Release Notes
Esri® 2023 U.S. Demographics

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Contents

Overview

This document describes what's new in Esri 2023/2028 U.S. Demographics released in ArcGIS in June 2023. Changes include:

- Changes to geographic boundaries.
- Additions of new data variables
- Removal of data variables
- Changes to data contained in standard reports

Geography

<u>Quick Reference</u>

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

	2022 Feature Count & Version	2023 Feature Count & Version
	2020 Census Geographies	**2020 Census Geographies**
Block Group (BG)	239,203 (TIGER 2021*)	239,203 (TIGER 2021*)
Tract (TR)	84,112 (TIGER 2021*)	84,112 (TIGER 2021*)
County (CY)	3,143 (TIGER 2021*)	3,143 (TIGER 2021*)
State (ST)	51 (TIGER 2021*)	51 (TIGER 2021*)
United States (US)	1 (TIGER 2021*)	1 (TIGER 2021*)
Census Correspondence		
County Subdivisions (CS)	35,545 (TIGER 2020*)	35,545 (TIGER 2020*)
Places (PL)	31,615 (TIGER 2021*)	31,893 (TIGER 2022*)
CBSA (CB)	927 (OMB/March 2020)	927 (OMB/March 2020)
DMA (DM)	210 (2021-2022 The Nielsen Company)	210 (2022-2023 The Nielsen Company)
Congressional Districts (CD)	436 (116th Congress) (TIGER 2020*)	436 (118th Congress) (TIGER*)
Postal Geographies		
Residential ZIP Codes (ZP)	32,212 (HERE Q3 2021)	32,297 (HERE Q3 2022)
All ZIP Codes (Residential and Non-Residential)	41,472 (HERE Q3 2021)	41,478 (HERE Q3 2022)

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

<u>Congressional Districts (CD)</u>

The number of CDs remain the same. Geocodes, names, and boundaries have changed since the last update.

CD Codes new for Update 2023:
0808,1228,3001,3002,3714,4106,4837,4838

CD Codes that were in the Update 2022 inventory but are NOT in the Update 2023 inventory:
0653,1718,2614,3000,3627,3916,4218,5403

<u>Designated Market Areas (DMA)</u>

The number of DMAs and geocodes have not changed since the last update. There were no name changes this year. There were changes to the county compositions/boundaries of some DMAs this year.

COUNTY	DROPPED FROM OLD DMA	ADDED TO NEW DMA
Jackson County, AL (01071)	Huntsville-Decatur (Florence), AL (691)	Chattanooga, TN (575)
Grenada County, MS (28043)	Columbus-Tupelo-West Point, MS (673)	Greenwood-Greenville, MS (647)
Jefferson County, MT (30043)	Helena, MT (766)	Butte-Bozeman, MT (754)
Wallowa County, OR (41063)	Portland, OR (820)	Spokane, WA (881)
Windham County, VT (50025)	Boston, MA (Manchester, NH) (506)	Burlington, VT-Plattsburgh, NY (523)
Jefferson County, WI (55055)	Milwaukee, WI (617)	Madison, WI (669)
Pepin County, WI (55091)	Minneapolis-St. Paul, MN (613)	La Crosse-Eau Claire, WI (702)

Esri Updated Demographics

Esri presents the 2023/2028 demographic estimates and forecasts. Esri Updated Demographics are point estimates representing July 1 of the current and forecast years. Topics include:

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

What's New

- Historical Time Series for Population, Households, and Housing Units. Data in the series include 2020, 2021, 2022, 2023.
- New socioeconomic variables: Socioeconomic Index, Gini Index, Ratios of Income Inequality, Households in Income Tiers for 2023 and 2028 (see Definitions)
- New Labor Force variables: Civilian Population 16+ by male and female, Unemployed by male and female, unemployment rate by male and female

ADDED	Number of variables
See Appendix: Updated Demographics – ADDED	32

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

Housing Profile	X			
Market Profile	X			
Net Worth Profile	X			
Time Series	X		X	

Learn more:

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

Definitions

Variable ID & Name	Definition
SEI_CY 2023 Socioeconomic Status Index	Esri 2023 Socioeconomic Status Index (SEI) quantifies an area's socioeconomic status, which is the intersection of sociological and economic characteristics that are indicative of social position relative to others. This measure is derived from a mix of input variables from Esri and the American Community Survey (ACS) on topics such as income and poverty, employment and occupation, educational attainment, and household characteristics. The SEI ranges from 0 to 100, where larger values indicate higher socioeconomic status. Reviewing and comparing SEI values can highlight important disparities in social position. See Updated Demographics for more information on Esri Demographic variables.
GINI_CY 2023 Gini Index	Esri 2023 Gini Index of household income inequality quantifies the dispersion of household income or the deviation of household incomes from perfect equality. The Gini Index ranges from 0 to 100 where 0 represents total inequality and 100 represents total equality. See Updated Demographics for more information on Esri Income Inequality variables.
RAT9010_CY 2023 P90-10 Ratio of Income Inequality	Esri 2023 P90-10 Ratio of Income Inequality is an inter decile ratio that quantifies the imbalance between the top and bottom ten percent of households. This measure is the ratio of the income dollar value for the household at the 90th percentile of the income distribution to the household at the 10th percentile of the income distribution. See Updated Demographics for more information on Esri Income Inequality variables.
RAT9050_CY 2023 P90-50 Ratio of Income Inequality	Esri 2023 P90-50 Ratio of Income Inequality quantifies imbalance between the top decile and the mid-point of the household income distribution. This measure is the ratio of the income dollar value for the household at the 90th percentile of the income distribution to the household at the 50th percentile (median) of the income distribution. See Updated Demographics for more information on Esri Income Inequality variables.
RAT5010_CY 2023 P50-10 Ratio of Income Inequality	Esri 2023 P50-10 Ratio of Income Inequality quantifies the imbalance between the mid-point and the bottom decile of the income distribution. This measure is the ratio of the income dollar value for the household at the 50th percentile (median) of the income distribution to the 10th percentile of the income distribution. See Updated Demographics for more information on Esri Income Inequality variables.
SHR8020_CY 2023 80-20 Share Ratio of Income Inequality	Esri 2023 80-20 Share Ratio of Income Inequality quantifies the share of aggregate household income for households earning at or above the 80th percentile to those earning below the 20th percentile of the income distribution. See Updated Demographics for more information on Esri Income Inequality variables.
SHR9040_CY 2023 90-40 Share Ratio of Income Inequality	Esri 2023 90-40 Share Ratio of Income Inequality quantifies the share of aggregate household income of households earning at or above the 90th percentile to those earning below the 40th percentile of the income distribution. See Updated Demographics for more information on Esri Income Inequality variables.
LOTRHH_CY 2023 Households in Low Income Tier	Esri 2023 Households in Low Income Tier are households earning below Esri's defined lower limit for middle tier households. Esri classifies households in an area into three income tiers (low tier, middle tier and upper tier), where the middle tier is interpretable as "middle class". See Updated Demographics for more information on Esri Income Inequality variables.

MDTRHH_CY 2023 Households in Middle Income Tier	Esri 2023 Households in Middle Income Tier are households earning between Esri's range of incomes defined as middle income. Esri classifies households in an area into three income tiers (low tier, middle tier and upper tier), where the middle tier is interpretable as "middle class". See Updated Demographics for more information on Esri Income Inequality variables.
UPTRHH_CY 2023 Households in Upper Income Tier	Esri 2023 Households in Upper Income Tier are households earning above Esri's defined upper limit for middle tier households. Esri classifies households in an area into three income tiers (low tier, middle tier and upper tier), where the middle tier is interpretable as "middle class". See Updated Demographics for more information on Esri Income Inequality variables.
GINI_FY 2028 Gini Index	Esri 2028 Gini Index of household income inequality quantifies the dispersion of household income or the deviation of household incomes from perfect equality. The Gini Index ranges from 0 to 100 where 0 represents total inequality and 100 represents total equality. See Updated Demographics for more information on Esri Income Inequality variables.
RAT9010_FY 2028 P90-10 Ratio of Income Inequality	Esri 2028 P90-10 Ratio of Income Inequality is an inter decile ratio that quantifies the imbalance between the top and bottom ten percent of households. This measure is the ratio of the income dollar value for the household at the 90th percentile of the income distribution to the household at the 10th percentile of the income distribution. See Updated Demographics for more information on Esri Income Inequality variables.
RAT9050_FY 2028 P90-50 Ratio of Income Inequality	Esri 2028 P90-50 Ratio of Income Inequality quantifies imbalance between the top decile and the mid-point of the household income distribution. This measure is the ratio of the income dollar value for the household at the 90th percentile of the income distribution to the household at the 50th percentile (median) of the income distribution. See Updated Demographics for more information on Esri Income Inequality variables.
RAT5010_FY 2028 P50-10 Ratio of Income Inequality	Esri 2028 P50-10 Ratio of Income Inequality quantifies the imbalance between the mid-point and the bottom decile of the income distribution. This measure is the ratio of the income dollar value for the household at the 50th percentile (median) of the income distribution to the household at the 10th percentile of the income distribution. See Updated Demographics for more information on Esri Income Inequality variables.
SHR8020_FY 2028 80-20 Share Ratio of Income Inequality	Esri 2028 80-20 Share Ratio of Income Inequality quantifies the share of aggregate household income for households earning at or above the 80th percentile to those earning below the 20th percentile of the income distribution. See Updated Demographics for more information on Esri Income Inequality variables.
SHR9040_FY 2028 90-40 Share Ratio of Income Inequality	Esri 2028 90-40 Share Ratio of Income Inequality quantifies the share of aggregate household income of households earning at or above the 90th percentile to those earning below the 40th percentile of the income distribution. See Updated Demographics for more information on Esri Income Inequality variables.
LOTRHH_FY 2028 Households in Low Income Tier	Esri 2028 Households in Low Income Tier are households earning below Esri's defined lower limit for middle tier households. Esri classifies households in an area into three income tiers (low tier, middle tier and upper tier), where the middle tier is interpretable as "middle class". See Updated Demographics for more information on Esri Income Inequality variables.
MDTRHH_FY 2028 Households in Middle Income Tier	Esri 2028 Households in Middle Income Tier are households earning between Esri's range of incomes defined as middle income. Esri classifies households in an area into three income tiers (low tier, middle tier and upper tier), where the middle tier is interpretable as "middle class". See Updated Demographics for more information on Esri Income Inequality variables.
UPTRHH_FY 2028 Households in Upper Income Tier	Esri 2028 Households in Upper Income Tier are households earning above Esri's defined upper limit for middle tier households. Esri classifies households in an area into three income tiers (low tier, middle tier and upper tier), where the middle tier is interpretable as "middle class". See Updated Demographics for more information on Esri Income Inequality variables.

American Community Survey (ACS)

Esri has released the ACS 2017-2021 5-year data. The American Community Survey (ACS) is the de facto replacement for sample data from the decennial census. Releases for all areas down to block groups represent averages over 60 months, or five years (2017–2021, inclusive).

What's New

- New Poverty Index added.

ADDED	Number of variables
See Appendix - ACS Demographics– ADDED (1)	1

REMOVED	Number of variables
See Appendix - ACS Demographics– REMOVED (1)	1

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

Learn more:

— Variable Lists
— Methodology
— Other Resources

Census Demographics

Census 2020 Data— Esri has released the Census 2020 Redistricting data (also known as Census PL94-171) which includes information on population, households, race and Hispanic origin, group quarters, and occupancy status. Data also include:

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

What's New

- **Census 2010 and 2000 Data—** Esri has recalibrated key items from prior censuses into Census 2020 based geography. This enables you to make direct comparisons of Census 2000, Census 2010, Census 2020, and Esri 2023/2028 data.

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

Learn more:

- — Variable List
- — Methodology
- — Other Resources

Esri Tapestry Segmentation

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

What's New

- Tapestry Segmentation data have been updated to 2023.

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

Learn more:

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

Esri Consumer Spending

Esri has combined the latest Consumer Expenditure Surveys (CEX), 2019−2021, from the Bureau of Labor Statistics (BLS) to estimate current spending patterns. Data is reported by product or service and includes total expenditures, average spending per household, and a Spending Potential Index (SPI). Current-year and five-year consumer spending forecast data is available.

What's New

- The Consumer Spending data has been updated to 2023 and 2028.

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

Learn more:

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

Esri Market Potential

Esri's 2023 Market Potential data measures the likely demand for a product or service in an area. With this release, Esri computes Market Potential by combining 2023 Tapestry™ Segmentation data with Doublebase® 2022 data from MRI-Simmons. Doublebase 2022 is an integration of information from four consumer surveys. Each survey respondent can be identified by Tapestry segment, so a rate of consumption by Tapestry segment can be determined for a product or service for any area.

What's New

- The Market Potential data have been updated to 2023.
- Esri expanded Market Potential to include attributes on food delivery/take-out, video streaming services, IM/video chat, digital payment services, and more.
- Removed attributes that are no longer applicable or replaced by other attributes.

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

ADDED	Number of variables
See Appendix: Market Potential Added	129

REMOVED	Number of variables
See Appendix: Market Potential Removed	37

Updated Reports—The following reports have been updated:

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

Learn more:

— Variable List
— Methodology
— Other Resources

Esri Business Summary

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

What's New

- This release contains 2023 Esri Business Summary data based on Data Axle data (Feb 2023).
- Businesses have been reclassified using the 2022 NAICS industry codes. This has resulted in the following changes:
  - Removed: N19 Misc Store Retailers, N20 Nonstore Retailers

REMOVED	Number of variables
See Appendix: Business Summary Removed	37

Learn more:

— Variable List, Methodology, Other Resources

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

Crime Indexes

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

What's New

- Crime Indexes are updated to 2023 (vintage 2023A from AGS) and available in 2023 geographic boundaries.

Learn more:

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

Esri Retail MarketPlace "Supply & Demand" (deprecated)

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

Reports

Updated Reports—The following standard reports have been updated:

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

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

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

https://doc.arcgis.com/en/esri-demographics/latest/regional-data/united-states.htm

Appendix

Esri Updated Demographics – ADDED (32)

Variable	Variable Long Description	Data Collection Category	Data Collection Name
TSHH22_CY	2022 Total Households (Esri 2023)	Households	Historical Households
TSHU22_CY	2022 Total Housing Units (Esri 2023)	Housing	Historical Housing
TSPOP22_CY	2022 Total Population (Esri 2023)	Population	Historical Population
CIVLFFEMCY	2023 Female Civilian Population 16+ in Labor Force (Esri)	Jobs	Employment & Unemployment
CIVLFMALCY	2023 Male Civilian Population 16+ in Labor Force (Esri)	Jobs	Employment & Unemployment
EMPFEMCY	2023 Female Employed Civilian Population Age 16+ (Esri)	Jobs	Employment & Unemployment
EMPMALECY	2023 Male Employed Civilian Population Age 16+ (Esri)	Jobs	Employment & Unemployment
UNEMRTFECY	2023 Female Unemployment Rate (Esri)	Jobs	Employment & Unemployment
UNEMRTMACY	2023 Male Unemployment Rate (Esri)	Jobs	Employment & Unemployment
UNFEMCY	2023 Female Unemployed Population Age 16+ (Esri)	Jobs	Employment & Unemployment
UNMALECY	2023 Male Unemployed Population Age 16+ (Esri)	Jobs	Employment & Unemployment
SEI_CY	2023 Socioeconomic Status Index (Esri)	Income	Wealth Facts
GINI_CY	2023 Gini Index (Esri)	Income	Household Income
RAT9010_CY	2023 P90-P10 Ratio of Income Inequality (Esri)	Income	Household Income
RAT9050_CY	2023 P90-P50 Ratio of Income Inequality (Esri)	Income	Household Income
RAT5010_CY	2023 P50-P10 Ratio of Income Inequality (Esri)	Income	Household Income
SHR8020_CY	2023 80-20 Share Ratio of Income Inequality (Esri)	Income	Household Income
SHR9040_CY	2023 90-40 Share Ratio of Income Inequality (Esri)	Income	Household Income
LOTRHH_CY	2023 Households in Low Income Tier (Esri)	Income	Household Income
MDTRHH_CY	2023 Households in Middle Income Tier (Esri)	Income	Household Income
UPTRHH_CY	2023 Households in Upper Income Tier (Esri)	Income	Household Income
GINI_FY	2028 Gini Index (Esri)	Income	Household Income
RAT9010_FY	2028 P90-P10 Ratio of Income Inequality (Esri)	Income	Household Income
RAT9050_FY	2028 P90-P50 Ratio of Income Inequality (Esri)	Income	Household Income
RAT5010_FY	2028 P50-P10 Ratio of Income Inequality (Esri)	Income	Household Income
SHR8020_FY	2028 80-20 Share Ratio of Income Inequality (Esri 2023)	Income	Household Income
SHR9040_FY	2028 90-40 Share Ratio of Income Inequality (Esri 2023)	Income	Household Income
LOTRHH_FY	2028 Households in Low Income Tier (Esri 2023)	Income	Household Income
MDTRHH_FY	2028 Households in Middle Income Tier (Esri 2023)	Income	Household Income
UPTRHH_FY	2028 Households in Upper Income Tier (Esri)	Income	Household Income

ACS Demographics– ADDED (1)

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

Variable	Variable Long Description	Data Collection Category	Data Collection Name
ACSPOVINDX	2021 Poverty Index (ACS 5-Yr)	At Risk, Poverty	At Risk, Households

ACS Demographics– REMOVED (1)

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

VAR_NAME10	Long Description	Replaced with
ACSBLT2014	2020 Housing Units Built in 2014 or Later (ACS 5-yr)	ACSBLT2010 and/or ACSBLT2020

Esri Market Potential – ADDED (129)

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

Variable	Variable Long Description	Data Collection Category	Data Collection Name
MP01091a	2023 Used CARFAX to Research Vehicle Last 12 Mo	Behaviors	Automobiles & Automotive Products
MP01092a	2023 Used CarGurus to Research Vehicle Last 12 Mo	Behaviors	Automobiles & Automotive Products
MP01093a	2023 Used CarMax to Research Vehicle Last 12 Mo	Behaviors	Automobiles & Automotive Products
MP01094a	2023 Used Cars.com to Research Vehicle Last 12 Mo	Behaviors	Automobiles & Automotive Products

MP01095a	2023 Used Dealer Website to Research Vehicle Last 12 Mo	Behaviors	Automobiles & Automotive Products
MP01096a	2023 Used Edmunds to Research Vehicle Last 12 Mo	Behaviors	Automobiles & Automotive Products
MP01097a	2023 Used Friends/Family to Research Vehicle Last 12 Mo	Behaviors	Automobiles & Automotive Products
MP01098a	2023 Used Kelley Blue Book to Research Vehicle Last 12 Mo	Behaviors	Automobiles & Automotive Products
MP01099a	2023 Used Manufacturer Website to Research Vehicle Last 12 Mo	Behaviors	Automobiles & Automotive Products
MP01100a	2023 Used Social Media to Research Vehicle Last 12 Mo	Behaviors	Automobiles & Automotive Products
MP34028a	2023 Bought Sound Game for Child Last 12 Mo	Behaviors	Baby Products, Toys & Games
MP07150a	2023 Spent $100-$749 on Fine Jewelry Last 12 Mo	Behaviors	Clothing, Shoes & Accessories
MP30080a	2023 Spent $301-$400 on Athletic Shoes Last 12 Mo	Behaviors	Clothing, Shoes & Accessories
MP30081a	2023 Spent $401-$500 on Athletic Shoes Last 12 Mo	Behaviors	Clothing, Shoes & Accessories
MP30082a	2023 Spent $501+ on Athletic Shoes Last 12 Mo	Behaviors	Clothing, Shoes & Accessories
MP30083a	2023 Spent $301-$400 on Non-Athletic Shoes Last 12 Mo	Behaviors	Clothing, Shoes & Accessories
MP30084a	2023 Spent $401-$500 on Non-Athletic Shoes Last 12 Mo	Behaviors	Clothing, Shoes & Accessories
MP30085a	2023 Spent $501+ on Non-Athletic Shoes Last 12 Mo	Behaviors	Clothing, Shoes & Accessories
MP09188a	2023 Own E-Reader or Tablet: Amazon Fire	Behaviors	Electronics & Internet
MP09189a	2023 Own E-Reader or Tablet: Barnes & Noble Nook	Behaviors	Electronics & Internet
MP09190a	2023 Own E-Reader or Tablet: Microsoft Surface	Behaviors	Electronics & Internet
MP09191h	2023 HH Owns Headphones with Microphone	Behaviors	Electronics & Internet
MP09192h	2023 HH Owns PlayStation 2/3 (PS2/PS3) Video Game System	Behaviors	Electronics & Internet
MP09195h	2023 HH Purchased 1 Video Game Last 12 Mo	Behaviors	Electronics & Internet
MP09196h	2023 HH Purchased 2 Video Games Last 12 Mo	Behaviors	Electronics & Internet
MP09197h	2023 HH Purchased 3 Video Games Last 12 Mo	Behaviors	Electronics & Internet
MP09198h	2023 HH Purchased 4 Video Games Last 12 Mo	Behaviors	Electronics & Internet
MP09199h	2023 HH Spent $1-$100 on Video Games Last 12 Mo	Behaviors	Electronics & Internet
MP09200h	2023 HH Spent $101-$200 on Video Games Last 12 Mo	Behaviors	Electronics & Internet
MP09201h	2023 HH Spent $201+ on Video Games Last 12 Mo	Behaviors	Electronics & Internet
MP09202h	2023 HH Purchased Video Game from Discount Department Store Last 12 Mo	Behaviors	Electronics & Internet
MP09203h	2023 HH Purchased Video Game from Electronics Store Last 12 Mo	Behaviors	Electronics & Internet
MP09204h	2023 HH Purchased Video Games from Video Game Console Last 12 Mo	Behaviors	Electronics & Internet
MP09205h	2023 HH Purchased Video Game from GameStop Last 12 Mo	Behaviors	Electronics & Internet
MP09206h	2023 HH Purchased Video Game from Steam Last 12 Months	Behaviors	Electronics & Internet
MP09207h	2023 HH Purchased Video Game from Other Online Store Last 12 Mo	Behaviors	Electronics & Internet
MP09208h	2023 Purchased Video Game System from Discount Dept Store Last 12 Mo	Behaviors	Electronics & Internet
MP09209h	2023 HH Purchased Video Game System from Electronics Store Last 12 Mo	Behaviors	Electronics & Internet
MP09210h	2023 HH Purchased Video Game System from GameStop Last 12 Mo	Behaviors	Electronics & Internet
MP09211h	2023 HH Purchased Video Game System from Other Online Store Last 12 Mo	Behaviors	Electronics & Internet
MP19175a	2023 Social Media: Used TikTok Last 30 Days	Behaviors	Electronics & Internet
MP19176a	2023 IM/Video Chat: Used Google Duo Last 30 Days	Behaviors	Electronics & Internet
MP19177a	2023 IM/Video Chat: Used Google Meet Last 30 Days	Behaviors	Electronics & Internet
MP19178a	2023 IM/Video Chat: Used Microsoft Teams Last 30 Days	Behaviors	Electronics & Internet
MP19179a	2023 IM/Video Chat: Used Zoom Last 30 Days	Behaviors	Electronics & Internet
MP10133a	2023 Used Cash App Digital Payment Service Last 30 Days	Behaviors	Financial & Insurance
MP10134a	2023 Used Samsung Pay Digital Payment Service Last 30 Days	Behaviors	Financial & Insurance
MP04034a	2023 Consumed Wine at Bar or Club Last 30 Days	Behaviors	Grocery & Alcoholic Beverages
MP12238h	2023 HH Used Frozen Fruit or Vegetables Last 6 Mo	Behaviors	Grocery & Alcoholic Beverages
MP12239h	2023 HH Used Plant/Nut Milk Last 6 Mo	Behaviors	Grocery & Alcoholic Beverages
MP12240a	2023 Drank Bottled Water (Non-Carbonated) Last 6 Mo	Behaviors	Grocery & Alcoholic Beverages
MP12241a	2023 Drank Sparkling Water/Seltzer Last 6 Mo	Behaviors	Grocery & Alcoholic Beverages
MP25061a	2023 Used Eyeliner/Eyebrow Pencil Last 6 Mo	Behaviors	Health & Personal Care
MP32013a	2023 Smoked 7+ Packs of Cigarettes Last 7 Days	Behaviors	Health & Personal Care
MP32014a	2023 Used Vaping Device Last 12 Mo	Behaviors	Health & Personal Care
MP16113h	2023 HH Owns Automatic Drip Coffee Maker	Behaviors	Household Goods, Furniture & Appliances
MP16114h	2023 HH Owns Electric Perk Coffee Maker	Behaviors	Household Goods, Furniture & Appliances
MP16115h	2023 HH Owns Other Electric Coffee Maker	Behaviors	Household Goods, Furniture & Appliances
MP16116h	2023 HH Owns French Press Coffee Maker	Behaviors	Household Goods, Furniture & Appliances
MP22111a	2023 Listened to Dance Music (Other) Last 6 Mo	Behaviors	Media - Radio & Other Audio
MP23190h	2023 HH Subscribes to Apple TV+ Streaming Video Service	Behaviors	Media - TV Viewing
MP23191h	2023 HH Subscribes to Disney+ Streaming Video Service	Behaviors	Media - TV Viewing
MP23192h	2023 HH Subscribes to ESPN+ Streaming Video Service	Behaviors	Media - TV Viewing
MP23193h	2023 HH Subscribes to Peacock Streaming Video Service	Behaviors	Media - TV Viewing
MP23194a	2023 Viewed Program or Event (Video-on-Demand) Last 30 Days	Behaviors	Media - TV Viewing
MP28896a	2023 Loyal to Food Brands and Stick with Them: 1-Disagree Completely	Psychographics	Psychographics & Food
MP28897a	2023 Loyal to Food Brands and Stick with Them: 2-Disagree Somewhat	Psychographics	Psychographics & Food
MP28898a	2023 Loyal to Food Brands and Stick with Them: 3-Agree Somewhat	Psychographics	Psychographics & Food
MP28899a	2023 Loyal to Food Brands and Stick with Them: 4-Agree Completely	Psychographics	Psychographics & Food
MP28900a	2023 Only Buy Name Brand Foods: 1-Disagree Completely	Psychographics	Psychographics & Food

MP28901a	2023 Only Buy Name Brand Foods: 2-Disagree Somewhat	Psychographics	Psychographics & Food
MP28902a	2023 Only Buy Name Brand Foods: 3-Agree Somewhat	Psychographics	Psychographics & Food
MP28903a	2023 Only Buy Name Brand Foods: 4-Agree Completely	Psychographics	Psychographics & Food
MP28904a	2023 Family/Friends Trust My Advice on Video Games	Psychographics	Psychographics & Media
MP28905a	2023 Very Knowledgeable on Video Games	Psychographics	Psychographics & Media
MP28906a	2023 Access Internet Mainly Through Phone: 1-Disagree Completely	Psychographics	Psychographics & Media
MP28907a	2023 Access Internet Mainly Through Phone: 2-Disagree Somewhat	Psychographics	Psychographics & Media
MP28908a	2023 Access Internet Mainly Through Phone: 3-Agree Somewhat	Psychographics	Psychographics & Media
MP28909a	2023 Access Internet Mainly Through Phone: 4-Agree Completely	Psychographics	Psychographics & Media
MP28910a	2023 Video Games More Entertaining Than TV: 1-Disagree Completely	Psychographics	Psychographics & Media
MP28911a	2023 Video Games More Entertaining Than TV: 2-Disagree Somewhat	Psychographics	Psychographics & Media
MP28912a	2023 Video Games More Entertaining Than TV: 3-Agree Somewhat	Psychographics	Psychographics & Media
MP28913a	2023 Video Games More Entertaining Than TV: 4-Agree Completely	Psychographics	Psychographics & Media
MP28914a	2023 Spend More on Video Games vs Oth Entrtnmt: 1-Disagree Completely	Psychographics	Psychographics & Media
MP28915a	2023 Spend More on Video Games vs Oth Entrtnmt: 2-Disagree Somewhat	Psychographics	Psychographics & Media
MP28916a	2023 Spend More on Video Games vs Oth Entrtnmt: 3-Agree Somewhat	Psychographics	Psychographics & Media
MP28917a	2023 Spend More on Video Games vs Oth Entrtnmt: 4-Agree Completely	Psychographics	Psychographics & Media
MP28918a	2023 Often Buy Items at Spur of Moment: 1-Disagree Completely	Psychographics	Psychographics & Shopping
MP28919a	2023 Often Buy Items at Spur of Moment: 2-Disagree Somewhat	Psychographics	Psychographics & Shopping
MP28920a	2023 Often Buy Items at Spur of Moment: 3-Agree Somewhat	Psychographics	Psychographics & Shopping
MP28921a	2023 Often Buy Items at Spur of Moment: 4-Agree Completely	Psychographics	Psychographics & Shopping
MP28922a	2023 Prefer to Shop Variety of Stores: 1-Disagree Completely	Psychographics	Psychographics & Shopping
MP28923a	2023 Prefer to Shop Variety of Stores: 2-Disagree Somewhat	Psychographics	Psychographics & Shopping
MP28924a	2023 Prefer to Shop Variety of Stores: 3-Agree Somewhat	Psychographics	Psychographics & Shopping
MP28925a	2023 Prefer to Shop Variety of Stores: 4-Agree Completely	Psychographics	Psychographics & Shopping
MP28926a	2023 Shop My Favorite Stores Due to Brands: 1-Disagree Completely	Psychographics	Psychographics & Shopping
MP28927a	2023 Shop My Favorite Stores Due to Brands: 2-Disagree Somewhat	Psychographics	Psychographics & Shopping
MP28928a	2023 Shop My Favorite Stores Due to Brands: 3-Agree Somewhat	Psychographics	Psychographics & Shopping
MP28929a	2023 Shop My Favorite Stores Due to Brands: 4-Agree Completely	Psychographics	Psychographics & Shopping
MP29099a	2023 Spent $101-$200 at Fine Dining Restaurants Last 30 Days	Behaviors	Restaurants
MP29100a	2023 Spent $201+ at Fine Dining Restaurants Last 30 Days	Behaviors	Restaurants
MP29111a	2023 Went to Fine Dining Restaurant Last 6 Mo	Behaviors	Restaurants
MP29112a	2023 Used DoorDash Website or App for Take-Out/Delivery Last 30 Days	Behaviors	Restaurants
MP29113a	2023 Used Grubhub Website or App for Take-Out/Delivery Last 30 Days	Behaviors	Restaurants
MP29114a	2023 Used Postmates Website or App for Take-Out/Delivery Last 30 Days	Behaviors	Restaurants
MP29115a	2023 Used Restaurant Website or App for Take-Out/Delivery Last 30 Days	Behaviors	Restaurants
MP29116a	2023 Used Uber Eats Website or App for Take-Out/Delivery Last 30 Days	Behaviors	Restaurants
MP29117a	2023 Used Yelp Website or App for Take-Out/Delivery Last 30 Days	Behaviors	Restaurants
MP31228a	2023 Spent $1-$49 on Mail or Phone or Internet Orders Last 6 Mo	Behaviors	Shopping
MP31229a	2023 Spent $50-$99 on Mail or Phone or Internet Orders Last 6 Mo	Behaviors	Shopping
MP31330a	2023 Spent $100-$199 on Mail or Phone or Internet Orders Last 6 Mo	Behaviors	Shopping
MP31331a	2023 Spent $200-$499 on Mail or Phone or Internet Orders Last 6 Mo	Behaviors	Shopping
MP31332a	2023 Spent $500-$799 on Mail or Phone or Internet Orders Last 6 Mo	Behaviors	Shopping
MP31333a	2023 Spent $800+ on Mail or Phone or Internet Orders Last 6 Mo	Behaviors	Shopping
MP31334a	2023 Spent $1-$49 on Internet Orders Last 6 Mo	Behaviors	Shopping
MP31335a	2023 Spent $50-99 on Internet Orders Last 6 Mo	Behaviors	Shopping
MP31336a	2023 Spent $100-$199 on Internet Orders Last 6 Mo	Behaviors	Shopping
MP31337a	2023 Spent $200-$499 on Internet Orders Last 6 Mo	Behaviors	Shopping
MP31338a	2023 Spent $500+ on Internet Orders Last 6 Mo	Behaviors	Shopping
MP31339a	2023 Spent $1-$49 on Mail or Phone Orders Last 6 Mo	Behaviors	Shopping
MP31340a	2023 Spent $50-$99 on Mail or Phone Orders Last 6 Mo	Behaviors	Shopping
MP31341a	2023 Spent $100-$199 on Mail or Phone Orders Last 6 Mo	Behaviors	Shopping
MP31342a	2023 Spent $200-$499 on Mail or Phone Orders Last 6 Mo	Behaviors	Shopping
MP31343a	2023 Spent $500+ on Mail or Phone Orders Last 6 Mo	Behaviors	Shopping
MP31344a	2023 Used Digital Coupons on Cell Phone Last 12 Mo	Behaviors	Shopping
MP31345a	2023 Bought 1-2 Gift or Prepaid Card Last 6 Mo	Behaviors	Shopping
MP31346a	2023 Bought 3-6 Gift or Prepaid Card Last 6 Mo	Behaviors	Shopping
MP33080a	2023 Watch Marathon/Triathlon/Obstacle Race on TV	Behaviors	Sports
MP33122a	2023 Professional Wrestling Super Fan (10-10 on 10 Scale)	Behaviors	Sports

Esri Market Potential – REMOVED (37)

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

Variable	Variable Long Description	Data Collection Category	Data Collection Name
MP07102a	2022 Spent $100-$399 on Fine Jewelry Last 12 Mo	Behaviors	Clothing, Shoes & Accessories
MP07103a	2022 Spent $400-$749 on Fine Jewelry Last 12 Mo	Behaviors	Clothing, Shoes & Accessories
MP09125h	2022 HH Owns PlayStation 2 (PS2) Video Game System	Behaviors	Electronics & Internet
MP09126h	2022 HH Owns PlayStation 3 (PS3) Video Game System	Behaviors	Electronics & Internet
MP09131h	2022 HH Spent $101+ on Video Games Last 12 Mo	Behaviors	Electronics & Internet
MP22085a	2022 Purchased Music Through Google Play Last 6 Mo	Behaviors	Media - Radio & Other Audio
MP23020a	2022 Watched Any Pay-Per-View TV Last 12 Mo	Behaviors	Media - TV Viewing
MP23021a	2022 Watched Movies on Pay-Per-View TV Last 12 Mo	Behaviors	Media - TV Viewing
MP23022a	2022 Watched Sports Events on Pay-Per-View TV Last 12 Mo	Behaviors	Media - TV Viewing
MP23118a	2022 Watched NBC Sports Network Last Week	Behaviors	Media - TV Viewing
MP23158h	2022 HH Subscribes to Google TV Streaming Video Service	Behaviors	Media - TV Viewing
MP23168a	2022 Used Google TV Streaming Video Services Last 30 Days	Behaviors	Media - TV Viewing
MP26001h	2022 HH Owns Any Pet	At Risk, Behaviors	At Risk, Pets & Pet Products
MP26002h	2022 HH Owns Any Bird	Behaviors	Pets & Pet Products
MP29106a	2022 Spent $101+ at Fine Dining Restaurants Last 30 Days	Behaviors	Restaurants
MP30074a	2022 Spent $301+ on Athletic Shoes Last 12 Mo	Behaviors	Clothing, Shoes & Accessories
MP30079a	2022 Spent $301+ on Other (Non-Athletic) Shoes Last 12 Mo	Behaviors	Clothing, Shoes & Accessories
MP31002a	2022 Spent $1-$49 on Mail or Phone or Internet Orders Last 12 Mo	Behaviors	Shopping
MP31003a	2022 Spent $50-$99 on Mail or Phone or Internet Orders Last 12 Mo	Behaviors	Shopping
MP31004a	2022 Spent $100-$199 on Mail or Phone or Internet Orders Last 12 Mo	Behaviors	Shopping
MP31005a	2022 Spent $200-$499 on Mail or Phone or Internet Orders Last 12 Mo	Behaviors	Shopping
MP31006a	2022 Spent $500-$799 on Mail or Phone or Internet Orders Last 12 Mo	Behaviors	Shopping
MP31007a	2022 Spent $800+ on Mail or Phone or Internet Orders Last 12 Mo	Behaviors	Shopping
MP31047a	2022 Shopped at Kmart Store Last 3 Mo	Behaviors	Shopping
MP31100a	2022 Spent $1-$49 on Internet Orders Last 12 Mo	Behaviors	Shopping
MP31101a	2022 Spent $50-99 on Internet Orders Last 12 Mo	Behaviors	Shopping
MP31102a	2022 Spent $100-$199 on Internet Orders Last 12 Mo	Behaviors	Shopping
MP31103a	2022 Spent $200-$499 on Internet Orders Last 12 Mo	Behaviors	Shopping
MP31104a	2022 Spent $500+ on Internet Orders Last 12 Mo	Behaviors	Shopping
MP31105a	2022 Spent $1-$49 on Mail or Phone Orders Last 12 Mo	Behaviors	Shopping
MP31106a	2022 Spent $50-$99 on Mail or Phone Orders Last 12 Mo	Behaviors	Shopping
MP31107a	2022 Spent $100-$199 on Mail or Phone Orders Last 12 Mo	Behaviors	Shopping
MP31108a	2022 Spent $200-$499 on Mail or Phone Orders Last 12 Mo	Behaviors	Shopping
MP31109a	2022 Spent $500+ on Mail or Phone Orders Last 12 Mo	Behaviors	Shopping
MP32002a	2022 Smoked 9+ Packs of Cigarettes Last 7 Days	Behaviors	Health & Personal Care
MP35008a	2022 Used Hotwire Travel Website or App Last 30 Days	Behaviors	Travel
MP35009a	2022 Used Orbitz Travel Website or App Last 30 Days	Behaviors	Travel

Esri Business Summary – REMOVED (6)

Variable	Variable Long Description	Data Collection Category	Data Collection Name
N19_BUS	2022 Misc Store Retailers (NAICS453) Businesses	Business,Business	Businesses,Industry by NAICS Code
N19_EMP	2022 Misc Store Retailers (NAICS453) Employees	Business,Business	Industry by NAICS Code,Employees
N19_SALES	2022 Misc Store Retailers (NAICS453) Sales ($000)	Business,Business	Industry by NAICS Code,Sales
N20_BUS	2022 Nonstore Retailers (NAICS454) Businesses	Business,Business	Businesses,Industry by NAICS Code
N20_EMP	2022 Nonstore Retailers (NAICS454) Employees	Business,Business	Employees,Industry by NAICS Code
N20_SALES	2022 Nonstore Retailers (NAICS454) Sales ($000)	Business,Business	Industry by NAICS Code,Sales

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Visit us at esri.com.

Contact Esri

380 New York Street
Redlands, California 92373-8100 USA

1 800 447 9778
T 909 793 2853
F 909 793 5953
info@esri.com
esri.com

Offices worldwide
esri.com/locations

For more information, visit
esri.com/data/esri_data.