cell phone used most often: Verizon Wireless: Index | |
| MP27089a_B | 2019 Service on cell phone: monthly plan with contract | |
| MP27089a_I | 2019 Service on cell phone: monthly plan with contract: Index | |
| MP27090a_B | 2019 Service on cell phone: monthly plan without contract | |
| MP27090a_I | 2019 Service on cell phone: monthly plan without contract: Index | |
| MP27091a_B | 2019 Service on cell phone: prepaid plan | |
| MP27091a_I | 2019 Service on cell phone: prepaid plan: Index | |
| MP27048a_B | 2019 Purchased or refilled calling card in last 12 months | |
| MP27048a_I | 2019 Purchased or refilled calling card in last 12 months: Index | |
| MP27049h_B | 2019 Household has a landline telephone | |
| MP27049h_I | 2019 Household has a landline telephone: Index | |
| MP27050h_B | 2019 Household has cell phone only (no landline telephone) | |
| MP27050h_I | 2019 Household has cell phone only (no landline telephone): Index | |
| MP27051h_B | 2019 Household has landline telephone only (no cell phone) | |
| MP27051h_I | 2019 Household has landline telephone only (no cell phone): Index | |
| MP27052h_B | 2019 Household owns any cell phone | |
| MP27052h_I | 2019 Household owns any cell phone: Index | |
| MP27053h_B | 2019 Household owns 1 cell phone | |
| MP27053h_I | 2019 Household owns 1 cell phone: Index | |
| MP27054h_B | 2019 Household owns 2 cell phones | |
| MP27054h_I | 2019 Household owns 2 cell phones: Index | |
| MP27055h_B | 2019 Household owns 3+ cell phones | |
| MP27055h_I | 2019 Household owns 3+ cell phones: Index | |
| MP27058h_B | 2019 Household owns an answering machine | |
| MP27058h_I | 2019 Household owns an answering machine: Index | |
| MP27063h_B | 2019 Household has caller ID phone service | |
| MP27063h_I | 2019 Household has caller ID phone service: Index | |
| MP27066h_B | 2019 Household has voice messaging or voice mail phone service | |
| MP27066h_I | 2019 Household has voice messaging or voice mail phone service: Index | |
| MP27067h_B | 2019 Household made phone call to foreign country in last 30 days | |
| MP27067h_I | 2019 Household made phone call to foreign country in last 30 days: Index | |

Psychographics & Advertising Market Potential

| | | |
|------------|--|--|
| MP28001a_B | 2019 Buying American is not important to me | |
| MP28001a_I | 2019 Buying American is not important to me: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|-----|
| MP28002a_B | 2019 Buying American is slightly important to me | |
| MP28002a_I | 2019 Buying American is slightly important to me: Index | |
| MP28003a_B | 2019 Buying American is moderately important to me | |
| MP28003a_I | 2019 Buying American is moderately important to me: Index | |
| MP28004a_B | 2019 Buying American is important to me | |
| MP28004a_I | 2019 Buying American is important to me: Index | |
| MP28005a_B | 2019 Rarely buy items on credit rather than wait | |
| MP28005a_I | 2019 Rarely buy items on credit rather than wait: Index | |
| MP28006a_B | 2019 Occasionally buy items on credit rather than wait | |
| MP28006a_I | 2019 Occasionally buy items on credit rather than wait: Index | |
| MP28007a_B | 2019 Frequently buy items on credit rather than wait | |
| MP28007a_I | 2019 Frequently buy items on credit rather than wait: Index | |
| MP28008a_B | 2019 Usually buy items on credit rather than wait | |
| MP28008a_I | 2019 Usually buy items on credit rather than wait: Index | |
| MP28009a_B | 2019 Rarely buy based on quality not price | |
| MP28009a_I | 2019 Rarely buy based on quality not price: Index | |
| MP28010a_B | 2019 Occasionally buy based on quality not price | |
| MP28010a_I | 2019 Occasionally buy based on quality not price: Index | |
| MP28011a_B | 2019 Frequently buy based on quality not price | |
| MP28011a_I | 2019 Frequently buy based on quality not price: Index | |
| MP28012a_B | 2019 Usually buy based on quality not price | |
| MP28012a_I | 2019 Usually buy based on quality not price: Index | |
| MP28013a_B | 2019 Price is rarely more important than brand name | |
| MP28013a_I | 2019 Price is rarely more important than brand name: Index | |
| MP28014a_B | 2019 Price is occasionally more important than brand | |
| MP28014a_I | 2019 Price is occasionally more important than brand: Index | |
| MP28015a_B | 2019 Price is frequently more important than brand name | |
| MP28015a_I | 2019 Price is frequently more important than brand name: Index | |
| MP28016a_B | 2019 Price is usually more important than brand name | |
| MP28016a_I | 2019 Price is usually more important than brand name: Index | |
| MP28017a_B | 2019 Rarely use coupons for brands I buy often | |
| MP28017a_I | 2019 Rarely use coupons for brands I buy often: Index | |
| MP28018a_B | 2019 Occasionally use coupons for brands I buy often | |
| MP28018a_I | 2019 Occasionally use coupons for brands I buy often: Index | |
| MP28019a_B | 2019 Frequently use coupons for brands I buy often | |
| MP28019a_I | 2019 Frequently use coupons for brands I buy often: Index | |
| MP28020a_B | 2019 Usually use coupons for brands I buy often | |
| MP28020a_I | 2019 Usually use coupons for brands I buy often: Index | |
| MP28217a_B | 2019 Prefer to shop at stores with loyalty points | New |
| MP28217a_I | 2019 Prefer to shop at stores with loyalty points: Index | New |
| MP28218a_B | 2019 Slightly prefer to shop at stores with loyalty points | New |
| MP28218a_I | 2019 Slightly prefer to shop at stores with loyalty points: Index | New |
| MP28219a_B | 2019 Do not prefer to shop at stores with loyalty points | New |
| MP28219a_I | 2019 Do not prefer to shop at stores with loyalty points: Index | New |
| MP28220a_B | 2019 Rarely prefer to shop at stores with loyalty points | New |
| MP28220a_I | 2019 Rarely prefer to shop at stores with loyalty points: Index | New |
| MP28221a_B | 2019 Prefer shopping online over in-store | New |
| MP28221a_I | 2019 Prefer shopping online over in-store: Index | New |
| MP28222a_B | 2019 Slightly prefer to shop online over going to store | New |
| MP28222a_I | 2019 Slightly prefer to shop online over going to store: Index | New |
| MP28223a_B | 2019 Do not prefer shopping online over in-store | New |
| MP28223a_I | 2019 Do not prefer shopping online over in-store: Index | New |
| MP28224a_B | 2019 Rarely prefer shopping online over in-store | New |
| MP28224a_I | 2019 Rarely prefer shopping online over in-store: Index | New |
| MP28241a_B | 2019 Frequently use mobile in-store to look for coupons | New |
| MP28241a_I | 2019 Frequently use mobile in-store to look for coupons: Index | New |
| MP28242a_B | 2019 Sometimes use mobile in-store to look for coupons | New |
| MP28242a_I | 2019 Sometimes use mobile in-store to look for coupons: Index | New |
| MP28243a_B | 2019 Do not use mobile in-store to look for coupons | New |
| MP28243a_I | 2019 Do not use mobile in-store to look for coupons: Index | New |
| MP28244a_B | 2019 Rarely use mobile in-store to look for coupons | New |
| MP28244a_I | 2019 Rarely use mobile in-store to look for coupons: Index | New |
| MP28021a_B | 2019 Do not expect brands I buy to support social causes | |
| MP28021a_I | 2019 Do not expect brands I buy to support social causes: Index | |
| MP28022a_B | 2019 Expect some brands I buy to support social causes | |
| MP28022a_I | 2019 Expect some brands I buy to support social causes: Index | |
| MP28023a_B | 2019 Expect most brands I buy to support social causes | |
| MP28023a_I | 2019 Expect most brands I buy to support social causes: Index | |
| MP28024a_B | 2019 Expect brands I buy to support social causes | |
| MP28024a_I | 2019 Expect brands I buy to support social causes: Index | |
| MP28025a_B | 2019 Will rarely switch brands to use a coupon | |
| MP28025a_I | 2019 Will rarely switch brands to use a coupon: Index | |
| MP28026a_B | 2019 Will occasionally switch brands to use a coupon | |
| MP28026a_I | 2019 Will occasionally switch brands to use a coupon: Index | |
| MP28027a_B | 2019 Will frequently switch brands to use a coupon | |
| MP28027a_I | 2019 Will frequently switch brands to use a coupon: Index | |
| MP28028a_B | 2019 Will usually switch brands to use a coupon | |
| MP28028a_I | 2019 Will usually switch brands to use a coupon: Index | |
| MP28029a_B | 2019 Do not use the Internet to shop for fashion | |
| MP28029a_I | 2019 Do not use the Internet to shop for fashion: Index | |
| MP28030a_B | 2019 Occasionally use the Internet to shop for fashion | |
| MP28030a_I | 2019 Occasionally use the Internet to shop for fashion: Index | |
| MP28031a_B | 2019 Frequently use the Internet to shop for fashion | |
| MP28031a_I | 2019 Frequently use the Internet to shop for fashion: Index | |
| MP28032a_B | 2019 Use the Internet to shop for fashion | |
| MP28032a_I | 2019 Use the Internet to shop for fashion: Index | |
| MP28033a_B | 2019 Helping to preserve nature is very important | |
| MP28033a_I | 2019 Helping to preserve nature is very important: Index | |
| MP28034a_B | 2019 Helping to preserve nature is not important | |
| MP28034a_I | 2019 Helping to preserve nature is not important: Index | |
| MP28035a_B | 2019 Helping to preserve nature is of Average importance | |
| MP28035a_I | 2019 Helping to preserve nature is of Average importance: Index | |
| MP28036a_B | 2019 Government shouldn't focus more on environmental issues | |
| MP28036a_I | 2019 Government shouldn't focus more on environmental issues: Index | |
| MP28037a_B | 2019 Government should focus slightly more on environmental issues | |
| MP28037a_I | 2019 Government should focus slightly more on environmental issues: Index | |
| MP28038a_B | 2019 Government should focus somewhat more on environmental issues | |
| MP28038a_I | 2019 Government should focus somewhat more on environmental issues: Index | |
| MP28039a_B | 2019 Government should focus more on environmental issues | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|-----|
| MP28039a_I | 2019 Government should focus more on environmental issues: Index | |
| MP28040a_B | 2019 Am not interested in how to help the environment | |
| MP28040a_I | 2019 Am not interested in how to help the environment: Index | |
| MP28041a_B | 2019 Am slightly interested in how to help the environment | |
| MP28041a_I | 2019 Am slightly interested in how to help the environment: Index | |
| MP28042a_B | 2019 Am somewhat interested in how to help the environment | |
| MP28042a_I | 2019 Am somewhat interested in how to help the environment: Index | |
| MP28043a_B | 2019 Am interested in how to help the environment | |
| MP28043a_I | 2019 Am interested in how to help the environment: Index | |
| MP28044a_B | 2019 Global warming is not a serious threat | |
| MP28044a_I | 2019 Global warming is not a serious threat: Index | |
| MP28045a_B | 2019 Global warming is a minor problem | |
| MP28045a_I | 2019 Global warming is a minor problem: Index | |
| MP28046a_B | 2019 Global warming is a problem | |
| MP28046a_I | 2019 Global warming is a problem: Index | |
| MP28047a_B | 2019 Global warming is a serious threat | |
| MP28047a_I | 2019 Global warming is a serious threat: Index | |
| MP28048a_B | 2019 Am not more environmentally conscious than most people | |
| MP28048a_I | 2019 Am not more environmentally conscious than most people: Index | |
| MP28049a_B | 2019 Am slightly more environmentally conscious than most | |
| MP28049a_I | 2019 Am slightly more environmentally conscious than most: Index | |
| MP28050a_B | 2019 Am somewhat more environmentally conscious than most | |
| MP28050a_I | 2019 Am somewhat more environmentally conscious than most: Index | |
| MP28051a_B | 2019 Am more environmentally conscious than most people | |
| MP28051a_I | 2019 Am more environmentally conscious than most people: Index | |
| MP28052a_B | 2019 Company's environmental record not important when buying | |
| MP28052a_I | 2019 Company's environmental record not important when buying: Index | |
| MP28053a_B | 2019 Company's environmental record slightly important when buying | |
| MP28053a_I | 2019 Company's environmental record slightly important when buying: Index | |
| MP28054a_B | 2019 Company's environmental record somewhat important when buying | |
| MP28054a_I | 2019 Company's environmental record somewhat important when buying: Index | |
| MP28055a_B | 2019 Company's environmental record important when buying | |
| MP28055a_I | 2019 Company's environmental record important when buying: Index | |
| MP28203a_B | 2019 Not important that lifestyle impresses others | |
| MP28203a_I | 2019 Not important that lifestyle impresses others: Index | |
| MP28204a_B | 2019 Mostly not important if lifestyle impresses others | |
| MP28204a_I | 2019 Mostly not important if lifestyle impresses others: Index | |
| MP28202a_B | 2019 Slightly important that lifestyle impresses others | |
| MP28202a_I | 2019 Slightly important that lifestyle impresses others: Index | |
| MP28201a_B | 2019 Very important that lifestyle impresses others | |
| MP28201a_I | 2019 Very important that lifestyle impresses others: Index | |
| MP28245a_B | 2019 Like 'binge watching' a TV series | New |
| MP28245a_I | 2019 Like 'binge watching' a TV series: Index | New |
| MP28246a_B | 2019 Sometimes like 'binge watching' a TV series | New |
| MP28246a_I | 2019 Sometimes like 'binge watching' a TV series: Index | New |
| MP28247a_B | 2019 Do not like 'binge watching' a TV series | New |
| MP28247a_I | 2019 Do not like 'binge watching' a TV series: Index | New |
| MP28248a_B | 2019 Not likely to 'binge watching' a TV series | New |
| MP28248a_I | 2019 Not likely to 'binge watching' a TV series: Index | New |
| MP28056a_B | 2019 Rarely pay more for environmentally safe product | |
| MP28056a_I | 2019 Rarely pay more for environmentally safe product: Index | |
| MP28057a_B | 2019 Occasionally pay more for environmentally safe product | |
| MP28057a_I | 2019 Occasionally pay more for environmentally safe product: Index | |
| MP28058a_B | 2019 Frequently pay more for environmentally safe product | |
| MP28058a_I | 2019 Frequently pay more for environmentally safe product: Index | |
| MP28059a_B | 2019 Usually pay more for environmentally safe product | |
| MP28059a_I | 2019 Usually pay more for environmentally safe product: Index | |
| MP28060a_B | 2019 Rarely value green products over convenience | |
| MP28060a_I | 2019 Rarely value green products over convenience: Index | |
| MP28061a_B | 2019 Occasionally value green products over convenience | |
| MP28061a_I | 2019 Occasionally value green products over convenience: Index | |
| MP28062a_B | 2019 Frequently value green products over convenience | |
| MP28062a_I | 2019 Frequently value green products over convenience: Index | |
| MP28063a_B | 2019 Usually value green products over convenience | |
| MP28063a_I | 2019 Usually value green products over convenience: Index | |
| MP28064a_B | 2019 Rarely buy natural products for environmental concern | |
| MP28064a_I | 2019 Rarely buy natural products for environmental concern: Index | |
| MP28065a_B | 2019 Occasionally buy natural products for environmental concern | |
| MP28065a_I | 2019 Occasionally buy natural products for environmental concern: Index | |
| MP28066a_B | 2019 Frequently buy natural products for environmental concern | |
| MP28066a_I | 2019 Frequently buy natural products for environmental concern: Index | |
| MP28067a_B | 2019 Usually buy natural products for environmental concern | |
| MP28067a_I | 2019 Usually buy natural products for environmental concern: Index | |
| MP28068a_B | 2019 Do not try to eat healthy | |
| MP28068a_I | 2019 Do not try to eat healthy: Index | |
| MP28069a_B | 2019 Occasionally try to eat healthy with nutrition focus | |
| MP28069a_I | 2019 Occasionally try to eat healthy with nutrition focus: Index | |
| MP28070a_B | 2019 Frequently try to eat healthy with nutrition focus | |
| MP28070a_I | 2019 Frequently try to eat healthy with nutrition focus: Index | |
| MP28071a_B | 2019 Try to eat healthy with nutrition focus | |
| MP28071a_I | 2019 Try to eat healthy with nutrition focus: Index | |
| MP28072a_B | 2019 Rarely eat organic foods | |
| MP28072a_I | 2019 Rarely eat organic foods: Index | |
| MP28073a_B | 2019 Occasionally eat organic foods | |
| MP28073a_I | 2019 Occasionally eat organic foods: Index | |
| MP28074a_B | 2019 Frequently eat organic foods | |
| MP28074a_I | 2019 Frequently eat organic foods: Index | |
| MP28075a_B | 2019 Eat organic foods regularly | |
| MP28075a_I | 2019 Eat organic foods regularly: Index | |
| MP28076a_B | 2019 Rarely check food ingredients before buying | |
| MP28076a_I | 2019 Rarely check food ingredients before buying: Index | |
| MP28077a_B | 2019 Occasionally check food ingredients before buying | |
| MP28077a_I | 2019 Occasionally check food ingredients before buying: Index | |
| MP28078a_B | 2019 Frequently check food ingredients before buying | |
| MP28078a_I | 2019 Frequently check food ingredients before buying: Index | |
| MP28079a_B | 2019 Usually check food ingredients before buying | |
| MP28079a_I | 2019 Usually check food ingredients before buying: Index | |
| MP28084a_B | 2019 Prefer alternative medicine to traditional | |
| MP28084a_I | 2019 Prefer alternative medicine to traditional: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|-----|
| MP28085a_B | 2019 Somewhat prefer alternative medicine to traditional | |
| MP28085a_I | 2019 Somewhat prefer alternative medicine to traditional: Index | |
| MP28086a_B | 2019 Slightly prefer alternative medicine to traditional | |
| MP28086a_I | 2019 Slightly prefer alternative medicine to traditional: Index | |
| MP28087a_B | 2019 Do not prefer alternative medicine to traditional | |
| MP28087a_I | 2019 Do not prefer alternative medicine to traditional: Index | |
| MP28092a_B | 2019 Follow a regular exercise routine | |
| MP28092a_I | 2019 Follow a regular exercise routine: Index | |
| MP28093a_B | 2019 Frequently follow a regular exercise routine | |
| MP28093a_I | 2019 Frequently follow a regular exercise routine: Index | |
| MP28094a_B | 2019 Occasionally follow a regular exercise routine | |
| MP28094a_I | 2019 Occasionally follow a regular exercise routine: Index | |
| MP28095a_B | 2019 Do not follow a regular exercise routine | |
| MP28095a_I | 2019 Do not follow a regular exercise routine: Index | |
| MP28096a_B | 2019 Rarely attend religious services | |
| MP28096a_I | 2019 Rarely attend religious services: Index | |
| MP28097a_B | 2019 Occasionally attend religious services | |
| MP28097a_I | 2019 Occasionally attend religious services: Index | |
| MP28098a_B | 2019 Frequently attend religious services | |
| MP28098a_I | 2019 Frequently attend religious services: Index | |
| MP28099a_B | 2019 Attend religious services regularly | |
| MP28099a_I | 2019 Attend religious services regularly: Index | |
| MP28100a_B | 2019 Unlikely to purchase brands supporting my causes | |
| MP28100a_I | 2019 Unlikely to purchase brands supporting my causes: Index | |
| MP28101a_B | 2019 Not as likely to purchase brands supporting my causes | |
| MP28101a_I | 2019 Not as likely to purchase brands supporting my causes: Index | |
| MP28102a_B | 2019 Likely to purchase brands supporting my causes | |
| MP28102a_I | 2019 Likely to purchase brands supporting my causes: Index | |
| MP28103a_B | 2019 More likely to purchase brands supporting my causes | |
| MP28103a_I | 2019 More likely to purchase brands supporting my causes: Index | |
| MP28104a_B | 2019 Unlikely to buy a brand that supports a charity | |
| MP28104a_I | 2019 Unlikely to buy a brand that supports a charity: Index | |
| MP28105a_B | 2019 Not as likely to buy brand that supports charity | |
| MP28105a_I | 2019 Not as likely to buy brand that supports charity: Index | |
| MP28106a_B | 2019 Likely to buy a brand that supports a charity | |
| MP28106a_I | 2019 Likely to buy a brand that supports a charity: Index | |
| MP28107a_B | 2019 More likely to buy a brand that supports a charity | |
| MP28107a_I | 2019 More likely to buy a brand that supports a charity: Index | |
| MP28108a_B | 2019 Spend 7+ hours commuting to and from work per week | |
| MP28108a_I | 2019 Spend 7+ hours commuting to and from work per week: Index | |
| MP28109a_B | 2019 Spend 3-6 hours commuting to and from work per week | |
| MP28109a_I | 2019 Spend 3-6 hours commuting to and from work per week: Index | |
| MP28110a_B | 2019 Spend 1-2 hours commuting to and from work per week | |
| MP28110a_I | 2019 Spend 1-2 hours commuting to and from work per week: Index | |
| MP28111a_B | 2019 Spend no time commuting to and from work each week | |
| MP28111a_I | 2019 Spend no time commuting to and from work each week: Index | |
| MP28112a_B | 2019 Do not buy eco-friendly vehicles | |
| MP28112a_I | 2019 Do not buy eco-friendly vehicles: Index | |
| MP28113a_B | 2019 Not as likely to buy eco-friendly vehicle | |
| MP28113a_I | 2019 Not as likely to buy eco-friendly vehicle: Index | |
| MP28114a_B | 2019 Likely to buy eco-friendly vehicle | |
| MP28114a_I | 2019 Likely to buy eco-friendly vehicle: Index | |
| MP28115a_B | 2019 Buy eco-friendly vehicles | |
| MP28115a_I | 2019 Buy eco-friendly vehicles: Index | |
| MP28116a_B | 2019 Very likely to buy a new vehicle in next 12 months | |
| MP28116a_I | 2019 Very likely to buy a new vehicle in next 12 months: Index | |
| MP28117a_B | 2019 Somewhat likely to buy a new vehicle in next 12 months | |
| MP28117a_I | 2019 Somewhat likely to buy a new vehicle in next 12 months: Index | |
| MP28118a_B | 2019 Not very likely to buy a new vehicle in next 12 months | |
| MP28118a_I | 2019 Not very likely to buy a new vehicle in next 12 months: Index | |
| MP28119a_B | 2019 Unlikely to buy a new vehicle in next 12 months | |
| MP28119a_I | 2019 Unlikely to buy a new vehicle in next 12 months: Index | |
| MP28120a_B | 2019 Very likely to buy a used vehicle in next 12 months | |
| MP28120a_I | 2019 Very likely to buy a used vehicle in next 12 months: Index | |
| MP28121a_B | 2019 Somewhat likely to buy a used vehicle in next 12 months | |
| MP28121a_I | 2019 Somewhat likely to buy a used vehicle in next 12 months: Index | |
| MP28122a_B | 2019 Not very likely to buy a used vehicle in next 12 months | |
| MP28122a_I | 2019 Not very likely to buy a used vehicle in next 12 months: Index | |
| MP28123a_B | 2019 Unlikely to buy a used vehicle in next 12 months | |
| MP28123a_I | 2019 Unlikely to buy a used vehicle in next 12 months: Index | |
| MP28124a_B | 2019 Very likely to lease a vehicle in next 12 months | |
| MP28124a_I | 2019 Very likely to lease a vehicle in next 12 months: Index | |
| MP28125a_B | 2019 Somewhat likely to lease a vehicle in next 12 months | |
| MP28125a_I | 2019 Somewhat likely to lease a vehicle in next 12 months: Index | |
| MP28126a_B | 2019 Not very likely to lease a vehicle in next 12 months | |
| MP28126a_I | 2019 Not very likely to lease a vehicle in next 12 months: Index | |
| MP28127a_B | 2019 Unlikely to lease a vehicle in next 12 months | |
| MP28127a_I | 2019 Unlikely to lease a vehicle in next 12 months: Index | |
| MP28188a_B | 2019 Very likely to buy a hybrid or alt fuel vehicle in next 12 months | |
| MP28188a_I | 2019 Very likely to buy a hybrid or alt fuel vehicle in next 12 months: Index | |
| MP28128a_B | 2019 Somewhat likely to buy a hybrid or alt fuel vehicle in next 12 months | |
| MP28128a_I | 2019 Somewhat likely to buy a hybrid or alt fuel vehicle in next 12 months: Index | |
| MP28129a_B | 2019 Not very likely to buy a hybrid or alt fuel vehicle in next 12 months | |
| MP28129a_I | 2019 Not very likely to buy a hybrid or alt fuel vehicle in next 12 months: Index | |
| MP28130a_B | 2019 Unlikely to buy a hybrid or alt fuel vehicle in next 12 months | |
| MP28130a_I | 2019 Unlikely to buy a hybrid or alt fuel vehicle in next 12 months: Index | |
| MP28225a_B | 2019 Very unlikely to buy first house in next 12 months | New |
| MP28225a_I | 2019 Very unlikely to buy first house in next 12 months: Index | New |
| MP28226a_B | 2019 Unlikely to buy first house in next 12 months | New |
| MP28226a_I | 2019 Unlikely to buy first house in next 12 months: Index | New |
| MP28227a_B | 2019 Somewhat likely to buy first house in next 12 months | New |
| MP28227a_I | 2019 Somewhat likely to buy first house in next 12 months: Index | New |
| MP28228a_B | 2019 Very likely to buy first house in next 12 months | New |
| MP28228a_I | 2019 Very likely to buy first house in next 12 months: Index | New |
| MP28229a_B | 2019 Very unlikely to retire in next 12 months | New |
| MP28229a_I | 2019 Very unlikely to retire in next 12 months: Index | New |
| MP28230a_B | 2019 Unlikely to retire in next 12 months | New |
| MP28230a_I | 2019 Unlikely to retire in next 12 months: Index | New |
| MP28231a_B | 2019 Somewhat likely to retire in next 12 months | New |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|--------------------|
| MP28231a_I | 2019 Somewhat likely to retire in next 12 months: Index | New |
| MP28232a_B | 2019 Very likely to retire in next 12 months | New |
| MP28232a_I | 2019 Very likely to retire in next 12 months: Index | New |
| MP28233a_B | 2019 Very unlikely to start a new business in next 12 months | New |
| MP28233a_I | 2019 Very unlikely to start a new business in next 12 months: Index | New |
| MP28234a_B | 2019 Unlikely to start a new business in next 12 months | New |
| MP28234a_I | 2019 Unlikely to start a new business in next 12 months: Index | New |
| MP28235a_B | 2019 Somewhat likely to start a new business in next 12 months | New |
| MP28235a_I | 2019 Somewhat likely to start a new business in next 12 months: Index | New |
| MP28236a_B | 2019 Very likely to start a new business in next 12 months | New |
| MP28236a_I | 2019 Very likely to start a new business in next 12 months: Index | New |
| MP28237a_B | 2019 Very unlikely to start/return to school in next 12 months | New |
| MP28237a_I | 2019 Very unlikely to start/return to school in next 12 months: Index | New |
| MP28238a_B | 2019 Unlikely to start/return to school in next 12 months | New |
| MP28238a_I | 2019 Unlikely to start/return to school in next 12 months: Index | New |
| MP28239a_B | 2019 Somewhat likely to start/return to school in next 12 months | New |
| MP28239a_I | 2019 Somewhat likely to start/return to school in next 12 months: Index | New |
| MP28240a_B | 2019 Very likely to start/return to school in next 12 months | New |
| MP28240a_I | 2019 Very likely to start/return to school in next 12 months: Index | New |
| MP28131a_B | 2019 Believe personal/HH financially better off than last 12 months | Description Change |
| MP28131a_I | 2019 Believe personal/HH financially better off than last 12 months: Index | Description Change |
| MP28132a_B | 2019 Believe personal/HH financially about same as last 12 months | Description Change |
| MP28132a_I | 2019 Believe personal/HH financially about same as last 12 months: Index | Description Change |
| MP28133a_B | 2019 Believe personal/HH financially worse off than last 12 months | Description Change |
| MP28133a_I | 2019 Believe personal/HH financially worse off than last 12 months: Index | Description Change |
| MP28134a_B | 2019 Believe personal/HH financially will be better off in next 12 months | Description Change |
| MP28134a_I | 2019 Believe personal/HH financially will be better off in next 12 months: Index | Description Change |
| MP28135a_B | 2019 Believe personal/HH financially about same in the next 12 months | Description Change |
| MP28135a_I | 2019 Believe personal/HH financially about same in the next 12 months: Index | Description Change |
| MP28136a_B | 2019 Believe personal/HH financially will be worse off in next 12 months | Description Change |
| MP28136a_I | 2019 Believe personal/HH financially will be worse off in next 12 months: Index | Description Change |
| MP28137a_B | 2019 Do not use Internet for banking transactions | |
| MP28137a_I | 2019 Do not use Internet for banking transactions: Index | |
| MP28138a_B | 2019 Occasionally use Internet for banking transactions | |
| MP28138a_I | 2019 Occasionally use Internet for banking transactions: Index | |
| MP28139a_B | 2019 Frequently use Internet for banking transactions | |
| MP28139a_I | 2019 Frequently use Internet for banking transactions: Index | |
| MP28140a_B | 2019 Use Internet for banking transactions | |
| MP28140a_I | 2019 Use Internet for banking transactions: Index | |
| MP28141a_B | 2019 Do not like taking investment risk for high return | |
| MP28141a_I | 2019 Do not like taking investment risk for high return: Index | |
| MP28142a_B | 2019 Slightly like taking investment risk for high return | |
| MP28142a_I | 2019 Slightly like taking investment risk for high return: Index | |
| MP28143a_B | 2019 Somewhat like taking investment risk for high return | |
| MP28143a_I | 2019 Somewhat like taking investment risk for high return: Index | |
| MP28144a_B | 2019 Like taking investment risk for high return | |
| MP28144a_I | 2019 Like taking investment risk for high return: Index | |
| MP28145a_B | 2019 Like going to the bank | |
| MP28145a_I | 2019 Like going to the bank: Index | |
| MP28146a_B | 2019 Do not mind going to the bank | |
| MP28146a_I | 2019 Do not mind going to the bank: Index | |
| MP28147a_B | 2019 Mind going to the bank | |
| MP28147a_I | 2019 Mind going to the bank: Index | |
| MP28148a_B | 2019 Hate going to the bank | |
| MP28148a_I | 2019 Hate going to the bank: Index | |
| MP28149a_B | 2019 Do not use phone for banking transactions | |
| MP28149a_I | 2019 Do not use phone for banking transactions: Index | |
| MP28150a_B | 2019 Occasionally use phone for banking transactions | |
| MP28150a_I | 2019 Occasionally use phone for banking transactions: Index | |
| MP28151a_B | 2019 Frequently use phone for banking transactions | |
| MP28151a_I | 2019 Frequently use phone for banking transactions: Index | |
| MP28152a_B | 2019 Use phone for banking transactions | |
| MP28152a_I | 2019 Use phone for banking transactions: Index | |
| MP28191a_B | 2019 Don't mind borrowing money at all | |
| MP28191a_I | 2019 Don't mind borrowing money at all: Index | |
| MP28192a_B | 2019 Unlikely to mind borrowing money | |
| MP28192a_I | 2019 Unlikely to mind borrowing money: Index | |
| MP28190a_B | 2019 Somewhat dislike borrowing money | |
| MP28190a_I | 2019 Somewhat dislike borrowing money: Index | |
| MP28189a_B | 2019 Hate borrowing money | |
| MP28189a_I | 2019 Hate borrowing money: Index | |
| MP28153a_B | 2019 Have seen billboard in last 6 months | |
| MP28153a_I | 2019 Have seen billboard in last 6 months: Index | |
| MP28154a_B | 2019 Have seen ad on bus or train in last 6 months | |
| MP28154a_I | 2019 Have seen ad on bus or train in last 6 months: Index | |
| MP28155a_B | 2019 Have seen ad at bus stop or train station in last 6 months | |
| MP28155a_I | 2019 Have seen ad at bus stop or train station in last 6 months: Index | |
| MP28156a_B | 2019 Have seen ad inside taxi in last 6 months | |
| MP28156a_I | 2019 Have seen ad inside taxi in last 6 months: Index | |
| MP28157a_B | 2019 Have seen ad on top of taxi in last 6 months | |
| MP28157a_I | 2019 Have seen ad on top of taxi in last 6 months: Index | |
| MP28158a_B | 2019 Have seen ad on phone booth in last 6 months | |
| MP28158a_I | 2019 Have seen ad on phone booth in last 6 months: Index | |
| MP28159a_B | 2019 Have seen ad at sports or entertain event in last 6 months | |
| MP28159a_I | 2019 Have seen ad at sports or entertain event in last 6 months: Index | |
| MP28160a_B | 2019 Have seen ad on postcard in last 6 months | |
| MP28160a_I | 2019 Have seen ad on postcard in last 6 months: Index | |
| MP28161a_B | 2019 Have seen ad on mobile device in last 6 months | |
| MP28161a_I | 2019 Have seen ad on mobile device in last 6 months: Index | |
| MP28162a_B | 2019 Have seen ad in store (not video ad) in last 6 months | |
| MP28162a_I | 2019 Have seen ad in store (not video ad) in last 6 months: Index | |
| MP28187a_B | 2019 Have seen ad in mall (not video ad) in last 6 months | |
| MP28187a_I | 2019 Have seen ad in mall (not video ad) in last 6 months: Index | |
| MP28163a_B | 2019 Have seen infomercial in last 6 months | |
| MP28163a_I | 2019 Have seen infomercial in last 6 months: Index | |
| MP28164a_B | 2019 Have seen offer or ad sent to home by mail in last 6 months | |
| MP28164a_I | 2019 Have seen offer or ad sent to home by mail in last 6 months: Index | |
| MP28165a_B | 2019 Have seen product placement in video game in last 6 months | |
| MP28165a_I | 2019 Have seen product placement in video game in last 6 months: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|--|
| MP28166a_B | 2019 Have seen product placement in TV show in last 6 months | |
| MP28166a_I | 2019 Have seen product placement in TV show in last 6 months: Index | |
| MP28167a_B | 2019 Have seen product placement in movie in last 6 months | |
| MP28167a_I | 2019 Have seen product placement in movie in last 6 months: Index | |
| MP28169a_B | 2019 Have seen ad on poster at movie theater in last 6 months | |
| MP28169a_I | 2019 Have seen ad on poster at movie theater in last 6 months: Index | |
| MP28170a_B | 2019 Have seen ad on-screen before start of movie in last 6 months | |
| MP28170a_I | 2019 Have seen ad on-screen before start of movie in last 6 months: Index | |
| MP28171a_B | 2019 Saw video ad in airport in last 6 months | |
| MP28171a_I | 2019 Saw video ad in airport in last 6 months: Index | |
| MP28172a_B | 2019 Saw video ad in bar or pub in last 6 months | |
| MP28172a_I | 2019 Saw video ad in bar or pub in last 6 months: Index | |
| MP28173a_B | 2019 Saw video ad in coffee shop or cafe or deli in last 6 months | |
| MP28173a_I | 2019 Saw video ad in coffee shop or cafe or deli in last 6 months: Index | |
| MP28174a_B | 2019 Saw video ad in convenience store in last 6 months | |
| MP28174a_I | 2019 Saw video ad in convenience store in last 6 months: Index | |
| MP28175a_B | 2019 Saw video ad in discount or dept store in last 6 months | |
| MP28175a_I | 2019 Saw video ad in discount or dept store in last 6 months: Index | |
| MP28176a_B | 2019 Saw video ad in drug store in last 6 months | |
| MP28176a_I | 2019 Saw video ad in drug store in last 6 months: Index | |
| MP28177a_B | 2019 Saw video ad in fast food or family rest in last 6 months | |
| MP28177a_I | 2019 Saw video ad in fast food or family rest in last 6 months: Index | |
| MP28178a_B | 2019 Saw video ad at gas station in last 6 months | |
| MP28178a_I | 2019 Saw video ad at gas station in last 6 months: Index | |
| MP28179a_B | 2019 Saw video ad in grocery store in last 6 months | |
| MP28179a_I | 2019 Saw video ad in grocery store in last 6 months: Index | |
| MP28180a_B | 2019 Saw video ad in gym or health club in last 6 months | |
| MP28180a_I | 2019 Saw video ad in gym or health club in last 6 months: Index | |
| MP28181a_B | 2019 Saw video ad in office bldg elevator in last 6 months | |
| MP28181a_I | 2019 Saw video ad in office bldg elevator in last 6 months: Index | |
| MP28182a_B | 2019 Saw video ad in office bldg lobby in last 6 months | |
| MP28182a_I | 2019 Saw video ad in office bldg lobby in last 6 months: Index | |
| MP28183a_B | 2019 Saw video ad in medical office in last 6 months | |
| MP28183a_I | 2019 Saw video ad in medical office in last 6 months: Index | |
| MP28184a_B | 2019 Saw video ad in movie theater lobby in last 6 months | |
| MP28184a_I | 2019 Saw video ad in movie theater lobby in last 6 months: Index | |
| MP28185a_B | 2019 Saw video ad in shopping mall in last 6 months | |
| MP28185a_I | 2019 Saw video ad in shopping mall in last 6 months: Index | |
| MP28186a_B | 2019 Saw video ad in warehouse or club store in last 6 months | |
| MP28186a_I | 2019 Saw video ad in warehouse or club store in last 6 months: Index | |
| MP28199a_B | 2019 Internet impacts my daily life substantially | |
| MP28199a_I | 2019 Internet impacts my daily life substantially: Index | |
| MP28200a_B | 2019 Internet has some impact on my daily life | |
| MP28200a_I | 2019 Internet has some impact on my daily life: Index | |
| MP28198a_B | 2019 Internet unlikely to impact my daily life | |
| MP28198a_I | 2019 Internet unlikely to impact my daily life: Index | |
| MP28197a_B | 2019 Internet does not impact my life at all | |
| MP28197a_I | 2019 Internet does not impact my life at all: Index | |
| MP28195a_B | 2019 Dislike keeping personal info webpages updated | |
| MP28195a_I | 2019 Dislike keeping personal info webpages updated: Index | |
| MP28196a_B | 2019 Unlikely to keep personal info webpages updated | |
| MP28196a_I | 2019 Unlikely to keep personal info webpages updated: Index | |
| MP28194a_B | 2019 May keep personal info webpages updated | |
| MP28194a_I | 2019 May keep personal info webpages updated: Index | |
| MP28193a_B | 2019 Prefer keeping personal info webpages updated | |
| MP28193a_I | 2019 Prefer keeping personal info webpages updated: Index | |
| MP28211a_B | 2019 Discounts do not influence where travel or stay | |
| MP28211a_I | 2019 Discounts do not influence where travel or stay: Index | |
| MP28212a_B | 2019 Discounts unlikely to influence where travel or stay | |
| MP28212a_I | 2019 Discounts unlikely to influence where travel or stay: Index | |
| MP28210a_B | 2019 Discounts may influence where travel or stay | |
| MP28210a_I | 2019 Discounts may influence where travel or stay: Index | |
| MP28209a_B | 2019 Discounts influence where travel or stay | |
| MP28209a_I | 2019 Discounts influence where travel or stay: Index | |
| MP28215a_B | 2019 Do not prefer active vacation with lots to do | |
| MP28215a_I | 2019 Do not prefer active vacation with lots to do: Index | |
| MP28216a_B | 2019 Unlikely to prefer active vacation with lots to do | |
| MP28216a_I | 2019 Unlikely to prefer active vacation with lots to do: Index | |
| MP28214a_B | 2019 Sometimes prefer active vacation with lots to do | |
| MP28214a_I | 2019 Sometimes prefer active vacation with lots to do: Index | |
| MP28213a_B | 2019 Prefer active vacation with lots to do | |
| MP28213a_I | 2019 Prefer active vacation with lots to do: Index | |
| MP28207a_B | 2019 Strongly prefer travel abroad over U.S. | |
| MP28207a_I | 2019 Strongly prefer travel abroad over U.S.: Index | |
| MP28208a_B | 2019 Somewhat prefer travel abroad over U.S. | |
| MP28208a_I | 2019 Somewhat prefer travel abroad over U.S.: Index | |
| MP28206a_B | 2019 Somewhat prefer travel in the U.S. over abroad | |
| MP28206a_I | 2019 Somewhat prefer travel in the U.S. over abroad: Index | |
| MP28205a_B | 2019 Strongly prefer travel in the U.S. over abroad | |
| MP28205a_I | 2019 Strongly prefer travel in the U.S. over abroad: Index | |

Restaurants Market Potential

| | | |
|------------|--|--------------------|
| MP29001a_B | 2019 Went to family restaurant or steak house in last 6 months | |
| MP29001a_I | 2019 Went to family restaurant or steak house in last 6 months: Index | |
| MP29002a_B | 2019 Went to family restaurant or steak house 4+ times in last 6 months | |
| MP29002a_I | 2019 Went to family restaurant or steak house 4+ times in last 6 months: Index | |
| MP29003a_B | 2019 Spent at family restaurant in last 30 days: \$1-30 | Description Change |
| MP29003a_I | 2019 Spent at family restaurant in last 30 days: \$1-30: Index | Description Change |
| MP29004a_B | 2019 Spent at family restaurant in last 30 days: \$31-50 | |
| MP29004a_I | 2019 Spent at family restaurant in last 30 days: \$31-50: Index | |
| MP29005a_B | 2019 Spent at family restaurant in last 30 days: \$51-100 | |
| MP29005a_I | 2019 Spent at family restaurant in last 30 days: \$51-100: Index | |
| MP29006a_B | 2019 Spent at family restaurant in last 30 days: \$101-200 | |
| MP29006a_I | 2019 Spent at family restaurant in last 30 days: \$101-200: Index | |
| MP29007a_B | 2018 Spent at family restaurant or 30 days: \$201-300 | Discontinued |
| MP29007a_I | 2018 Spent at family restaurant or 30 days: \$201-300: Index | Discontinued |
| MP29009a_B | 2019 Went to family restaurant in last 6 months for breakfast | |
| MP29009a_I | 2019 Went to family restaurant in last 6 months for breakfast: Index | |
| MP29010a_B | 2019 Went to family restaurant in last 6 months for lunch | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|---|--------------------|
| MP29010a_I | 2019 Went to family restaurant in last 6 months for lunch: Index | |
| MP29011a_B | 2019 Went to family restaurant in last 6 months for dinner | |
| MP29011a_I | 2019 Went to family restaurant in last 6 months for dinner: Index | |
| MP29012a_B | 2019 Went to family restaurant in last 6 months for snack | |
| MP29012a_I | 2019 Went to family restaurant in last 6 months for snack: Index | |
| MP29013a_B | 2019 Went to family restaurant in last 6 months on weekday | |
| MP29013a_I | 2019 Went to family restaurant in last 6 months on weekday: Index | |
| MP29014a_B | 2019 Went to family restaurant in last 6 months on weekend | |
| MP29014a_I | 2019 Went to family restaurant in last 6 months on weekend: Index | |
| MP29015a_B | 2019 Went to Applebee's in last 6 months | |
| MP29015a_I | 2019 Went to Applebee's in last 6 months: Index | |
| MP29089a_B | 2019 Went to Bob Evans in last 6 months | |
| MP29089a_I | 2019 Went to Bob Evans in last 6 months: Index | |
| MP29016a_B | 2019 Went to Buffalo Wild Wings in last 6 months | |
| MP29016a_I | 2019 Went to Buffalo Wild Wings in last 6 months: Index | |
| MP29017a_B | 2019 Went to California Pizza Kitchen in last 6 months | |
| MP29017a_I | 2019 Went to California Pizza Kitchen in last 6 months: Index | |
| MP29018a_B | 2019 Went to Carrabba's Italian Grill in last 6 months | |
| MP29018a_I | 2019 Went to Carrabba's Italian Grill in last 6 months: Index | |
| MP29019a_B | 2019 Went to The Cheesecake Factory in last 6 months | |
| MP29019a_I | 2019 Went to The Cheesecake Factory in last 6 months: Index | |
| MP29020a_B | 2019 Went to Chili's Grill & Bar in last 6 months | |
| MP29020a_I | 2019 Went to Chili's Grill & Bar in last 6 months: Index | |
| MP29021a_B | 2019 Went to CiCi's Pizza in last 6 months | Description Change |
| MP29021a_I | 2019 Went to CiCi's Pizza in last 6 months: Index | Description Change |
| MP29022a_B | 2019 Went to Cracker Barrel in last 6 months | |
| MP29022a_I | 2019 Went to Cracker Barrel in last 6 months: Index | |
| MP29023a_B | 2019 Went to Denny's in last 6 months | |
| MP29023a_I | 2019 Went to Denny's in last 6 months: Index | |
| MP29024a_B | 2019 Went to Golden Corral in last 6 months | |
| MP29024a_I | 2019 Went to Golden Corral in last 6 months: Index | |
| MP29025a_B | 2019 Went to IHOP in last 6 months | |
| MP29025a_I | 2019 Went to IHOP in last 6 months: Index | |
| MP29090a_B | 2019 Went to Logan's Roadhouse in last 6 months | |
| MP29090a_I | 2019 Went to Logan's Roadhouse in last 6 months: Index | |
| MP29026a_B | 2019 Went to LongHorn Steakhouse in last 6 months | |
| MP29026a_I | 2019 Went to LongHorn Steakhouse in last 6 months: Index | |
| MP29028a_B | 2019 Went to Olive Garden in last 6 months | |
| MP29028a_I | 2019 Went to Olive Garden in last 6 months: Index | |
| MP29029a_B | 2019 Went to Outback Steakhouse in last 6 months | |
| MP29029a_I | 2019 Went to Outback Steakhouse in last 6 months: Index | |
| MP29030a_B | 2019 Went to Red Lobster in last 6 months | |
| MP29030a_I | 2019 Went to Red Lobster in last 6 months: Index | |
| MP29031a_B | 2019 Went to Red Robin in last 6 months | |
| MP29031a_I | 2019 Went to Red Robin in last 6 months: Index | |
| MP29032a_B | 2019 Went to Ruby Tuesday in last 6 months | |
| MP29032a_I | 2019 Went to Ruby Tuesday in last 6 months: Index | |
| MP29033a_B | 2019 Went to Texas Roadhouse in last 6 months | |
| MP29033a_I | 2019 Went to Texas Roadhouse in last 6 months: Index | |
| MP29034a_B | 2019 Went to T.G.I. Friday's in last 6 months | |
| MP29034a_I | 2019 Went to T.G.I. Friday's in last 6 months: Index | |
| MP29035a_B | 2019 Went to Waffle House in last 6 months | |
| MP29035a_I | 2019 Went to Waffle House in last 6 months: Index | |
| MP29036a_B | 2019 Went to fast food or drive-in restaurant in last 6 months | |
| MP29036a_I | 2019 Went to fast food or drive-in restaurant in last 6 months: Index | |
| MP29037a_B | 2019 Went to fast food or drive-in restaurant 9+ times in last month | |
| MP29037a_I | 2019 Went to fast food or drive-in restaurant 9+ times in last month: Index | |
| MP29038a_B | 2019 Spent at fast food restaurant in last 30 days: \$1-\$10 | Description Change |
| MP29038a_I | 2019 Spent at fast food restaurant in last 30 days: \$1-\$10: Index | Description Change |
| MP29039a_B | 2019 Spent at fast food restaurant in last 30 days: \$11-\$20 | |
| MP29039a_I | 2019 Spent at fast food restaurant in last 30 days: \$11-\$20: Index | |
| MP29040a_B | 2019 Spent at fast food restaurant in last 30 days: \$21-\$40 | |
| MP29040a_I | 2019 Spent at fast food restaurant in last 30 days: \$21-\$40: Index | |
| MP29041a_B | 2019 Spent at fast food restaurant in last 30 days: \$41-\$50 | |
| MP29041a_I | 2019 Spent at fast food restaurant in last 30 days: \$41-\$50: Index | |
| MP29042a_B | 2019 Spent at fast food restaurant in last 30 days: \$51-\$100 | |
| MP29042a_I | 2019 Spent at fast food restaurant in last 30 days: \$51-\$100: Index | |
| MP29043a_B | 2019 Spent at fast food restaurant in last 30 days: \$101-\$200 | |
| MP29043a_I | 2019 Spent at fast food restaurant in last 30 days: \$101-\$200: Index | |
| MP29044a_B | 2019 Spent at fast food restaurant in last 30 days: \$201+ | |
| MP29044a_I | 2019 Spent at fast food restaurant in last 30 days: \$201+: Index | |
| MP29045a_B | 2019 Went to Fast food restaurant in last 6 months to eat in | |
| MP29045a_I | 2019 Went to Fast food restaurant in last 6 months to eat in: Index | |
| MP29046a_B | 2019 Went to Fast food restaurant in last 6 months for home delivery | |
| MP29046a_I | 2019 Went to Fast food restaurant in last 6 months for home delivery: Index | |
| MP29047a_B | 2019 Went to Fast food restaurant in last 6 months to take-out or drive-thru | |
| MP29047a_I | 2019 Went to Fast food restaurant in last 6 months to take-out or drive-thru: Index | |
| MP29048a_B | 2019 Went to Fast food restaurant in last 6 months to take-out or walk-in | |
| MP29048a_I | 2019 Went to Fast food restaurant in last 6 months to take-out or walk-in: Index | |
| MP29049a_B | 2019 Went to fast food restaurant in last 6 months for breakfast | |
| MP29049a_I | 2019 Went to fast food restaurant in last 6 months for breakfast: Index | |
| MP29050a_B | 2019 Went to fast food restaurant in last 6 months for lunch | |
| MP29050a_I | 2019 Went to fast food restaurant in last 6 months for lunch: Index | |
| MP29051a_B | 2019 Went to fast food restaurant in last 6 months for dinner | |
| MP29051a_I | 2019 Went to fast food restaurant in last 6 months for dinner: Index | |
| MP29052a_B | 2019 Went to fast food restaurant in last 6 months for snack | |
| MP29052a_I | 2019 Went to fast food restaurant in last 6 months for snack: Index | |
| MP29053a_B | 2019 Went to fast food restaurant in last 6 months on weekday | |
| MP29053a_I | 2019 Went to fast food restaurant in last 6 months on weekday: Index | |
| MP29054a_B | 2019 Went to fast food restaurant in last 6 months on weekend | |
| MP29054a_I | 2019 Went to fast food restaurant in last 6 months on weekend: Index | |
| MP29055a_B | 2019 Went to A & W in last 6 months | |
| MP29055a_I | 2019 Went to A & W in last 6 months: Index | |
| MP29056a_B | 2019 Went to Arby's in last 6 months | |
| MP29056a_I | 2019 Went to Arby's in last 6 months: Index | |
| MP29057a_B | 2019 Went to Baskin-Robbins in last 6 months | |
| MP29057a_I | 2019 Went to Baskin-Robbins in last 6 months: Index | |
| MP29058a_B | 2019 Went to Boston Market in last 6 months | |
| MP29058a_I | 2019 Went to Boston Market in last 6 months: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

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|------------|---|--------------|
| MP29059a_B | 2019 Went to Burger King in last 6 months | |
| MP29059a_I | 2019 Went to Burger King in last 6 months: Index | |
| MP29091a_B | 2019 Went to Captain D's in last 6 months | |
| MP29091a_I | 2019 Went to Captain D's in last 6 months: Index | |
| MP29060a_B | 2019 Went to Carl's Jr. in last 6 months | |
| MP29060a_I | 2019 Went to Carl's Jr. in last 6 months: Index | |
| MP29061a_B | 2019 Went to Checkers in last 6 months | |
| MP29061a_I | 2019 Went to Checkers in last 6 months: Index | |
| MP29062a_B | 2019 Went to Chick-fil-A in last 6 months | |
| MP29062a_I | 2019 Went to Chick-fil-A in last 6 months: Index | |
| MP29063a_B | 2019 Went to Chipotle Mexican Grill in last 6 months | |
| MP29063a_I | 2019 Went to Chipotle Mexican Grill in last 6 months: Index | |
| MP29064a_B | 2019 Went to Chuck E. Cheese's in last 6 months | |
| MP29064a_I | 2019 Went to Chuck E. Cheese's in last 6 months: Index | |
| MP29065a_B | 2019 Went to Church's Fried Chicken in last 6 months | |
| MP29065a_I | 2019 Went to Church's Fried Chicken in last 6 months: Index | |
| MP29066a_B | 2019 Went to Cold Stone Creamery in last 6 months | |
| MP29066a_I | 2019 Went to Cold Stone Creamery in last 6 months: Index | |
| MP29067a_B | 2019 Went to Dairy Queen in last 6 months | |
| MP29067a_I | 2019 Went to Dairy Queen in last 6 months: Index | |
| MP29092a_B | 2019 Went to Del Taco in last 6 months | |
| MP29092a_I | 2019 Went to Del Taco in last 6 months: Index | |
| MP29068a_B | 2019 Went to Domino's Pizza in last 6 months | |
| MP29068a_I | 2019 Went to Domino's Pizza in last 6 months: Index | |
| MP29069a_B | 2019 Went to Dunkin' Donuts in last 6 months | |
| MP29069a_I | 2019 Went to Dunkin' Donuts in last 6 months: Index | |
| MP29102a_B | 2019 Went to Five Guys in last 6 months | |
| MP29102a_I | 2019 Went to Five Guys in last 6 months: Index | |
| MP29093a_B | 2019 Went to Hardee's in last 6 months | |
| MP29093a_I | 2019 Went to Hardee's in last 6 months: Index | |
| MP29070a_B | 2019 Went to Jack in the Box in last 6 months | |
| MP29070a_I | 2019 Went to Jack in the Box in last 6 months: Index | |
| MP29103a_B | 2019 Went to Jimmy John's in last 6 months | |
| MP29103a_I | 2019 Went to Jimmy John's in last 6 months: Index | |
| MP29071a_B | 2019 Went to KFC in last 6 months | |
| MP29071a_I | 2019 Went to KFC in last 6 months: Index | |
| MP29072a_B | 2019 Went to Krispy Kreme Doughnuts in last 6 months | |
| MP29072a_I | 2019 Went to Krispy Kreme Doughnuts in last 6 months: Index | |
| MP29073a_B | 2019 Went to Little Caesars in last 6 months | |
| MP29073a_I | 2019 Went to Little Caesars in last 6 months: Index | |
| MP29074a_B | 2019 Went to Long John Silver's in last 6 months | |
| MP29074a_I | 2019 Went to Long John Silver's in last 6 months: Index | |
| MP29075a_B | 2019 Went to McDonald's in last 6 months | |
| MP29075a_I | 2019 Went to McDonald's in last 6 months: Index | |
| MP29101a_B | 2019 Went to Panda Express in last 6 months | |
| MP29101a_I | 2019 Went to Panda Express in last 6 months: Index | |
| MP29076a_B | 2019 Went to Panera Bread in last 6 months | |
| MP29076a_I | 2019 Went to Panera Bread in last 6 months: Index | |
| MP29077a_B | 2019 Went to Papa John's in last 6 months | |
| MP29077a_I | 2019 Went to Papa John's in last 6 months: Index | |
| MP29078a_B | 2019 Went to Papa Murphy's in last 6 months | |
| MP29078a_I | 2019 Went to Papa Murphy's in last 6 months: Index | |
| MP29079a_B | 2019 Went to Pizza Hut in last 6 months | |
| MP29079a_I | 2019 Went to Pizza Hut in last 6 months: Index | |
| MP29080a_B | 2019 Went to Popeyes Chicken in last 6 months | |
| MP29080a_I | 2019 Went to Popeyes Chicken in last 6 months: Index | |
| MP29082a_B | 2019 Went to Sonic Drive-In in last 6 months | |
| MP29082a_I | 2019 Went to Sonic Drive-In in last 6 months: Index | |
| MP29083a_B | 2019 Went to Starbucks in last 6 months | |
| MP29083a_I | 2019 Went to Starbucks in last 6 months: Index | |
| MP29084a_B | 2019 Went to Steak 'n Shake in last 6 months | |
| MP29084a_I | 2019 Went to Steak 'n Shake in last 6 months: Index | |
| MP29085a_B | 2019 Went to Subway in last 6 months | |
| MP29085a_I | 2019 Went to Subway in last 6 months: Index | |
| MP29086a_B | 2019 Went to Taco Bell in last 6 months | |
| MP29086a_I | 2019 Went to Taco Bell in last 6 months: Index | |
| MP29087a_B | 2019 Went to Wendy's in last 6 months | |
| MP29087a_I | 2019 Went to Wendy's in last 6 months: Index | |
| MP29094a_B | 2019 Went to Whataburger in last 6 months | |
| MP29094a_I | 2019 Went to Whataburger in last 6 months: Index | |
| MP29088a_B | 2019 Went to White Castle in last 6 months | |
| MP29088a_I | 2019 Went to White Castle in last 6 months: Index | |
| MP29095a_B | 2019 Went to fine dining restaurant last month | |
| MP29095a_I | 2019 Went to fine dining restaurant last month: Index | |
| MP29096a_B | 2019 Went to fine dining restaurant 3+ times last month | |
| MP29096a_I | 2019 Went to fine dining restaurant 3+ times last month: Index | |
| MP29097a_B | 2018 Spent at fine dining restaurant or 30 days: <\$51 | Discontinued |
| MP29097a_I | 2018 Spent at fine dining restaurant or 30 days: <\$51: Index | Discontinued |
| MP29098a_B | 2018 Spent at fine dining restaurant or 30 days: \$51-\$100 | Discontinued |
| MP29098a_I | 2018 Spent at fine dining restaurant or 30 days: \$51-\$100: Index | Discontinued |
| MP29099a_B | 2018 Spent at fine dining restaurant or 30 days: \$101-\$200 | Discontinued |
| MP29099a_I | 2018 Spent at fine dining restaurant or 30 days: \$101-\$200: Index | Discontinued |

Shopping Market Potential

| | | |
|------------|--|--|
| MP08032a_B | 2019 Shopped at convenience store in last 6 months | |
| MP08032a_I | 2019 Shopped at convenience store in last 6 months: Index | |
| MP08001a_B | 2019 Used at convenience store in last 30 days: ATM in last financial service | |
| MP08001a_I | 2019 Used at convenience store in last 30 days: ATM in last financial service: Index | |
| MP08002a_B | 2019 Bought at convenience store in last 30 days: bread | |
| MP08002a_I | 2019 Bought at convenience store in last 30 days: bread: Index | |
| MP08003a_B | 2019 Bought at convenience store in last 30 days: breakfast sandwich | |
| MP08003a_I | 2019 Bought at convenience store in last 30 days: breakfast sandwich: Index | |
| MP08004a_B | 2019 Bought at convenience store in last 30 days: candy | |
| MP08004a_I | 2019 Bought at convenience store in last 30 days: candy: Index | |
| MP08005a_B | 2019 Bought at convenience store in last 30 days: cigarettes | |
| MP08005a_I | 2019 Bought at convenience store in last 30 days: cigarettes: Index | |
| MP08006a_B | 2019 Bought at convenience store in last 30 days: brewed coffee | |
| MP08006a_I | 2019 Bought at convenience store in last 30 days: brewed coffee: Index | |
| MP08007a_B | 2019 Bought at convenience store in last 30 days: gas | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

| | | |
|------------|--|--------------------|
| MP08007a_I | 2019 Bought at convenience store in last 30 days: gas: Index | |
| MP08008a_B | 2019 Bought at convenience store in last 30 days: ice cream | |
| MP08008a_I | 2019 Bought at convenience store in last 30 days: ice cream: Index | |
| MP08009a_B | 2019 Bought at convenience store in last 30 days: juice drink | |
| MP08009a_I | 2019 Bought at convenience store in last 30 days: juice drink: Index | |
| MP08010a_B | 2019 Bought at convenience store in last 30 days: lottery ticket | |
| MP08010a_I | 2019 Bought at convenience store in last 30 days: lottery ticket: Index | |
| MP08011a_B | 2019 Bought at convenience store in last 30 days: lunch sandwich | |
| MP08011a_I | 2019 Bought at convenience store in last 30 days: lunch sandwich: Index | |
| MP08012a_B | 2019 Bought at convenience store in last 30 days: milk | |
| MP08012a_I | 2019 Bought at convenience store in last 30 days: milk: Index | |
| MP08013a_B | 2019 Bought at convenience store in last 30 days: nonprescription drug | |
| MP08013a_I | 2019 Bought at convenience store in last 30 days: nonprescription drug: Index | |
| MP08014a_B | 2019 Bought at convenience store in last 30 days: snack food | |
| MP08014a_I | 2019 Bought at convenience store in last 30 days: snack food: Index | |
| MP08015a_B | 2019 Bought at convenience store in last 30 days: soft drink (bottle in last can) | |
| MP08015a_I | 2019 Bought at convenience store in last 30 days: soft drink (bottle in last can): Index | |
| MP08016a_B | 2019 Bought at convenience store in last 30 days: soft drink (fountain) | |
| MP08016a_I | 2019 Bought at convenience store in last 30 days: soft drink (fountain): Index | |
| MP08033a_B | 2019 Spent at convenience store in last 30 days: \$1-19 | Description Change |
| MP08033a_I | 2019 Spent at convenience store in last 30 days: \$1-19: Index | Description Change |
| MP08019a_B | 2019 Spent at convenience store in last 30 days: \$20-\$39 | |
| MP08019a_I | 2019 Spent at convenience store in last 30 days: \$20-\$39: Index | |
| MP08020a_B | 2019 Spent at convenience store in last 30 days: \$40-\$50 | |
| MP08020a_I | 2019 Spent at convenience store in last 30 days: \$40-\$50: Index | |
| MP08021a_B | 2019 Spent at convenience store in last 30 days: \$51-\$99 | |
| MP08021a_I | 2019 Spent at convenience store in last 30 days: \$51-\$99: Index | |
| MP08022a_B | 2019 Spent at convenience store in last 30 days: \$100+ | |
| MP08022a_I | 2019 Spent at convenience store in last 30 days: \$100+: Index | |
| MP08023a_B | 2019 Shopped at AMPM in last 6 months | |
| MP08023a_I | 2019 Shopped at AMPM in last 6 months: Index | |
| MP08024a_B | 2019 Shopped at BP Food Mart in last 6 months | |
| MP08024a_I | 2019 Shopped at BP Food Mart in last 6 months: Index | |
| MP08025a_B | 2019 Shopped at Circle K in last 6 months | |
| MP08025a_I | 2019 Shopped at Circle K in last 6 months: Index | |
| MP08026a_B | 2019 Shopped at Citgo in last 6 months | |
| MP08026a_I | 2019 Shopped at Citgo in last 6 months: Index | |
| MP08027a_B | 2019 Shopped at ExxonMobil On the Run in last 6 months | |
| MP08027a_I | 2019 Shopped at ExxonMobil On the Run in last 6 months: Index | |
| MP08028a_B | 2019 Shopped at 7-Eleven in last 6 months | |
| MP08028a_I | 2019 Shopped at 7-Eleven in last 6 months: Index | |
| MP08036a_B | 2019 Shopped at Sheetz in last 6 months | |
| MP08036a_I | 2019 Shopped at Sheetz in last 6 months: Index | |
| MP08034a_B | 2019 Shopped at Shell in last 6 months | |
| MP08034a_I | 2019 Shopped at Shell in last 6 months: Index | |
| MP08035a_B | 2019 Shopped at Speedway in last 6 months | |
| MP08035a_I | 2019 Shopped at Speedway in last 6 months: Index | |
| MP08031a_B | 2019 Shopped at Wawa in last 6 months | |
| MP08031a_I | 2019 Shopped at Wawa in last 6 months: Index | |
| MP31001a_B | 2019 Ordered any item by mail or phone or Internet in last 12 months | |
| MP31001a_I | 2019 Ordered any item by mail or phone or Internet in last 12 months: Index | |
| MP31002a_B | 2019 Spent on mail or phone or Internet orders in last 12 months: \$1-\$49 | Description Change |
| MP31002a_I | 2019 Spent on mail or phone or Internet orders in last 12 months: \$1-\$49: Index | Description Change |
| MP31003a_B | 2019 Spent on mail or phone or Internet orders in last 12 months: \$50-\$99 | |
| MP31003a_I | 2019 Spent on mail or phone or Internet orders in last 12 months: \$50-\$99: Index | |
| MP31004a_B | 2019 Spent on mail or phone or Internet orders in last 12 months: \$100-\$199 | |
| MP31004a_I | 2019 Spent on mail or phone or Internet orders in last 12 months: \$100-\$199: Index | |
| MP31005a_B | 2019 Spent on mail or phone or Internet orders in last 12 months: \$200-\$499 | |
| MP31005a_I | 2019 Spent on mail or phone or Internet orders in last 12 months: \$200-\$499: Index | |
| MP31006a_B | 2019 Spent on mail or phone or Internet orders in last 12 months: \$500-\$799 | |
| MP31006a_I | 2019 Spent on mail or phone or Internet orders in last 12 months: \$500-\$799: Index | |
| MP31007a_B | 2019 Spent on mail or phone or Internet orders in last 12 months: \$800+ | |
| MP31007a_I | 2019 Spent on mail or phone or Internet orders in last 12 months: \$800+: Index | |
| MP31099a_B | 2019 Ordered any item online in last 12 months | |
| MP31099a_I | 2019 Ordered any item online in last 12 months: Index | |
| MP31100a_B | 2019 Spent on Internet orders in last 12 months: \$1-49 | Description Change |
| MP31100a_I | 2019 Spent on Internet orders in last 12 months: \$1-49: Index | Description Change |
| MP31101a_B | 2019 Spent on Internet orders in last 12 months: \$50-\$99 | |
| MP31101a_I | 2019 Spent on Internet orders in last 12 months: \$50-\$99: Index | |
| MP31102a_B | 2019 Spent on Internet orders in last 12 months: \$100-\$199 | |
| MP31102a_I | 2019 Spent on Internet orders in last 12 months: \$100-\$199: Index | |
| MP31103a_B | 2019 Spent on Internet orders in last 12 months: \$200-\$499 | |
| MP31103a_I | 2019 Spent on Internet orders in last 12 months: \$200-\$499: Index | |
| MP31104a_B | 2019 Spent on Internet orders in last 12 months: \$500+ | |
| MP31104a_I | 2019 Spent on Internet orders in last 12 months: \$500+: Index | |
| MP31008a_B | 2019 Ordered any item by mail or phone in last 12 months | |
| MP31008a_I | 2019 Ordered any item by mail or phone in last 12 months: Index | |
| MP31105a_B | 2019 Spent on mail or phone orders in last 12 months: \$1-49 | Description Change |
| MP31105a_I | 2019 Spent on mail or phone orders in last 12 months: \$1-49: Index | Description Change |
| MP31106a_B | 2019 Spent on mail or phone orders in last 12 months: \$50-\$99 | |
| MP31106a_I | 2019 Spent on mail or phone orders in last 12 months: \$50-\$99: Index | |
| MP31107a_B | 2019 Spent on mail or phone orders in last 12 months: \$100-\$199 | |
| MP31107a_I | 2019 Spent on mail or phone orders in last 12 months: \$100-\$199: Index | |
| MP31108a_B | 2019 Spent on mail or phone orders in last 12 months: \$200-\$499 | |
| MP31108a_I | 2019 Spent on mail or phone orders in last 12 months: \$200-\$499: Index | |
| MP31109a_B | 2019 Spent on mail or phone orders in last 12 months: \$500+ | |
| MP31109a_I | 2019 Spent on mail or phone orders in last 12 months: \$500+: Index | |
| MP31009a_B | 2019 Bought item from in-home sales rep in last 6 months | |
| MP31009a_I | 2019 Bought item from in-home sales rep in last 6 months: Index | |
| MP31010a_B | 2019 Bought item from Avon in-home sales rep in last 6 months | |
| MP31010a_I | 2019 Bought item from Avon in-home sales rep in last 6 months: Index | |
| MP31011a_B | 2019 Spent \$150+ on in-home shopping in last 6 months | |
| MP31011a_I | 2019 Spent \$150+ on in-home shopping in last 6 months: Index | |
| MP31132a_B | 2019 Browse in-store for purchase made via computer in last 30 days | New |
| MP31132a_I | 2019 Browse in-store for purchase made via computer in last 30 days: Index | New |
| MP31133a_B | 2019 Browse in-store for purchase made via mobile device in last 30 days | New |
| MP31133a_I | 2019 Browse in-store for purchase made via mobile device in last 30 days: Index | New |
| MP31013a_B | 2019 Ordered from website in last 12 months: amazon.com | |
| MP31013a_I | 2019 Ordered from website in last 12 months: amazon.com: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

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|------------|--|-----|
| MP31134a_B | 2019 Ordered from website in last 12 months: apple.com | New |
| MP31134a_I | 2019 Ordered from website in last 12 months: apple.com: Index | New |
| MP31135a_B | 2019 Ordered from website in last 12 months: bestbuy.com | New |
| MP31135a_I | 2019 Ordered from website in last 12 months: bestbuy.com: Index | New |
| MP31016a_B | 2019 Ordered from website in last 12 months: ebay.com | |
| MP31016a_I | 2019 Ordered from website in last 12 months: ebay.com: Index | |
| MP31129a_B | 2019 Ordered from website in last 12 months: Etsy.com | |
| MP31129a_I | 2019 Ordered from website in last 12 months: Etsy.com: Index | |
| MP31136a_B | 2019 Ordered from website in last 12 months: homedepot.com | New |
| MP31136a_I | 2019 Ordered from website in last 12 months: homedepot.com: Index | New |
| MP31017a_B | 2019 Ordered from website in last 12 months: iTunes.com | |
| MP31017a_I | 2019 Ordered from website in last 12 months: iTunes.com: Index | |
| MP31137a_B | 2019 Ordered from website in last 12 months: kohls.com | New |
| MP31137a_I | 2019 Ordered from website in last 12 months: kohls.com: Index | New |
| MP31138a_B | 2019 Ordered from website in last 12 months: nike.com | New |
| MP31138a_I | 2019 Ordered from website in last 12 months: nike.com: Index | New |
| MP31139a_B | 2019 Ordered from website in last 12 months: oldnavy.com | New |
| MP31139a_I | 2019 Ordered from website in last 12 months: oldnavy.com: Index | New |
| MP31018a_B | 2019 Ordered from website in last 12 months: overstock.com | |
| MP31018a_I | 2019 Ordered from website in last 12 months: overstock.com: Index | |
| MP31019a_B | 2019 Ordered from website in last 12 months: target.com | |
| MP31019a_I | 2019 Ordered from website in last 12 months: target.com: Index | |
| MP31130a_B | 2019 Ordered from website in last 12 months: Ticketmaster.com | |
| MP31130a_I | 2019 Ordered from website in last 12 months: Ticketmaster.com: Index | |
| MP31020a_B | 2019 Ordered from website in last 12 months: walmart.com | |
| MP31020a_I | 2019 Ordered from website in last 12 months: walmart.com: Index | |
| MP31021a_B | 2019 Shopped at hardware store in last 12 months: Ace Hardware | |
| MP31021a_I | 2019 Shopped at hardware store in last 12 months: Ace Hardware: Index | |
| MP31022a_B | 2019 Shopped at hardware store in last 12 months: Home Depot | |
| MP31022a_I | 2019 Shopped at hardware store in last 12 months: Home Depot: Index | |
| MP31023a_B | 2019 Shopped at hardware store in last 12 months: Lowe's | |
| MP31023a_I | 2019 Shopped at hardware store in last 12 months: Lowe's: Index | |
| MP31024a_B | 2019 Shopped at hardware store in last 12 months: Sears | |
| MP31024a_I | 2019 Shopped at hardware store in last 12 months: Sears: Index | |
| MP31117a_B | 2019 Shopped at hardware store in last 12 months: Tractor Supply Co | |
| MP31117a_I | 2019 Shopped at hardware store in last 12 months: Tractor Supply Co: Index | |
| MP31025a_B | 2019 Shopped at hardware store in last 12 months: True Value | |
| MP31025a_I | 2019 Shopped at hardware store in last 12 months: True Value: Index | |
| MP31118a_B | 2019 Shopped at electronics store in last 12 months: Apple Store | |
| MP31118a_I | 2019 Shopped at electronics store in last 12 months: Apple Store: Index | |
| MP31026a_B | 2019 Shopped at electronics store in last 12 months: Best Buy | |
| MP31026a_I | 2019 Shopped at electronics store in last 12 months: Best Buy: Index | |
| MP31027a_B | 2019 Shopped at electronics store in last 12 months: RadioShack | |
| MP31027a_I | 2019 Shopped at electronics store in last 12 months: RadioShack: Index | |
| MP31028a_B | 2019 Shopped at last 3 months: Abercrombie & Fitch | |
| MP31028a_I | 2019 Shopped at last 3 months: Abercrombie & Fitch: Index | |
| MP31029a_B | 2019 Shopped at last 3 months: American Eagle Outfitters | |
| MP31029a_I | 2019 Shopped at last 3 months: American Eagle Outfitters: Index | |
| MP31030a_B | 2019 Shopped at last 3 months: Banana Republic | |
| MP31030a_I | 2019 Shopped at last 3 months: Banana Republic: Index | |
| MP31031a_B | 2019 Shopped at last 3 months: Bath & Body Works | |
| MP31031a_I | 2019 Shopped at last 3 months: Bath & Body Works: Index | |
| MP31032a_B | 2019 Shopped at last 3 months: Bed Bath & Beyond | |
| MP31032a_I | 2019 Shopped at last 3 months: Bed Bath & Beyond: Index | |
| MP31033a_B | 2019 Shopped at last 3 months: Big Lots | |
| MP31033a_I | 2019 Shopped at last 3 months: Big Lots: Index | |
| MP31034a_B | 2019 Shopped at last 3 months: Burlington | |
| MP31034a_I | 2019 Shopped at last 3 months: Burlington: Index | |
| MP31035a_B | 2019 Shopped at last 3 months: Dick's Sporting Goods | |
| MP31035a_I | 2019 Shopped at last 3 months: Dick's Sporting Goods: Index | |
| MP31036a_B | 2019 Shopped at last 3 months: Dillard's | |
| MP31036a_I | 2019 Shopped at last 3 months: Dillard's: Index | |
| MP31037a_B | 2019 Shopped at last 3 months: The Disney Store | |
| MP31037a_I | 2019 Shopped at last 3 months: The Disney Store: Index | |
| MP31119a_B | 2019 Shopped at last 3 months: Dollar General | |
| MP31119a_I | 2019 Shopped at last 3 months: Dollar General: Index | |
| MP31120a_B | 2019 Shopped at last 3 months: Dollar Tree | |
| MP31120a_I | 2019 Shopped at last 3 months: Dollar Tree: Index | |
| MP31112a_B | 2019 Shopped at last 3 months: Dress Barn | |
| MP31112a_I | 2019 Shopped at last 3 months: Dress Barn: Index | |
| MP31038a_B | 2019 Shopped at last 3 months: DSW | |
| MP31038a_I | 2019 Shopped at last 3 months: DSW: Index | |
| MP31039a_B | 2019 Shopped at last 3 months: Express | |
| MP31039a_I | 2019 Shopped at last 3 months: Express: Index | |
| MP31121a_B | 2019 Shopped at last 3 months: Family Dollar | |
| MP31121a_I | 2019 Shopped at last 3 months: Family Dollar: Index | |
| MP31040a_B | 2019 Shopped at last 3 months: Famous Footwear | |
| MP31040a_I | 2019 Shopped at last 3 months: Famous Footwear: Index | |
| MP31041a_B | 2019 Shopped at last 3 months: Finish Line | |
| MP31041a_I | 2019 Shopped at last 3 months: Finish Line: Index | |
| MP31042a_B | 2019 Shopped at last 3 months: Foot Locker | |
| MP31042a_I | 2019 Shopped at last 3 months: Foot Locker: Index | |
| MP31043a_B | 2019 Shopped at last 3 months: Forever 21 | |
| MP31043a_I | 2019 Shopped at last 3 months: Forever 21: Index | |
| MP31044a_B | 2019 Shopped at last 3 months: The Gap | |
| MP31044a_I | 2019 Shopped at last 3 months: The Gap: Index | |
| MP31045a_B | 2019 Shopped at last 3 months: H&M | |
| MP31045a_I | 2019 Shopped at last 3 months: H&M: Index | |
| MP31113a_B | 2019 Shopped at last 3 months: Hollister | |
| MP31113a_I | 2019 Shopped at last 3 months: Hollister: Index | |
| MP31131a_B | 2019 Shopped at last 3 months: Homegoods | New |
| MP31131a_I | 2019 Shopped at last 3 months: Homegoods: Index | New |
| MP31046a_B | 2019 Shopped at last 3 months: JCPenney | |
| MP31046a_I | 2019 Shopped at last 3 months: JCPenney: Index | |
| MP31127a_B | 2019 Shopped at last 3 months: Jo-Ann Fabric and Craft | |
| MP31127a_I | 2019 Shopped at last 3 months: Jo-Ann Fabric and Craft: Index | |
| MP31047a_B | 2019 Shopped at last 3 months: Kmart | |
| MP31047a_I | 2019 Shopped at last 3 months: Kmart: Index | |
| MP31048a_B | 2019 Shopped at last 3 months: Kohl's | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

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|------------|---|--------------|
| MP31048a_I | 2019 Shopped at last 3 months: Kohl's: Index | |
| MP31049a_B | 2019 Shopped at last 3 months: Lane Bryant | |
| MP31049a_I | 2019 Shopped at last 3 months: Lane Bryant: Index | |
| MP31050a_B | 2019 Shopped at last 3 months: Macy's | |
| MP31050a_I | 2019 Shopped at last 3 months: Macy's: Index | |
| MP31051a_B | 2019 Shopped at last 3 months: Marshalls | |
| MP31051a_I | 2019 Shopped at last 3 months: Marshalls: Index | |
| MP31052a_B | 2019 Shopped at last 3 months: Michaels | |
| MP31052a_I | 2019 Shopped at last 3 months: Michaels: Index | |
| MP31053a_B | 2019 Shopped at last 3 months: Nordstrom | |
| MP31053a_I | 2019 Shopped at last 3 months: Nordstrom: Index | |
| MP31054a_B | 2019 Shopped at last 3 months: Old Navy | |
| MP31054a_I | 2019 Shopped at last 3 months: Old Navy: Index | |
| MP31055a_B | 2019 Shopped at last 3 months: Payless | |
| MP31055a_I | 2019 Shopped at last 3 months: Payless: Index | |
| MP31056a_B | 2019 Shopped at last 3 months: Pier 1 Imports | |
| MP31056a_I | 2019 Shopped at last 3 months: Pier 1 Imports: Index | |
| MP31057a_B | 2019 Shopped at last 3 months: Ross Stores | |
| MP31057a_I | 2019 Shopped at last 3 months: Ross Stores: Index | |
| MP31058a_B | 2019 Shopped at last 3 months: Sears | |
| MP31058a_I | 2019 Shopped at last 3 months: Sears: Index | |
| MP31114a_B | 2019 Shopped at last 3 months: Sephora | |
| MP31114a_I | 2019 Shopped at last 3 months: Sephora: Index | |
| MP31059a_B | 2019 Shopped at last 3 months: Target | |
| MP31059a_I | 2019 Shopped at last 3 months: Target: Index | |
| MP31060a_B | 2019 Shopped at last 3 months: T.J. Maxx | |
| MP31060a_I | 2019 Shopped at last 3 months: T.J. Maxx: Index | |
| MP31061a_B | 2019 Shopped at last 3 months: Toys R Us | |
| MP31061a_I | 2019 Shopped at last 3 months: Toys R Us: Index | |
| MP31122a_B | 2019 Shopped at last 3 months: Ulta | |
| MP31122a_I | 2019 Shopped at last 3 months: Ulta: Index | |
| MP31116a_B | 2019 Shopped at last 3 months: Victoria's Secret | |
| MP31116a_I | 2019 Shopped at last 3 months: Victoria's Secret: Index | |
| MP31062a_B | 2019 Shopped at last 3 months: Walmart | |
| MP31062a_I | 2019 Shopped at last 3 months: Walmart: Index | |
| MP31063a_B | 2019 Shopped at drug store in last 6 months: CVS | |
| MP31063a_I | 2019 Shopped at drug store in last 6 months: CVS: Index | |
| MP31064a_B | 2019 Shopped at drug store in last 6 months: Rite Aid | |
| MP31064a_I | 2019 Shopped at drug store in last 6 months: Rite Aid: Index | |
| MP31065a_B | 2018 Shopped at drug store in last 6 months: Target Pharmacy | Discontinued |
| MP31065a_I | 2018 Shopped at drug store in last 6 months: Target Pharmacy: Index | Discontinued |
| MP31066a_B | 2019 Shopped at drug store in last 6 months: Walgreens | |
| MP31066a_I | 2019 Shopped at drug store in last 6 months: Walgreens: Index | |
| MP31067a_B | 2019 Shopped at drug store in last 6 months: Walmart Pharmacy | |
| MP31067a_I | 2019 Shopped at drug store in last 6 months: Walmart Pharmacy: Index | |
| MP31068a_B | 2019 Shopped at office supply store in last 12 months: FedEx Office | |
| MP31068a_I | 2019 Shopped at office supply store in last 12 months: FedEx Office: Index | |
| MP31069a_B | 2019 Shopped at office supply store in last 12 months: Office Depot | |
| MP31069a_I | 2019 Shopped at office supply store in last 12 months: Office Depot: Index | |
| MP31070a_B | 2019 Shopped at office supply store in last 12 months: OfficeMax | |
| MP31070a_I | 2019 Shopped at office supply store in last 12 months: OfficeMax: Index | |
| MP31071a_B | 2019 Shopped at office supply store in last 12 months: Staples | |
| MP31071a_I | 2019 Shopped at office supply store in last 12 months: Staples: Index | |
| MP31072a_B | 2019 Used coupons in last 12 months | |
| MP31072a_I | 2019 Used coupons in last 12 months: Index | |
| MP31073a_B | 2019 Used coupons 12+ times in last 3 months | |
| MP31073a_I | 2019 Used coupons 12+ times in last 3 months: Index | |
| MP31074a_B | 2019 Used coupons in last 12 months: handed out by person in store | |
| MP31074a_I | 2019 Used coupons in last 12 months: handed out by person in store: Index | |
| MP31075a_B | 2019 Used coupons in last 12 months: in or on package | |
| MP31075a_I | 2019 Used coupons in last 12 months: in or on package: Index | |
| MP31076a_B | 2019 Used coupons in last 12 months: instant coupon (machine or shelf) | |
| MP31076a_I | 2019 Used coupons in last 12 months: instant coupon (machine or shelf): Index | |
| MP31077a_B | 2019 Used coupons in last 12 months: preferred customer card | |
| MP31077a_I | 2019 Used coupons in last 12 months: preferred customer card: Index | |
| MP31078a_B | 2019 Used coupons in last 12 months: received at register | |
| MP31078a_I | 2019 Used coupons in last 12 months: received at register: Index | |
| MP31079a_B | 2019 Used coupons in last 12 months: received via Internet or email | |
| MP31079a_I | 2019 Used coupons in last 12 months: received via Internet or email: Index | |
| MP31080a_B | 2019 Used coupons in last 12 months: clipped from in-store circular | |
| MP31080a_I | 2019 Used coupons in last 12 months: clipped from in-store circular: Index | |
| MP31081a_B | 2019 Used coupons in last 12 months: clipped from magazine | |
| MP31081a_I | 2019 Used coupons in last 12 months: clipped from magazine: Index | |
| MP31082a_B | 2019 Used coupons in last 12 months: clipped from mail | |
| MP31082a_I | 2019 Used coupons in last 12 months: clipped from mail: Index | |
| MP31083a_B | 2019 Used coupons in last 12 months: clipped from Sun, news insert | |
| MP31083a_I | 2019 Used coupons in last 12 months: clipped from Sun, news insert: Index | |
| MP31084a_B | 2019 Used coupons in last 12 months: clipped from weekday news insert | |
| MP31084a_I | 2019 Used coupons in last 12 months: clipped from weekday news insert: Index | |
| MP31123a_B | 2019 Used website or app in last 30 days: coupons.com | |
| MP31123a_I | 2019 Used website or app in last 30 days: coupons.com: Index | |
| MP31124a_B | 2019 Used website or app in last 30 days:groupon.com | |
| MP31124a_I | 2019 Used website or app in last 30 days:groupon.com: Index | |
| MP31124a_B | 2019 Used website or app in last 30 days:groupon.com | |
| MP31124a_I | 2019 Used website or app in last 30 days:groupon.com: Index | |
| MP31125a_B | 2018 Used website or app in last 30 days:livingsocial.com | Discontinued |
| MP31125a_I | 2018 Used website or app in last 30 days:livingsocial.com: Index | Discontinued |
| MP31085a_B | 2019 Purchased any gift or prepaid card in last 6 months | |
| MP31085a_I | 2019 Purchased any gift or prepaid card in last 6 months: Index | |
| MP31086a_B | 2019 Purchased 7+ gift or prepaid cards in last 6 months | |
| MP31086a_I | 2019 Purchased 7+ gift or prepaid cards in last 6 months: Index | |
| MP31088a_B | 2019 Purchased gift or prepaid card in last 6 months from coffee shop | |
| MP31088a_I | 2019 Purchased gift or prepaid card in last 6 months from coffee shop: Index | |
| MP31089a_B | 2019 Purchased gift or prepaid card in last 6 months from department store | |
| MP31089a_I | 2019 Purchased gift or prepaid card in last 6 months from department store: Index | |
| MP31090a_B | 2019 Purchased gift or prepaid card in last 6 months from discount store | |
| MP31090a_I | 2019 Purchased gift or prepaid card in last 6 months from discount store: Index | |
| MP31091a_B | 2019 Purchased gift or prepaid card in last 6 months from restaurant | |
| MP31091a_I | 2019 Purchased gift or prepaid card in last 6 months from restaurant: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

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| MP31092a_B | 2019 Purchased gift or prepaid card in last 6 months: VISA | |
| MP31092a_I | 2019 Purchased gift or prepaid card in last 6 months: VISA: Index | |
| MP31093a_B | 2019 Spent on gift or prepaid cards in last 6 months: \$25-49 | |
| MP31093a_I | 2019 Spent on gift or prepaid cards in last 6 months: \$25-49: Index | |
| MP31094a_B | 2019 Spent on gift or prepaid cards in last 6 months: \$50-75 | |
| MP31094a_I | 2019 Spent on gift or prepaid cards in last 6 months: \$50-75: Index | |
| MP31095a_B | 2019 Spent on gift or prepaid cards in last 6 months: \$76-100 | |
| MP31095a_I | 2019 Spent on gift or prepaid cards in last 6 months: \$76-100: Index | |
| MP31096a_B | 2019 Spent on gift or prepaid cards in last 6 months: \$101-200 | |
| MP31096a_I | 2019 Spent on gift or prepaid cards in last 6 months: \$101-200: Index | |
| MP31097a_B | 2019 Spent on gift or prepaid cards in last 6 months: \$201+ | |
| MP31097a_I | 2019 Spent on gift or prepaid cards in last 6 months: \$201+: Index | |
| MP31098a_B | 2019 Received any gift card in last 6 months | |
| MP31098a_I | 2019 Received any gift card in last 6 months: Index | |

Sports Market Potential

| | | |
|------------|--|--------------|
| MP33001a_B | 2019 Participated in aerobics in last 12 months | |
| MP33001a_I | 2019 Participated in aerobics in last 12 months: Index | |
| MP33096a_B | 2019 Participated in archery in last 12 months | |
| MP33096a_I | 2019 Participated in archery in last 12 months: Index | |
| MP33002a_B | 2019 Participated in backpacking in last 12 months | |
| MP33002a_I | 2019 Participated in backpacking in last 12 months: Index | |
| MP33003a_B | 2019 Participated in baseball in last 12 months | |
| MP33003a_I | 2019 Participated in baseball in last 12 months: Index | |
| MP33004a_B | 2019 Participated in basketball in last 12 months | |
| MP33004a_I | 2019 Participated in basketball in last 12 months: Index | |
| MP33005a_B | 2019 Participated in bicycling (mountain) in last 12 months | |
| MP33005a_I | 2019 Participated in bicycling (mountain) in last 12 months: Index | |
| MP33006a_B | 2019 Participated in bicycling (road) in last 12 months | |
| MP33006a_I | 2019 Participated in bicycling (road) in last 12 months: Index | |
| MP33007a_B | 2019 Participated in boating (power) in last 12 months | |
| MP33007a_I | 2019 Participated in boating (power) in last 12 months: Index | |
| MP33008a_B | 2019 Participated in bowling in last 12 months | |
| MP33008a_I | 2019 Participated in bowling in last 12 months: Index | |
| MP33009a_B | 2019 Participated in canoeing or kayaking in last 12 months | |
| MP33009a_I | 2019 Participated in canoeing or kayaking in last 12 months: Index | |
| MP33010a_B | 2019 Participated in fishing (fresh water) in last 12 months | |
| MP33010a_I | 2019 Participated in fishing (fresh water) in last 12 months: Index | |
| MP33011a_B | 2019 Participated in fishing (salt water) in last 12 months | |
| MP33011a_I | 2019 Participated in fishing (salt water) in last 12 months: Index | |
| MP33012a_B | 2019 Participated in football in last 12 months | |
| MP33012a_I | 2019 Participated in football in last 12 months: Index | |
| MP33013a_B | 2019 Participated in Frisbee in last 12 months | |
| MP33013a_I | 2019 Participated in Frisbee in last 12 months: Index | |
| MP33014a_B | 2019 Participated in golf in last 12 months | |
| MP33014a_I | 2019 Participated in golf in last 12 months: Index | |
| MP33015a_B | 2019 Participated in hiking in last 12 months | |
| MP33015a_I | 2019 Participated in hiking in last 12 months: Index | |
| MP33016a_B | 2019 Participated in horseback riding in last 12 months | |
| MP33016a_I | 2019 Participated in horseback riding in last 12 months: Index | |
| MP33017a_B | 2019 Participated in hunting with rifle in last 12 months | |
| MP33017a_I | 2019 Participated in hunting with rifle in last 12 months: Index | |
| MP33018a_B | 2019 Participated in hunting with shotgun in last 12 months | |
| MP33018a_I | 2019 Participated in hunting with shotgun in last 12 months: Index | |
| MP33019a_B | 2019 Participated in ice skating in last 12 months | |
| MP33019a_I | 2019 Participated in ice skating in last 12 months: Index | |
| MP33020a_B | 2019 Participated in jogging or running in last 12 months | |
| MP33020a_I | 2019 Participated in jogging or running in last 12 months: Index | |
| MP33021a_B | 2019 Participated in motorcycling in last 12 months | |
| MP33021a_I | 2019 Participated in motorcycling in last 12 months: Index | |
| MP33022a_B | 2019 Participated in Pilates in last 12 months | |
| MP33022a_I | 2019 Participated in Pilates in last 12 months: Index | |
| MP33109a_B | 2019 Participated in ping pong in last 12 months | |
| MP33109a_I | 2019 Participated in ping pong in last 12 months: Index | |
| MP33110a_B | 2018 Participated in rock climbing in last 12 months | Discontinued |
| MP33110a_I | 2018 Participated in rock climbing in last 12 months: Index | Discontinued |
| MP33023a_B | 2019 Participated in skiing(downhill) in last 12 months | |
| MP33023a_I | 2019 Participated in skiing(downhill) in last 12 months: Index | |
| MP33024a_B | 2019 Participated in soccer in last 12 months | |
| MP33024a_I | 2019 Participated in soccer in last 12 months: Index | |
| MP33025a_B | 2019 Participated in softball in last 12 months | |
| MP33025a_I | 2019 Participated in softball in last 12 months: Index | |
| MP33026a_B | 2019 Participated in swimming in last 12 months | |
| MP33026a_I | 2019 Participated in swimming in last 12 months: Index | |
| MP33027a_B | 2019 Participated in target shooting in last 12 months | |
| MP33027a_I | 2019 Participated in target shooting in last 12 months: Index | |
| MP33028a_B | 2019 Participated in tennis in last 12 months | |
| MP33028a_I | 2019 Participated in tennis in last 12 months: Index | |
| MP33029a_B | 2019 Participated in volleyball in last 12 months | |
| MP33029a_I | 2019 Participated in volleyball in last 12 months: Index | |
| MP33030a_B | 2019 Participated in walking for exercise in last 12 months | |
| MP33030a_I | 2019 Participated in walking for exercise in last 12 months: Index | |
| MP33031a_B | 2019 Participated in weight lifting in last 12 months | |
| MP33031a_I | 2019 Participated in weight lifting in last 12 months: Index | |
| MP33032a_B | 2019 Participated in yoga in last 12 months | |
| MP33032a_I | 2019 Participated in yoga in last 12 months: Index | |
| MP33112a_B | 2019 Participated in Zumba in last 12 months | |
| MP33112a_I | 2019 Participated in Zumba in last 12 months: Index | |
| MP33033a_B | 2019 Spent on sports or recreational equipment in last 12 months: \$1-99 | |
| MP33033a_I | 2019 Spent on sports or recreational equipment in last 12 months: \$1-99: Index | |
| MP33034a_B | 2019 Spent on sports or recreational equipment in last 12 months: \$100-\$249 | |
| MP33034a_I | 2019 Spent on sports or recreational equipment in last 12 months: \$100-\$249: Index | |
| MP33035a_B | 2019 Spent on sports or recreational equipment in last 12 months: \$250+ | |
| MP33035a_I | 2019 Spent on sports or recreational equipment in last 12 months: \$250+: Index | |
| MP33036a_B | 2019 Attend sports events | |
| MP33036a_I | 2019 Attend sports events: Index | |
| MP33038a_B | 2019 Attend sports events: MLB regular season baseball game | |
| MP33038a_I | 2019 Attend sports events: MLB regular season baseball game: Index | |
| MP33040a_B | 2019 Attend sports events: NBA regular season basketball game | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

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|------------|--|--------------------|
| MP33040a_I | 2019 Attend sports events: NBA regular season basketball game: Index | |
| MP33041a_B | 2019 Attend sports events: football game (college): Index | |
| MP33041a_I | 2019 Attend sports events: football game (college): Index | |
| MP33043a_B | 2018 Attend sports events: football game - NFL weekend | Discontinued |
| MP33043a_I | 2018 Attend sports events: football game - NFL weekend: Index | Discontinued |
| MP33044a_B | 2019 Attend sports events: high school sports | |
| MP33044a_I | 2019 Attend sports events: high school sports: Index | |
| MP33046a_B | 2019 Listen to sports on radio | |
| MP33046a_I | 2019 Listen to sports on radio: Index | |
| MP33049a_B | 2019 Watch sports on TV | |
| MP33049a_I | 2019 Watch sports on TV: Index | |
| MP33050a_B | 2019 Watch on TV: alpine skiing or ski jumping | |
| MP33050a_I | 2019 Watch on TV: alpine skiing or ski jumping: Index | |
| MP33051a_B | 2019 Watch on TV: auto racing (NASCAR) | |
| MP33051a_I | 2019 Watch on TV: auto racing (NASCAR): Index | |
| MP33052a_B | 2019 Watch on TV: auto racing (not NASCAR) | |
| MP33052a_I | 2019 Watch on TV: auto racing (not NASCAR): Index | |
| MP33053a_B | 2019 Watch on TV: baseball (MLB regular season) | |
| MP33053a_I | 2019 Watch on TV: baseball (MLB regular season): Index | |
| MP33054a_B | 2019 Watch on TV: baseball (MLB playoffs or World Series) | |
| MP33054a_I | 2019 Watch on TV: baseball (MLB playoffs or World Series): Index | |
| MP33055a_B | 2019 Watch on TV: basketball (college) | |
| MP33055a_I | 2019 Watch on TV: basketball (college): Index | |
| MP33056a_B | 2019 Watch on TV: basketball (NCAA tournament) | |
| MP33056a_I | 2019 Watch on TV: basketball (NCAA tournament): Index | |
| MP33057a_B | 2019 Watch on TV: basketball (NBA regular season) | |
| MP33057a_I | 2019 Watch on TV: basketball (NBA regular season): Index | |
| MP33058a_B | 2019 Watch on TV: basketball (NBA playoffs or finals) | |
| MP33058a_I | 2019 Watch on TV: basketball (NBA playoffs or finals): Index | |
| MP33059a_B | 2019 Watch on TV: basketball (WNBA) | |
| MP33059a_I | 2019 Watch on TV: basketball (WNBA): Index | |
| MP33060a_B | 2019 Watch on TV: bicycle racing | |
| MP33060a_I | 2019 Watch on TV: bicycle racing: Index | |
| MP33061a_B | 2019 Watch on TV: bowling | |
| MP33061a_I | 2019 Watch on TV: bowling: Index | |
| MP33062a_B | 2019 Watch on TV: boxing | |
| MP33062a_I | 2019 Watch on TV: boxing: Index | |
| MP33063a_B | 2019 Watch on TV: bull riding (pro) | |
| MP33063a_I | 2019 Watch on TV: bull riding (pro): Index | |
| MP33064a_B | 2019 Watch on TV: Equestrian events | |
| MP33064a_I | 2019 Watch on TV: Equestrian events: Index | |
| MP33065a_B | 2019 Watch on TV: extreme sports (summer) | |
| MP33065a_I | 2019 Watch on TV: extreme sports (summer): Index | |
| MP33066a_B | 2019 Watch on TV: extreme sports (winter) | |
| MP33066a_I | 2019 Watch on TV: extreme sports (winter): Index | |
| MP33067a_B | 2019 Watch on TV: figure skating | |
| MP33067a_I | 2019 Watch on TV: figure skating: Index | |
| MP33068a_B | 2019 Watch on TV: fishing | |
| MP33068a_I | 2019 Watch on TV: fishing: Index | |
| MP33069a_B | 2019 Watch on TV: football (college) | |
| MP33069a_I | 2019 Watch on TV: football (college): Index | |
| MP33070a_B | 2019 Watch on TV: football (NFL Sun/Mon/Thurs night games) | Description Change |
| MP33070a_I | 2019 Watch on TV: football (NFL Sun/Mon/Thurs night games): Index | Description Change |
| MP33071a_B | 2019 Watch on TV: football (NFL weekend games) | |
| MP33071a_I | 2019 Watch on TV: football (NFL weekend games): Index | |
| MP33072a_B | 2019 Watch on TV: football (NFL playoffs or Super Bowl) | |
| MP33072a_I | 2019 Watch on TV: football (NFL playoffs or Super Bowl): Index | |
| MP33073a_B | 2019 Watch on TV: golf (PGA) | |
| MP33073a_I | 2019 Watch on TV: golf (PGA): Index | |
| MP33074a_B | 2019 Watch on TV: golf (LPGA) | |
| MP33074a_I | 2019 Watch on TV: golf (LPGA): Index | |
| MP33075a_B | 2019 Watch on TV: gymnastics | |
| MP33075a_I | 2019 Watch on TV: gymnastics: Index | |
| MP33114a_B | 2019 Watch on TV: high school sports | |
| MP33114a_I | 2019 Watch on TV: high school sports: Index | |
| MP33076a_B | 2019 Watch on TV: horse racing (at track or OTB) | |
| MP33076a_I | 2019 Watch on TV: horse racing (at track or OTB): Index | |
| MP33077a_B | 2019 Watch on TV: ice hockey (NHL regular season) | |
| MP33077a_I | 2019 Watch on TV: ice hockey (NHL regular season): Index | |
| MP33078a_B | 2019 Watch on TV: ice hockey (NHL playoffs or Stanley Cup) | |
| MP33078a_I | 2019 Watch on TV: ice hockey (NHL playoffs or Stanley Cup): Index | |
| MP33081a_B | 2019 Watch on TV: mixed martial arts (MMA) | |
| MP33081a_I | 2019 Watch on TV: mixed martial arts (MMA): Index | |
| MP33082a_B | 2019 Watch on TV: motorcycle racing | |
| MP33082a_I | 2019 Watch on TV: motorcycle racing: Index | |
| MP33083a_B | 2019 Watch on TV: Olympics (summer) | |
| MP33083a_I | 2019 Watch on TV: Olympics (summer): Index | |
| MP33084a_B | 2019 Watch on TV: Olympics (winter) | |
| MP33084a_I | 2019 Watch on TV: Olympics (winter): Index | |
| MP33086a_B | 2019 Watch on TV: rodeo | |
| MP33086a_I | 2019 Watch on TV: rodeo: Index | |
| MP33087a_B | 2019 Watch on TV: soccer (MLS) | |
| MP33087a_I | 2019 Watch on TV: soccer (MLS): Index | |
| MP33088a_B | 2019 Watch on TV: soccer (World Cup) | |
| MP33088a_I | 2019 Watch on TV: soccer (World Cup): Index | |
| MP33089a_B | 2019 Watch on TV: tennis (men's) | |
| MP33089a_I | 2019 Watch on TV: tennis (men's): Index | |
| MP33090a_B | 2019 Watch on TV: tennis (women's) | |
| MP33090a_I | 2019 Watch on TV: tennis (women's): Index | |
| MP33091a_B | 2019 Watch on TV: track & field | |
| MP33091a_I | 2019 Watch on TV: track & field: Index | |
| MP33093a_B | 2019 Watch on TV: volleyball (pro beach) | |
| MP33093a_I | 2019 Watch on TV: volleyball (pro beach): Index | |
| MP33095a_B | 2019 Watch on TV: wrestling (WWE) | |
| MP33095a_I | 2019 Watch on TV: wrestling (WWE): Index | |
| MP33100a_B | 2019 Interest in sports: college basketball Super Fan | |
| MP33100a_I | 2019 Interest in sports: college basketball Super Fan: Index | |
| MP33101a_B | 2019 Interest in sports: college football Super Fan | |
| MP33101a_I | 2019 Interest in sports: college football Super Fan: Index | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

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|------------|--|--|
| MP33102a_B | 2019 Interest in sports: golf Super Fan | |
| MP33102a_I | 2019 Interest in sports: golf Super Fan: Index | |
| MP33103a_B | 2019 Interest in sports: high school sports Super Fan | |
| MP33103a_I | 2019 Interest in sports: high school sports Super Fan: Index | |
| MP33104a_B | 2019 Interest in sports: MLB Super Fan | |
| MP33104a_I | 2019 Interest in sports: MLB Super Fan: Index | |
| MP33105a_B | 2019 Interest in sports: NASCAR Super Fan | |
| MP33105a_I | 2019 Interest in sports: NASCAR Super Fan: Index | |
| MP33106a_B | 2019 Interest in sports: NBA Super Fan | |
| MP33106a_I | 2019 Interest in sports: NBA Super Fan: Index | |
| MP33107a_B | 2019 Interest in sports: NFL Super Fan | |
| MP33107a_I | 2019 Interest in sports: NFL Super Fan: Index | |
| MP33108a_B | 2019 Interest in sports: NHL Super Fan | |
| MP33108a_I | 2019 Interest in sports: NHL Super Fan: Index | |
| MP33113a_B | 2019 Interest in sports: soccer Super Fan | |
| MP33113a_I | 2019 Interest in sports: soccer Super Fan: Index | |

Travel Market Potential

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|------------|---|--------------------|
| MP35093a_B | 2019 Has a valid driver's license | New |
| MP35093a_I | 2019 Has a valid driver's license: Index | New |
| MP35001a_B | 2019 Own a valid passport | |
| MP35001a_I | 2019 Own a valid passport: Index | |
| MP35002a_B | 2019 Member of any frequent flyer program | |
| MP35002a_I | 2019 Member of any frequent flyer program: Index | |
| MP35003a_B | 2019 Took 3+ round trips by plane in last 12 months | |
| MP35003a_I | 2019 Took 3+ round trips by plane in last 12 months: Index | |
| MP35004a_B | 2019 Member of any hotel rewards program | |
| MP35004a_I | 2019 Member of any hotel rewards program: Index | |
| MP35005a_B | 2019 Purchased luggage in last 12 months | |
| MP35005a_I | 2019 Purchased luggage in last 12 months: Index | |
| MP35085a_B | 2019 Used travel website or app in last 30 days: cheaptickets.com | |
| MP35085a_I | 2019 Used travel website or app in last 30 days: cheaptickets.com: Index | |
| MP35006a_B | 2019 Used travel website or app in last 30 days: expedia.com | |
| MP35006a_I | 2019 Used travel website or app in last 30 days: expedia.com: Index | |
| MP35007a_B | 2019 Used travel website or app in last 30 days: hotels.com | |
| MP35007a_I | 2019 Used travel website or app in last 30 days: hotels.com: Index | |
| MP35008a_B | 2019 Used travel website or app in last 30 days: hotwire.com | |
| MP35008a_I | 2019 Used travel website or app in last 30 days: hotwire.com: Index | |
| MP35009a_B | 2019 Used travel website or app in last 30 days: orbitz.com | |
| MP35009a_I | 2019 Used travel website or app in last 30 days: orbitz.com: Index | |
| MP35010a_B | 2019 Used travel website or app in last 30 days: priceline.com | |
| MP35010a_I | 2019 Used travel website or app in last 30 days: priceline.com: Index | |
| MP35011a_B | 2019 Used travel website or app in last 30 days: travelocity.com | |
| MP35011a_I | 2019 Used travel website or app in last 30 days: travelocity.com: Index | |
| MP35012a_B | 2019 Used travel website or app in last 30 days: tripadvisor.com | |
| MP35012a_I | 2019 Used travel website or app in last 30 days: tripadvisor.com: Index | |
| MP35013a_B | 2019 Took domestic trip in continental US in last 12 months | |
| MP35013a_I | 2019 Took domestic trip in continental US in last 12 months: Index | |
| MP35014a_B | 2019 Took any domestic trip by plane (scheduled) in last 12 months | |
| MP35014a_I | 2019 Took any domestic trip by plane (scheduled) in last 12 months: Index | |
| MP35015a_B | 2019 Rented car on domestic trip in last 12 months | |
| MP35015a_I | 2019 Rented car on domestic trip in last 12 months: Index | |
| MP35094a_B | 2019 Uses Uber on average weekday | New |
| MP35094a_I | 2019 Uses Uber on average weekday: Index | New |
| MP35095a_B | 2019 Uses Uber on average weekend | New |
| MP35095a_I | 2019 Uses Uber on average weekend: Index | New |
| MP35016a_B | 2019 Took domestic business trip in last 12 months | |
| MP35016a_I | 2019 Took domestic business trip in last 12 months: Index | |
| MP35017a_B | 2019 Took 1 domestic non-business trip in last 12 months | |
| MP35017a_I | 2019 Took 1 domestic non-business trip in last 12 months: Index | |
| MP35018a_B | 2019 Took 2 domestic non-business trips in last 12 months | |
| MP35018a_I | 2019 Took 2 domestic non-business trips in last 12 months: Index | |
| MP35019a_B | 2019 Took 3+ domestic non-business trips in last 12 months | |
| MP35019a_I | 2019 Took 3+ domestic non-business trips in last 12 months: Index | |
| MP35020a_B | 2019 Used for domestic trip in last 12 months: airline website | |
| MP35020a_I | 2019 Used for domestic trip in last 12 months: airline website: Index | |
| MP35021a_B | 2019 Used for domestic trip in last 12 months: general travel site | |
| MP35021a_I | 2019 Used for domestic trip in last 12 months: general travel site: Index | |
| MP35022a_B | 2019 Used for domestic trip in last 12 months: travel agent | |
| MP35022a_I | 2019 Used for domestic trip in last 12 months: travel agent: Index | |
| MP35023a_B | 2019 Spent on domestic vacations in last 12 months: \$1-999 | Description Change |
| MP35023a_I | 2019 Spent on domestic vacations in last 12 months: \$1-999: Index | Description Change |
| MP35024a_B | 2019 Spent on domestic vacations in last 12 months: \$1000-1499 | |
| MP35024a_I | 2019 Spent on domestic vacations in last 12 months: \$1000-1499: Index | |
| MP35025a_B | 2019 Spent on domestic vacations in last 12 months: \$1500-1999 | |
| MP35025a_I | 2019 Spent on domestic vacations in last 12 months: \$1500-1999: Index | |
| MP35026a_B | 2019 Spent on domestic vacations in last 12 months: \$2000-2999 | |
| MP35026a_I | 2019 Spent on domestic vacations in last 12 months: \$2000-2999: Index | |
| MP35027a_B | 2019 Spent on domestic vacations in last 12 months: \$3000+ | |
| MP35027a_I | 2019 Spent on domestic vacations in last 12 months: \$3000+: Index | |
| MP35028a_B | 2019 Went backpacking or hiking on domestic vacation in last 12 months | |
| MP35028a_I | 2019 Went backpacking or hiking on domestic vacation in last 12 months: Index | |
| MP35029a_B | 2019 Went to beach on domestic vacation in last 12 months | |
| MP35029a_I | 2019 Went to beach on domestic vacation in last 12 months: Index | |
| MP35030a_B | 2019 Did general sightseeing on domestic vacation in last 12 months | |
| MP35030a_I | 2019 Did general sightseeing on domestic vacation in last 12 months: Index | |
| MP35031a_B | 2019 Visited National Park on domestic vacation in last 12 months | |
| MP35031a_I | 2019 Visited National Park on domestic vacation in last 12 months: Index | |
| MP35033a_B | 2019 Visited on domestic trip in last 12 months: Northeast | |
| MP35033a_I | 2019 Visited on domestic trip in last 12 months: Northeast: Index | |
| MP35034a_B | 2019 Visited on domestic trip in last 12 months: South | |
| MP35034a_I | 2019 Visited on domestic trip in last 12 months: South: Index | |
| MP35035a_B | 2019 Visited on domestic trip in last 12 months: North Central | |
| MP35035a_I | 2019 Visited on domestic trip in last 12 months: North Central: Index | |
| MP35036a_B | 2019 Visited on domestic trip in last 12 months: West | |
| MP35036a_I | 2019 Visited on domestic trip in last 12 months: West: Index | |
| MP35037a_B | 2019 Flew on domestic trip in last 12 months: American or AmerEagle | |
| MP35037a_I | 2019 Flew on domestic trip in last 12 months: American or AmerEagle: Index | |
| MP35038a_B | 2019 Flew on domestic trip in last 12 months: Delta | |

Esri Market Potential Data Variable List



DATA VINTAGE: 2019

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|------------|---|--------------------|
| MP35038a_I | 2019 Flew on domestic trip in last 12 months: Delta: Index | |
| MP35039a_B | 2019 Flew on domestic trip in last 12 months: Southwest | |
| MP35039a_I | 2019 Flew on domestic trip in last 12 months: Southwest: Index | |
| MP35040a_B | 2019 Flew on domestic trip in last 12 months: United | |
| MP35040a_I | 2019 Flew on domestic trip in last 12 months: United: Index | |
| MP35042a_B | 2019 Took foreign trip (including Alaska & Hawaii) in last 3 years | |
| MP35042a_I | 2019 Took foreign trip (including Alaska & Hawaii) in last 3 years: Index | |
| MP35043a_B | 2019 Took 1 foreign trip by plane in last 3 years | |
| MP35043a_I | 2019 Took 1 foreign trip by plane in last 3 years: Index | |
| MP35044a_B | 2019 Took 2 foreign trips by plane in last 3 years | |
| MP35044a_I | 2019 Took 2 foreign trips by plane in last 3 years: Index | |
| MP35045a_B | 2019 Took 3+ foreign trips by plane in last 3 years | |
| MP35045a_I | 2019 Took 3+ foreign trips by plane in last 3 years: Index | |
| MP35046a_B | 2019 Took 1 foreign non-business trip in last 3 years | |
| MP35046a_I | 2019 Took 1 foreign non-business trip in last 3 years: Index | |
| MP35047a_B | 2019 Took 2 foreign non-business trips in last 3 years | |
| MP35047a_I | 2019 Took 2 foreign non-business trips in last 3 years: Index | |
| MP35048a_B | 2019 Took 3+ foreign non-business trips in last 3 years | |
| MP35048a_I | 2019 Took 3+ foreign non-business trips in last 3 years: Index | |
| MP35049a_B | 2019 Took foreign trip with all-inclusive travel package in last 3 years | |
| MP35049a_I | 2019 Took foreign trip with all-inclusive travel package in last 3 years: Index | |
| MP35050a_B | 2019 Took foreign trip by cruise ship in last 3 years | |
| MP35050a_I | 2019 Took foreign trip by cruise ship in last 3 years: Index | |
| MP35051a_B | 2019 Used for foreign trip in last 3 years: airline-specific site | |
| MP35051a_I | 2019 Used for foreign trip in last 3 years: airline-specific site: Index | |
| MP35052a_B | 2019 Used for foreign trip in last 3 years: general travel site | |
| MP35052a_I | 2019 Used for foreign trip in last 3 years: general travel site: Index | |
| MP35053a_B | 2019 Used for foreign trip in last 3 years: travel agent | |
| MP35053a_I | 2019 Used for foreign trip in last 3 years: travel agent: Index | |
| MP35054a_B | 2019 Spent on foreign vacations in last 12 months: \$1-\$999 | Description Change |
| MP35054a_I | 2019 Spent on foreign vacations in last 12 months: \$1-\$999: Index | Description Change |
| MP35055a_B | 2019 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 | |
| MP35055a_I | 2019 Spent on foreign vacations in last 12 months: \$1,000-\$2,999: Index | |
| MP35056a_B | 2019 Spent on foreign vacations in last 12 months: \$3,000+ | |
| MP35056a_I | 2019 Spent on foreign vacations in last 12 months: \$3,000+: Index | |
| MP35057a_B | 2019 Flew on foreign trip in last 3 years: American or AmerEagle | |
| MP35057a_I | 2019 Flew on foreign trip in last 3 years: American or AmerEagle: Index | |
| MP35059a_B | 2019 Flew on foreign trip in last 3 years: Delta | |
| MP35059a_I | 2019 Flew on foreign trip in last 3 years: Delta: Index | |
| MP35060a_B | 2019 Flew on foreign trip in last 3 years: United | |
| MP35060a_I | 2019 Flew on foreign trip in last 3 years: United: Index | |
| MP35063a_B | 2019 Visited on trip in last 3 years: Canada | |
| MP35063a_I | 2019 Visited on trip in last 3 years: Canada: Index | |
| MP35064a_B | 2019 Visited on trip in last 3 years: Hawaii | |
| MP35064a_I | 2019 Visited on trip in last 3 years: Hawaii: Index | |
| MP35066a_B | 2019 Visited on trip in last 3 years: Mexico | |
| MP35066a_I | 2019 Visited on trip in last 3 years: Mexico: Index | |
| MP35067a_B | 2019 Took cruise of more than one day in last 3 years | |
| MP35067a_I | 2019 Took cruise of more than one day in last 3 years: Index | |
| MP35068a_B | 2019 Used Carnival cruise line in last 3 years | |
| MP35068a_I | 2019 Used Carnival cruise line in last 3 years: Index | |
| MP35069a_B | 2019 Spent any night in hotel or motel in last 12 months | |
| MP35069a_I | 2019 Spent any night in hotel or motel in last 12 months: Index | |
| MP35070a_B | 2019 Spent 1 night in hotel or motel in last 12 months | |
| MP35070a_I | 2019 Spent 1 night in hotel or motel in last 12 months: Index | |
| MP35071a_B | 2019 Spent 2 nights in hotel or motel in last 12 months | |
| MP35071a_I | 2019 Spent 2 nights in hotel or motel in last 12 months: Index | |
| MP35072a_B | 2019 Spent 3-4 nights in hotel or motel in last 12 months | |
| MP35072a_I | 2019 Spent 3-4 nights in hotel or motel in last 12 months: Index | |
| MP35073a_B | 2019 Spent 5-7 nights in hotel or motel in last 12 months | |
| MP35073a_I | 2019 Spent 5-7 nights in hotel or motel in last 12 months: Index | |
| MP35074a_B | 2019 Spent 8-10 nights in hotel or motel in last 12 months | |
| MP35074a_I | 2019 Spent 8-10 nights in hotel or motel in last 12 months: Index | |
| MP35075a_B | 2019 Spent 11-14 nights in hotel or motel in last 12 months | |
| MP35075a_I | 2019 Spent 11-14 nights in hotel or motel in last 12 months: Index | |
| MP35076a_B | 2019 Spent 15+ nights in hotel or motel in last 12 months | |
| MP35076a_I | 2019 Spent 15+ nights in hotel or motel in last 12 months: Index | |
| MP35092a_B | 2019 Stayed in last 12 months: Airbnb | New |
| MP35092a_I | 2019 Stayed in last 12 months: Airbnb: Index | New |
| MP35077a_B | 2019 Stayed in last 12 months: Best Western | |
| MP35077a_I | 2019 Stayed in last 12 months: Best Western: Index | |
| MP35078a_B | 2019 Stayed in last 12 months: Comfort Inn | |
| MP35078a_I | 2019 Stayed in last 12 months: Comfort Inn: Index | |
| MP35087a_B | 2019 Stayed in last 12 months: Comfort Suites | |
| MP35087a_I | 2019 Stayed in last 12 months: Comfort Suites: Index | |
| MP35088a_B | 2019 Stayed in last 12 months: Courtyard (by Marriott) | |
| MP35088a_I | 2019 Stayed in last 12 months: Courtyard (by Marriott): Index | |
| MP35079a_B | 2019 Stayed in last 12 months: Days Inn | |
| MP35079a_I | 2019 Stayed in last 12 months: Days Inn: Index | |
| MP35089a_B | 2019 Stayed in last 12 months: Embassy Suites | |
| MP35089a_I | 2019 Stayed in last 12 months: Embassy Suites: Index | |
| MP35080a_B | 2019 Stayed in last 12 months: Hampton Inn | |
| MP35080a_I | 2019 Stayed in last 12 months: Hampton Inn: Index | |
| MP35081a_B | 2019 Stayed in last 12 months: Hilton | |
| MP35081a_I | 2019 Stayed in last 12 months: Hilton: Index | |
| MP35082a_B | 2019 Stayed in last 12 months: Holiday Inn | |
| MP35082a_I | 2019 Stayed in last 12 months: Holiday Inn: Index | |
| MP35083a_B | 2019 Stayed in last 12 months: Holiday Inn Express | |
| MP35083a_I | 2019 Stayed in last 12 months: Holiday Inn Express: Index | |
| MP35084a_B | 2019 Stayed in last 12 months: Marriott | |
| MP35084a_I | 2019 Stayed in last 12 months: Marriott: Index | |
| MP35091a_B | 2019 Stayed in last 12 months: Motel 6 | |
| MP35091a_I | 2019 Stayed in last 12 months: Motel 6: Index | |