



Esri Data Market Potential

Table Name & Item	Description
Alcoholic Beverages Market Potential	
M07001a_B	Drank beer/ale in last 6 months:Buyers
M07001a_I	Drank beer/ale in last 6 months:Index
M07002a_B	Drank imported beer/ale in last 6 months:Buyers
M07002a_I	Drank imported beer/ale in last 6 months:Index
M07003a_B	Drank premium domestic beer/ale in last 6 months:Buyers
M07003a_I	Drank premium domestic beer/ale in last 6 months:Index
M07004a_B	Drank regular domestic beer/ale in last 6 months:Buyers
M07004a_I	Drank regular domestic beer/ale in last 6 months:Index
M07005a_B	Drank super premium domestic beer/ale in last 6 mo:Buyers
M07005a_I	Drank super premium domestic beer/ale in last 6 mo:Index
M07006a_B	Drank low calorie domestic beer in last 6 months:Buyers
M07006a_I	Drank low calorie domestic beer in last 6 months:Index
M07008a_B	Drank bourbon in last 6 months:Buyers
M07008a_I	Drank bourbon in last 6 months:Index
M07009a_B	Drank brandy in last 6 months:Buyers
M07009a_I	Drank brandy in last 6 months:Index
M07010a_B	Drank Canadian whisky in last 6 months:Buyers
M07010a_I	Drank Canadian whisky in last 6 months:Index
M07011a_B	Drank champagne/sparkling wine in last 6 months:Buyers
M07011a_I	Drank champagne/sparkling wine in last 6 months:Index
M07012a_B	Drank cognac in last 6 months:Buyers
M07012a_I	Drank cognac in last 6 months:Index
M07013a_B	Drank cordial/liqueur in last 6 months:Buyers
M07013a_I	Drank cordial/liqueur in last 6 months:Index
M07014a_B	Drank flavored alcoholic beverage/cooler last 6 mo:Buyers
M07014a_I	Drank flavored alcoholic beverage/cooler last 6 mo:Index
M07015a_B	Drank gin in last 6 months:Buyers
M07015a_I	Drank gin in last 6 months:Index
M07016a_B	Drank Irish whiskey in last 6 months:Buyers
M07016a_I	Drank Irish whiskey in last 6 months:Index
M07017a_B	Drank malt liquor in last 6 months:Buyers
M07017a_I	Drank malt liquor in last 6 months:Index
M07018a_B	Drank port/sherry/dessert wine in last 6 months:Buyers
M07018a_I	Drank port/sherry/dessert wine in last 6 months:Index
M07019a_B	Drank prepared mixed drink w/liquor in last 6 mo:Buyers
M07019a_I	Drank prepared mixed drink w/liquor in last 6 mo:Index
M07020a_B	Drank rum in last 6 months:Buyers
M07020a_I	Drank rum in last 6 months:Index
M07021a_B	Drank rye or blended whiskey in last 6 months:Buyers
M07021a_I	Drank rye or blended whiskey in last 6 months:Index
M07022a_B	Drank scotch whisky in last 6 months:Buyers
M07022a_I	Drank scotch whisky in last 6 months:Index
M07023a_B	Drank tequila in last 6 months:Buyers
M07023a_I	Drank tequila in last 6 months:Index
M07024a_B	Drank vermouth in last 6 months:Buyers
M07024a_I	Drank vermouth in last 6 months:Index
M07025a_B	Drank vodka in last 6 months:Buyers
M07025a_I	Drank vodka in last 6 months:Index



Esri Data Market Potential

Table Name & Item	Description
M07026a_B	Drank domestic dinner/table wine in last 6 months:Buyers
M07026a_I	Drank domestic dinner/table wine in last 6 months:Index
M07027a_B	Drank red domestic dinner/table wine in last 6 mo:Buyers
M07027a_I	Drank red domestic dinner/table wine in last 6 mo:Index
M07028a_B	Drank white domestic dinner/table wine last 6 mo:Buyers
M07028a_I	Drank white domestic dinner/table wine last 6 mo:Index
M07029a_B	Drank imported dinner/table wine in last 6 months:Buyers
M07029a_I	Drank imported dinner/table wine in last 6 months:Index
M07031a_B	Drank red imported dinner/table wine in last 6 mo:Buyers
M07031a_I	Drank red imported dinner/table wine in last 6 mo:Index
M07032a_B	Drank white imported dinner/table wine last 6 mo:Buyers
M07032a_I	Drank white imported dinner/table wine last 6 mo:Index



Esri Data Market Potential

Table Name & Item	Description
Apparel Market Potential	
M01001a_B	Bought any men`s apparel in last 12 months:Buyers
M01001a_I	Bought any men`s apparel in last 12 months:Index
M01002a_B	Bought men`s dress shirt in last 12 months:Buyers
M01002a_I	Bought men`s dress shirt in last 12 months:Index
M01003a_B	Bought 3+ men`s dress shirts in last 12 months:Buyers
M01003a_I	Bought 3+ men`s dress shirts in last 12 months:Index
M01004a_B	Bought men`s sports shirt in last 12 months:Buyers
M01004a_I	Bought men`s sports shirt in last 12 months:Index
M01005a_B	Bought men`s t-shirt in last 12 months:Buyers
M01005a_I	Bought men`s t-shirt in last 12 months:Index
M01006a_B	Bought men`s sweatshirt in last 12 months:Buyers
M01006a_I	Bought men`s sweatshirt in last 12 months:Index
M01007a_B	Bought men`s sweatpants in last 12 months:Buyers
M01007a_I	Bought men`s sweatpants in last 12 months:Index
M01008a_B	Bought men`s jeans in last 12 months:Buyers
M01008a_I	Bought men`s jeans in last 12 months:Index
M01009a_B	Bought men`s designer jeans in last 12 months:Buyers
M01009a_I	Bought men`s designer jeans in last 12 months:Index
M01010a_B	Bought men`s casual slacks in last 12 months:Buyers
M01010a_I	Bought men`s casual slacks in last 12 months:Index
M01011a_B	Bought men`s dress slacks in last 12 months:Buyers
M01011a_I	Bought men`s dress slacks in last 12 months:Index
M01012a_B	Bought men`s business suit in last 12 months:Buyers
M01012a_I	Bought men`s business suit in last 12 months:Index
M01013a_B	Bought men`s sports jacket in last 12 months:Buyers
M01013a_I	Bought men`s sports jacket in last 12 months:Index
M01014a_B	Bought men`s sweater in last 12 months:Buyers
M01014a_I	Bought men`s sweater in last 12 months:Index
M01015a_B	Bought men`s lightweight jacket in last 12 months:Buyers
M01015a_I	Bought men`s lightweight jacket in last 12 months:Index
M01016a_B	Bought men`s all-weather coat in last 12 months:Buyers
M01016a_I	Bought men`s all-weather coat in last 12 months:Index
M01017a_B	Bought men`s nightwear in last 12 months:Buyers
M01017a_I	Bought men`s nightwear in last 12 months:Index
M01018a_B	Bought men`s swimsuit in last 12 months:Buyers
M01018a_I	Bought men`s swimsuit in last 12 months:Index
M01019a_B	Bought men`s belt in last 12 months:Buyers
M01019a_I	Bought men`s belt in last 12 months:Index
M01020a_B	Bought men`s gloves in last 12 months:Buyers
M01020a_I	Bought men`s gloves in last 12 months:Index
M01115a_B	Bought men`s hat in last 12 months:Buyers
M01115a_I	Bought men`s hat in last 12 months:Index
M01021a_B	Bought men`s necktie in last 12 months:Buyers
M01021a_I	Bought men`s necktie in last 12 months:Index
M01022a_B	Bought men`s socks in last 12 months:Buyers
M01022a_I	Bought men`s socks in last 12 months:Index
M01023a_B	Bought men`s wallet in last 12 months:Buyers
M01023a_I	Bought men`s wallet in last 12 months:Index



Esri Data Market Potential

Table Name & Item	Description
M01024a_B	Bought any women`s apparel in last 12 months:Buyers
M01024a_I	Bought any women`s apparel in last 12 months:Index
M01025a_B	Bought women`s blouse/shirt in last 12 months:Buyers
M01025a_I	Bought women`s blouse/shirt in last 12 months:Index
M01026a_B	Bought women`s t-shirt in last 12 months:Buyers
M01026a_I	Bought women`s t-shirt in last 12 months:Index
M01027a_B	Bought women`s sweatshirt in last 12 months:Buyers
M01027a_I	Bought women`s sweatshirt in last 12 months:Index
M01028a_B	Bought women`s sweatpants in last 12 months:Buyers
M01028a_I	Bought women`s sweatpants in last 12 months:Index
M01029a_B	Bought women`s jeans in last 12 months:Buyers
M01029a_I	Bought women`s jeans in last 12 months:Index
M01030a_B	Bought women`s designer jeans in last 12 months:Buyers
M01030a_I	Bought women`s designer jeans in last 12 months:Index
M01031a_B	Bought women`s casual slacks in last 12 months:Buyers
M01031a_I	Bought women`s casual slacks in last 12 months:Index
M01032a_B	Bought women`s dress slacks in last 12 months:Buyers
M01032a_I	Bought women`s dress slacks in last 12 months:Index
M01033a_B	Bought women`s pants suit in last 12 months:Buyers
M01033a_I	Bought women`s pants suit in last 12 months:Index
M01034a_B	Bought women`s skirt in last 12 months:Buyers
M01034a_I	Bought women`s skirt in last 12 months:Index
M01035a_B	Bought women`s suit (with skirt) in last 12 months:Buyers
M01035a_I	Bought women`s suit (with skirt) in last 12 months:Index
M01036a_B	Bought women`s dress in last 12 months:Buyers
M01036a_I	Bought women`s dress in last 12 months:Index
M01037a_B	Bought women`s evening dress in last 12 months:Buyers
M01037a_I	Bought women`s evening dress in last 12 months:Index
M01038a_B	Bought women`s blazer in last 12 months:Buyers
M01038a_I	Bought women`s blazer in last 12 months:Index
M01039a_B	Bought women`s sweater in last 12 months:Buyers
M01039a_I	Bought women`s sweater in last 12 months:Index
M01041a_B	Bought women`s cloth coat in last 12 months:Buyers
M01041a_I	Bought women`s cloth coat in last 12 months:Index
M01042a_B	Bought women`s raincoat in last 12 months:Buyers
M01042a_I	Bought women`s raincoat in last 12 months:Index
M01043a_B	Bought women`s fur coat/jacket in last 12 months:Buyers
M01043a_I	Bought women`s fur coat/jacket in last 12 months:Index
M01116a_B	Bought women`s leather coat/jacket in last 12 mo:Buyers
M01116a_I	Bought women`s leather coat/jacket in last 12 mo:Index
M01044a_B	Bought women`s nightwear in last 12 months:Buyers
M01044a_I	Bought women`s nightwear in last 12 months:Index
M01045a_B	Bought women`s swimsuit in last 12 months:Buyers
M01045a_I	Bought women`s swimsuit in last 12 months:Index
M01046a_B	Bought maternity clothes in last 12 months:Buyers
M01046a_I	Bought maternity clothes in last 12 months:Index
M01117a_B	Bought women`s belt in last 12 months:Buyers
M01117a_I	Bought women`s belt in last 12 months:Index
M01047a_B	Bought women`s gloves in last 12 months:Buyers
M01047a_I	Bought women`s gloves in last 12 months:Index
M01118a_B	Bought women`s hat in last 12 months:Buyers
M01118a_I	Bought women`s hat in last 12 months:Index
M01048a_B	Bought women`s socks in last 12 months:Buyers
M01048a_I	Bought women`s socks in last 12 months:Index
M01049a_B	Bought women`s purse in last 12 months:Buyers
M01049a_I	Bought women`s purse in last 12 months:Index



Esri Data Market Potential

Table Name & Item	Description
M01050a_B	Bought athletic apparel in last 12 months:Buyers
M01050a_I	Bought athletic apparel in last 12 months:Index
M01051a_B	Spent \$100+ on athletic apparel in last 12 months:Buyers
M01051a_I	Spent \$100+ on athletic apparel in last 12 months:Index
M01052a_B	Bought golf apparel in last 12 months:Buyers
M01052a_I	Bought golf apparel in last 12 months:Index
M01053a_B	Bought hiking/backpacking apparel last 12 months:Buyers
M01053a_I	Bought hiking/backpacking apparel last 12 months:Index
M01054a_B	Bought hunting apparel in last 12 months:Buyers
M01054a_I	Bought hunting apparel in last 12 months:Index
M01055a_B	Bought running apparel in last 12 months:Buyers
M01055a_I	Bought running apparel in last 12 months:Index
M01056a_B	Bought ski apparel in last 12 months:Buyers
M01056a_I	Bought ski apparel in last 12 months:Index
M01057a_B	Bought team sports apparel in last 12 months:Buyers
M01057a_I	Bought team sports apparel in last 12 months:Index
M01058a_B	Bought apparel for child <13 in last 6 months:Buyers
M01058a_I	Bought apparel for child <13 in last 6 months:Index
M01059a_B	Spent on apparel for child <13 last 6 mo: <\$100:Buyers
M01059a_I	Spent on apparel for child <13 last 6 mo: <\$100:Index
M01060a_B	Spent on apparel for child <13 last 6 mo: \$100-199:Buyers
M01060a_I	Spent on apparel for child <13 last 6 mo: \$100-199:Index
M01061a_B	Spent on apparel for child <13 last 6 mo: \$200+:Buyers
M01061a_I	Spent on apparel for child <13 last 6 mo: \$200+:Index
M01062a_B	Bought apparel in last 6 months for baby <1 yr:Buyers
M01062a_I	Bought apparel in last 6 months for baby <1 yr:Index
M01119a_B	Bought apparel in last 6 months for child 1-2 yrs:Buyers
M01119a_I	Bought apparel in last 6 months for child 1-2 yrs:Index
M01120a_B	Bought apparel in last 6 months for child 3-5 yrs:Buyers
M01120a_I	Bought apparel in last 6 months for child 3-5 yrs:Index
M01063a_B	Bought apparel in last 6 months for child 1-5 yrs:Buyers
M01063a_I	Bought apparel in last 6 months for child 1-5 yrs:Index
M01064a_B	Bought apparel in last 6 months for child 6-12 yrs:Buyers
M01064a_I	Bought apparel in last 6 months for child 6-12 yrs:Index
M01065a_B	Bought stretchies in last 6 months for baby <1 yr:Buyers
M01065a_I	Bought stretchies in last 6 months for baby <1 yr:Index
M01066a_B	Bought top/shirt for child 1-12 in last 6 months:Buyers
M01066a_I	Bought top/shirt for child 1-12 in last 6 months:Index
M01069a_B	Bought jeans/slacks for child 1-12 in last 6 mo:Buyers
M01069a_I	Bought jeans/slacks for child 1-12 in last 6 mo:Index
M01070a_B	Bought outerwear for child 1-12 in last 6 months:Buyers
M01070a_I	Bought outerwear for child 1-12 in last 6 months:Index
M01071a_B	Bought sleepwear for child 1-12 in last 6 months:Buyers
M01071a_I	Bought sleepwear for child 1-12 in last 6 months:Index
M01114a_B	Bought sweatshirt/sweatpants for child 1-12/6 mo:Buyers
M01114a_I	Bought sweatshirt/sweatpants for child 1-12/6 mo:Index



Esri Data Market Potential

Table Name & Item	Description
M01072a_B	Bought any shoes in last 12 months:Buyers
M01072a_I	Bought any shoes in last 12 months:Index
M01073a_B	Bought 3+ pairs of shoes in last 12 months:Buyers
M01073a_I	Bought 3+ pairs of shoes in last 12 months:Index
M01074a_B	Spent \$100+ on shoes in last 12 months:Buyers
M01074a_I	Spent \$100+ on shoes in last 12 months:Index
M01075a_B	Bought dress shoes in last 12 months:Buyers
M01075a_I	Bought dress shoes in last 12 months:Index
M01076a_B	Bought casual/leisure shoes in last 12 months:Buyers
M01076a_I	Bought casual/leisure shoes in last 12 months:Index
M01077a_B	Bought dress boots in last 12 months:Buyers
M01077a_I	Bought dress boots in last 12 months:Index
M01079a_B	Bought work boots in last 12 months:Buyers
M01079a_I	Bought work boots in last 12 months:Index
M01080a_B	Bought sandals in last 12 months:Buyers
M01080a_I	Bought sandals in last 12 months:Index
M01081a_B	Bought slippers in last 12 months:Buyers
M01081a_I	Bought slippers in last 12 months:Index
M01082a_B	Bought athletic shoes in last 12 months:Buyers
M01082a_I	Bought athletic shoes in last 12 months:Index
M01083a_B	Bought 2+ pairs of athletic shoes last 12 months:Buyers
M01083a_I	Bought 2+ pairs of athletic shoes last 12 months:Index
M01084a_B	Spent \$75+ on athletic shoes in last 12 months:Buyers
M01084a_I	Spent \$75+ on athletic shoes in last 12 months:Index
M01085a_B	Bought Nike athletic shoes in last 12 months:Buyers
M01085a_I	Bought Nike athletic shoes in last 12 months:Index
M01086a_B	Bought Reebok athletic shoes in last 12 months:Buyers
M01086a_I	Bought Reebok athletic shoes in last 12 months:Index
M01087a_B	Bought shoes for child <13 in last 6 months:Buyers
M01087a_I	Bought shoes for child <13 in last 6 months:Index
M01088a_B	Spent \$100+ on shoes for child <13 in last 6 mo:Buyers
M01088a_I	Spent \$100+ on shoes for child <13 in last 6 mo:Index
M01089a_B	Bought shoes in last 6 months for baby <1 yr:Buyers
M01089a_I	Bought shoes in last 6 months for baby <1 yr:Index
M01090a_B	Bought shoes in last 6 months for child 1-5 yrs:Buyers
M01090a_I	Bought shoes in last 6 months for child 1-5 yrs:Index
M01091a_B	Bought shoes in last 6 months for child 6-12 yrs:Buyers
M01091a_I	Bought shoes in last 6 months for child 6-12 yrs:Index
M01092a_B	Bought athletic shoes in last 6 mo for child <13:Buyers
M01092a_I	Bought athletic shoes in last 6 mo for child <13:Index
M01093a_B	Bought casual/leisure shoes/6 months for child <13:Buyers
M01093a_I	Bought casual/leisure shoes/6 months for child <13:Index
M01094a_B	Bought dress shoes in last 6 months for child <13:Buyers
M01094a_I	Bought dress shoes in last 6 months for child <13:Index
M01095a_B	Bought rain/snow boots in last 6 mo for child <13:Buyers
M01095a_I	Bought rain/snow boots in last 6 mo for child <13:Index
M01121a_B	Spent \$100+ on dry cleaning in last 6 months:Buyers
M01121a_I	Spent \$100+ on dry cleaning in last 6 months:Index
M01122a_B	Spent \$100+ at laundries/laundromats in last 6 mo:Buyers
M01122a_I	Spent \$100+ at laundries/laundromats in last 6 mo:Index



Esri Data Market Potential

Table Name & Item	Description
M01096a_B	Bought costume jewelry in last 12 months:Buyers
M01096a_I	Bought costume jewelry in last 12 months:Index
M01097a_B	Spent \$100+ on costume jewelry in last 12 months:Buyers
M01097a_I	Spent \$100+ on costume jewelry in last 12 months:Index
M01098a_B	Bought costume jewelry in last 12 months: bracelet:Buyers
M01098a_I	Bought costume jewelry in last 12 months: bracelet:Index
M01099a_B	Bought costume jewelry in last 12 months: earrings:Buyers
M01099a_I	Bought costume jewelry in last 12 months: earrings:Index
M01100a_B	Bought costume jewelry in last 12 months: necklace:Buyers
M01100a_I	Bought costume jewelry in last 12 months: necklace:Index
M01101a_B	Bought costume jewelry in last 12 months: ring:Buyers
M01101a_I	Bought costume jewelry in last 12 months: ring:Index
M01102a_B	Bought fine jewelry in last 12 months:Buyers
M01102a_I	Bought fine jewelry in last 12 months:Index
M01103a_B	Spent on fine jewelry in last 12 months: <\$400:Buyers
M01103a_I	Spent on fine jewelry in last 12 months: <\$400:Index
M01104a_B	Spent on fine jewelry in last 12 months: \$400-749:Buyers
M01104a_I	Spent on fine jewelry in last 12 months: \$400-749:Index
M01105a_B	Spent on fine jewelry in last 12 months: \$750+:Buyers
M01105a_I	Spent on fine jewelry in last 12 months: \$750+:Index
M01106a_B	Bought engagement ring in last 12 months:Buyers
M01106a_I	Bought engagement ring in last 12 months:Index
M01107a_B	Bought fine jewelry in last 12 months: diamond:Buyers
M01107a_I	Bought fine jewelry in last 12 months: diamond:Index
M01108a_B	Bought fine jewelry in last 12 months: gold:Buyers
M01108a_I	Bought fine jewelry in last 12 months: gold:Index
M01109a_B	Bought fine jewelry in last 12 months: sterling:Buyers
M01109a_I	Bought fine jewelry in last 12 months: sterling:Index
M01110a_B	Bought watch in last 12 months:Buyers
M01110a_I	Bought watch in last 12 months:Index
M01111a_B	Spent \$100+ on watches in last 12 months:Buyers
M01111a_I	Spent \$100+ on watches in last 12 months:Index
M01112a_B	Bought any watch as gift in last 12 months:Buyers
M01112a_I	Bought any watch as gift in last 12 months:Index



Esri Data Market Potential

Table Name & Item	Description
Appliances Market Potential	
M02001h_B	HH owns electric blender:Buyers
M02001h_I	HH owns electric blender:Index
M02002h_B	HH owns bread making machine:Buyers
M02002h_I	HH owns bread making machine:Index
M02003h_B	HH owns electric can opener:Buyers
M02003h_I	HH owns electric can opener:Index
M02004h_B	HH owns electric coffee grinder:Buyers
M02004h_I	HH owns electric coffee grinder:Index
M02005h_B	HH owns coffee maker (automatic drip):Buyers
M02005h_I	HH owns coffee maker (automatic drip):Index
M02006h_B	HH owns coffee maker (electric perk):Buyers
M02006h_I	HH owns coffee maker (electric perk):Index
M02072h_B	HH owns coffee maker (single cup/pod brewing):Buyers
M02072h_I	HH owns coffee maker (single cup/pod brewing):Index
M02007h_B	HH owns deep fryer:Buyers
M02007h_I	HH owns deep fryer:Index
M02008h_B	HH owns espresso/cappuccino maker:Buyers
M02008h_I	HH owns espresso/cappuccino maker:Index
M02009h_B	HH owns electric food processor:Buyers
M02009h_I	HH owns electric food processor:Index
M02010h_B	HH owns ice cream maker:Buyers
M02010h_I	HH owns ice cream maker:Index
M02011h_B	HH owns electric juicer:Buyers
M02011h_I	HH owns electric juicer:Index
M02012h_B	HH owns electric knife:Buyers
M02012h_I	HH owns electric knife:Index
M02013h_B	HH owns electric mixer (hand held):Buyers
M02013h_I	HH owns electric mixer (hand held):Index
M02014h_B	HH owns electric mixer (stationary):Buyers
M02014h_I	HH owns electric mixer (stationary):Index
M02015h_B	HH owns pasta machine:Buyers
M02015h_I	HH owns pasta machine:Index
M02016h_B	HH owns electric popcorn maker:Buyers
M02016h_I	HH owns electric popcorn maker:Index
M02017h_B	HH owns pressure cooker:Buyers
M02017h_I	HH owns pressure cooker:Index
M02018h_B	HH owns electric slow cooker:Buyers
M02018h_I	HH owns electric slow cooker:Index
M02019h_B	HH owns electric steam cooker:Buyers
M02019h_I	HH owns electric steam cooker:Index
M02020h_B	HH owns electric toaster:Buyers
M02020h_I	HH owns electric toaster:Index
M02021h_B	HH owns electric toaster oven:Buyers
M02021h_I	HH owns electric toaster oven:Index
M02022h_B	HH owns electric wok:Buyers
M02022h_I	HH owns electric wok:Index
M02023h_B	HH owns air cleaner (electric):Buyers
M02023h_I	HH owns air cleaner (electric):Index
M02024h_B	HH owns air conditioner (separate room):Buyers
M02024h_I	HH owns air conditioner (separate room):Index
M02025h_B	HH owns burglar alarm:Buyers
M02025h_I	HH owns burglar alarm:Index
M02026h_B	HH owns carpet steam cleaner:Buyers
M02026h_I	HH owns carpet steam cleaner:Index



Esri Data Market Potential

Table Name & Item	Description
M02027h_B	HH owns clothes dryer (electric):Buyers
M02027h_I	HH owns clothes dryer (electric):Index
M02028h_B	HH owns clothes dryer (gas):Buyers
M02028h_I	HH owns clothes dryer (gas):Index
M02073h_B	HH owns cooktop:Buyers
M02073h_I	HH owns cooktop:Index
M02029h_B	HH owns dehumidifier:Buyers
M02029h_I	HH owns dehumidifier:Index
M02030h_B	HH owns automatic dishwasher (built-in):Buyers
M02030h_I	HH owns automatic dishwasher (built-in):Index
M02031h_B	HH owns automatic dishwasher (portable):Buyers
M02031h_I	HH owns automatic dishwasher (portable):Index
M02032h_B	HH owns attic/whole house fan:Buyers
M02032h_I	HH owns attic/whole house fan:Index
M02033h_B	HH owns ceiling fan (not bathroom vent):Buyers
M02033h_I	HH owns ceiling fan (not bathroom vent):Index
M02034h_B	HH owns fire extinguisher:Buyers
M02034h_I	HH owns fire extinguisher:Index
M02035h_B	HH owns fireplace:Buyers
M02035h_I	HH owns fireplace:Index
M02036h_B	HH owns separate freezer:Buyers
M02036h_I	HH owns separate freezer:Index
M02037h_B	HH owns garage door opener:Buyers
M02037h_I	HH owns garage door opener:Index
M02038h_B	HH owns garbage disposer:Buyers
M02038h_I	HH owns garbage disposer:Index
M02039h_B	HH owns grill (charcoal):Buyers
M02039h_I	HH owns grill (charcoal):Index
M02040h_B	HH owns grill (electric):Buyers
M02040h_I	HH owns grill (electric):Index
M02041h_B	HH owns grill (gas):Buyers
M02041h_I	HH owns grill (gas):Index
M02042h_B	HH owns heat pump:Buyers
M02042h_I	HH owns heat pump:Index
M02043h_B	HH owns hot tub/whirlpool spa:Buyers
M02043h_I	HH owns hot tub/whirlpool spa:Index
M02044h_B	HH owns hot water heater:Buyers
M02044h_I	HH owns hot water heater:Index
M02045h_B	HH owns humidifier:Buyers
M02045h_I	HH owns humidifier:Index
M02046h_B	HH owns kerosene heater:Buyers
M02046h_I	HH owns kerosene heater:Index
M02047h_B	HH owns microwave oven:Buyers
M02047h_I	HH owns microwave oven:Index
M02048h_B	HH owns oven (continuous cleaning):Buyers
M02048h_I	HH owns oven (continuous cleaning):Index
M02049h_B	HH owns oven (convection):Buyers
M02049h_I	HH owns oven (convection):Index
M02050h_B	HH owns range/oven (built-in electric):Buyers
M02050h_I	HH owns range/oven (built-in electric):Index
M02051h_B	HH owns range/oven (built-in gas):Buyers
M02051h_I	HH owns range/oven (built-in gas):Index
M02052h_B	HH owns combination range/microwave:Buyers
M02052h_I	HH owns combination range/microwave:Index
M02053h_B	HH owns refrigerator:Buyers
M02053h_I	HH owns refrigerator:Index



Esri Data Market Potential

Table Name & Item	Description
M02054h_B	HH owns sewing machine:Buyers
M02054h_I	HH owns sewing machine:Index
M02055h_B	HH owns smoke/fire detector:Buyers
M02055h_I	HH owns smoke/fire detector:Index
M02056h_B	HH owns space heater (electric):Buyers
M02056h_I	HH owns space heater (electric):Index
M02057h_B	HH owns stove/range (electric):Buyers
M02057h_I	HH owns stove/range (electric):Index
M02058h_B	HH owns stove/range (gas):Buyers
M02058h_I	HH owns stove/range (gas):Index
M02059h_B	HH owns trash compactor:Buyers
M02059h_I	HH owns trash compactor:Index
M02060h_B	HH owns vacuum cleaner (canister):Buyers
M02060h_I	HH owns vacuum cleaner (canister):Index
M02061h_B	HH owns vacuum cleaner (hand held):Buyers
M02061h_I	HH owns vacuum cleaner (hand held):Index
M02062h_B	HH owns vacuum cleaner (upright):Buyers
M02062h_I	HH owns vacuum cleaner (upright):Index
M02063h_B	HH owns washer/dryer (stacked):Buyers
M02063h_I	HH owns washer/dryer (stacked):Index
M02064h_B	HH owns automatic washing machine:Buyers
M02064h_I	HH owns automatic washing machine:Index
M02065h_B	Bought any kitchen appliance in last 12 months:Buyers
M02065h_I	Bought any kitchen appliance in last 12 months:Index
M02066h_B	Bought any electric appliance in last 12 months:Buyers
M02066h_I	Bought any electric appliance in last 12 months:Index
M02067h_B	Bought any HH appliance in last 12 months:Buyers
M02067h_I	Bought any HH appliance in last 12 months:Index
M02068h_B	HH has central air conditioner:Buyers
M02068h_I	HH has central air conditioner:Index
M02069h_B	HH has central heating (electric):Buyers
M02069h_I	HH has central heating (electric):Index
M02070h_B	HH has central heating (gas):Buyers
M02070h_I	HH has central heating (gas):Index
M02071h_B	HH has central heating (oil):Buyers
M02071h_I	HH has central heating (oil):Index



Esri Data Market Potential

Table Name & Item	Description
Attitudes Market Potential	
M03001a_B	Consider self very conservative:Buyers
M03001a_I	Consider self very conservative:Index
M03002a_B	Consider self somewhat conservative:Buyers
M03002a_I	Consider self somewhat conservative:Index
M03003a_B	Consider self middle of the road:Buyers
M03003a_I	Consider self middle of the road:Index
M03004a_B	Consider self somewhat liberal:Buyers
M03004a_I	Consider self somewhat liberal:Index
M03005a_B	Consider self very liberal:Buyers
M03005a_I	Consider self very liberal:Index



Esri Data Market Potential

Table Name & Item	Description
Automobiles & Other Vehicles Market Potential	
M04001h_B	HH owns/leases any vehicle:Buyers
M04001h_I	HH owns/leases any vehicle:Index
M04002h_B	HH owns/leases 1 vehicle:Buyers
M04002h_I	HH owns/leases 1 vehicle:Index
M04003h_B	HH owns/leases 2 vehicles:Buyers
M04003h_I	HH owns/leases 2 vehicles:Index
M04004h_B	HH owns/leases 3+ vehicles:Buyers
M04004h_I	HH owns/leases 3+ vehicles:Index
M04005h_B	HH owns/leases any domestic vehicle:Buyers
M04005h_I	HH owns/leases any domestic vehicle:Index
M04006h_B	HH owns/leases any imported vehicle:Buyers
M04006h_I	HH owns/leases any imported vehicle:Index
M04007h_B	HH owns/leases compact car:Buyers
M04007h_I	HH owns/leases compact car:Index
M04008h_B	HH owns/leases intermediate car:Buyers
M04008h_I	HH owns/leases intermediate car:Index
M04009h_B	HH owns/leases luxury car:Buyers
M04009h_I	HH owns/leases luxury car:Index
M04010h_B	HH owns/leases standard car:Buyers
M04010h_I	HH owns/leases standard car:Index
M04011h_B	HH owns/leases subcompact car:Buyers
M04011h_I	HH owns/leases subcompact car:Index
M04012h_B	HH owns/leases sedan/hard top/2 door vehicle:Buyers
M04012h_I	HH owns/leases sedan/hard top/2 door vehicle:Index
M04013h_B	HH owns/leases sedan/hard top/4 door vehicle:Buyers
M04013h_I	HH owns/leases sedan/hard top/4 door vehicle:Index
M04014h_B	HH owns/leases sport/utility vehicle:Buyers
M04014h_I	HH owns/leases sport/utility vehicle:Index
M04015h_B	HH owns/leases truck:Buyers
M04015h_I	HH owns/leases truck:Index
M04016h_B	HH owns/leases van/minivan:Buyers
M04016h_I	HH owns/leases van/minivan:Index
M04017h_B	HH owns/leases vehicle with 4/all wheel drive:Buyers
M04017h_I	HH owns/leases vehicle with 4/all wheel drive:Index
M04018h_B	HH owns/leases vehicle with front wheel drive:Buyers
M04018h_I	HH owns/leases vehicle with front wheel drive:Index
M04078h_B	HH bought/leased new vehicle last 12 mo:Buyers
M04078h_I	HH bought/leased new vehicle last 12 mo:Index
M04079h_B	HH bought/leased new domestic vehicle last 12 mo:Buyers
M04079h_I	HH bought/leased new domestic vehicle last 12 mo:Index
M04080h_B	HH bought/leased new imported vehicle last 12 mo:Buyers
M04080h_I	HH bought/leased new imported vehicle last 12 mo:Index
M04081h_B	HH bought/leased used vehicle last 12 mo:Buyers
M04081h_I	HH bought/leased used vehicle last 12 mo:Index
M04082h_B	HH bought/leased used domestic vehicle last 12 mo:Buyers
M04082h_I	HH bought/leased used domestic vehicle last 12 mo:Index
M04083h_B	HH bought/leased used imported vehicle last 12 mo:Buyers
M04083h_I	HH bought/leased used imported vehicle last 12 mo:Index
M04023h_B	HH bought/leased vehicle in last 12 months:Buyers
M04023h_I	HH bought/leased vehicle in last 12 months:Index
M04024h_B	HH bought/leased most recent vehicle 1-2 years ago:Buyers
M04024h_I	HH bought/leased most recent vehicle 1-2 years ago:Index
M04025h_B	HH bought/leased most recent vehicle 3-4 years ago:Buyers
M04025h_I	HH bought/leased most recent vehicle 3-4 years ago:Index
M04026h_B	HH bought/leased most recent vehicle 5+ years ago:Buyers
M04026h_I	HH bought/leased most recent vehicle 5+ years ago:Index



Esri Data Market Potential

Table Name & Item	Description
M04027a_B	Bought most recent vehicle:Buyers
M04027a_I	Bought most recent vehicle:Index
M04028a_B	Leased most recent vehicle:Buyers
M04028a_I	Leased most recent vehicle:Index
M04029a_B	Purchased/leased most recent veh: w/bank loan:Buyers
M04029a_I	Purchased/leased most recent veh: w/bank loan:Index
M04030a_B	Purchased/leased most recent veh: with cash:Buyers
M04030a_I	Purchased/leased most recent veh: with cash:Index
M04031a_B	Purchased/leased most recent veh: dealer financing:Buyers
M04031a_I	Purchased/leased most recent veh: dealer financing:Index
M04032a_B	Purchased/leased most recent veh: w/trade-in:Buyers
M04032a_I	Purchased/leased most recent veh: w/trade-in:Index
M04033a_B	Most recent vehicle purchase/lease: Buick:Buyers
M04033a_I	Most recent vehicle purchase/lease: Buick:Index
M04034a_B	Most recent vehicle purchase/lease: Chevrolet:Buyers
M04034a_I	Most recent vehicle purchase/lease: Chevrolet:Index
M04035a_B	Most recent vehicle purchase/lease: Dodge:Buyers
M04035a_I	Most recent vehicle purchase/lease: Dodge:Index
M04036a_B	Most recent vehicle purchase/lease: Ford:Buyers
M04036a_I	Most recent vehicle purchase/lease: Ford:Index
M04037a_B	Most recent vehicle purchase/lease: Honda:Buyers
M04037a_I	Most recent vehicle purchase/lease: Honda:Index
M04041a_B	Most recent vehicle purchase/lease: Nissan:Buyers
M04041a_I	Most recent vehicle purchase/lease: Nissan:Index
M04043a_B	Most recent vehicle purchase/lease: Pontiac:Buyers
M04043a_I	Most recent vehicle purchase/lease: Pontiac:Index
M04044a_B	Most recent vehicle purchase/lease: Toyota:Buyers
M04044a_I	Most recent vehicle purchase/lease: Toyota:Index
M04045a_B	Own any motorcycle:Buyers
M04045a_I	Own any motorcycle:Index
M04046a_B	Own 1 motorcycle:Buyers
M04046a_I	Own 1 motorcycle:Index
M04047a_B	Bought any motorcycle new:Buyers
M04047a_I	Bought any motorcycle new:Index
M04048a_B	Bought any motorcycle used:Buyers
M04048a_I	Bought any motorcycle used:Index
M04049a_B	Spent on most recent veh purch/lease: <\$20000:Buyers
M04049a_I	Spent on most recent veh purch/lease: <\$20000:Index
M04050a_B	Spent on most recent veh purch/lease: \$20000-29999:Buyers
M04050a_I	Spent on most recent veh purch/lease: \$20000-29999:Index
M04051a_B	Spent on most recent veh purch/lease: \$30000+:Buyers
M04051a_I	Spent on most recent veh purch/lease: \$30000+:Index
M04052a_B	Miles driven in last 12 months: <5000:Buyers
M04052a_I	Miles driven in last 12 months: <5000:Index
M04053a_B	Miles driven in last 12 months: 5000-9999:Buyers
M04053a_I	Miles driven in last 12 months: 5000-9999:Index
M04054a_B	Miles driven in last 12 months: 10000-19999:Buyers
M04054a_I	Miles driven in last 12 months: 10000-19999:Index
M04055a_B	Miles driven in last 12 months: 20000+:Buyers
M04055a_I	Miles driven in last 12 months: 20000+:Index
M04056a_B	Belong to auto club:Buyers
M04056a_I	Belong to auto club:Index
M04057a_B	Belong to AAA auto club:Buyers
M04057a_I	Belong to AAA auto club:Index



Esri Data Market Potential

Table Name & Item	Description
M04059a_B	Rented car for business use in last 12 months:Buyers
M04059a_I	Rented car for business use in last 12 months:Index
M04060a_B	Rented car for personal use in last 12 months:Buyers
M04060a_I	Rented car for personal use in last 12 months:Index
M04062a_B	Rented car (personal use) last 12 mo: from Budget:Buyers
M04062a_I	Rented car (personal use) last 12 mo: from Budget:Index
M04063a_B	Rented car (personal use) last 12 mo: from Hertz:Buyers
M04063a_I	Rented car (personal use) last 12 mo: from Hertz:Index
M04064a_B	Rented truck/trailer in last 12 months:Buyers
M04064a_I	Rented truck/trailer in last 12 months:Index
M04065a_B	Rented U-Haul truck/trailer in last 12 months:Buyers
M04065a_I	Rented U-Haul truck/trailer in last 12 months:Index
M04066a_B	Rented truck to move personal/HH goods last 12 mo:Buyers
M04066a_I	Rented truck to move personal/HH goods last 12 mo:Index
M04067h_B	HH owns/leases minivan:Buyers
M04067h_I	HH owns/leases minivan:Index
M04068h_B	HH owns/leases compact pickup:Buyers
M04068h_I	HH owns/leases compact pickup:Index
M04069h_B	HH owns/leases full size pickup:Buyers
M04069h_I	HH owns/leases full size pickup:Index
M04070h_B	HH owns/leases compact sport/utility vehicle:Buyers
M04070h_I	HH owns/leases compact sport/utility vehicle:Index
M04071h_B	HH owns/leases full size sport/utility vehicle:Buyers
M04071h_I	HH owns/leases full size sport/utility vehicle:Index
M04072h_B	HH owns/leases convertible:Buyers
M04072h_I	HH owns/leases convertible:Index
M04073h_B	HH owns/leases 2 door coupe/sports coupe:Buyers
M04073h_I	HH owns/leases 2 door coupe/sports coupe:Index
M04074h_B	HH owns/leases 3 door hatchback/runabout:Buyers
M04074h_I	HH owns/leases 3 door hatchback/runabout:Index
M04075h_B	HH owns/leases station wagon:Buyers
M04075h_I	HH owns/leases station wagon:Index
M04076h_B	HH owns ATV/UTV:Buyers
M04076h_I	HH owns ATV/UTV:Index
M04077h_B	HH has navigational system/GPS in vehicle:Buyers
M04077h_I	HH has navigational system/GPS in vehicle:Index
M04084h_B	HH has OnStar/other monitoring system in vehicle:Buyers
M04084h_I	HH has OnStar/other monitoring system in vehicle:Index



Esri Data Market Potential

Table Name & Item	Description
Automotive Aftermarket Market Potential	
M05001a_B	Bought air filter in last 12 months:Buyers
M05001a_I	Bought air filter in last 12 months:Index
M05002a_B	Bought anti-freeze/coolant in last 12 months:Buyers
M05002a_I	Bought anti-freeze/coolant in last 12 months:Index
M05003a_B	Bought 3+ gallons anti-freeze/coolant last 12 mo:Buyers
M05003a_I	Bought 3+ gallons anti-freeze/coolant last 12 mo:Index
M05004a_B	Bought car wax/polish in last 12 months:Buyers
M05004a_I	Bought car wax/polish in last 12 months:Index
M05008a_B	Bought gasoline in last 6 months:Buyers
M05008a_I	Bought gasoline in last 6 months:Index
M05009a_B	Bought gasoline in last 6 months: regular:Buyers
M05009a_I	Bought gasoline in last 6 months: regular:Index
M05010a_B	Bought gasoline in last 6 months: mid-grade:Buyers
M05010a_I	Bought gasoline in last 6 months: mid-grade:Index
M05011a_B	Bought gasoline in last 6 months: premium/super:Buyers
M05011a_I	Bought gasoline in last 6 months: premium/super:Index
M05012a_B	Spent on gasoline in last 30 days: <\$50:Buyers
M05012a_I	Spent on gasoline in last 30 days: <\$50:Index
M05013a_B	Spent on gasoline in last 30 days: \$50-199:Buyers
M05013a_I	Spent on gasoline in last 30 days: \$50-199:Index
M05014a_B	Spent on gasoline in last 30 days: \$200+:Buyers
M05014a_I	Spent on gasoline in last 30 days: \$200+:Index
M05015a_B	Bought gas last 30 days: with cash:Buyers
M05015a_I	Bought gas last 30 days: with cash:Index
M05016a_B	Bought gas last 30 days: with debit card:Buyers
M05016a_I	Bought gas last 30 days: with debit card:Index
M05017a_B	Bought gas last 30 days: with general credit card:Buyers
M05017a_I	Bought gas last 30 days: with general credit card:Index
M05018a_B	Bought gas last 30 days: with oil/gas credit card:Buyers
M05018a_I	Bought gas last 30 days: with oil/gas credit card:Index
M05019a_B	Bought gas additives in last 12 months:Buyers
M05019a_I	Bought gas additives in last 12 months:Index
M05020a_B	Bought 4+ cans of gas additives in last 12 months:Buyers
M05020a_I	Bought 4+ cans of gas additives in last 12 months:Index
M05021a_B	Bought leather/vinyl protectant in last 12 months:Buyers
M05021a_I	Bought leather/vinyl protectant in last 12 months:Index
M05022a_B	Used leather/vinyl protectant 4+ times last 12 mo:Buyers
M05022a_I	Used leather/vinyl protectant 4+ times last 12 mo:Index
M05023a_B	Bought/changed motor oil in last 12 months:Buyers
M05023a_I	Bought/changed motor oil in last 12 months:Index
M05024a_B	Bought motor oil in last 12 months: <5 quarts:Buyers
M05024a_I	Bought motor oil in last 12 months: <5 quarts:Index
M05025a_B	Bought motor oil in last 12 months: 5-12 quarts:Buyers
M05025a_I	Bought motor oil in last 12 months: 5-12 quarts:Index
M05026a_B	Bought motor oil in last 12 months: 13+ quarts:Buyers
M05026a_I	Bought motor oil in last 12 months: 13+ quarts:Index



Esri Data Market Potential

Table Name & Item	Description
M05027a_B	Add/change motor oil: auto repair chain store:Buyers
M05027a_I	Add/change motor oil: auto repair chain store:Index
M05028a_B	Add/change motor oil: car dealer:Buyers
M05028a_I	Add/change motor oil: car dealer:Index
M05029a_B	Add/change motor oil: gas station/garage:Buyers
M05029a_I	Add/change motor oil: gas station/garage:Index
M05030a_B	Add/change motor oil: Quick Lube center:Buyers
M05030a_I	Add/change motor oil: Quick Lube center:Index
M05031a_B	Add/change motor oil: self:Buyers
M05031a_I	Add/change motor oil: self:Index
M05032a_B	Add/change motor oil: other household member:Buyers
M05032a_I	Add/change motor oil: other household member:Index
M05033a_B	Bought motor oil: at auto parts store:Buyers
M05033a_I	Bought motor oil: at auto parts store:Index
M05035a_B	Bought motor oil: at Kmart/Wal-Mart:Buyers
M05035a_I	Bought motor oil: at Kmart/Wal-Mart:Index
M05036a_B	Bought motor oil additives in last 12 months:Buyers
M05036a_I	Bought motor oil additives in last 12 months:Index
M05037a_B	Bought muffler:Buyers
M05037a_I	Bought muffler:Index
M05038a_B	Bought oil filter in last 12 months:Buyers
M05038a_I	Bought oil filter in last 12 months:Index
M05039a_B	Bought oil filter: at auto parts store:Buyers
M05039a_I	Bought oil filter: at auto parts store:Index
M05040a_B	Bought oil filter: at car dealer:Buyers
M05040a_I	Bought oil filter: at car dealer:Index
M05041a_B	Bought oil filter: at gas station/garage:Buyers
M05041a_I	Bought oil filter: at gas station/garage:Index
M05066a_B	Bought oil filter: at Quick Lube center:Buyers
M05066a_I	Bought oil filter: at Quick Lube center:Index
M05042a_B	Bought oil filter: at Wal-Mart:Buyers
M05042a_I	Bought oil filter: at Wal-Mart:Index
M05044a_B	Bought shock absorbers/struts in last 12 months:Buyers
M05044a_I	Bought shock absorbers/struts in last 12 months:Index
M05045a_B	Bought spark plugs in last 12 months:Buyers
M05045a_I	Bought spark plugs in last 12 months:Index
M05046a_B	Bought tires in last 12 months:Buyers
M05046a_I	Bought tires in last 12 months:Index
M05047a_B	Bought tires in last 12 months: <\$100:Buyers
M05047a_I	Bought tires in last 12 months: <\$100:Index
M05048a_B	Bought tires in last 12 months: \$100-499:Buyers
M05048a_I	Bought tires in last 12 months: \$100-499:Index
M05049a_B	Bought tires in last 12 months: \$500+:Buyers
M05049a_I	Bought tires in last 12 months: \$500+:Index
M05050a_B	Bought all season tires in last 12 months:Buyers
M05050a_I	Bought all season tires in last 12 months:Index
M05051a_B	Bought radial tires in last 12 months:Buyers
M05051a_I	Bought radial tires in last 12 months:Index
M05052a_B	Bought windshield wipers in last 12 months:Buyers
M05052a_I	Bought windshield wipers in last 12 months:Index
M05053a_B	Had alignment service/repair in last 12 months:Buyers
M05053a_I	Had alignment service/repair in last 12 months:Index
M05054a_B	Had brake lining/pad replacement in last 12 months:Buyers
M05054a_I	Had brake lining/pad replacement in last 12 months:Index
M05055a_B	Had clutch replacement in last 12 months:Buyers
M05055a_I	Had clutch replacement in last 12 months:Index



Esri Data Market Potential

Table Name & Item	Description
M05056a_B	Had major engine repair in last 12 months:Buyers
M05056a_I	Had major engine repair in last 12 months:Index
M05057a_B	Had minor engine repair in last 12 months:Buyers
M05057a_I	Had minor engine repair in last 12 months:Index
M05058a_B	Had vehicle paint job done in last 12 months:Buyers
M05058a_I	Had vehicle paint job done in last 12 months:Index
M05059a_B	Had transmission service in last 12 months:Buyers
M05059a_I	Had transmission service in last 12 months:Index
M05060a_B	Had tune-up in last 12 months:Buyers
M05060a_I	Had tune-up in last 12 months:Index
M05061a_B	Vehicle serviced by: auto repair chain store:Buyers
M05061a_I	Vehicle serviced by: auto repair chain store:Index
M05062a_B	Vehicle serviced by: car dealer:Buyers
M05062a_I	Vehicle serviced by: car dealer:Index
M05063a_B	Vehicle serviced by: discount department store:Buyers
M05063a_I	Vehicle serviced by: discount department store:Index
M05064a_B	Vehicle serviced by: gas station/garage:Buyers
M05064a_I	Vehicle serviced by: gas station/garage:Index
M05065a_B	Vehicle serviced by: self:Buyers
M05065a_I	Vehicle serviced by: self:Index



Esri Data Market Potential

Table Name & Item	Description
Baby Products Market Potential	
M06001a_B	Used baby food in last 6 months:Buyers
M06001a_I	Used baby food in last 6 months:Index
M06002a_B	Used baby food last 6 mo: First Foods/Stage 1:Buyers
M06002a_I	Used baby food last 6 mo: First Foods/Stage 1:Index
M06003a_B	Used baby food last 6 mo: Second Foods/Stage 2:Buyers
M06003a_I	Used baby food last 6 mo: Second Foods/Stage 2:Index
M06004a_B	Used baby food last 6 mo: Third Foods/Stage 3:Buyers
M06004a_I	Used baby food last 6 mo: Third Foods/Stage 3:Index
M06006a_B	Used baby food last 6 mo: Gerber (incl Graduates):Buyers
M06006a_I	Used baby food last 6 mo: Gerber (incl Graduates):Index
M06008a_B	Used infant cereal in last 6 months:Buyers
M06008a_I	Used infant cereal in last 6 months:Index
M06009a_B	Used prepared infant formula in last 6 months:Buyers
M06009a_I	Used prepared infant formula in last 6 months:Index
M06010a_B	Used infant formula (powder - dilute w/water)/6 mo:Buyers
M06010a_I	Used infant formula (powder - dilute w/water)/6 mo:Index
M06011a_B	Used disposable diapers/underpants in last 6 mo:Buyers
M06011a_I	Used disposable diapers/underpants in last 6 mo:Index
M06012a_B	Used Huggies in last 6 months:Buyers
M06012a_I	Used Huggies in last 6 months:Index
M06013a_B	Used Luvs in last 6 months:Buyers
M06013a_I	Used Luvs in last 6 months:Index
M06014a_B	Used Pampers in last 6 months:Buyers
M06014a_I	Used Pampers in last 6 months:Index
M06037a_B	Used baby bath/wash/soap product in last 6 months:Buyers
M06037a_I	Used baby bath/wash/soap product in last 6 months:Index
M06016a_B	Used baby nurser in last 6 months:Buyers
M06016a_I	Used baby nurser in last 6 months:Index
M06017a_B	Used firm plastic baby nurser in last 6 months:Buyers
M06017a_I	Used firm plastic baby nurser in last 6 months:Index
M06019a_B	Used baby lotion in last 6 months:Buyers
M06019a_I	Used baby lotion in last 6 months:Index
M06020a_B	Used baby oil in last 6 months:Buyers
M06020a_I	Used baby oil in last 6 months:Index
M06021a_B	Used baby ointment in last 6 months:Buyers
M06021a_I	Used baby ointment in last 6 months:Index
M06022a_B	Used baby powder in last 6 months:Buyers
M06022a_I	Used baby powder in last 6 months:Index
M06023a_B	Used baby shampoo in last 6 months:Buyers
M06023a_I	Used baby shampoo in last 6 months:Index
M06026a_B	Used pre-moistened baby wipes in last 6 months:Buyers
M06026a_I	Used pre-moistened baby wipes in last 6 months:Index
M06027a_B	Bought baby furniture/equipment in last 6 months:Buyers
M06027a_I	Bought baby furniture/equipment in last 6 months:Index
M06028a_B	Bought baby car seat in last 6 months:Buyers
M06028a_I	Bought baby car seat in last 6 months:Index



Esri Data Market Potential

Table Name & Item	Description
M06030h_B	HH owns any baby furniture/equipment:Buyers
M06030h_I	HH owns any baby furniture/equipment:Index
M06031h_B	HH owns baby car seat:Buyers
M06031h_I	HH owns baby car seat:Index
M06032h_B	HH owns baby carrier (front or back):Buyers
M06032h_I	HH owns baby carrier (front or back):Index
M06034h_B	HH owns infant crib:Buyers
M06034h_I	HH owns infant crib:Index
M06035h_B	HH owns playpen:Buyers
M06035h_I	HH owns playpen:Index
M06036h_B	HH owns stroller:Buyers
M06036h_I	HH owns stroller:Index



Esri Data Market Potential

Table Name & Item	Description
Books Market Potential	
M08001a_B	Bought book in last 12 months:Buyers
M08001a_I	Bought book in last 12 months:Index
M08002a_B	Bought 1-3 books in last 12 months:Buyers
M08002a_I	Bought 1-3 books in last 12 months:Index
M08003a_B	Bought 4-9 books in last 12 months:Buyers
M08003a_I	Bought 4-9 books in last 12 months:Index
M08004a_B	Bought 10+ books in last 12 months:Buyers
M08004a_I	Bought 10+ books in last 12 months:Index
M08005a_B	Bought paperback book in last 12 months:Buyers
M08005a_I	Bought paperback book in last 12 months:Index
M08006a_B	Bought <3 paperback books in last 12 months:Buyers
M08006a_I	Bought <3 paperback books in last 12 months:Index
M08007a_B	Bought 3-6 paperback books in last 12 months:Buyers
M08007a_I	Bought 3-6 paperback books in last 12 months:Index
M08008a_B	Bought 7+ paperback books in last 12 months:Buyers
M08008a_I	Bought 7+ paperback books in last 12 months:Index
M08009a_B	Bought hardcover book in last 12 months:Buyers
M08009a_I	Bought hardcover book in last 12 months:Index
M08010a_B	Bought <3 hardcover books in last 12 months:Buyers
M08010a_I	Bought <3 hardcover books in last 12 months:Index
M08011a_B	Bought 3-5 hardcover books in last 12 months:Buyers
M08011a_I	Bought 3-5 hardcover books in last 12 months:Index
M08012a_B	Bought 6+ hardcover books in last 12 months:Buyers
M08012a_I	Bought 6+ hardcover books in last 12 months:Index
M08013a_B	Bought book (fiction) in last 12 months:Buyers
M08013a_I	Bought book (fiction) in last 12 months:Index
M08014a_B	Bought book (non-fiction) in last 12 months:Buyers
M08014a_I	Bought book (non-fiction) in last 12 months:Index
M08016a_B	Bought biography in last 12 months:Buyers
M08016a_I	Bought biography in last 12 months:Index
M08017a_B	Bought children`s book in last 12 months:Buyers
M08017a_I	Bought children`s book in last 12 months:Index
M08018a_B	Bought cookbook in last 12 months:Buyers
M08018a_I	Bought cookbook in last 12 months:Index
M08019a_B	Bought desk dictionary in last 12 months:Buyers
M08019a_I	Bought desk dictionary in last 12 months:Index
M08020a_B	Bought history book in last 12 months:Buyers
M08020a_I	Bought history book in last 12 months:Index
M08021a_B	Bought mystery book in last 12 months:Buyers
M08021a_I	Bought mystery book in last 12 months:Index
M08022a_B	Bought personal/business self-help book last 12 mo:Buyers
M08022a_I	Bought personal/business self-help book last 12 mo:Index
M08023a_B	Bought religious book (not bible) last 12 months:Buyers
M08023a_I	Bought religious book (not bible) last 12 months:Index
M08024a_B	Bought romance book in last 12 months:Buyers
M08024a_I	Bought romance book in last 12 months:Index
M08025a_B	Bought science fiction book in last 12 months:Buyers
M08025a_I	Bought science fiction book in last 12 months:Index
M08026a_B	Bought book through book club in last 12 months:Buyers
M08026a_I	Bought book through book club in last 12 months:Index
M08027a_B	Bought book at book store in last 12 months:Buyers
M08027a_I	Bought book at book store in last 12 months:Index
M08035a_B	Bought book at Barnes & Noble in last 12 months:Buyers
M08035a_I	Bought book at Barnes & Noble in last 12 months:Index
M08036a_B	Bought book at Borders in last 12 months:Buyers
M08036a_I	Bought book at Borders in last 12 months:Index



Esri Data Market Potential

Table Name & Item	Description
M08028a_B	Bought book at convenience store in last 12 months:Buyers
M08028a_I	Bought book at convenience store in last 12 months:Index
M08029a_B	Bought book at department store in last 12 months:Buyers
M08029a_I	Bought book at department store in last 12 months:Index
M08030a_B	Bought book at drug store in last 12 months:Buyers
M08030a_I	Bought book at drug store in last 12 months:Index
M08031a_B	Bought book through Internet in last 12 mo:Buyers
M08031a_I	Bought book through Internet in last 12 mo:Index
M08032a_B	Bought book through mail order in last 12 months:Buyers
M08032a_I	Bought book through mail order in last 12 months:Index
M08033a_B	Bought book at supermarket in last 12 months:Buyers
M08033a_I	Bought book at supermarket in last 12 months:Index
M08034a_B	Bought book at warehouse store in last 12 months:Buyers
M08034a_I	Bought book at warehouse store in last 12 months:Index



Esri Data Market Potential

Table Name & Item	Description
Cameras & Film Market Potential	
M09001a_B	Bought any camera in last 12 months:Buyers
M09001a_I	Bought any camera in last 12 months:Index
M09002a_B	Spent on cameras in last 12 months: <\$100:Buyers
M09002a_I	Spent on cameras in last 12 months: <\$100:Index
M09003a_B	Spent on cameras in last 12 months: \$100-199:Buyers
M09003a_I	Spent on cameras in last 12 months: \$100-199:Index
M09004a_B	Spent on cameras in last 12 months: \$200+:Buyers
M09004a_I	Spent on cameras in last 12 months: \$200+:Index
M09005a_B	Own APS (point & shoot or SLR) camera:Buyers
M09005a_I	Own APS (point & shoot or SLR) camera:Index
M09007a_B	Own digital camera:Buyers
M09007a_I	Own digital camera:Index
M09008a_B	Bought digital camera in last 12 months:Buyers
M09008a_I	Bought digital camera in last 12 months:Index
M09062a_B	Own digital point & shoot camera:Buyers
M09062a_I	Own digital point & shoot camera:Index
M09063a_B	Bought digital point & shoot camera in last 12 mo:Buyers
M09063a_I	Bought digital point & shoot camera in last 12 mo:Index
M09064a_B	Own digital SLR camera:Buyers
M09064a_I	Own digital SLR camera:Index
M09065a_B	Bought digital SLR camera in last 12 months:Buyers
M09065a_I	Bought digital SLR camera in last 12 months:Index
M09011a_B	Own 35mm auto focus point & shoot camera:Buyers
M09011a_I	Own 35mm auto focus point & shoot camera:Index
M09012a_B	Own 35mm auto focus single lens reflex camera:Buyers
M09012a_I	Own 35mm auto focus single lens reflex camera:Index
M09013a_B	Own 35mm auto focus zoom camera:Buyers
M09013a_I	Own 35mm auto focus zoom camera:Index
M09014a_B	Own 35mm single lens reflex camera:Buyers
M09014a_I	Own 35mm single lens reflex camera:Index
M09015a_B	Own Canon camera:Buyers
M09015a_I	Own Canon camera:Index
M09066a_B	Bought Canon camera in last 12 months:Buyers
M09066a_I	Bought Canon camera in last 12 months:Index
M09016a_B	Own Fuji camera:Buyers
M09016a_I	Own Fuji camera:Index
M09018a_B	Own Kodak camera:Buyers
M09018a_I	Own Kodak camera:Index
M09019a_B	Bought Kodak camera in last 12 months:Buyers
M09019a_I	Bought Kodak camera in last 12 months:Index
M09021a_B	Own Nikon camera:Buyers
M09021a_I	Own Nikon camera:Index
M09022a_B	Own Olympus camera:Buyers
M09022a_I	Own Olympus camera:Index
M09024a_B	Own Polaroid camera:Buyers
M09024a_I	Own Polaroid camera:Index
M09029a_B	Bought any camera accessory in last 12 months:Buyers
M09029a_I	Bought any camera accessory in last 12 months:Index



Esri Data Market Potential

Table Name & Item	Description
M09030a_B	Bought film in last 12 months:Buyers
M09030a_I	Bought film in last 12 months:Index
M09031a_B	Bought film in last 12 months: <3 rolls:Buyers
M09031a_I	Bought film in last 12 months: <3 rolls:Index
M09032a_B	Bought film in last 12 months: 3-6 rolls:Buyers
M09032a_I	Bought film in last 12 months: 3-6 rolls:Index
M09033a_B	Bought film in last 12 months: 7+ rolls:Buyers
M09033a_I	Bought film in last 12 months: 7+ rolls:Index
M09034a_B	Bought film in last 12 mo: APS (color prints):Buyers
M09034a_I	Bought film in last 12 mo: APS (color prints):Index
M09036a_B	Bought film in last 12 mo: instant developing:Buyers
M09036a_I	Bought film in last 12 mo: instant developing:Index
M09037a_B	Bought film in last 12 mo: 35mm (black & white):Buyers
M09037a_I	Bought film in last 12 mo: 35mm (black & white):Index
M09038a_B	Bought film in last 12 mo: 35mm (color prints):Buyers
M09038a_I	Bought film in last 12 mo: 35mm (color prints):Index
M09040a_B	Bought Fuji film in last 12 months:Buyers
M09040a_I	Bought Fuji film in last 12 months:Index
M09041a_B	Bought Kodak film in last 12 months:Buyers
M09041a_I	Bought Kodak film in last 12 months:Index
M09043a_B	Bought store-brand film in last 12 months:Buyers
M09043a_I	Bought store-brand film in last 12 months:Index
M09045a_B	Purchased film in last 12 mo: department store:Buyers
M09045a_I	Purchased film in last 12 mo: department store:Index
M09046a_B	Purchased film in last 12 mo: discount store:Buyers
M09046a_I	Purchased film in last 12 mo: discount store:Index
M09047a_B	Purchased film in last 12 mo: drug store:Buyers
M09047a_I	Purchased film in last 12 mo: drug store:Index
M09048a_B	Purchased film in last 12 mo: grocery store:Buyers
M09048a_I	Purchased film in last 12 mo: grocery store:Index
M09049a_B	Purchased film in last 12 mo: 1 hour service store:Buyers
M09049a_I	Purchased film in last 12 mo: 1 hour service store:Index
M09053a_B	Had film processed at discount store:Buyers
M09053a_I	Had film processed at discount store:Index
M09054a_B	Had film processed at drug store:Buyers
M09054a_I	Had film processed at drug store:Index
M09057a_B	Had film processed at 1 hour service store:Buyers
M09057a_I	Had film processed at 1 hour service store:Index
M09060a_B	Bought memory card for camera in last 12 months:Buyers
M09060a_I	Bought memory card for camera in last 12 months:Index
M09061a_B	Own memory card for camera:Buyers
M09061a_I	Own memory card for camera:Index



Esri Data Market Potential

Table Name & Item	Description
Civic Activities Market Potential	
M10001a_B	Participated in any public activity in last 12 mo:Buyers
M10001a_I	Participated in any public activity in last 12 mo:Index
M10006a_B	Engaged in fund raising in last 12 months:Buyers
M10006a_I	Engaged in fund raising in last 12 months:Index
M10024a_B	Made contribution to NPR in last 12 months:Buyers
M10024a_I	Made contribution to NPR in last 12 months:Index
M10007a_B	Made contribution to PBS in last 12 months:Buyers
M10007a_I	Made contribution to PBS in last 12 months:Index
M10008a_B	Participated in environmental grp/cause last 12 mo:Buyers
M10008a_I	Participated in environmental grp/cause last 12 mo:Index
M10009a_B	Recycled products in last 12 months:Buyers
M10009a_I	Recycled products in last 12 months:Index
M10011a_B	Voted in federal/state/local election last 12 mo:Buyers
M10011a_I	Voted in federal/state/local election last 12 mo:Index
M10013a_B	Worked for a political party in last 12 months:Buyers
M10013a_I	Worked for a political party in last 12 months:Index
M10017a_B	Wrote something that has been published last 12 mo:Buyers
M10017a_I	Wrote something that has been published last 12 mo:Index
M10019a_B	Written or called a politician in last 12 months:Buyers
M10019a_I	Written or called a politician in last 12 months:Index
M10020a_B	Written letter to news/mag editor/called radio/TV:Buyers
M10020a_I	Written letter to news/mag editor/called radio/TV:Index
M10021a_B	Attended public meeting on town or school affairs:Buyers
M10021a_I	Attended public meeting on town or school affairs:Index
M10022a_B	Served on committee for local organization:Buyers
M10022a_I	Served on committee for local organization:Index
M10023a_B	Made a speech in last 12 months:Buyers
M10023a_I	Made a speech in last 12 months:Index
M10018a_B	Member of civic club:Buyers
M10018a_I	Member of civic club:Index



Esri Data Market Potential

Table Name & Item	Description
Convenience Stores Market Potential	
M11001a_B	Shopped at convenience store in last 6 months:Buyers
M11001a_I	Shopped at convenience store in last 6 months:Index
M11002a_B	Shopped at BP/Amoco Food Mart in last 6 months:Buyers
M11002a_I	Shopped at BP/Amoco Food Mart in last 6 months:Index
M11003a_B	Shopped at AM/PM in last 6 months:Buyers
M11003a_I	Shopped at AM/PM in last 6 months:Index
M11004a_B	Shopped at Circle K in last 6 months:Buyers
M11004a_I	Shopped at Circle K in last 6 months:Index
M11005a_B	Shopped at Citgo Quik Mart in last 6 months:Buyers
M11005a_I	Shopped at Citgo Quik Mart in last 6 months:Index
M11007a_B	Shopped at ExxonMobil On the Run in last 6 months:Buyers
M11007a_I	Shopped at ExxonMobil On the Run in last 6 months:Index
M11008a_B	Shopped at 7-Eleven in last 6 months:Buyers
M11008a_I	Shopped at 7-Eleven in last 6 months:Index
M11009a_B	Shopped at Stop-N-Go in last 6 months:Buyers
M11009a_I	Shopped at Stop-N-Go in last 6 months:Index
M11010a_B	Shopped at Wawa in last 6 months:Buyers
M11010a_I	Shopped at Wawa in last 6 months:Index
M11028a_B	Bought at c-store/30 days: bread:Buyers
M11028a_I	Bought at c-store/30 days: bread:Index
M11029a_B	Bought at c-store/30 days: breakfast sandwich:Buyers
M11029a_I	Bought at c-store/30 days: breakfast sandwich:Index
M11012a_B	Bought at c-store/30 days: candy:Buyers
M11012a_I	Bought at c-store/30 days: candy:Index
M11013a_B	Bought at c-store/30 days: cigarettes:Buyers
M11013a_I	Bought at c-store/30 days: cigarettes:Index
M11014a_B	Bought at c-store/30 days: brewed coffee:Buyers
M11014a_I	Bought at c-store/30 days: brewed coffee:Index
M11015a_B	Bought at c-store/30 days: gas:Buyers
M11015a_I	Bought at c-store/30 days: gas:Index
M11016a_B	Bought at c-store/30 days: ice cream:Buyers
M11016a_I	Bought at c-store/30 days: ice cream:Index
M11017a_B	Bought at c-store/30 days: lottery ticket:Buyers
M11017a_I	Bought at c-store/30 days: lottery ticket:Index
M11030a_B	Bought at c-store/30 days: lunch sandwich:Buyers
M11030a_I	Bought at c-store/30 days: lunch sandwich:Index
M11018a_B	Bought at c-store/30 days: milk:Buyers
M11018a_I	Bought at c-store/30 days: milk:Index
M11020a_B	Bought at c-store/30 days: snack food:Buyers
M11020a_I	Bought at c-store/30 days: snack food:Index
M11021a_B	Bought at c-store/30 days: soft drink (bottle/can):Buyers
M11021a_I	Bought at c-store/30 days: soft drink (bottle/can):Index
M11022a_B	Bought at c-store/30 days: soft drink (fountain):Buyers
M11022a_I	Bought at c-store/30 days: soft drink (fountain):Index
M11023a_B	Bought at c-store/30 days: juice drink:Buyers
M11023a_I	Bought at c-store/30 days: juice drink:Index
M11024a_B	Bought at c-store/30 days: nonprescription drug:Buyers
M11024a_I	Bought at c-store/30 days: nonprescription drug:Index
M11025a_B	Spent at c-store/30 days: <\$20:Buyers
M11025a_I	Spent at c-store/30 days: <\$20:Index
M11026a_B	Spent at c-store/30 days: \$20-39:Buyers
M11026a_I	Spent at c-store/30 days: \$20-39:Index
M11027a_B	Spent at c-store/30 days: \$40+:Buyers
M11027a_I	Spent at c-store/30 days: \$40+:Index
M11031a_B	Used at c-store/30 days: ATM/financial service:Buyers
M11031a_I	Used at c-store/30 days: ATM/financial service:Index



Esri Data

Market Potential

Table Name & Item	Description
Dining Out Market Potential	
M26001a_B	Went to family restaurant/steak house in last 6 mo:Buyers
M26001a_I	Went to family restaurant/steak house in last 6 mo:Index
M26002a_B	Family restaurant/steak house last mo: <2 times:Buyers
M26002a_I	Family restaurant/steak house last mo: <2 times:Index
M26003a_B	Family restaurant/steak house last mo: 2-4 times:Buyers
M26003a_I	Family restaurant/steak house last mo: 2-4 times:Index
M26004a_B	Family restaurant/steak house last mo: 5+ times:Buyers
M26004a_I	Family restaurant/steak house last mo: 5+ times:Index
M26005a_B	Family restaurant/steak house last 6 mo: breakfast:Buyers
M26005a_I	Family restaurant/steak house last 6 mo: breakfast:Index
M26006a_B	Family restaurant/steak house last 6 mo: lunch:Buyers
M26006a_I	Family restaurant/steak house last 6 mo: lunch:Index
M26007a_B	Family restaurant/steak house last 6 mo: snack:Buyers
M26007a_I	Family restaurant/steak house last 6 mo: snack:Index
M26008a_B	Family restaurant/steak house last 6 mo: dinner:Buyers
M26008a_I	Family restaurant/steak house last 6 mo: dinner:Index
M26009a_B	Family restaurant/steak house last 6 mo: weekday:Buyers
M26009a_I	Family restaurant/steak house last 6 mo: weekday:Index
M26010a_B	Family restaurant/steak house last 6 mo: weekend:Buyers
M26010a_I	Family restaurant/steak house last 6 mo: weekend:Index
M26011a_B	Fam rest/steak hse last 6 mo: Applebee`s:Buyers
M26011a_I	Fam rest/steak hse last 6 mo: Applebee`s:Index
M26013a_B	Fam rest/steak hse last 6 mo: Bennigan`s:Buyers
M26013a_I	Fam rest/steak hse last 6 mo: Bennigan`s:Index
M26015a_B	Fam rest/steak hse last 6 mo: Bob Evans Farm:Buyers
M26015a_I	Fam rest/steak hse last 6 mo: Bob Evans Farm:Index
M26016a_B	Fam rest/steak hse last 6 mo: Cheesecake Factory:Buyers
M26016a_I	Fam rest/steak hse last 6 mo: Cheesecake Factory:Index
M26018a_B	Fam rest/steak hse last 6 mo: Chili`s Grill & Bar:Buyers
M26018a_I	Fam rest/steak hse last 6 mo: Chili`s Grill & Bar:Index
M26019a_B	Fam rest/steak hse last 6 mo: Cracker Barrel:Buyers
M26019a_I	Fam rest/steak hse last 6 mo: Cracker Barrel:Index
M26020a_B	Fam rest/steak hse last 6 mo: Denny`s:Buyers
M26020a_I	Fam rest/steak hse last 6 mo: Denny`s:Index
M26022a_B	Fam rest/steak hse last 6 mo: Friendly`s:Buyers
M26022a_I	Fam rest/steak hse last 6 mo: Friendly`s:Index
M26023a_B	Fam rest/steak hse last 6 mo: Golden Corral:Buyers
M26023a_I	Fam rest/steak hse last 6 mo: Golden Corral:Index
M26024a_B	Fam rest/steak hse last 6 mo: Intl Hse of Pancakes:Buyers
M26024a_I	Fam rest/steak hse last 6 mo: Intl Hse of Pancakes:Index
M26025a_B	Fam rest/steak hse last 6 mo: Lone Star Steakhouse:Buyers
M26025a_I	Fam rest/steak hse last 6 mo: Lone Star Steakhouse:Index
M26027a_B	Fam rest/steak hse last 6 mo: Old Country Buffet:Buyers
M26027a_I	Fam rest/steak hse last 6 mo: Old Country Buffet:Index
M26028a_B	Fam rest/steak hse last 6 mo: Olive Garden:Buyers
M26028a_I	Fam rest/steak hse last 6 mo: Olive Garden:Index
M26029a_B	Fam rest/steak hse last 6 mo: Outback Steakhouse:Buyers
M26029a_I	Fam rest/steak hse last 6 mo: Outback Steakhouse:Index
M26030a_B	Fam rest/steak hse last 6 mo: Perkins:Buyers
M26030a_I	Fam rest/steak hse last 6 mo: Perkins:Index
M26032a_B	Fam rest/steak hse last 6 mo: Red Lobster:Buyers
M26032a_I	Fam rest/steak hse last 6 mo: Red Lobster:Index
M26033a_B	Fam rest/steak hse last 6 mo: Red Robin:Buyers
M26033a_I	Fam rest/steak hse last 6 mo: Red Robin:Index
M26034a_B	Fam rest/steak hse last 6 mo: Ruby Tuesday:Buyers
M26034a_I	Fam rest/steak hse last 6 mo: Ruby Tuesday:Index
M26035a_B	Fam rest/steak hse last 6 mo: Ryan`s:Buyers
M26035a_I	Fam rest/steak hse last 6 mo: Ryan`s:Index



Esri Data Market Potential

Table Name & Item	Description
M26037a_B	Fam rest/steak hse last 6 mo: Sizzler:Buyers
M26037a_I	Fam rest/steak hse last 6 mo: Sizzler:Index
M26038a_B	Fam rest/steak hse last 6 mo: T.G.I. Friday's:Buyers
M26038a_I	Fam rest/steak hse last 6 mo: T.G.I. Friday's:Index
M26040a_B	Went to fast food/drive-in restaurant in last 6 mo:Buyers
M26040a_I	Went to fast food/drive-in restaurant in last 6 mo:Index
M26041a_B	Went to fast food/drive-in restaurant <6 times/mo:Buyers
M26041a_I	Went to fast food/drive-in restaurant <6 times/mo:Index
M26042a_B	Went to fast food/drive-in 6-13 times/mo:Buyers
M26042a_I	Went to fast food/drive-in 6-13 times/mo:Index
M26043a_B	Went to fast food/drive-in restaurant 14+ times/mo:Buyers
M26043a_I	Went to fast food/drive-in restaurant 14+ times/mo:Index
M26044a_B	Fast food/drive-in last 6 mo: breakfast:Buyers
M26044a_I	Fast food/drive-in last 6 mo: breakfast:Index
M26045a_B	Fast food/drive-in last 6 mo: lunch:Buyers
M26045a_I	Fast food/drive-in last 6 mo: lunch:Index
M26046a_B	Fast food/drive-in last 6 mo: snack:Buyers
M26046a_I	Fast food/drive-in last 6 mo: snack:Index
M26047a_B	Fast food/drive-in last 6 mo: dinner:Buyers
M26047a_I	Fast food/drive-in last 6 mo: dinner:Index
M26048a_B	Fast food/drive-in last 6 mo: weekday:Buyers
M26048a_I	Fast food/drive-in last 6 mo: weekday:Index
M26049a_B	Fast food/drive-in last 6 mo: weekend:Buyers
M26049a_I	Fast food/drive-in last 6 mo: weekend:Index
M26053a_B	Fast food/drive-in last 6 mo: A & W:Buyers
M26053a_I	Fast food/drive-in last 6 mo: A & W:Index
M26054a_B	Fast food/drive-in last 6 mo: Arby's:Buyers
M26054a_I	Fast food/drive-in last 6 mo: Arby's:Index
M26056a_B	Fast food/drive-in last 6 mo: Boston Market:Buyers
M26056a_I	Fast food/drive-in last 6 mo: Boston Market:Index
M26057a_B	Fast food/drive-in last 6 mo: Burger King:Buyers
M26057a_I	Fast food/drive-in last 6 mo: Burger King:Index
M26058a_B	Fast food/drive-in last 6 mo: Captain D's:Buyers
M26058a_I	Fast food/drive-in last 6 mo: Captain D's:Index
M26059a_B	Fast food/drive-in last 6 mo: Carl's Jr.:Buyers
M26059a_I	Fast food/drive-in last 6 mo: Carl's Jr.:Index
M26060a_B	Fast food/drive-in last 6 mo: Checkers:Buyers
M26060a_I	Fast food/drive-in last 6 mo: Checkers:Index
M26061a_B	Fast food/drive-in last 6 mo: Chick-fil-A:Buyers
M26061a_I	Fast food/drive-in last 6 mo: Chick-fil-A:Index
M26095a_B	Fast food/drive-in last 6 mo: Chipotle Mex. Grill:Buyers
M26095a_I	Fast food/drive-in last 6 mo: Chipotle Mex. Grill:Index
M26062a_B	Fast food/drive-in last 6 mo: Chuck E. Cheese's:Buyers
M26062a_I	Fast food/drive-in last 6 mo: Chuck E. Cheese's:Index
M26063a_B	Fast food/drive-in last 6 mo: Church's Fr. Chicken:Buyers
M26063a_I	Fast food/drive-in last 6 mo: Church's Fr. Chicken:Index
M26064a_B	Fast food/drive-in last 6 mo: Dairy Queen:Buyers
M26064a_I	Fast food/drive-in last 6 mo: Dairy Queen:Index
M26065a_B	Fast food/drive-in last 6 mo: Del Taco:Buyers
M26065a_I	Fast food/drive-in last 6 mo: Del Taco:Index
M26066a_B	Fast food/drive-in last 6 mo: Domino's Pizza:Buyers
M26066a_I	Fast food/drive-in last 6 mo: Domino's Pizza:Index
M26067a_B	Fast food/drive-in last 6 mo: Dunkin' Donuts:Buyers
M26067a_I	Fast food/drive-in last 6 mo: Dunkin' Donuts:Index
M26069a_B	Fast food/drive-in last 6 mo: Fuddruckers:Buyers
M26069a_I	Fast food/drive-in last 6 mo: Fuddruckers:Index
M26070a_B	Fast food/drive-in last 6 mo: Hardee's:Buyers
M26070a_I	Fast food/drive-in last 6 mo: Hardee's:Index



Esri Data Market Potential

Table Name & Item	Description
M26071a_B	Fast food/drive-in last 6 mo: Jack in the Box:Buyers
M26071a_I	Fast food/drive-in last 6 mo: Jack in the Box:Index
M26072a_B	Fast food/drive-in last 6 mo: KFC:Buyers
M26072a_I	Fast food/drive-in last 6 mo: KFC:Index
M26074a_B	Fast food/drive-in last 6 mo: Little Caesars:Buyers
M26074a_I	Fast food/drive-in last 6 mo: Little Caesars:Index
M26075a_B	Fast food/drive-in last 6 mo: Long John Silver's:Buyers
M26075a_I	Fast food/drive-in last 6 mo: Long John Silver's:Index
M26076a_B	Fast food/drive-in last 6 mo: McDonald's:Buyers
M26076a_I	Fast food/drive-in last 6 mo: McDonald's:Index
M26092a_B	Fast food/drive-in last 6 mo: Panera Bread:Buyers
M26092a_I	Fast food/drive-in last 6 mo: Panera Bread:Index
M26077a_B	Fast food/drive-in last 6 mo: Papa John's:Buyers
M26077a_I	Fast food/drive-in last 6 mo: Papa John's:Index
M26078a_B	Fast food/drive-in last 6 mo: Pizza Hut:Buyers
M26078a_I	Fast food/drive-in last 6 mo: Pizza Hut:Index
M26079a_B	Fast food/drive-in last 6 mo: Popeyes:Buyers
M26079a_I	Fast food/drive-in last 6 mo: Popeyes:Index
M26093a_B	Fast food/drive-in last 6 mo: Quiznos:Buyers
M26093a_I	Fast food/drive-in last 6 mo: Quiznos:Index
M26081a_B	Fast food/drive-in last 6 mo: Sonic Drive-In:Buyers
M26081a_I	Fast food/drive-in last 6 mo: Sonic Drive-In:Index
M26094a_B	Fast food/drive-in last 6 mo: Starbucks:Buyers
M26094a_I	Fast food/drive-in last 6 mo: Starbucks:Index
M26082a_B	Fast food/drive-in last 6 mo: Steak n Shake:Buyers
M26082a_I	Fast food/drive-in last 6 mo: Steak n Shake:Index
M26083a_B	Fast food/drive-in last 6 mo: Subway:Buyers
M26083a_I	Fast food/drive-in last 6 mo: Subway:Index
M26084a_B	Fast food/drive-in last 6 mo: Taco Bell:Buyers
M26084a_I	Fast food/drive-in last 6 mo: Taco Bell:Index
M26085a_B	Fast food/drive-in last 6 mo: Wendy's:Buyers
M26085a_I	Fast food/drive-in last 6 mo: Wendy's:Index
M26086a_B	Fast food/drive-in last 6 mo: Whataburger:Buyers
M26086a_I	Fast food/drive-in last 6 mo: Whataburger:Index
M26087a_B	Fast food/drive-in last 6 mo: White Castle:Buyers
M26087a_I	Fast food/drive-in last 6 mo: White Castle:Index
M26088a_B	Fast food/drive-in last 6 mo: eat in:Buyers
M26088a_I	Fast food/drive-in last 6 mo: eat in:Index
M26089a_B	Fast food/drive-in last 6 mo: home delivery:Buyers
M26089a_I	Fast food/drive-in last 6 mo: home delivery:Index
M26090a_B	Fast food/drive-in last 6 mo: take-out/drive-thru:Buyers
M26090a_I	Fast food/drive-in last 6 mo: take-out/drive-thru:Index
M26091a_B	Fast food/drive-in last 6 mo: take-out/walk-in:Buyers
M26091a_I	Fast food/drive-in last 6 mo: take-out/walk-in:Index



Esri Data Market Potential

Table Name & Item	Description
Electronics Market Potential	
M12002h_B	HH owns a personal computer:Buyers
M12002h_I	HH owns a personal computer:Index
M12003h_B	Purchased home PC in last 12 months:Buyers
M12003h_I	Purchased home PC in last 12 months:Index
M12004h_B	Purchased home PC 1-2 years ago:Buyers
M12004h_I	Purchased home PC 1-2 years ago:Index
M12005h_B	Purchased home PC 3-4 years ago:Buyers
M12005h_I	Purchased home PC 3-4 years ago:Index
M12006h_B	Purchased home PC 5+ years ago:Buyers
M12006h_I	Purchased home PC 5+ years ago:Index
M12007h_B	Spent <\$500 on home PC (most recent purchase):Buyers
M12007h_I	Spent <\$500 on home PC (most recent purchase):Index
M12008h_B	Spent \$500-999 on home PC (most recent purchase):Buyers
M12008h_I	Spent \$500-999 on home PC (most recent purchase):Index
M12009h_B	Spent \$1000-1499 on home PC (most recent purchase):Buyers
M12009h_I	Spent \$1000-1499 on home PC (most recent purchase):Index
M12010h_B	Spent \$1500-1999 on home PC (most recent purchase):Buyers
M12010h_I	Spent \$1500-1999 on home PC (most recent purchase):Index
M12011h_B	Spent \$2000+ on home PC (most recent purchase):Buyers
M12011h_I	Spent \$2000+ on home PC (most recent purchase):Index
M12013h_B	Purchased home PC at computer superstore:Buyers
M12013h_I	Purchased home PC at computer superstore:Index
M12014h_B	Purchased home PC at department store:Buyers
M12014h_I	Purchased home PC at department store:Index
M12015h_B	Purchased home PC direct from manufacturer:Buyers
M12015h_I	Purchased home PC direct from manufacturer:Index
M12016h_B	Purchased home PC at electronics store:Buyers
M12016h_I	Purchased home PC at electronics store:Index
M12017h_B	Purchased home PC on Internet:Buyers
M12017h_I	Purchased home PC on Internet:Index
M12019h_B	Purchased home PC at warehouse discount outlet:Buyers
M12019h_I	Purchased home PC at warehouse discount outlet:Index
M12020h_B	HH owns desktop PC:Buyers
M12020h_I	HH owns desktop PC:Index
M12021h_B	HH owns laptop/notebook/tablet PC:Buyers
M12021h_I	HH owns laptop/notebook/tablet PC:Index
M12023h_B	HH owns any Apple/Apple Mac clone brand PC:Buyers
M12023h_I	HH owns any Apple/Apple Mac clone brand PC:Index
M12027h_B	HH owns any IBM/IBM compatible brand PC:Buyers
M12027h_I	HH owns any IBM/IBM compatible brand PC:Index
M12028h_B	Brand of PC that HH owns: Compaq:Buyers
M12028h_I	Brand of PC that HH owns: Compaq:Index
M12029h_B	Brand of PC that HH owns: Dell:Buyers
M12029h_I	Brand of PC that HH owns: Dell:Index
M12030h_B	Brand of PC that HH owns: Gateway:Buyers
M12030h_I	Brand of PC that HH owns: Gateway:Index
M12031h_B	Brand of PC that HH owns: Hewlett Packard:Buyers
M12031h_I	Brand of PC that HH owns: Hewlett Packard:Index
M12114h_B	Brand of PC that HH owns: Sony Vaio:Buyers
M12114h_I	Brand of PC that HH owns: Sony Vaio:Index
M12033h_B	Child (under 18) uses home PC:Buyers
M12033h_I	Child (under 18) uses home PC:Index



Esri Data Market Potential

Table Name & Item	Description
M12034h_B	HH owns CD burner:Buyers
M12034h_I	HH owns CD burner:Index
M12035h_B	HH owns CD ROM drive:Buyers
M12035h_I	HH owns CD ROM drive:Index
M12036h_B	HH owns DVD drive:Buyers
M12036h_I	HH owns DVD drive:Index
M12123h_B	HH owns DVD-RW drive (DVD burner):Buyers
M12123h_I	HH owns DVD-RW drive (DVD burner):Index
M12124h_B	HH owns external hard drive:Buyers
M12124h_I	HH owns external hard drive:Index
M12125h_B	HH owns flash drive:Buyers
M12125h_I	HH owns flash drive:Index
M12038h_B	HH owns LAN/network interface card:Buyers
M12038h_I	HH owns LAN/network interface card:Index
M12040h_B	HH owns inkjet printer:Buyers
M12040h_I	HH owns inkjet printer:Index
M12041h_B	HH owns laser printer:Buyers
M12041h_I	HH owns laser printer:Index
M12094h_B	HH owns modem/fax modem:Buyers
M12094h_I	HH owns modem/fax modem:Index
M12042h_B	HH owns removable cartridge storage device:Buyers
M12042h_I	HH owns removable cartridge storage device:Index
M12043h_B	HH owns scanner:Buyers
M12043h_I	HH owns scanner:Index
M12044h_B	HH owns PC speakers:Buyers
M12044h_I	HH owns PC speakers:Index
M12045h_B	HH owns tape backup:Buyers
M12045h_I	HH owns tape backup:Index
M12126h_B	HH owns webcam:Buyers
M12126h_I	HH owns webcam:Index
M12046h_B	HH owns software: accounting:Buyers
M12046h_I	HH owns software: accounting:Index
M12047h_B	HH owns software: communications/fax:Buyers
M12047h_I	HH owns software: communications/fax:Index
M12048h_B	HH owns software: database/filing:Buyers
M12048h_I	HH owns software: database/filing:Index
M12049h_B	HH owns software: desktop publishing:Buyers
M12049h_I	HH owns software: desktop publishing:Index
M12050h_B	HH owns software: education/training:Buyers
M12050h_I	HH owns software: education/training:Index
M12051h_B	HH owns software: entertainment/games:Buyers
M12051h_I	HH owns software: entertainment/games:Index
M12127h_B	HH owns software: online meeting/conference:Buyers
M12127h_I	HH owns software: online meeting/conference:Index
M12052h_B	HH owns software: personal finance/tax prep:Buyers
M12052h_I	HH owns software: personal finance/tax prep:Index
M12053h_B	HH owns software: presentation graphics:Buyers
M12053h_I	HH owns software: presentation graphics:Index
M12054h_B	HH owns software: multimedia:Buyers
M12054h_I	HH owns software: multimedia:Index
M12055h_B	HH owns software: networking:Buyers
M12055h_I	HH owns software: networking:Index
M12128h_B	HH owns software: security/anti-virus:Buyers
M12128h_I	HH owns software: security/anti-virus:Index
M12056h_B	HH owns software: spreadsheet:Buyers
M12056h_I	HH owns software: spreadsheet:Index
M12057h_B	HH owns software: utility:Buyers
M12057h_I	HH owns software: utility:Index



Esri Data Market Potential

Table Name & Item	Description
M12058h_B	HH owns software: web authoring:Buyers
M12058h_I	HH owns software: web authoring:Index
M12059h_B	HH owns software: word processing:Buyers
M12059h_I	HH owns software: word processing:Index
M12060h_B	Spent \$500+ on software for home PC in last 12 mo:Buyers
M12060h_I	Spent \$500+ on software for home PC in last 12 mo:Index
M12061h_B	Purchased computer book in last 12 months:Buyers
M12061h_I	Purchased computer book in last 12 months:Index
M12062h_B	HH owns fax machine:Buyers
M12062h_I	HH owns fax machine:Index
M12063h_B	Purchased audio equipment in last 12 months:Buyers
M12063h_I	Purchased audio equipment in last 12 months:Index
M12065h_B	Purchased headphones in last 12 months:Buyers
M12065h_I	Purchased headphones in last 12 months:Index
M12067h_B	HH owns camcorder:Buyers
M12067h_I	HH owns camcorder:Index
M12068h_B	Purchased camcorder in last 12 months:Buyers
M12068h_I	Purchased camcorder in last 12 months:Index
M12070h_B	HH owns CD player:Buyers
M12070h_I	HH owns CD player:Index
M12071h_B	Purchased CD player in last 12 months:Buyers
M12071h_I	Purchased CD player in last 12 months:Index
M12072h_B	HH owns DVD player:Buyers
M12072h_I	HH owns DVD player:Index
M12073h_B	Purchased DVD player in last 12 months:Buyers
M12073h_I	Purchased DVD player in last 12 months:Index
M12074h_B	HH owns 1 TV:Buyers
M12074h_I	HH owns 1 TV:Index
M12075h_B	HH owns 2 TVs:Buyers
M12075h_I	HH owns 2 TVs:Index
M12076h_B	HH owns 3 TVs:Buyers
M12076h_I	HH owns 3 TVs:Index
M12077h_B	HH owns 4+ TVs:Buyers
M12077h_I	HH owns 4+ TVs:Index
M12080h_B	HH owns miniature screen TV (<13 in):Buyers
M12080h_I	HH owns miniature screen TV (<13 in):Index
M12115h_B	Most recent TV purchase: miniature screen (<13 in):Buyers
M12115h_I	Most recent TV purchase: miniature screen (<13 in):Index
M12081h_B	HH owns regular screen TV (13-26 in):Buyers
M12081h_I	HH owns regular screen TV (13-26 in):Index
M12082h_B	Most recent TV purchase: regular screen (13-26 in):Buyers
M12082h_I	Most recent TV purchase: regular screen (13-26 in):Index
M12083h_B	HH owns large screen TV (27-35 in):Buyers
M12083h_I	HH owns large screen TV (27-35 in):Index
M12084h_B	Most recent TV purchase: large screen (27-35 in):Buyers
M12084h_I	Most recent TV purchase: large screen (27-35 in):Index
M12095h_B	HH owns big screen TV (36-42 in):Buyers
M12095h_I	HH owns big screen TV (36-42 in):Index
M12096h_B	Most recent TV purchase: big screen (36-42 in):Buyers
M12096h_I	Most recent TV purchase: big screen (36-42 in):Index
M12097h_B	HH owns giant screen TV (over 42 in):Buyers
M12097h_I	HH owns giant screen TV (over 42 in):Index
M12098h_B	Most recent TV purchase: giant screen (over 42 in):Buyers
M12098h_I	Most recent TV purchase: giant screen (over 42 in):Index



Esri Data Market Potential

Table Name & Item	Description
M12116h_B	HH owns LCD TV:Buyers
M12116h_I	HH owns LCD TV:Index
M12099h_B	HH owns plasma TV:Buyers
M12099h_I	HH owns plasma TV:Index
M12100h_B	HH owns projection TV:Buyers
M12100h_I	HH owns projection TV:Index
M12087h_B	HH owns video game system:Buyers
M12087h_I	HH owns video game system:Index
M12088h_B	Purchased video game system in last 12 months:Buyers
M12088h_I	Purchased video game system in last 12 months:Index
M12117h_B	HH owns video game system: handheld:Buyers
M12117h_I	HH owns video game system: handheld:Index
M12118h_B	HH owns video game system: attached to TV/computer:Buyers
M12118h_I	HH owns video game system: attached to TV/computer:Index
M12089h_B	HH owns video game system: Game Boy:Buyers
M12089h_I	HH owns video game system: Game Boy:Index
M12101h_B	HH owns video game system: Game Boy Advance/SP:Buyers
M12101h_I	HH owns video game system: Game Boy Advance/SP:Index
M12119h_B	HH owns video game system: Nintendo DS:Buyers
M12119h_I	HH owns video game system: Nintendo DS:Index
M12102h_B	HH owns video game system: Nintendo GameCube:Buyers
M12102h_I	HH owns video game system: Nintendo GameCube:Index
M12129h_B	HH owns video game system: Nintendo Wii:Buyers
M12129h_I	HH owns video game system: Nintendo Wii:Index
M12103h_B	HH owns video game system: PlayStation 2:Buyers
M12103h_I	HH owns video game system: PlayStation 2:Index
M12130h_B	HH owns video game system: PlayStation 3:Buyers
M12130h_I	HH owns video game system: PlayStation 3:Index
M12091h_B	HH owns video game system: Sony PlayStation/PS One:Buyers
M12091h_I	HH owns video game system: Sony PlayStation/PS One:Index
M12120h_B	HH owns video game system: Sony PSP:Buyers
M12120h_I	HH owns video game system: Sony PSP:Index
M12105h_B	HH owns video game system: Xbox:Buyers
M12105h_I	HH owns video game system: Xbox:Index
M12121h_B	HH owns video game system: Xbox 360:Buyers
M12121h_I	HH owns video game system: Xbox 360:Index
M12093h_B	HH purchased 5+ video games in last 12 months:Buyers
M12093h_I	HH purchased 5+ video games in last 12 months:Index
M12122h_B	HH spent \$101+ on video games in last 12 months:Buyers
M12122h_I	HH spent \$101+ on video games in last 12 months:Index
M12131a_B	Own MP3 player:Buyers
M12131a_I	Own MP3 player:Index
M12132a_B	Purchased MP3 player in last 12 months:Buyers
M12132a_I	Purchased MP3 player in last 12 months:Index
M12133a_B	Own Apple iPod:Buyers
M12133a_I	Own Apple iPod:Index
M12134a_B	Purchased Apple iPod in last 12 months:Buyers
M12134a_I	Purchased Apple iPod in last 12 months:Index



Esri Data Market Potential

Table Name & Item	Description
Financial Market Potential	
M13001a_B	Bank/financial institution: use full service bank:Buyers
M13001a_I	Bank/financial institution: use full service bank:Index
M13002a_B	Bank/financial institution: use savings & loan:Buyers
M13002a_I	Bank/financial institution: use savings & loan:Index
M13003a_B	Bank/financial institution: use credit union:Buyers
M13003a_I	Bank/financial institution: use credit union:Index
M13004a_B	Bank/financial institution: use fed savings bank:Buyers
M13004a_I	Bank/financial institution: use fed savings bank:Index
M13061a_B	Bank/financial institution: use mutual funds co:Buyers
M13061a_I	Bank/financial institution: use mutual funds co:Index
M13063a_B	Bank/financial institution: use Internet Bank:Buyers
M13063a_I	Bank/financial institution: use Internet Bank:Index
M13005a_B	Used ATM/cash machine in last 12 months:Buyers
M13005a_I	Used ATM/cash machine in last 12 months:Index
M13006a_B	Banked in person in last 12 months:Buyers
M13006a_I	Banked in person in last 12 months:Index
M13007a_B	Banked by mail in last 12 months:Buyers
M13007a_I	Banked by mail in last 12 months:Index
M13008a_B	Banked by phone in last 12 months:Buyers
M13008a_I	Banked by phone in last 12 months:Index
M13062a_B	Did banking over the Internet in last 12 months:Buyers
M13062a_I	Did banking over the Internet in last 12 months:Index
M13009a_B	Used direct deposit of paycheck in last 12 months:Buyers
M13009a_I	Used direct deposit of paycheck in last 12 months:Index
M13010a_B	Have interest checking account:Buyers
M13010a_I	Have interest checking account:Index
M13011a_B	Have non-interest checking account:Buyers
M13011a_I	Have non-interest checking account:Index
M13012a_B	Have money market account:Buyers
M13012a_I	Have money market account:Index
M13013a_B	Have savings account:Buyers
M13013a_I	Have savings account:Index
M13014a_B	Have 401K retirement savings:Buyers
M13014a_I	Have 401K retirement savings:Index
M13015a_B	Have IRA retirement savings:Buyers
M13015a_I	Have IRA retirement savings:Index
M13016a_B	Have auto loan for new car:Buyers
M13016a_I	Have auto loan for new car:Index
M13017a_B	Have personal loan for education only:Buyers
M13017a_I	Have personal loan for education only:Index
M13018a_B	Have personal loan - not for education:Buyers
M13018a_I	Have personal loan - not for education:Index
M13019a_B	Have home mortgage (1st):Buyers
M13019a_I	Have home mortgage (1st):Index
M13020a_B	Have 2nd mortgage (equity loan):Buyers
M13020a_I	Have 2nd mortgage (equity loan):Index
M13022a_B	Have home equity line of credit:Buyers
M13022a_I	Have home equity line of credit:Index
M13023a_B	Have personal line of credit:Buyers
M13023a_I	Have personal line of credit:Index
M13024a_B	Have overdraft protection:Buyers
M13024a_I	Have overdraft protection:Index



Esri Data Market Potential

Table Name & Item	Description
M13025a_B	Own any securities investment:Buyers
M13025a_I	Own any securities investment:Index
M13026a_B	Own annuities:Buyers
M13026a_I	Own annuities:Index
M13027a_B	Own certificate of deposit (6 months or less):Buyers
M13027a_I	Own certificate of deposit (6 months or less):Index
M13028a_B	Own certificate of deposit (more than 6 months):Buyers
M13028a_I	Own certificate of deposit (more than 6 months):Index
M13029a_B	Own common/preferred stock in company you work for:Buyers
M13029a_I	Own common/preferred stock in company you work for:Index
M13030a_B	Own common stock in company you don't work for:Buyers
M13030a_I	Own common stock in company you don't work for:Index
M13031a_B	Own insured money market account (bank):Buyers
M13031a_I	Own insured money market account (bank):Index
M13032a_B	Own shares in money market fund:Buyers
M13032a_I	Own shares in money market fund:Index
M13033a_B	Own shares in mutual fund (bonds):Buyers
M13033a_I	Own shares in mutual fund (bonds):Index
M13034a_B	Own shares in mutual fund (stock):Buyers
M13034a_I	Own shares in mutual fund (stock):Index
M13037a_B	Own any stock:Buyers
M13037a_I	Own any stock:Index
M13038a_B	Own stock with market value <\$10000:Buyers
M13038a_I	Own stock with market value <\$10000:Index
M13039a_B	Own stock with market value \$10000-49999:Buyers
M13039a_I	Own stock with market value \$10000-49999:Index
M13040a_B	Own stock with market value \$50000+:Buyers
M13040a_I	Own stock with market value \$50000+:Index
M13041a_B	Own U.S. savings bond:Buyers
M13041a_I	Own U.S. savings bond:Index
M13043a_B	Used financial planning counsel in last 12 months:Buyers
M13043a_I	Used financial planning counsel in last 12 months:Index
M13065a_B	Used full service brokerage firm in last 12 months:Buyers
M13065a_I	Used full service brokerage firm in last 12 months:Index
M13046a_B	Own any credit/debit card (in own name):Buyers
M13046a_I	Own any credit/debit card (in own name):Index
M13048a_B	Own American Express card (in own name):Buyers
M13048a_I	Own American Express card (in own name):Index
M13050a_B	Own Discover card (in own name):Buyers
M13050a_I	Own Discover card (in own name):Index
M13051a_B	Own MasterCard (in own name):Buyers
M13051a_I	Own MasterCard (in own name):Index
M13052a_B	Own Visa (in own name):Buyers
M13052a_I	Own Visa (in own name):Index
M13054a_B	Own any department store credit card (in own name):Buyers
M13054a_I	Own any department store credit card (in own name):Index
M13056a_B	Avg monthly credit card expenditures: <\$111:Buyers
M13056a_I	Avg monthly credit card expenditures: <\$111:Index
M13057a_B	Avg monthly credit card expenditures: \$111-225:Buyers
M13057a_I	Avg monthly credit card expenditures: \$111-225:Index
M13058a_B	Avg monthly credit card expenditures: \$226-450:Buyers
M13058a_I	Avg monthly credit card expenditures: \$226-450:Index
M13059a_B	Avg monthly credit card expenditures: \$451-700:Buyers
M13059a_I	Avg monthly credit card expenditures: \$451-700:Index
M13060a_B	Avg monthly credit card expenditures: \$701+:Buyers
M13060a_I	Avg monthly credit card expenditures: \$701+:Index



Esri Data

Market Potential

Table Name & Item	Description
Grocery Market Potential	
M16001h_B	Avg spent per week by HH at food stores: <\$100:Buyers
M16001h_I	Avg spent per week by HH at food stores: <\$100:Index
M16002h_B	Avg spent per week by HH at food stores: \$100-\$149:Buyers
M16002h_I	Avg spent per week by HH at food stores: \$100-\$149:Index
M16003h_B	Avg spent per week by HH at food stores: \$150+:Buyers
M16003h_I	Avg spent per week by HH at food stores: \$150+:Index
M16004a_B	Shopped at grocery store/6 mo: A & P:Buyers
M16004a_I	Shopped at grocery store/6 mo: A & P:Index
M16005a_B	Shopped at grocery store/6 mo: Acme:Buyers
M16005a_I	Shopped at grocery store/6 mo: Acme:Index
M16006a_B	Shopped at grocery store/6 mo: Albertson's:Buyers
M16006a_I	Shopped at grocery store/6 mo: Albertson's:Index
M16007a_B	Shopped at grocery store/6 mo: Aldi:Buyers
M16007a_I	Shopped at grocery store/6 mo: Aldi:Index
M16008a_B	Shopped at grocery store/6 mo: Cub Foods:Buyers
M16008a_I	Shopped at grocery store/6 mo: Cub Foods:Index
M16009a_B	Shopped at grocery store/6 mo: Food Lion:Buyers
M16009a_I	Shopped at grocery store/6 mo: Food Lion:Index
M16012a_B	Shopped at grocery store/6 mo: GNC:Buyers
M16012a_I	Shopped at grocery store/6 mo: GNC:Index
M16013a_B	Shopped at grocery store/6 mo: Giant:Buyers
M16013a_I	Shopped at grocery store/6 mo: Giant:Index
M16015a_B	Shopped at grocery store/6 mo: Harris Teeter:Buyers
M16015a_I	Shopped at grocery store/6 mo: Harris Teeter:Index
M16017a_B	Shopped at grocery store/6 mo: IGA:Buyers
M16017a_I	Shopped at grocery store/6 mo: IGA:Index
M16018a_B	Shopped at grocery store/6 mo: Kroger:Buyers
M16018a_I	Shopped at grocery store/6 mo: Kroger:Index
M16019a_B	Shopped at grocery store/6 mo: Pathmark:Buyers
M16019a_I	Shopped at grocery store/6 mo: Pathmark:Index
M16020a_B	Shopped at grocery store/6 mo: Piggly Wiggly:Buyers
M16020a_I	Shopped at grocery store/6 mo: Piggly Wiggly:Index
M16021a_B	Shopped at grocery store/6 mo: Publix:Buyers
M16021a_I	Shopped at grocery store/6 mo: Publix:Index
M16023a_B	Shopped at grocery store/6 mo: Safeway:Buyers
M16023a_I	Shopped at grocery store/6 mo: Safeway:Index
M16024a_B	Shopped at grocery store/6 mo: Shop'N Save:Buyers
M16024a_I	Shopped at grocery store/6 mo: Shop'N Save:Index
M16025a_B	Shopped at grocery store/6 mo: Stop'N Shop:Buyers
M16025a_I	Shopped at grocery store/6 mo: Stop'N Shop:Index
M16026a_B	Shopped at grocery store/6 mo: Vons:Buyers
M16026a_I	Shopped at grocery store/6 mo: Vons:Index
M16027a_B	Shopped at grocery store/6 mo: Wal-Mart Superctr:Buyers
M16027a_I	Shopped at grocery store/6 mo: Wal-Mart Superctr:Index
M16294a_B	Shopped at grocery store/6 mo: Wegmans:Buyers
M16294a_I	Shopped at grocery store/6 mo: Wegmans:Index
M16295a_B	Shopped at grocery store/6 mo: Whole Foods Market:Buyers
M16295a_I	Shopped at grocery store/6 mo: Whole Foods Market:Index
M16028a_B	Shopped at grocery store/6 mo: Winn Dixie:Buyers
M16028a_I	Shopped at grocery store/6 mo: Winn Dixie:Index
M16029a_B	Used air freshener/carpet/rm deodorizer last 6 mo:Buyers
M16029a_I	Used air freshener/carpet/rm deodorizer last 6 mo:Index
M16030a_B	Used aluminum foil in last 6 months:Buyers
M16030a_I	Used aluminum foil in last 6 months:Index
M16031a_B	Used artificial sweetener in last 6 months:Buyers
M16031a_I	Used artificial sweetener in last 6 months:Index
M16032a_B	Used automatic dishwasher detergent in last 6 mo:Buyers
M16032a_I	Used automatic dishwasher detergent in last 6 mo:Index



Esri Data Market Potential

Table Name & Item	Description
M16033a_B	Used bacon and breakfast strips in last 6 months:Buyers
M16033a_I	Used bacon and breakfast strips in last 6 months:Index
M16034a_B	Used bagels in last 6 months:Buyers
M16034a_I	Used bagels in last 6 months:Index
M16035a_B	Used baking chips in last 6 months:Buyers
M16035a_I	Used baking chips in last 6 months:Index
M16036a_B	Used baking coconut in last 6 months:Buyers
M16036a_I	Used baking coconut in last 6 months:Index
M16037a_B	Used baking mix (not cake mix) in last 6 months:Buyers
M16037a_I	Used baking mix (not cake mix) in last 6 months:Index
M16038a_B	Used baking powder/soda in last 6 months:Buyers
M16038a_I	Used baking powder/soda in last 6 months:Index
M16039a_B	Used bar baking chocolate in last 6 months:Buyers
M16039a_I	Used bar baking chocolate in last 6 months:Index
M16040a_B	Purchased batteries in last 6 months:Buyers
M16040a_I	Purchased batteries in last 6 months:Index
M16041a_B	Used beef (fresh/frozen) in last 6 months:Buyers
M16041a_I	Used beef (fresh/frozen) in last 6 months:Index
M16042a_B	Used bleach in last 6 months:Buyers
M16042a_I	Used bleach in last 6 months:Index
M16043a_B	Used bottled barbecue/seasoning sauce in last 6 mo:Buyers
M16043a_I	Used bottled barbecue/seasoning sauce in last 6 mo:Index
M16044a_B	Drank bottled water/seltzer in last 6 months:Buyers
M16044a_I	Drank bottled water/seltzer in last 6 months:Index
M16045a_B	Purchased boxed chocolates in last 6 months:Buyers
M16045a_I	Purchased boxed chocolates in last 6 months:Index
M16046a_B	Used bread in last 6 months:Buyers
M16046a_I	Used bread in last 6 months:Index
M16047a_B	Used bran bread in last 6 months:Buyers
M16047a_I	Used bran bread in last 6 months:Index
M16048a_B	Used cinnamon bread in last 6 months:Buyers
M16048a_I	Used cinnamon bread in last 6 months:Index
M16049a_B	Used French bread in last 6 months:Buyers
M16049a_I	Used French bread in last 6 months:Index
M16050a_B	Used Italian bread in last 6 months:Buyers
M16050a_I	Used Italian bread in last 6 months:Index
M16051a_B	Used multi-grain bread in last 6 months:Buyers
M16051a_I	Used multi-grain bread in last 6 months:Index
M16052a_B	Used oat bread in last 6 months:Buyers
M16052a_I	Used oat bread in last 6 months:Index
M16053a_B	Used pita bread in last 6 months:Buyers
M16053a_I	Used pita bread in last 6 months:Index
M16054a_B	Used potato bread in last 6 months:Buyers
M16054a_I	Used potato bread in last 6 months:Index
M16055a_B	Used pumpernickel bread in last 6 months:Buyers
M16055a_I	Used pumpernickel bread in last 6 months:Index
M16056a_B	Used raisin bread in last 6 months:Buyers
M16056a_I	Used raisin bread in last 6 months:Index
M16057a_B	Used rye bread in last 6 months:Buyers
M16057a_I	Used rye bread in last 6 months:Index
M16058a_B	Used sourdough bread in last 6 months:Buyers
M16058a_I	Used sourdough bread in last 6 months:Index
M16059a_B	Used wheat bread in last 6 months:Buyers
M16059a_I	Used wheat bread in last 6 months:Index
M16060a_B	Used white bread in last 6 months:Buyers
M16060a_I	Used white bread in last 6 months:Index
M16061a_B	Used reduced calorie/light bread in last 6 months:Buyers
M16061a_I	Used reduced calorie/light bread in last 6 months:Index



Esri Data Market Potential

Table Name & Item	Description
M16062a_B	Used bread crumbs/coating mix in last 6 months:Buyers
M16062a_I	Used bread crumbs/coating mix in last 6 months:Index
M16063a_B	Used breadsticks in last 6 months:Buyers
M16063a_I	Used breadsticks in last 6 months:Index
M16064a_B	Used breakfast cereal (cold) in last 6 months:Buyers
M16064a_I	Used breakfast cereal (cold) in last 6 months:Index
M16065a_B	Used breakfast cereal (hot) in last 6 months:Buyers
M16065a_I	Used breakfast cereal (hot) in last 6 months:Index
M16066a_B	Used breakfast/granola/fruit bars & snacks/6 mo:Buyers
M16066a_I	Used breakfast/granola/fruit bars & snacks/6 mo:Index
M16067a_B	Used brownie/cookie mix in last 6 months:Buyers
M16067a_I	Used brownie/cookie mix in last 6 months:Index
M16068a_B	Used butter in last 6 months:Buyers
M16068a_I	Used butter in last 6 months:Index
M16069a_B	Bought hard roll candy in last 6 months:Buyers
M16069a_I	Bought hard roll candy in last 6 months:Index
M16070a_B	Bought candy (indiv king size) in last 6 months:Buyers
M16070a_I	Bought candy (indiv king size) in last 6 months:Index
M16071a_B	Bought candy (indiv regular size) in last 6 months:Buyers
M16071a_I	Bought candy (indiv regular size) in last 6 months:Index
M16072a_B	Bought prepackaged loose candy in last 6 months:Buyers
M16072a_I	Bought prepackaged loose candy in last 6 months:Index
M16073a_B	Used canned beans with sauce in last 6 months:Buyers
M16073a_I	Used canned beans with sauce in last 6 months:Index
M16074a_B	Used canned chicken in last 6 months:Buyers
M16074a_I	Used canned chicken in last 6 months:Index
M16076a_B	Used canned meat in last 6 months:Buyers
M16076a_I	Used canned meat in last 6 months:Index
M16077a_B	Used canned or jarred fruit in last 6 months:Buyers
M16077a_I	Used canned or jarred fruit in last 6 months:Index
M16078a_B	Used canned or jarred mushrooms in last 6 months:Buyers
M16078a_I	Used canned or jarred mushrooms in last 6 months:Index
M16079a_B	Used canned or jarred soup/broth in last 6 months:Buyers
M16079a_I	Used canned or jarred soup/broth in last 6 months:Index
M16080a_B	Used canned or jarred spaghetti/macaroni last 6 mo:Buyers
M16080a_I	Used canned or jarred spaghetti/macaroni last 6 mo:Index
M16081a_B	Used canned or jarred vegetables in last 6 months:Buyers
M16081a_I	Used canned or jarred vegetables in last 6 months:Index
M16082a_B	Used canned stew in last 6 months:Buyers
M16082a_I	Used canned stew in last 6 months:Index
M16083a_B	Used canned tomatoes in last 6 months:Buyers
M16083a_I	Used canned tomatoes in last 6 months:Index
M16084a_B	Used canned tuna in last 6 months:Buyers
M16084a_I	Used canned tuna in last 6 months:Index
M16085a_B	Used carpet/rug cleaner in last 6 months:Buyers
M16085a_I	Used carpet/rug cleaner in last 6 months:Index
M16086a_B	Used cellophane/transparent tape in last 6 months:Buyers
M16086a_I	Used cellophane/transparent tape in last 6 months:Index
M16087a_B	Used charcoal in last 12 months:Buyers
M16087a_I	Used charcoal in last 12 months:Index
M16088a_B	Used charcoal lighter fluid in last 12 months:Buyers
M16088a_I	Used charcoal lighter fluid in last 12 months:Index
M16089a_B	Used cheese (Amer pasteurized processed) last 6 mo:Buyers
M16089a_I	Used cheese (Amer pasteurized processed) last 6 mo:Index
M16090a_B	Used cheese (grated) in last 6 months:Buyers
M16090a_I	Used cheese (grated) in last 6 months:Index
M16091a_B	Used cheese (natural or imported) in last 6 months:Buyers
M16091a_I	Used cheese (natural or imported) in last 6 months:Index



Esri Data Market Potential

Table Name & Item	Description
M16092a_B	Used cheese sauce/spread in last 6 months:Buyers
M16092a_I	Used cheese sauce/spread in last 6 months:Index
M16093a_B	Used chicken/turkey (fresh or frozen) in last 6 mo:Buyers
M16093a_I	Used chicken/turkey (fresh or frozen) in last 6 mo:Index
M16094a_B	Used chili in last 6 months:Buyers
M16094a_I	Used chili in last 6 months:Index
M16095a_B	Used cocoa powder (for baking) in last 6 months:Buyers
M16095a_I	Used cocoa powder (for baking) in last 6 months:Index
M16096a_B	Used instant/freeze-dried coffee in last 6 months:Buyers
M16096a_I	Used instant/freeze-dried coffee in last 6 months:Index
M16097a_B	Used flavored instant coffee in last 6 months:Buyers
M16097a_I	Used flavored instant coffee in last 6 months:Index
M16098a_B	Used ground coffee in last 6 months:Buyers
M16098a_I	Used ground coffee in last 6 months:Index
M16099a_B	Used regular ground coffee in last 6 months:Buyers
M16099a_I	Used regular ground coffee in last 6 months:Index
M16100a_B	Used decaffeinated ground coffee in last 6 months:Buyers
M16100a_I	Used decaffeinated ground coffee in last 6 months:Index
M16101a_B	Used flavored ground coffee in last 6 months:Buyers
M16101a_I	Used flavored ground coffee in last 6 months:Index
M16102a_B	Used unflavored ground coffee in last 6 months:Buyers
M16102a_I	Used unflavored ground coffee in last 6 months:Index
M16104a_B	Ground coffee used/6 mo: Folgers Breakfast Blend:Buyers
M16104a_I	Ground coffee used/6 mo: Folgers Breakfast Blend:Index
M16105a_B	Ground coffee used/6 mo: Folgers Classic Roast:Buyers
M16105a_I	Ground coffee used/6 mo: Folgers Classic Roast:Index
M16106a_B	Ground coffee/6 mo: Folgers Classic Roast (decaf):Buyers
M16106a_I	Ground coffee/6 mo: Folgers Classic Roast (decaf):Index
M16107a_B	Ground coffee used/6 mo: Folgers French Roast:Buyers
M16107a_I	Ground coffee used/6 mo: Folgers French Roast:Index
M16108a_B	Ground coffee used/6 mo: Folgers 100% Colombian:Buyers
M16108a_I	Ground coffee used/6 mo: Folgers 100% Colombian:Index
M16109a_B	Ground coffee used/6 mo: Folgers Special Roast:Buyers
M16109a_I	Ground coffee used/6 mo: Folgers Special Roast:Index
M16111a_B	Ground coffee/6 mo: Maxwell Hse Original (reg):Buyers
M16111a_I	Ground coffee/6 mo: Maxwell Hse Original (reg):Index
M16113a_B	Ground coffee/6 mo: Maxwell Hse 100% Colombian:Buyers
M16113a_I	Ground coffee/6 mo: Maxwell Hse 100% Colombian:Index
M16115a_B	Ground coffee/6 mo: Maxwell Hse Master Blend (reg):Buyers
M16115a_I	Ground coffee/6 mo: Maxwell Hse Master Blend (reg):Index
M16116a_B	Ground coffee used/6 mo: Starbucks:Buyers
M16116a_I	Ground coffee used/6 mo: Starbucks:Index
M16117a_B	Used whole coffee beans in last 6 months:Buyers
M16117a_I	Used whole coffee beans in last 6 months:Index
M16118a_B	Used regular whole coffee beans in last 6 mo:Buyers
M16118a_I	Used regular whole coffee beans in last 6 mo:Index
M16119a_B	Used decaffeinated whole coffee beans in last 6 mo:Buyers
M16119a_I	Used decaffeinated whole coffee beans in last 6 mo:Index
M16120a_B	Used flavored whole coffee beans in last 6 months:Buyers
M16120a_I	Used flavored whole coffee beans in last 6 months:Index
M16121a_B	Used unflavored whole coffee beans in last 6 mo:Buyers
M16121a_I	Used unflavored whole coffee beans in last 6 mo:Index
M16123a_B	Used whole coffee beans last 6 mo: Folgers:Buyers
M16123a_I	Used whole coffee beans last 6 mo: Folgers:Index
M16124a_B	Used whole coffee beans last 6 mo: Starbucks:Buyers
M16124a_I	Used whole coffee beans last 6 mo: Starbucks:Index
M16125a_B	Used 3+ pounds whole coffee beans in last 30 days:Buyers
M16125a_I	Used 3+ pounds whole coffee beans in last 30 days:Index



Esri Data Market Potential

Table Name & Item	Description
M16126a_B	Bought coffee beans/6 mo: supermrkt/grocery store:Buyers
M16126a_I	Bought coffee beans/6 mo: supermrkt/grocery store:Index
M16127a_B	Bought coffee beans/6 mo: gourmet/specialty shop:Buyers
M16127a_I	Bought coffee beans/6 mo: gourmet/specialty shop:Index
M16128a_B	Drank cola (regular) in last 6 months:Buyers
M16128a_I	Drank cola (regular) in last 6 months:Index
M16129a_B	Drank cola (regular caffeine-free) in last 6 mo:Buyers
M16129a_I	Drank cola (regular caffeine-free) in last 6 mo:Index
M16130a_B	Used cold cuts in last 6 months:Buyers
M16130a_I	Used cold cuts in last 6 months:Index
M16131a_B	Used cooked ham in last 6 months:Buyers
M16131a_I	Used cooked ham in last 6 months:Index
M16132a_B	Used cookies (ready-to-eat) in last 6 months:Buyers
M16132a_I	Used cookies (ready-to-eat) in last 6 months:Index
M16133a_B	Used corn/tortilla chips/cheese snacks last 6 mo:Buyers
M16133a_I	Used corn/tortilla chips/cheese snacks last 6 mo:Index
M16134a_B	Used Cornish hen in last 6 months:Buyers
M16134a_I	Used Cornish hen in last 6 months:Index
M16135a_B	Used cornmeal in last 6 months:Buyers
M16135a_I	Used cornmeal in last 6 months:Index
M16136a_B	Used cottage cheese in last 6 months:Buyers
M16136a_I	Used cottage cheese in last 6 months:Index
M16137a_B	Used crackers in last 6 months:Buyers
M16137a_I	Used crackers in last 6 months:Index
M16138a_B	Used cream cheese in last 6 months:Buyers
M16138a_I	Used cream cheese in last 6 months:Index
M16139a_B	Used croissants/crescent rolls in last 6 months:Buyers
M16139a_I	Used croissants/crescent rolls in last 6 months:Index
M16140a_B	Used dessert toppings in last 12 months:Buyers
M16140a_I	Used dessert toppings in last 12 months:Index
M16141a_B	Used detergent/soap for fine fabrics in last 6 mo:Buyers
M16141a_I	Used detergent/soap for fine fabrics in last 6 mo:Index
M16142a_B	Used detergent/soap for regular laundry last 6 mo:Buyers
M16142a_I	Used detergent/soap for regular laundry last 6 mo:Index
M16144a_B	Drank diet cola in last 6 months:Buyers
M16144a_I	Drank diet cola in last 6 months:Index
M16145a_B	Drank diet cola (caffeine-free) in last 6 months:Buyers
M16145a_I	Drank diet cola (caffeine-free) in last 6 months:Index
M16146a_B	Drank diet non-cola soft drink in last 6 months:Buyers
M16146a_I	Drank diet non-cola soft drink in last 6 months:Index
M16147a_B	Used dip (ready-to-serve) in last 6 months:Buyers
M16147a_I	Used dip (ready-to-serve) in last 6 months:Index
M16148a_B	Used dishwashing liquid in last 6 months:Buyers
M16148a_I	Used dishwashing liquid in last 6 months:Index
M16149a_B	Used disposable cups in last 6 months:Buyers
M16149a_I	Used disposable cups in last 6 months:Index
M16150a_B	Used disposable plates in last 12 months:Buyers
M16150a_I	Used disposable plates in last 12 months:Index
M16151a_B	Used doughnuts (ready-to-eat) in last 6 months:Buyers
M16151a_I	Used doughnuts (ready-to-eat) in last 6 months:Index
M16152a_B	Used drain/septic tank cleaner in last 6 months:Buyers
M16152a_I	Used drain/septic tank cleaner in last 6 months:Index
M16153a_B	Used dried fruit in last 6 months:Buyers
M16153a_I	Used dried fruit in last 6 months:Index
M16154a_B	Used drink additives (add milk/water) in last 6 mo:Buyers
M16154a_I	Used drink additives (add milk/water) in last 6 mo:Index
M16155a_B	Used dry cake mix in last 6 months:Buyers
M16155a_I	Used dry cake mix in last 6 months:Index



Esri Data Market Potential

Table Name & Item	Description
M16156a_B	Used dry milk in last 6 months:Buyers
M16156a_I	Used dry milk in last 6 months:Index
M16157a_B	Used dry soup/bouillon in last 6 months:Buyers
M16157a_I	Used dry soup/bouillon in last 6 months:Index
M16158a_B	Used eggs in last 6 months:Buyers
M16158a_I	Used eggs in last 6 months:Index
M16159a_B	Used English muffins in last 6 months:Buyers
M16159a_I	Used English muffins in last 6 months:Index
M16160a_B	Used evaporated/condensed milk in last 6 months:Buyers
M16160a_I	Used evaporated/condensed milk in last 6 months:Index
M16161a_B	Used extract in last 6 months:Buyers
M16161a_I	Used extract in last 6 months:Index
M16162a_B	Used fabric softener in last 6 months:Buyers
M16162a_I	Used fabric softener in last 6 months:Index
M16163a_B	Used facial tissues in last 6 months:Buyers
M16163a_I	Used facial tissues in last 6 months:Index
M16164a_B	Used firelog in last 12 months:Buyers
M16164a_I	Used firelog in last 12 months:Index
M16165a_B	Used fish/seafood (fresh or frozen) in last 6 mo:Buyers
M16165a_I	Used fish/seafood (fresh or frozen) in last 6 mo:Index
M16166a_B	Used floor cleaner/wax & polish in last 6 months:Buyers
M16166a_I	Used floor cleaner/wax & polish in last 6 months:Index
M16167a_B	Used flour in last 6 months:Buyers
M16167a_I	Used flour in last 6 months:Index
M16168a_B	Used frankfurters/wieners in last 6 months:Buyers
M16168a_I	Used frankfurters/wieners in last 6 months:Index
M16169a_B	Used fresh fruit/vegetables in last 6 months:Buyers
M16169a_I	Used fresh fruit/vegetables in last 6 months:Index
M16170a_B	Used frosting in last 6 months:Buyers
M16170a_I	Used frosting in last 6 months:Index
M16172a_B	Used frozen breaded chicken in last 6 months:Buyers
M16172a_I	Used frozen breaded chicken in last 6 months:Index
M16173a_B	Used frozen breakfast in last 6 months:Buyers
M16173a_I	Used frozen breakfast in last 6 months:Index
M16174a_B	Used frozen complete dinner in last 6 months:Buyers
M16174a_I	Used frozen complete dinner in last 6 months:Index
M16175a_B	Used frozen corn on the cob in last 6 months:Buyers
M16175a_I	Used frozen corn on the cob in last 6 months:Index
M16176a_B	Used frozen dessert in last 6 months:Buyers
M16176a_I	Used frozen dessert in last 6 months:Index
M16177a_B	Used frozen garlic bread in last 6 months:Buyers
M16177a_I	Used frozen garlic bread in last 6 months:Index
M16178a_B	Used frozen hot snack in last 6 months:Buyers
M16178a_I	Used frozen hot snack in last 6 months:Index
M16179a_B	Used frozen main course in last 6 months:Buyers
M16179a_I	Used frozen main course in last 6 months:Index
M16180a_B	Used frozen orange juice in last 6 months:Buyers
M16180a_I	Used frozen orange juice in last 6 months:Index
M16181a_B	Used frozen pancakes/French toast in last 6 months:Buyers
M16181a_I	Used frozen pancakes/French toast in last 6 months:Index
M16182a_B	Used frozen pizza in last 6 months:Buyers
M16182a_I	Used frozen pizza in last 6 months:Index
M16183a_B	Used frozen potato products in last 6 months:Buyers
M16183a_I	Used frozen potato products in last 6 months:Index
M16184a_B	Used frozen snack (not yogurt/ice cream) last 6 mo:Buyers
M16184a_I	Used frozen snack (not yogurt/ice cream) last 6 mo:Index
M16185a_B	Used frozen plain vegetables in last 6 months:Buyers
M16185a_I	Used frozen plain vegetables in last 6 months:Index



Esri Data Market Potential

Table Name & Item	Description
M16186a_B	Used frozen prepared vegetables in last 6 months:Buyers
M16186a_I	Used frozen prepared vegetables in last 6 months:Index
M16187a_B	Used frozen waffles in last 6 months:Buyers
M16187a_I	Used frozen waffles in last 6 months:Index
M16188a_B	Used frozen yogurt in last 6 months:Buyers
M16188a_I	Used frozen yogurt in last 6 months:Index
M16189a_B	Used furniture polish in last 6 months:Buyers
M16189a_I	Used furniture polish in last 6 months:Index
M16190a_B	Used gelatin/gelatin dessert in last 6 months:Buyers
M16190a_I	Used gelatin/gelatin dessert in last 6 months:Index
M16191a_B	Used glass and surface cleaner in last 6 months:Buyers
M16191a_I	Used glass and surface cleaner in last 6 months:Index
M16192a_B	Used glue in last 6 months:Buyers
M16192a_I	Used glue in last 6 months:Index
M16193a_B	Used grapefruit juice in last 6 months:Buyers
M16193a_I	Used grapefruit juice in last 6 months:Index
M16194a_B	Used gravy/sauce mix & cooking sauces in last 6 mo:Buyers
M16194a_I	Used gravy/sauce mix & cooking sauces in last 6 mo:Index
M16195a_B	Purchased greeting card in last 6 months:Buyers
M16195a_I	Purchased greeting card in last 6 months:Index
M16196a_B	Chewed gum in last 6 months:Buyers
M16196a_I	Chewed gum in last 6 months:Index
M16197a_B	Used honey in last 6 months:Buyers
M16197a_I	Used honey in last 6 months:Index
M16198a_B	Used household cleaner in last 6 months:Buyers
M16198a_I	Used household cleaner in last 6 months:Index
M16199a_B	Used ice cream bars/sandwiches/bon-bons last 6 mo:Buyers
M16199a_I	Used ice cream bars/sandwiches/bon-bons last 6 mo:Index
M16200a_B	Used ice cream/ice milk/sherbet in last 6 months:Buyers
M16200a_I	Used ice cream/ice milk/sherbet in last 6 months:Index
M16201a_B	Used iced cappuccino/espresso(ready-to-drink)/6 mo:Buyers
M16201a_I	Used iced cappuccino/espresso(ready-to-drink)/6 mo:Index
M16202a_B	Drank iced tea (ready-to-drink) in last 6 months:Buyers
M16202a_I	Drank iced tea (ready-to-drink) in last 6 months:Index
M16203a_B	Used insect repellent in last 12 months:Buyers
M16203a_I	Used insect repellent in last 12 months:Index
M16204a_B	Used instant breakfast in last 6 months:Buyers
M16204a_I	Used instant breakfast in last 6 months:Index
M16205a_B	Used instant iced tea mix in last 12 months:Buyers
M16205a_I	Used instant iced tea mix in last 12 months:Index
M16206a_B	Used jam/jelly in last 6 months:Buyers
M16206a_I	Used jam/jelly in last 6 months:Index
M16207a_B	Used ketchup/catsup in last 6 months:Buyers
M16207a_I	Used ketchup/catsup in last 6 months:Index
M16208a_B	Used laundry pre-treatment/stain remover last 6 mo:Buyers
M16208a_I	Used laundry pre-treatment/stain remover last 6 mo:Index
M16209a_B	Used light bulbs in last 6 months:Buyers
M16209a_I	Used light bulbs in last 6 months:Index
M16211a_B	Used margarine in last 6 months:Buyers
M16211a_I	Used margarine in last 6 months:Index
M16212a_B	Used mayonnaise/mayo-type salad dressing last 6 mo:Buyers
M16212a_I	Used mayonnaise/mayo-type salad dressing last 6 mo:Index
M16213a_B	Used meat snack in last 6 months:Buyers
M16213a_I	Used meat snack in last 6 months:Index
M16215a_B	Used Mexican food in last 6 months:Buyers
M16215a_I	Used Mexican food in last 6 months:Index
M16216a_B	Used fresh milk in last 6 months:Buyers
M16216a_I	Used fresh milk in last 6 months:Index



Esri Data

Market Potential

Table Name & Item	Description
M16217a_B	Purchased mints in last 6 months:Buyers
M16217a_I	Purchased mints in last 6 months:Index
M16218a_B	Used muffins (ready-to-eat) in last 6 months:Buyers
M16218a_I	Used muffins (ready-to-eat) in last 6 months:Index
M16219a_B	Used mustard in last 6 months:Buyers
M16219a_I	Used mustard in last 6 months:Index
M16220a_B	Used nectars in last 6 months:Buyers
M16220a_I	Used nectars in last 6 months:Index
M16221a_B	Used no bake cake/pie in last 6 months:Buyers
M16221a_I	Used no bake cake/pie in last 6 months:Index
M16222a_B	Drank non-cola soft drink (regular) in last 6 mo:Buyers
M16222a_I	Drank non-cola soft drink (regular) in last 6 mo:Index
M16223a_B	Used non-dairy cream substitute in last 6 months:Buyers
M16223a_I	Used non-dairy cream substitute in last 6 months:Index
M16224a_B	Bought nuts in last 6 months:Buyers
M16224a_I	Bought nuts in last 6 months:Index
M16225a_B	Used olives in last 6 months:Buyers
M16225a_I	Used olives in last 6 months:Index
M16226a_B	Used orange juice (not frozen) in last 6 months:Buyers
M16226a_I	Used orange juice (not frozen) in last 6 months:Index
M16227a_B	Used oven cleaner in last 6 months:Buyers
M16227a_I	Used oven cleaner in last 6 months:Index
M16229a_B	Used packaged froz refrigerated pasta in last 6 mo:Buyers
M16229a_I	Used packaged froz refrigerated pasta in last 6 mo:Index
M16230a_B	Used packaged instant potatoes in last 6 months:Buyers
M16230a_I	Used packaged instant potatoes in last 6 months:Index
M16231a_B	Used packaged pasta salad in last 6 months:Buyers
M16231a_I	Used packaged pasta salad in last 6 months:Index
M16232a_B	Used packaged pie crust in last 6 months:Buyers
M16232a_I	Used packaged pie crust in last 6 months:Index
M16233a_B	Used paper napkins in last 6 months:Buyers
M16233a_I	Used paper napkins in last 6 months:Index
M16234a_B	Used paper towels in last 6 months:Buyers
M16234a_I	Used paper towels in last 6 months:Index
M16235a_B	Used peanut butter in last 6 months:Buyers
M16235a_I	Used peanut butter in last 6 months:Index
M16236a_B	Used pickle relish in last 6 months:Buyers
M16236a_I	Used pickle relish in last 6 months:Index
M16237a_B	Used pickles in last 6 months:Buyers
M16237a_I	Used pickles in last 6 months:Index
M16238a_B	Used pizza mix/sauce in last 6 months:Buyers
M16238a_I	Used pizza mix/sauce in last 6 months:Index
M16239a_B	Used pizza shell/crust in last 6 months:Buyers
M16239a_I	Used pizza shell/crust in last 6 months:Index
M16240a_B	Used plastic garbage bags/trash liners last 6 mo:Buyers
M16240a_I	Used plastic garbage bags/trash liners last 6 mo:Index
M16241a_B	Used plastic kitchen wrap in last 6 months:Buyers
M16241a_I	Used plastic kitchen wrap in last 6 months:Index
M16242a_B	Used plastic sandwich/storage/freezer bags/6 mo:Buyers
M16242a_I	Used plastic sandwich/storage/freezer bags/6 mo:Index
M16243a_B	Used popping corn/popcorn snack in last 6 months:Buyers
M16243a_I	Used popping corn/popcorn snack in last 6 months:Index
M16244a_B	Used potato chips in last 6 months:Buyers
M16244a_I	Used potato chips in last 6 months:Index
M16245a_B	Used powdered fruit/soft drink in last 6 months:Buyers
M16245a_I	Used powdered fruit/soft drink in last 6 months:Index
M16247a_B	Drank prepared mixed drink w/o liquor in last 6 mo:Buyers
M16247a_I	Drank prepared mixed drink w/o liquor in last 6 mo:Index



Esri Data Market Potential

Table Name & Item	Description
M16248a_B	Used pretzels in last 6 months:Buyers
M16248a_I	Used pretzels in last 6 months:Index
M16249a_B	Used pudding/pie filling in last 6 months:Buyers
M16249a_I	Used pudding/pie filling in last 6 months:Index
M16250a_B	Used refrigerated/frozen bread/dough product/6 mo:Buyers
M16250a_I	Used refrigerated/frozen bread/dough product/6 mo:Index
M16251a_B	Used rice in last 6 months:Buyers
M16251a_I	Used rice in last 6 months:Index
M16252a_B	Used rice (flavored/seasoned) in last 6 months:Buyers
M16252a_I	Used rice (flavored/seasoned) in last 6 months:Index
M16253a_B	Used rice cakes in last 6 months:Buyers
M16253a_I	Used rice cakes in last 6 months:Index
M16254a_B	Used rubber gloves in last 6 months:Buyers
M16254a_I	Used rubber gloves in last 6 months:Index
M16255a_B	Used salad dressing in last 6 months:Buyers
M16255a_I	Used salad dressing in last 6 months:Index
M16256a_B	Used salad or cooking oil in last 6 months:Buyers
M16256a_I	Used salad or cooking oil in last 6 months:Index
M16257a_B	Used salad toppings in last 6 months:Buyers
M16257a_I	Used salad toppings in last 6 months:Index
M16258a_B	Used salsa or picante sauce in last 6 months:Buyers
M16258a_I	Used salsa or picante sauce in last 6 months:Index
M16259a_B	Used salt in last 6 months:Buyers
M16259a_I	Used salt in last 6 months:Index
M16260a_B	Used sausage in last 6 months:Buyers
M16260a_I	Used sausage in last 6 months:Index
M16261a_B	Used scouring cleanser in last 6 months:Buyers
M16261a_I	Used scouring cleanser in last 6 months:Index
M16262a_B	Used scouring pad in last 6 months:Buyers
M16262a_I	Used scouring pad in last 6 months:Index
M16263a_B	Used seasonings/spices in last 6 months:Buyers
M16263a_I	Used seasonings/spices in last 6 months:Index
M16264a_B	Purchased shoe polish in last 12 months:Buyers
M16264a_I	Purchased shoe polish in last 12 months:Index
M16265a_B	Used shortening in last 6 months:Buyers
M16265a_I	Used shortening in last 6 months:Index
M16266a_B	Used snack cakes in last 6 months:Buyers
M16266a_I	Used snack cakes in last 6 months:Index
M16268a_B	Used sour cream in last 6 months:Buyers
M16268a_I	Used sour cream in last 6 months:Index
M16269a_B	Used soy sauce in last 6 months:Buyers
M16269a_I	Used soy sauce in last 6 months:Index
M16270a_B	Used spaghetti/pasta sauce in last 6 months:Buyers
M16270a_I	Used spaghetti/pasta sauce in last 6 months:Index
M16271a_B	Used spray non-stick cooking product in last 6 mo:Buyers
M16271a_I	Used spray non-stick cooking product in last 6 mo:Index
M16272a_B	Used spray starch in last 6 months:Buyers
M16272a_I	Used spray starch in last 6 months:Index
M16273a_B	Used stuffing mix/product in last 6 months:Buyers
M16273a_I	Used stuffing mix/product in last 6 months:Index
M16274a_B	Used sugar in last 6 months:Buyers
M16274a_I	Used sugar in last 6 months:Index
M16275a_B	Used sweet rolls/pastries (ready-to-eat) last 6 mo:Buyers
M16275a_I	Used sweet rolls/pastries (ready-to-eat) last 6 mo:Index
M16276a_B	Used table syrup/molasses in last 6 months:Buyers
M16276a_I	Used table syrup/molasses in last 6 months:Index
M16277a_B	Used regular tea in last 6 months:Buyers
M16277a_I	Used regular tea in last 6 months:Index



Esri Data Market Potential

Table Name & Item	Description
M16278a_B	Used toaster product in last 6 months:Buyers
M16278a_I	Used toaster product in last 6 months:Index
M16279a_B	Used toilet bowl cleaner (in-bowl) last 6 months:Buyers
M16279a_I	Used toilet bowl cleaner (in-bowl) last 6 months:Index
M16280a_B	Used toilet bowl cleaner (in-tank) last 6 months:Buyers
M16280a_I	Used toilet bowl cleaner (in-tank) last 6 months:Index
M16281a_B	Used toilet paper in last 6 months:Buyers
M16281a_I	Used toilet paper in last 6 months:Index
M16282a_B	Used tomato/vegetable juice in last 6 months:Buyers
M16282a_I	Used tomato/vegetable juice in last 6 months:Index
M16283a_B	Used vegetarian frozen burger in last 6 months:Buyers
M16283a_I	Used vegetarian frozen burger in last 6 months:Index
M16284a_B	Used vinegar in last 6 months:Buyers
M16284a_I	Used vinegar in last 6 months:Index
M16285a_B	Used waffle or pancake mix in last 6 months:Buyers
M16285a_I	Used waffle or pancake mix in last 6 months:Index
M16287a_B	Used water softening salts in last 6 months:Buyers
M16287a_I	Used water softening salts in last 6 months:Index
M16288a_B	Used waxed paper in last 6 months:Buyers
M16288a_I	Used waxed paper in last 6 months:Index
M16289a_B	Used whipped topping in last 12 months:Buyers
M16289a_I	Used whipped topping in last 12 months:Index
M16290a_B	Used HH wipes (dry disposable) in last 6 months:Buyers
M16290a_I	Used HH wipes (dry disposable) in last 6 months:Index
M16291a_B	Used HH wipes (pre-moistened) in last 6 months:Buyers
M16291a_I	Used HH wipes (pre-moistened) in last 6 months:Index
M16292a_B	Used yeast in last 6 months:Buyers
M16292a_I	Used yeast in last 6 months:Index
M16293a_B	Used yogurt in last 6 months:Buyers
M16293a_I	Used yogurt in last 6 months:Index



Esri Data Market Potential

Table Name & Item	Description
Health Market Potential	
M17001a_B	Exercise at home 2+ times per week:Buyers
M17001a_I	Exercise at home 2+ times per week:Index
M17002a_B	Exercise at club 2+ times per week:Buyers
M17002a_I	Exercise at club 2+ times per week:Index
M17003a_B	Exercise at other facility (not club) 2+ times/wk:Buyers
M17003a_I	Exercise at other facility (not club) 2+ times/wk:Index
M17005a_B	Own stationary bicycle:Buyers
M17005a_I	Own stationary bicycle:Index
M17006a_B	Own treadmill:Buyers
M17006a_I	Own treadmill:Index
M17007a_B	Own weight lifting equipment:Buyers
M17007a_I	Own weight lifting equipment:Index
M17008a_B	Presently controlling diet:Buyers
M17008a_I	Presently controlling diet:Index
M17009a_B	Diet control for blood sugar level:Buyers
M17009a_I	Diet control for blood sugar level:Index
M17010a_B	Diet control for cholesterol level:Buyers
M17010a_I	Diet control for cholesterol level:Index
M17011a_B	Diet control to maintain weight:Buyers
M17011a_I	Diet control to maintain weight:Index
M17012a_B	Diet control for physical fitness:Buyers
M17012a_I	Diet control for physical fitness:Index
M17013a_B	Diet control for salt restriction:Buyers
M17013a_I	Diet control for salt restriction:Index
M17014a_B	Diet control for weight loss:Buyers
M17014a_I	Diet control for weight loss:Index
M17016a_B	Used doctor's care/diet for diet method:Buyers
M17016a_I	Used doctor's care/diet for diet method:Index
M17017a_B	Used exercise program for diet method:Buyers
M17017a_I	Used exercise program for diet method:Index
M17018a_B	Used Weight Watchers as diet method:Buyers
M17018a_I	Used Weight Watchers as diet method:Index
M17019a_B	Buy foods specifically labeled as fat-free:Buyers
M17019a_I	Buy foods specifically labeled as fat-free:Index
M17020a_B	Buy foods specifically labeled as high fiber:Buyers
M17020a_I	Buy foods specifically labeled as high fiber:Index
M17130a_B	Buy foods specifically labeled as high protein:Buyers
M17130a_I	Buy foods specifically labeled as high protein:Index
M17131a_B	Buy foods specifically labeled as lactose-free:Buyers
M17131a_I	Buy foods specifically labeled as lactose-free:Index
M17021a_B	Buy foods specifically labeled as low-calorie:Buyers
M17021a_I	Buy foods specifically labeled as low-calorie:Index
M17132a_B	Buy foods specifically labeled as low-carb:Buyers
M17132a_I	Buy foods specifically labeled as low-carb:Index
M17022a_B	Buy foods specifically labeled as low-cholesterol:Buyers
M17022a_I	Buy foods specifically labeled as low-cholesterol:Index
M17023a_B	Buy foods specifically labeled as low-fat:Buyers
M17023a_I	Buy foods specifically labeled as low-fat:Index
M17024a_B	Buy foods specifically labeled as low-sodium:Buyers
M17024a_I	Buy foods specifically labeled as low-sodium:Index
M17025a_B	Buy foods specifically labeled as natural/organic:Buyers
M17025a_I	Buy foods specifically labeled as natural/organic:Index
M17026a_B	Buy foods specifically labeled as sugar-free:Buyers
M17026a_I	Buy foods specifically labeled as sugar-free:Index
M17027a_B	Used butter alternatives in last 6 months:Buyers
M17027a_I	Used butter alternatives in last 6 months:Index
M17028a_B	Used egg alternatives in last 6 months:Buyers
M17028a_I	Used egg alternatives in last 6 months:Index



Esri Data Market Potential

Table Name & Item	Description
M17029a_B	Used salt alternatives in last 6 months:Buyers
M17029a_I	Used salt alternatives in last 6 months:Index
M17030a_B	Drank meal/dietary supplement in last 6 months:Buyers
M17030a_I	Drank meal/dietary supplement in last 6 months:Index
M17031a_B	Used nutrition/energy bar in last 6 months:Buyers
M17031a_I	Used nutrition/energy bar in last 6 months:Index
M17032a_B	Drank sports drink/thirst quencher in last 6 mo:Buyers
M17032a_I	Drank sports drink/thirst quencher in last 6 mo:Index
M17033a_B	Used vitamin/dietary supplement in last 6 months:Buyers
M17033a_I	Used vitamin/dietary supplement in last 6 months:Index
M17035a_B	Vitamin/dietary suppl used/6 mo: antioxidant:Buyers
M17035a_I	Vitamin/dietary suppl used/6 mo: antioxidant:Index
M17036a_B	Vitamin/dietary suppl used/6 mo: B complex:Buyers
M17036a_I	Vitamin/dietary suppl used/6 mo: B complex:Index
M17037a_B	Vitamin/dietary suppl used/6 mo: B complex+C:Buyers
M17037a_I	Vitamin/dietary suppl used/6 mo: B complex+C:Index
M17038a_B	Vitamin/dietary suppl used/6 mo: B-6:Buyers
M17038a_I	Vitamin/dietary suppl used/6 mo: B-6:Index
M17039a_B	Vitamin/dietary suppl used/6 mo: B-12:Buyers
M17039a_I	Vitamin/dietary suppl used/6 mo: B-12:Index
M17040a_B	Vitamin/dietary suppl used/6 mo: C:Buyers
M17040a_I	Vitamin/dietary suppl used/6 mo: C:Index
M17041a_B	Vitamin/dietary suppl used/6 mo: calcium:Buyers
M17041a_I	Vitamin/dietary suppl used/6 mo: calcium:Index
M17042a_B	Vitamin/dietary suppl used/6 mo: D:Buyers
M17042a_I	Vitamin/dietary suppl used/6 mo: D:Index
M17043a_B	Vitamin/dietary suppl used/6 mo: E:Buyers
M17043a_I	Vitamin/dietary suppl used/6 mo: E:Index
M17045a_B	Vitamin/dietary suppl used/6 mo: garlic:Buyers
M17045a_I	Vitamin/dietary suppl used/6 mo: garlic:Index
M17048a_B	Vitamin/dietary suppl used/6 mo: glucosamine:Buyers
M17048a_I	Vitamin/dietary suppl used/6 mo: glucosamine:Index
M17049a_B	Vitamin/dietary suppl used/6 mo: multiple formula:Buyers
M17049a_I	Vitamin/dietary suppl used/6 mo: multiple formula:Index
M17050a_B	Vitamin/dietary suppl used/6 mo: multiple w/iron:Buyers
M17050a_I	Vitamin/dietary suppl used/6 mo: multiple w/iron:Index
M17051a_B	Vitamin/dietary suppl used/6 mo: mult w/minerals:Buyers
M17051a_I	Vitamin/dietary suppl used/6 mo: mult w/minerals:Index
M17052a_B	Vitamin/dietary suppl used/6 mo: zinc:Buyers
M17052a_I	Vitamin/dietary suppl used/6 mo: zinc:Index
M17053a_B	Vitamin/dietary suppl/6 mo: Caltrate 600:Buyers
M17053a_I	Vitamin/dietary suppl/6 mo: Caltrate 600:Index
M17054a_B	Vitamin/dietary suppl/6 mo: Centrum:Buyers
M17054a_I	Vitamin/dietary suppl/6 mo: Centrum:Index
M17055a_B	Vitamin/dietary suppl/6 mo: Nature Made:Buyers
M17055a_I	Vitamin/dietary suppl/6 mo: Nature Made:Index
M17058a_B	Visited doctor in last 12 months:Buyers
M17058a_I	Visited doctor in last 12 months:Index
M17059a_B	Visited doctor in last 12 months: 1-3 times:Buyers
M17059a_I	Visited doctor in last 12 months: 1-3 times:Index
M17060a_B	Visited doctor in last 12 months: 4-7 times:Buyers
M17060a_I	Visited doctor in last 12 months: 4-7 times:Index
M17061a_B	Visited doctor in last 12 months: 8+ times:Buyers
M17061a_I	Visited doctor in last 12 months: 8+ times:Index



Esri Data Market Potential

Table Name & Item	Description
M17062a_B	Visited doctor in last 12 mo: allergist:Buyers
M17062a_I	Visited doctor in last 12 mo: allergist:Index
M17063a_B	Visited doctor in last 12 mo: cardiologist:Buyers
M17063a_I	Visited doctor in last 12 mo: cardiologist:Index
M17064a_B	Visited doctor in last 12 mo: chiropractor:Buyers
M17064a_I	Visited doctor in last 12 mo: chiropractor:Index
M17065a_B	Visited doctor in last 12 mo: dentist:Buyers
M17065a_I	Visited doctor in last 12 mo: dentist:Index
M17066a_B	Visited doctor in last 12 mo: dermatologist:Buyers
M17066a_I	Visited doctor in last 12 mo: dermatologist:Index
M17067a_B	Visited doctor in last 12 mo: ear/nose/throat:Buyers
M17067a_I	Visited doctor in last 12 mo: ear/nose/throat:Index
M17068a_B	Visited doctor in last 12 mo: eye:Buyers
M17068a_I	Visited doctor in last 12 mo: eye:Index
M17069a_B	Visited doctor in last 12 mo: general/family:Buyers
M17069a_I	Visited doctor in last 12 mo: general/family:Index
M17070a_B	Visited doctor in last 12 mo: internist:Buyers
M17070a_I	Visited doctor in last 12 mo: internist:Index
M17071a_B	Visited doctor in last 12 mo: physical therapist:Buyers
M17071a_I	Visited doctor in last 12 mo: physical therapist:Index
M17072a_B	Visited doctor in last 12 mo: podiatrist:Buyers
M17072a_I	Visited doctor in last 12 mo: podiatrist:Index
M17135a_B	Visited doctor in last 12 mo: urologist:Buyers
M17135a_I	Visited doctor in last 12 mo: urologist:Index
M17073a_B	Visited nurse practitioner in last 12 months:Buyers
M17073a_I	Visited nurse practitioner in last 12 months:Index
M17074a_B	Wear regular/sun/tinted prescription eyeglasses:Buyers
M17074a_I	Wear regular/sun/tinted prescription eyeglasses:Index
M17075a_B	Wear bi-focals:Buyers
M17075a_I	Wear bi-focals:Index
M17076a_B	Wear disposable contact lenses:Buyers
M17076a_I	Wear disposable contact lenses:Index
M17077a_B	Wear soft contact lenses:Buyers
M17077a_I	Wear soft contact lenses:Index
M17079a_B	Spent on contact lenses in last 12 mo: <\$100:Buyers
M17079a_I	Spent on contact lenses in last 12 mo: <\$100:Index
M17080a_B	Spent on contact lenses in last 12 mo: \$100-199:Buyers
M17080a_I	Spent on contact lenses in last 12 mo: \$100-199:Index
M17081a_B	Spent on contact lenses in last 12 mo: \$200+:Buyers
M17081a_I	Spent on contact lenses in last 12 mo: \$200+:Index
M17082a_B	Bought prescription eyewear: discount optical ctr:Buyers
M17082a_I	Bought prescription eyewear: discount optical ctr:Index
M17083a_B	Bought prescription eyewear: from eye doctor:Buyers
M17083a_I	Bought prescription eyewear: from eye doctor:Index
M17084a_B	Bought prescription eyewear: retail optical chain:Buyers
M17084a_I	Bought prescription eyewear: retail optical chain:Index



Esri Data Market Potential

Table Name & Item	Description
M17085a_B	Used prescription drug for allergy/hay fever:Buyers
M17085a_I	Used prescription drug for allergy/hay fever:Index
M17086a_B	Used prescription drug for anxiety/panic:Buyers
M17086a_I	Used prescription drug for anxiety/panic:Index
M17087a_B	Used prescription drug for arthritis/rheumatism:Buyers
M17087a_I	Used prescription drug for arthritis/rheumatism:Index
M17088a_B	Used prescription drug for asthma:Buyers
M17088a_I	Used prescription drug for asthma:Index
M17089a_B	Used prescription drug for backache/back pain:Buyers
M17089a_I	Used prescription drug for backache/back pain:Index
M17090a_B	Used prescription drug for depression:Buyers
M17090a_I	Used prescription drug for depression:Index
M17133a_B	Used prescr drug for diabetes (insulin dependent):Buyers
M17133a_I	Used prescr drug for diabetes (insulin dependent):Index
M17134a_B	Used prescr drug for diabetes (non-insulin):Buyers
M17134a_I	Used prescr drug for diabetes (non-insulin):Index
M17092a_B	Used prescription drug for eczema/skin itch/rash:Buyers
M17092a_I	Used prescription drug for eczema/skin itch/rash:Index
M17093a_B	Used prescription drug for heartburn/acid reflux:Buyers
M17093a_I	Used prescription drug for heartburn/acid reflux:Index
M17094a_B	Used prescription drug for high blood pressure:Buyers
M17094a_I	Used prescription drug for high blood pressure:Index
M17095a_B	Used prescription drug for high cholesterol:Buyers
M17095a_I	Used prescription drug for high cholesterol:Index
M17096a_B	Used prescription drug for migraine headache:Buyers
M17096a_I	Used prescription drug for migraine headache:Index
M17099a_B	Used prescription drug for sinus congest./headache:Buyers
M17099a_I	Used prescription drug for sinus congest./headache:Index
M17100a_B	Used prescription drug for urinary tract infection:Buyers
M17100a_I	Used prescription drug for urinary tract infection:Index
M17101a_B	Used last 6 mo: adhesive bandages:Buyers
M17101a_I	Used last 6 mo: adhesive bandages:Index
M17103a_B	Used last 6 mo: athlete`s foot/foot care product:Buyers
M17103a_I	Used last 6 mo: athlete`s foot/foot care product:Index
M17104a_B	Used last 6 mo: cold/sinus/allergy med (nonprescr):Buyers
M17104a_I	Used last 6 mo: cold/sinus/allergy med (nonprescr):Index
M17105a_B	Used last 6 mo: children`s cold tablets/liquids:Buyers
M17105a_I	Used last 6 mo: children`s cold tablets/liquids:Index
M17106a_B	Used last 6 mo: contact lens cleaning solution:Buyers
M17106a_I	Used last 6 mo: contact lens cleaning solution:Index
M17107a_B	Used last 6 mo: cotton swabs:Buyers
M17107a_I	Used last 6 mo: cotton swabs:Index
M17108a_B	Used last 6 mo: cough/sore throat drops(nonprescr):Buyers
M17108a_I	Used last 6 mo: cough/sore throat drops(nonprescr):Index
M17109a_B	Used last 6 mo: cough syrup/suppressant(nonprescr):Buyers
M17109a_I	Used last 6 mo: cough syrup/suppressant(nonprescr):Index
M17110a_B	Used last 6 mo: children`s cough syrup:Buyers
M17110a_I	Used last 6 mo: children`s cough syrup:Index
M17111a_B	Used last 6 mo: diarrhea remedy:Buyers
M17111a_I	Used last 6 mo: diarrhea remedy:Index
M17113a_B	Used last 6 mo: eye wash and drops:Buyers
M17113a_I	Used last 6 mo: eye wash and drops:Index
M17114a_B	Used last 6 mo: headache/pain reliever (nonprescr):Buyers
M17114a_I	Used last 6 mo: headache/pain reliever (nonprescr):Index
M17115a_B	Used last 6 mo: hemorrhoid remedy:Buyers
M17115a_I	Used last 6 mo: hemorrhoid remedy:Index



Esri Data Market Potential

Table Name & Item	Description
M17116a_B	Used last 6 mo: indigestion/upset stomach remedy:Buyers
M17116a_I	Used last 6 mo: indigestion/upset stomach remedy:Index
M17117a_B	Used last 6 mo: lactose intolerance product:Buyers
M17117a_I	Used last 6 mo: lactose intolerance product:Index
M17118a_B	Used last 6 mo: laxative/fiber supplement:Buyers
M17118a_I	Used last 6 mo: laxative/fiber supplement:Index
M17119a_B	Used last 6 mo: medicated skin ointment:Buyers
M17119a_I	Used last 6 mo: medicated skin ointment:Index
M17120a_B	Used last 6 mo: medicated throat remedy:Buyers
M17120a_I	Used last 6 mo: medicated throat remedy:Index
M17121a_B	Used last 6 mo: nasal spray:Buyers
M17121a_I	Used last 6 mo: nasal spray:Index
M17122a_B	Used last 6 mo: pain reliever/fever reducer (kids):Buyers
M17122a_I	Used last 6 mo: pain reliever/fever reducer (kids):Index
M17123a_B	Used last 6 mo: pain relieving rub/liquid/patch:Buyers
M17123a_I	Used last 6 mo: pain relieving rub/liquid/patch:Index
M17124a_B	Used last 6 mo: sleeping tablets (nonprescription):Buyers
M17124a_I	Used last 6 mo: sleeping tablets (nonprescription):Index
M17125a_B	Used last 12 mo: sunburn remedy:Buyers
M17125a_I	Used last 12 mo: sunburn remedy:Index
M17126a_B	Used last 12 mo: suntan/sunscreen product:Buyers
M17126a_I	Used last 12 mo: suntan/sunscreen product:Index
M17127a_B	Used last 12 mo: SPF 15+ suntan/sunscreen product:Buyers
M17127a_I	Used last 12 mo: SPF 15+ suntan/sunscreen product:Index
M17128a_B	Used last 6 mo: toothache/gum/canker sore remedy:Buyers
M17128a_I	Used last 6 mo: toothache/gum/canker sore remedy:Index
M17129a_B	Used last 6 mo: vitamins for children:Buyers
M17129a_I	Used last 6 mo: vitamins for children:Index



Esri Data Market Potential

Table Name & Item	Description
Home Improvement & Services Market Potential	
M18001h_B	Had home remodeling done in last 12 months:Buyers
M18001h_I	Had home remodeling done in last 12 months:Index
M18002h_B	Spent on home remodeling last 12 mo: <\$500:Buyers
M18002h_I	Spent on home remodeling last 12 mo: <\$500:Index
M18003h_B	Spent on home remodeling last 12 mo: \$500-2499:Buyers
M18003h_I	Spent on home remodeling last 12 mo: \$500-2499:Index
M18004h_B	Spent on home remodeling last 12 mo: \$2500-4999:Buyers
M18004h_I	Spent on home remodeling last 12 mo: \$2500-4999:Index
M18005h_B	Spent on home remodeling last 12 mo: \$5000+:Buyers
M18005h_I	Spent on home remodeling last 12 mo: \$5000+:Index
M18006h_B	Home remodeling done by HH member in last 12 mo:Buyers
M18006h_I	Home remodeling done by HH member in last 12 mo:Index
M18007h_B	Home remodeling done by outside contractor/12 mo:Buyers
M18007h_I	Home remodeling done by outside contractor/12 mo:Index
M18008h_B	Had bathroom remodeling done in last 12 months:Buyers
M18008h_I	Had bathroom remodeling done in last 12 months:Index
M18009h_B	HH member remodeled bathroom in last 12 months:Buyers
M18009h_I	HH member remodeled bathroom in last 12 months:Index
M18010h_B	Had bedroom remodeling done in last 12 months:Buyers
M18010h_I	Had bedroom remodeling done in last 12 months:Index
M18011h_B	HH member remodeled bedroom in last 12 months:Buyers
M18011h_I	HH member remodeled bedroom in last 12 months:Index
M18012h_B	Had kitchen remodeling done in last 12 months:Buyers
M18012h_I	Had kitchen remodeling done in last 12 months:Index
M18013h_B	HH member remodeled kitchen in last 12 months:Buyers
M18013h_I	HH member remodeled kitchen in last 12 months:Index
M18014h_B	Home remodeling last 12 mo: carpeting:Buyers
M18014h_I	Home remodeling last 12 mo: carpeting:Index
M18015h_B	Home remodeling last 12 mo: concrete/masonry work:Buyers
M18015h_I	Home remodeling last 12 mo: concrete/masonry work:Index
M18016h_B	Home remodeling last 12 mo: deck/porch/patio added:Buyers
M18016h_I	Home remodeling last 12 mo: deck/porch/patio added:Index
M18017h_B	Home remodeling last 12 mo: exterior doors:Buyers
M18017h_I	Home remodeling last 12 mo: exterior doors:Index
M18019h_B	Home remodeling last 12 mo: ceramic tile floor:Buyers
M18019h_I	Home remodeling last 12 mo: ceramic tile floor:Index
M18020h_B	Home remodeling last 12 mo: hardwood floor:Buyers
M18020h_I	Home remodeling last 12 mo: hardwood floor:Index
M18023h_B	Home remodeling last 12 mo: kitchen cabinets:Buyers
M18023h_I	Home remodeling last 12 mo: kitchen cabinets:Index
M18024h_B	Home remodeling last 12 mo: kitchen counter tops:Buyers
M18024h_I	Home remodeling last 12 mo: kitchen counter tops:Index
M18025h_B	Home remodeling last 12 mo: roofing:Buyers
M18025h_I	Home remodeling last 12 mo: roofing:Index
M18027h_B	Any home improvement in last 12 months:Buyers
M18027h_I	Any home improvement in last 12 months:Index
M18028h_B	Spent on home improvements in last 12 mo: <\$150:Buyers
M18028h_I	Spent on home improvements in last 12 mo: <\$150:Index
M18029h_B	Spent on home improvements in last 12 mo: \$150-499:Buyers
M18029h_I	Spent on home improvements in last 12 mo: \$150-499:Index
M18030h_B	Spent on home improvements in last 12 mo: \$500-999:Buyers
M18030h_I	Spent on home improvements in last 12 mo: \$500-999:Index
M18031h_B	Spent on home improvements in last 12 mo: \$1000+:Buyers
M18031h_I	Spent on home improvements in last 12 mo: \$1000+:Index



Esri Data Market Potential

Table Name & Item	Description
M18032h_B	Home improvement done by HH member in last 12 mo:Buyers
M18032h_I	Home improvement done by HH member in last 12 mo:Index
M18033h_B	Home improvement done by outside contractor/12 mo:Buyers
M18033h_I	Home improvement done by outside contractor/12 mo:Index
M18034h_B	Bought bathroom or kitchen faucets in last 12 mo:Buyers
M18034h_I	Bought bathroom or kitchen faucets in last 12 mo:Index
M18035h_B	Bought down spouts/gutters in last 12 months:Buyers
M18035h_I	Bought down spouts/gutters in last 12 months:Index
M18036h_B	Bought ceiling/floor/wall insulation in last 12 mo:Buyers
M18036h_I	Bought ceiling/floor/wall insulation in last 12 mo:Index
M18037h_B	Bought exterior light fixtures in last 12 months:Buyers
M18037h_I	Bought exterior light fixtures in last 12 months:Index
M18038h_B	Bought interior light fixtures in last 12 months:Buyers
M18038h_I	Bought interior light fixtures in last 12 months:Index
M18039h_B	Had exterior painting done in last 12 months:Buyers
M18039h_I	Had exterior painting done in last 12 months:Index
M18040h_B	Exterior painting done by HH member in last 12 mo:Buyers
M18040h_I	Exterior painting done by HH member in last 12 mo:Index
M18041h_B	Had interior painting done in last 12 months:Buyers
M18041h_I	Had interior painting done in last 12 months:Index
M18042h_B	Interior painting done by HH member in last 12 mo:Buyers
M18042h_I	Interior painting done by HH member in last 12 mo:Index
M18044h_B	Bought yard fence in last 12 months:Buyers
M18044h_I	Bought yard fence in last 12 months:Index
M18045h_B	Bought paint/stain in last 12 months:Buyers
M18045h_I	Bought paint/stain in last 12 months:Index
M18046h_B	Spent \$101+ on paint/stain in last 12 months:Buyers
M18046h_I	Spent \$101+ on paint/stain in last 12 months:Index
M18047h_B	Purchased <4 gallons of paint/stain in last 12 mo:Buyers
M18047h_I	Purchased <4 gallons of paint/stain in last 12 mo:Index
M18048h_B	Purchased 4-7 gallons of paint/stain in last 12 mo:Buyers
M18048h_I	Purchased 4-7 gallons of paint/stain in last 12 mo:Index
M18049h_B	Purchased 8+ gallons of paint/stain in last 12 mo:Buyers
M18049h_I	Purchased 8+ gallons of paint/stain in last 12 mo:Index
M18050h_B	Bought exterior paint/stain in last 12 months:Buyers
M18050h_I	Bought exterior paint/stain in last 12 months:Index
M18051h_B	Bought interior paint/stain in last 12 months:Buyers
M18051h_I	Bought interior paint/stain in last 12 months:Index
M18056h_B	Bought exterior paint in last 12 months:Buyers
M18056h_I	Bought exterior paint in last 12 months:Index
M18057h_B	Bought interior paint in last 12 months:Buyers
M18057h_I	Bought interior paint in last 12 months:Index
M18058h_B	Bought exterior stain in last 12 months:Buyers
M18058h_I	Bought exterior stain in last 12 months:Index
M18059h_B	Bought interior stain in last 12 months:Buyers
M18059h_I	Bought interior stain in last 12 months:Index
M18052h_B	HH used professional carpet cleaning service/12 mo:Buyers
M18052h_I	HH used professional carpet cleaning service/12 mo:Index
M18053h_B	HH used professional exterminator in last 12 mo:Buyers
M18053h_I	HH used professional exterminator in last 12 mo:Index
M18054h_B	Used housekeeper/maid/prof HH cleaning srv/12 mo:Buyers
M18054h_I	Used housekeeper/maid/prof HH cleaning srv/12 mo:Index
M18060h_B	Used housekeeper/maid in last 12 months:Buyers
M18060h_I	Used housekeeper/maid in last 12 months:Index



Esri Data Market Potential

Table Name & Item	Description
Household Goods & Furniture Market Potential	
M14001h_B	Purchased any HH furnishing in last 12 months:Buyers
M14001h_I	Purchased any HH furnishing in last 12 months:Index
M14002h_B	Purchased bedding/bath goods in last 12 months:Buyers
M14002h_I	Purchased bedding/bath goods in last 12 months:Index
M14003h_B	Purchased cooking/serving product in last 12 mo:Buyers
M14003h_I	Purchased cooking/serving product in last 12 mo:Index
M14004h_B	Purchased table setting in last 12 months:Buyers
M14004h_I	Purchased table setting in last 12 months:Index
M14005h_B	Purchased ready-made horizontal blinds last 12 mo:Buyers
M14005h_I	Purchased ready-made horizontal blinds last 12 mo:Index
M14006h_B	Purchased curtains in last 12 months:Buyers
M14006h_I	Purchased curtains in last 12 months:Index
M14007h_B	Purchased draperies in last 12 months:Buyers
M14007h_I	Purchased draperies in last 12 months:Index
M14008h_B	Purchased table/floor lamp in last 12 months:Buyers
M14008h_I	Purchased table/floor lamp in last 12 months:Index
M14009h_B	Purchased area rug in last 12 months:Buyers
M14009h_I	Purchased area rug in last 12 months:Index
M14010h_B	Purchased bed frame/headboard in last 12 months:Buyers
M14010h_I	Purchased bed frame/headboard in last 12 months:Index
M14011h_B	Purchased box spring in last 12 months:Buyers
M14011h_I	Purchased box spring in last 12 months:Index
M14012h_B	Purchased mattress in last 12 months:Buyers
M14012h_I	Purchased mattress in last 12 months:Index
M14013h_B	Purchased recliner in last 12 months:Buyers
M14013h_I	Purchased recliner in last 12 months:Index
M14015h_B	Purchased sofa/sectional in last 12 months:Buyers
M14015h_I	Purchased sofa/sectional in last 12 months:Index
M14018h_B	Purchased dining room furniture in last 12 months:Buyers
M14018h_I	Purchased dining room furniture in last 12 months:Index
M14019h_B	Purchased home office furniture in last 12 months:Buyers
M14019h_I	Purchased home office furniture in last 12 months:Index
M14020h_B	Purchased kitchen furniture in last 12 months:Buyers
M14020h_I	Purchased kitchen furniture in last 12 months:Index
M14021h_B	Purchased lawn/porch furniture in last 12 months:Buyers
M14021h_I	Purchased lawn/porch furniture in last 12 months:Index



Esri Data

Market Potential

Table Name & Item	Description
Insurance Market Potential	
M19001a_B	Currently carry any life insurance:Buyers
M19001a_I	Currently carry any life insurance:Index
M19056a_B	Currently carry life insurance from place of work:Buyers
M19056a_I	Currently carry life insurance from place of work:Index
M19002a_B	Have life insurance: separate term policy:Buyers
M19002a_I	Have life insurance: separate term policy:Index
M19003a_B	Have life insurance: separate whole life policy:Buyers
M19003a_I	Have life insurance: separate whole life policy:Index
M19004a_B	Have life insurance: comb. term/whole life policy:Buyers
M19004a_I	Have life insurance: comb. term/whole life policy:Index
M19005a_B	Have life insurance: universal life:Buyers
M19005a_I	Have life insurance: universal life:Index
M19007a_B	Have life insurance w/total value: <\$20000:Buyers
M19007a_I	Have life insurance w/total value: <\$20000:Index
M19008a_B	Have life insurance w/total value: \$20000-49999:Buyers
M19008a_I	Have life insurance w/total value: \$20000-49999:Index
M19009a_B	Have life insurance w/total value: \$50000-99999:Buyers
M19009a_I	Have life insurance w/total value: \$50000-99999:Index
M19010a_B	Have life insurance w/total value: \$100000-149999:Buyers
M19010a_I	Have life insurance w/total value: \$100000-149999:Index
M19011a_B	Have life insurance w/total value: \$150000-249999:Buyers
M19011a_I	Have life insurance w/total value: \$150000-249999:Index
M19012a_B	Have life insurance w/total value: \$250000-499999:Buyers
M19012a_I	Have life insurance w/total value: \$250000-499999:Index
M19013a_B	Have life insurance w/total value: \$500000+:Buyers
M19013a_I	Have life insurance w/total value: \$500000+:Index
M19015a_B	Have medical/hospital/accident insurance:Buyers
M19015a_I	Have medical/hospital/accident insurance:Index
M19016a_B	Medical insurance covers other HH members:Buyers
M19016a_I	Medical insurance covers other HH members:Index
M19017a_B	Medical insurance covers you individually:Buyers
M19017a_I	Medical insurance covers you individually:Index
M19018a_B	Obtained medical insurance: Medicaid:Buyers
M19018a_I	Obtained medical insurance: Medicaid:Index
M19019a_B	Obtained medical insurance: Medicare:Buyers
M19019a_I	Obtained medical insurance: Medicare:Index
M19020a_B	Obtained medical insurance: from place of work:Buyers
M19020a_I	Obtained medical insurance: from place of work:Index
M19021a_B	Obtained medical insurance: from union:Buyers
M19021a_I	Obtained medical insurance: from union:Index
M19022a_B	Have medical insurance - belong to HMO:Buyers
M19022a_I	Have medical insurance - belong to HMO:Index
M19023a_B	Have medical insurance: Blue Cross/Blue Shield:Buyers
M19023a_I	Have medical insurance: Blue Cross/Blue Shield:Index
M19024a_B	Have medical insurance: Cigna:Buyers
M19024a_I	Have medical insurance: Cigna:Index
M19026a_B	Have accidental death and dismemberment insurance:Buyers
M19026a_I	Have accidental death and dismemberment insurance:Index
M19027a_B	Have dental insurance:Buyers
M19027a_I	Have dental insurance:Index
M19028a_B	Have disability insurance:Buyers
M19028a_I	Have disability insurance:Index
M19029a_B	Have long term care insurance:Buyers
M19029a_I	Have long term care insurance:Index
M19030a_B	Have loss of income from medical causes insurance:Buyers
M19030a_I	Have loss of income from medical causes insurance:Index
M19031a_B	Have mortgage insurance:Buyers
M19031a_I	Have mortgage insurance:Index



Esri Data Market Potential

Table Name & Item	Description
M19032a_B	Have personal liability insurance:Buyers
M19032a_I	Have personal liability insurance:Index
M19033a_B	Have prescription medicine insurance:Buyers
M19033a_I	Have prescription medicine insurance:Index
M19035a_B	Have vision care insurance:Buyers
M19035a_I	Have vision care insurance:Index
M19036a_B	Have insurance on home or personal belongings:Buyers
M19036a_I	Have insurance on home or personal belongings:Index
M19037a_B	Have combined home and auto insurance policy:Buyers
M19037a_I	Have combined home and auto insurance policy:Index
M19038a_B	Carry homeowner insurance:Buyers
M19038a_I	Carry homeowner insurance:Index
M19039a_B	Carry renter insurance:Buyers
M19039a_I	Carry renter insurance:Index
M19040a_B	Have home/pers property insur: floater policy:Buyers
M19040a_I	Have home/pers property insur: floater policy:Index
M19041a_B	Have home/pers property insur: fire coverage:Buyers
M19041a_I	Have home/pers property insur: fire coverage:Index
M19042a_B	Have home/pers property insur: liability coverage:Buyers
M19042a_I	Have home/pers property insur: liability coverage:Index
M19043a_B	Have home/pers property insur: theft/loss coverage:Buyers
M19043a_I	Have home/pers property insur: theft/loss coverage:Index
M19044a_B	Acquired home/pers property insur: from agent:Buyers
M19044a_I	Acquired home/pers property insur: from agent:Index
M19046a_B	Have auto/other vehicle insurance:Buyers
M19046a_I	Have auto/other vehicle insurance:Index
M19047a_B	Have auto/other vehicle insur: collision:Buyers
M19047a_I	Have auto/other vehicle insur: collision:Index
M19048a_B	Have auto/other vehicle insur: comprehensive:Buyers
M19048a_I	Have auto/other vehicle insur: comprehensive:Index
M19049a_B	Have auto/other vehicle insur: liability:Buyers
M19049a_I	Have auto/other vehicle insur: liability:Index
M19050a_B	Have auto/other vehicle insur: medical payments:Buyers
M19050a_I	Have auto/other vehicle insur: medical payments:Index
M19051a_B	Have auto/other vehicle insur: towing:Buyers
M19051a_I	Have auto/other vehicle insur: towing:Index
M19052a_B	Have auto/other vehicle insur: uninsured motorist:Buyers
M19052a_I	Have auto/other vehicle insur: uninsured motorist:Index
M19053a_B	Have auto/other vehicle insur: Allstate:Buyers
M19053a_I	Have auto/other vehicle insur: Allstate:Index
M19054a_B	Have auto/other vehicle insur: State Farm Mutual:Buyers
M19054a_I	Have auto/other vehicle insur: State Farm Mutual:Index
M19055a_B	Acquired auto/other vehicle insurance from agent:Buyers
M19055a_I	Acquired auto/other vehicle insurance from agent:Index



Esri Data Market Potential

Table Name & Item	Description
Internet Market Potential	
M20001a_B	Have any access to the Internet:Buyers
M20001a_I	Have any access to the Internet:Index
M20002a_B	Have access to Internet: at home:Buyers
M20002a_I	Have access to Internet: at home:Index
M20003a_B	Have access to Internet: at work:Buyers
M20003a_I	Have access to Internet: at work:Index
M20004a_B	Have access to Internet: at school/library:Buyers
M20004a_I	Have access to Internet: at school/library:Index
M20005a_B	Have access to Internet:not hm/work/school/library:Buyers
M20005a_I	Have access to Internet:not hm/work/school/library:Index
M20006a_B	Use Internet less than once a week:Buyers
M20006a_I	Use Internet less than once a week:Index
M20007a_B	Use Internet 1-2 times per week:Buyers
M20007a_I	Use Internet 1-2 times per week:Index
M20008a_B	Use Internet 3-6 times per week:Buyers
M20008a_I	Use Internet 3-6 times per week:Index
M20009a_B	Use Internet once a day:Buyers
M20009a_I	Use Internet once a day:Index
M20063a_B	Use Internet 2-4 times per day:Buyers
M20063a_I	Use Internet 2-4 times per day:Index
M20064a_B	Use Internet 5 or more times per day:Buyers
M20064a_I	Use Internet 5 or more times per day:Index
M20011a_B	Any Internet or online usage in last 30 days:Buyers
M20011a_I	Any Internet or online usage in last 30 days:Index
M20015a_B	Used Internet in last 30 days: at home:Buyers
M20015a_I	Used Internet in last 30 days: at home:Index
M20016a_B	Used Internet in last 30 days: at work:Buyers
M20016a_I	Used Internet in last 30 days: at work:Index
M20017a_B	Used Internet in last 30 days: at school/library:Buyers
M20017a_I	Used Internet in last 30 days: at school/library:Index
M20018a_B	Used Internet/30 days:not home/work/school/library:Buyers
M20018a_I	Used Internet/30 days:not home/work/school/library:Index
M20019a_B	Internet last 30 days: used email:Buyers
M20019a_I	Internet last 30 days: used email:Index
M20065a_B	Internet last 30 days: used Instant Messenger:Buyers
M20065a_I	Internet last 30 days: used Instant Messenger:Index
M20066a_B	Internet last 30 days: paid bills online:Buyers
M20066a_I	Internet last 30 days: paid bills online:Index
M20067a_B	Internet last 30 days: visited online blog:Buyers
M20067a_I	Internet last 30 days: visited online blog:Index
M20068a_B	Internet last 30 days: wrote online blog:Buyers
M20068a_I	Internet last 30 days: wrote online blog:Index
M20029a_B	Internet last 30 days: visited chat room:Buyers
M20029a_I	Internet last 30 days: visited chat room:Index
M20020a_B	Internet last 30 days: looked for employment:Buyers
M20020a_I	Internet last 30 days: looked for employment:Index
M20021a_B	Internet last 30 days: played games online:Buyers
M20021a_I	Internet last 30 days: played games online:Index
M20054a_B	Internet last 30 days: traded/tracked investments:Buyers
M20054a_I	Internet last 30 days: traded/tracked investments:Index
M20055a_B	Internet last 30 days: downloaded music:Buyers
M20055a_I	Internet last 30 days: downloaded music:Index
M20069a_B	Internet last 30 days: made phone call:Buyers
M20069a_I	Internet last 30 days: made phone call:Index
M20023a_B	Internet last 30 days: made personal purchase:Buyers
M20023a_I	Internet last 30 days: made personal purchase:Index
M20024a_B	Internet last 30 days: made business purchase:Buyers
M20024a_I	Internet last 30 days: made business purchase:Index



Esri Data Market Potential

Table Name & Item	Description
M20028a_B	Internet last 30 days: made travel plans:Buyers
M20028a_I	Internet last 30 days: made travel plans:Index
M20056a_B	Internet last 30 days: watched online video:Buyers
M20056a_I	Internet last 30 days: watched online video:Index
M20022a_B	Internet last 30 days: obtained new/used car info:Buyers
M20022a_I	Internet last 30 days: obtained new/used car info:Index
M20053a_B	Internet last 30 days: obtained financial info:Buyers
M20053a_I	Internet last 30 days: obtained financial info:Index
M20048a_B	Internet last 30 days: obtained medical info:Buyers
M20048a_I	Internet last 30 days: obtained medical info:Index
M20049a_B	Internet last 30 days: obtained latest news:Buyers
M20049a_I	Internet last 30 days: obtained latest news:Index
M20025a_B	Internet last 30 days: obtained real estate info:Buyers
M20025a_I	Internet last 30 days: obtained real estate info:Index
M20050a_B	Internet last 30 days: obtained sports news/info:Buyers
M20050a_I	Internet last 30 days: obtained sports news/info:Index
M20030a_B	Ordered anything on Internet in last 12 months:Buyers
M20030a_I	Ordered anything on Internet in last 12 months:Index
M20031a_B	Ordered on Internet/12 mo: airline ticket:Buyers
M20031a_I	Ordered on Internet/12 mo: airline ticket:Index
M20032a_B	Ordered on Internet/12 mo: CD/tape:Buyers
M20032a_I	Ordered on Internet/12 mo: CD/tape:Index
M20033a_B	Ordered on Internet/12 mo: clothing:Buyers
M20033a_I	Ordered on Internet/12 mo: clothing:Index
M20034a_B	Ordered on Internet/12 mo: computer:Buyers
M20034a_I	Ordered on Internet/12 mo: computer:Index
M20035a_B	Ordered on Internet/12 mo: computer peripheral:Buyers
M20035a_I	Ordered on Internet/12 mo: computer peripheral:Index
M20062a_B	Ordered on Internet/12 mo: DVD:Buyers
M20062a_I	Ordered on Internet/12 mo: DVD:Index
M20036a_B	Ordered on Internet/12 mo: flowers:Buyers
M20036a_I	Ordered on Internet/12 mo: flowers:Index
M20037a_B	Ordered on Internet/12 mo: software:Buyers
M20037a_I	Ordered on Internet/12 mo: software:Index
M20038a_B	Ordered on Internet/12 mo: tickets (concerts etc.):Buyers
M20038a_I	Ordered on Internet/12 mo: tickets (concerts etc.):Index
M20039a_B	Ordered on Internet/12 mo: toy:Buyers
M20039a_I	Ordered on Internet/12 mo: toy:Index
M20041a_B	Purchased item from amazon.com in last 12 months:Buyers
M20041a_I	Purchased item from amazon.com in last 12 months:Index
M20042a_B	Purchased item from barnes&noble.com in last 12 mo:Buyers
M20042a_I	Purchased item from barnes&noble.com in last 12 mo:Index
M20051a_B	Purchased item from bestbuy.com in last 12 months:Buyers
M20051a_I	Purchased item from bestbuy.com in last 12 months:Index
M20043a_B	Purchased item from ebay.com in last 12 months:Buyers
M20043a_I	Purchased item from ebay.com in last 12 months:Index
M20052a_B	Purchased item from walmart.com in last 12 months:Buyers
M20052a_I	Purchased item from walmart.com in last 12 months:Index
M20044a_B	Spent on Internet orders last 12 months: <\$100:Buyers
M20044a_I	Spent on Internet orders last 12 months: <\$100:Index
M20045a_B	Spent on Internet orders last 12 months: \$100-199:Buyers
M20045a_I	Spent on Internet orders last 12 months: \$100-199:Index
M20046a_B	Spent on Internet orders last 12 months: \$200-499:Buyers
M20046a_I	Spent on Internet orders last 12 months: \$200-499:Index
M20047a_B	Spent on Internet orders last 12 months: \$500+:Buyers
M20047a_I	Spent on Internet orders last 12 months: \$500+:Index



Esri Data Market Potential

Table Name & Item	Description
M20057a_B	Connection to Internet from home: dial-up modem:Buyers
M20057a_I	Connection to Internet from home: dial-up modem:Index
M20058a_B	Connection to Internet from home: cable modem:Buyers
M20058a_I	Connection to Internet from home: cable modem:Index
M20059a_B	Connection to Internet from home: DSL:Buyers
M20059a_I	Connection to Internet from home: DSL:Index
M20060a_B	Connection to Internet from home: wireless:Buyers
M20060a_I	Connection to Internet from home: wireless:Index
M20061a_B	Connection to Internet from home: any broadband:Buyers
M20061a_I	Connection to Internet from home: any broadband:Index



Esri Data Market Potential

Table Name & Item	Description
Lawn & Garden Market Potential	
M15001a_B	Have a garden:Buyers
M15001a_I	Have a garden:Index
M15002a_B	Participated in outdoor gardening in last 12 mo:Buyers
M15002a_I	Participated in outdoor gardening in last 12 mo:Index
M15003h_B	Purchased lawn maintenance service in last 12 mo:Buyers
M15003h_I	Purchased lawn maintenance service in last 12 mo:Index
M15004h_B	Used service for property/garden maint last 12 mo:Buyers
M15004h_I	Used service for property/garden maint last 12 mo:Index
M15032h_B	Spent on property/garden maintenance: <\$300:Buyers
M15032h_I	Spent on property/garden maintenance: <\$300:Index
M15033h_B	Spent on property/garden maintenance: \$300-499:Buyers
M15033h_I	Spent on property/garden maintenance: \$300-499:Index
M15034h_B	Spent on property/garden maintenance: \$500+:Buyers
M15034h_I	Spent on property/garden maintenance: \$500+:Index
M15006h_B	Purchased bulbs in last 12 months:Buyers
M15006h_I	Purchased bulbs in last 12 months:Index
M15007h_B	Purchased flower seeds in last 12 months:Buyers
M15007h_I	Purchased flower seeds in last 12 months:Index
M15008h_B	Purchased garden fertilizer in last 12 months:Buyers
M15008h_I	Purchased garden fertilizer in last 12 months:Index
M15009h_B	Purchased garden insecticide in last 12 months:Buyers
M15009h_I	Purchased garden insecticide in last 12 months:Index
M15010h_B	Purch lawn fertilizer w/weed control in last 12 mo:Buyers
M15010h_I	Purch lawn fertilizer w/weed control in last 12 mo:Index
M15011h_B	Purch lawn fertilizer (no weed control) last 12 mo:Buyers
M15011h_I	Purch lawn fertilizer (no weed control) last 12 mo:Index
M15012h_B	Purchased lawn insecticide in last 12 months:Buyers
M15012h_I	Purchased lawn insecticide in last 12 months:Index
M15013h_B	Purchased lawn seed in last 12 months:Buyers
M15013h_I	Purchased lawn seed in last 12 months:Index
M15014h_B	Purchased organic soil additives in last 12 months:Buyers
M15014h_I	Purchased organic soil additives in last 12 months:Index
M15015h_B	Purchased potting soil in last 12 months:Buyers
M15015h_I	Purchased potting soil in last 12 months:Index
M15016h_B	Purchased outdoor shrub/plant in last 12 months:Buyers
M15016h_I	Purchased outdoor shrub/plant in last 12 months:Index
M15017h_B	Purchased tree in last 12 months:Buyers
M15017h_I	Purchased tree in last 12 months:Index
M15018h_B	Purchased vegetable plants in last 12 months:Buyers
M15018h_I	Purchased vegetable plants in last 12 months:Index
M15019h_B	Purchased vegetable seeds in last 12 months:Buyers
M15019h_I	Purchased vegetable seeds in last 12 months:Index
M15020h_B	Purchased weed killer in last 12 months:Buyers
M15020h_I	Purchased weed killer in last 12 months:Index



Esri Data Market Potential

Table Name & Item	Description
M15021h_B	HH owns garden tiller:Buyers
M15021h_I	HH owns garden tiller:Index
M15022h_B	HH owns walk behind lawn mower (electric):Buyers
M15022h_I	HH owns walk behind lawn mower (electric):Index
M15023h_B	HH owns walk behind lawn mower (gas):Buyers
M15023h_I	HH owns walk behind lawn mower (gas):Index
M15024h_B	HH owns riding lawn mower:Buyers
M15024h_I	HH owns riding lawn mower:Index
M15025h_B	HH owns non-power lawn mower:Buyers
M15025h_I	HH owns non-power lawn mower:Index
M15026h_B	HH owns lawn or garden tractor:Buyers
M15026h_I	HH owns lawn or garden tractor:Index
M15028h_B	HH owns shears (non-electric):Buyers
M15028h_I	HH owns shears (non-electric):Index
M15029h_B	HH owns shovel:Buyers
M15029h_I	HH owns shovel:Index
M15030h_B	HH owns trimmer/edger (electric):Buyers
M15030h_I	HH owns trimmer/edger (electric):Index
M15031h_B	HH owns trimmer/edger (gas):Buyers
M15031h_I	HH owns trimmer/edger (gas):Index



Esri Data Market Potential

Table Name & Item	Description
Leisure Activities/Lifestyle Market Potential	
M21001a_B	Attended adult education course in last 12 months:Buyers
M21001a_I	Attended adult education course in last 12 months:Index
M21002a_B	Attended auto show in last 12 months:Buyers
M21002a_I	Attended auto show in last 12 months:Index
M21003a_B	Went to bar/night club in last 12 months:Buyers
M21003a_I	Went to bar/night club in last 12 months:Index
M21004a_B	Went to beach in last 12 months:Buyers
M21004a_I	Went to beach in last 12 months:Index
M21005a_B	Attended dance performance in last 12 months:Buyers
M21005a_I	Attended dance performance in last 12 months:Index
M21006a_B	Danced/went dancing in last 12 months:Buyers
M21006a_I	Danced/went dancing in last 12 months:Index
M21007a_B	Dined out in last 12 months:Buyers
M21007a_I	Dined out in last 12 months:Index
M21008a_B	Dine out < once a month:Buyers
M21008a_I	Dine out < once a month:Index
M21009a_B	Dine out once a month:Buyers
M21009a_I	Dine out once a month:Index
M21010a_B	Dine out 2-3 times a month:Buyers
M21010a_I	Dine out 2-3 times a month:Index
M21011a_B	Dine out once a week:Buyers
M21011a_I	Dine out once a week:Index
M21012a_B	Dine out 2+ times per week:Buyers
M21012a_I	Dine out 2+ times per week:Index
M21013a_B	Gambled at casino in last 12 months:Buyers
M21013a_I	Gambled at casino in last 12 months:Index
M21014a_B	Gambled at casino 6+ times in last 12 months:Buyers
M21014a_I	Gambled at casino 6+ times in last 12 months:Index
M21015a_B	Gambled in Atlantic City in last 12 months:Buyers
M21015a_I	Gambled in Atlantic City in last 12 months:Index
M21016a_B	Gambled in Las Vegas in last 12 months:Buyers
M21016a_I	Gambled in Las Vegas in last 12 months:Index
M21017a_B	Attended horse races in last 12 months:Buyers
M21017a_I	Attended horse races in last 12 months:Index
M21018a_B	Attended movies in last 6 months:Buyers
M21018a_I	Attended movies in last 6 months:Index
M21019a_B	Attended movies in last 90 days: < once a month:Buyers
M21019a_I	Attended movies in last 90 days: < once a month:Index
M21020a_B	Attended movies in last 90 days: once a month:Buyers
M21020a_I	Attended movies in last 90 days: once a month:Index
M21021a_B	Attended movies in last 90 days: 2-3 times a month:Buyers
M21021a_I	Attended movies in last 90 days: 2-3 times a month:Index
M21022a_B	Attended movies in last 90 days: once/week or more:Buyers
M21022a_I	Attended movies in last 90 days: once/week or more:Index
M21023a_B	Prefer to see movie after second week of release:Buyers
M21023a_I	Prefer to see movie after second week of release:Index
M21024a_B	Went to museum in last 12 months:Buyers
M21024a_I	Went to museum in last 12 months:Index
M21025a_B	Attended music performance in last 12 months:Buyers
M21025a_I	Attended music performance in last 12 months:Index
M21026a_B	Attended country music performance in last 12 mo:Buyers
M21026a_I	Attended country music performance in last 12 mo:Index
M21027a_B	Attended rock music performance in last 12 months:Buyers
M21027a_I	Attended rock music performance in last 12 months:Index
M21073a_B	Attended classical music/opera performance/12 mo:Buyers
M21073a_I	Attended classical music/opera performance/12 mo:Index



Esri Data Market Potential

Table Name & Item	Description
M21028a_B	Went to live theater in last 12 months:Buyers
M21028a_I	Went to live theater in last 12 months:Index
M21029a_B	Visited a theme park in last 12 months:Buyers
M21029a_I	Visited a theme park in last 12 months:Index
M21033a_B	Visited Disney World (FL)/12 mo: Magic Kingdom:Buyers
M21033a_I	Visited Disney World (FL)/12 mo: Magic Kingdom:Index
M21035a_B	Visited any Sea World in last 12 months:Buyers
M21035a_I	Visited any Sea World in last 12 months:Index
M21036a_B	Visited any Six Flags in last 12 months:Buyers
M21036a_I	Visited any Six Flags in last 12 months:Index
M21038a_B	Went to zoo in last 12 months:Buyers
M21038a_I	Went to zoo in last 12 months:Index
M21039a_B	Played backgammon in last 12 months:Buyers
M21039a_I	Played backgammon in last 12 months:Index
M21077a_B	Participated in book club in last 12 months:Buyers
M21077a_I	Participated in book club in last 12 months:Index
M21040a_B	Played billiards/pool in last 12 months:Buyers
M21040a_I	Played billiards/pool in last 12 months:Index
M21041a_B	Played bingo in last 12 months:Buyers
M21041a_I	Played bingo in last 12 months:Index
M21042a_B	Did birdwatching in last 12 months:Buyers
M21042a_I	Did birdwatching in last 12 months:Index
M21043a_B	Played board game in last 12 months:Buyers
M21043a_I	Played board game in last 12 months:Index
M21044a_B	Played cards in last 12 months:Buyers
M21044a_I	Played cards in last 12 months:Index
M21045a_B	Played chess in last 12 months:Buyers
M21045a_I	Played chess in last 12 months:Index
M21046a_B	Cooked for fun in last 12 months:Buyers
M21046a_I	Cooked for fun in last 12 months:Index
M21047a_B	Did crossword puzzle in last 12 months:Buyers
M21047a_I	Did crossword puzzle in last 12 months:Index
M21078a_B	Participated in fantasy sports league last 12 mo:Buyers
M21078a_I	Participated in fantasy sports league last 12 mo:Index
M21048a_B	Flew a kite in last 12 months:Buyers
M21048a_I	Flew a kite in last 12 months:Index
M21049a_B	Did furniture refinishing in last 12 months:Buyers
M21049a_I	Did furniture refinishing in last 12 months:Index
M21050a_B	Did indoor gardening/plant care in last 12 months:Buyers
M21050a_I	Did indoor gardening/plant care in last 12 months:Index
M21074a_B	Participated in karaoke in last 12 months:Buyers
M21074a_I	Participated in karaoke in last 12 months:Index
M21051a_B	Bought lottery ticket in last 12 months:Buyers
M21051a_I	Bought lottery ticket in last 12 months:Index
M21052a_B	Bought lottery ticket in last 12 mo: Daily Drawing:Buyers
M21052a_I	Bought lottery ticket in last 12 mo: Daily Drawing:Index
M21053a_B	Bought lottery ticket in last 12 mo: Instant Game:Buyers
M21053a_I	Bought lottery ticket in last 12 mo: Instant Game:Index
M21054a_B	Bought lottery ticket in last 12 mo: Lotto Drawing:Buyers
M21054a_I	Bought lottery ticket in last 12 mo: Lotto Drawing:Index
M21055a_B	Played lottery: <3 times in last 30 days:Buyers
M21055a_I	Played lottery: <3 times in last 30 days:Index
M21056a_B	Played lottery: 3-7 times in last 30 days:Buyers
M21056a_I	Played lottery: 3-7 times in last 30 days:Index
M21057a_B	Played lottery: 8+ times in last 30 days:Buyers
M21057a_I	Played lottery: 8+ times in last 30 days:Index



Esri Data Market Potential

Table Name & Item	Description
M21058a_B	Played musical instrument in last 12 months:Buyers
M21058a_I	Played musical instrument in last 12 months:Index
M21059a_B	Did painting/drawing in last 12 months:Buyers
M21059a_I	Did painting/drawing in last 12 months:Index
M21060a_B	Did photography in last 12 months:Buyers
M21060a_I	Did photography in last 12 months:Index
M21061a_B	Read book in last 12 months:Buyers
M21061a_I	Read book in last 12 months:Index
M21075a_B	Participated in trivia games in last 12 months:Buyers
M21075a_I	Participated in trivia games in last 12 months:Index
M21063a_B	Played video game in last 12 months:Buyers
M21063a_I	Played video game in last 12 months:Index
M21064a_B	Did woodworking in last 12 months:Buyers
M21064a_I	Did woodworking in last 12 months:Index
M21076a_B	Participated in word games in last 12 months:Buyers
M21076a_I	Participated in word games in last 12 months:Index
M21079a_B	Member of AARP:Buyers
M21079a_I	Member of AARP:Index
M21065a_B	Member of business club:Buyers
M21065a_I	Member of business club:Index
M21066a_B	Member of charitable organization:Buyers
M21066a_I	Member of charitable organization:Index
M21067a_B	Member of church board:Buyers
M21067a_I	Member of church board:Index
M21068a_B	Member of fraternal order:Buyers
M21068a_I	Member of fraternal order:Index
M21069a_B	Member of religious club:Buyers
M21069a_I	Member of religious club:Index
M21071a_B	Member of union:Buyers
M21071a_I	Member of union:Index
M21072a_B	Member of veterans club:Buyers
M21072a_I	Member of veterans club:Index



Esri Data Market Potential

Table Name & Item	Description
Mail & Phone Orders Market Potential	
M22001a_B	Ordered any item by mail/phone in last 12 months:Buyers
M22001a_I	Ordered any item by mail/phone in last 12 months:Index
M22003a_B	Ordered clothing by mail/phone in last 12 months:Buyers
M22003a_I	Ordered clothing by mail/phone in last 12 months:Index
M22004a_B	Spent on mail orders in last 12 months: <\$100:Buyers
M22004a_I	Spent on mail orders in last 12 months: <\$100:Index
M22005a_B	Spent on mail orders in last 12 months: \$100-199:Buyers
M22005a_I	Spent on mail orders in last 12 months: \$100-199:Index
M22006a_B	Spent on mail orders in last 12 months: \$200-499:Buyers
M22006a_I	Spent on mail orders in last 12 months: \$200-499:Index
M22007a_B	Spent on mail orders in last 12 months: \$500+:Buyers
M22007a_I	Spent on mail orders in last 12 months: \$500+:Index
M22008a_B	Spent on phone orders in last 12 months: <\$100:Buyers
M22008a_I	Spent on phone orders in last 12 months: <\$100:Index
M22009a_B	Spent on phone orders in last 12 months: \$100-199:Buyers
M22009a_I	Spent on phone orders in last 12 months: \$100-199:Index
M22010a_B	Spent on phone orders in last 12 months: \$200-499:Buyers
M22010a_I	Spent on phone orders in last 12 months: \$200-499:Index
M22011a_B	Spent on phone orders in last 12 months: \$500+:Buyers
M22011a_I	Spent on phone orders in last 12 months: \$500+:Index



Esri Data Market Potential

Table Name & Item	Description
Media Listen Market Potential	
M23257a_B	Light radio listener:Buyers
M23257a_I	Light radio listener:Index
M23258a_B	Light-medium radio listener:Buyers
M23258a_I	Light-medium radio listener:Index
M23259a_B	Medium radio listener:Buyers
M23259a_I	Medium radio listener:Index
M23260a_B	Medium-heavy radio listener:Buyers
M23260a_I	Medium-heavy radio listener:Index
M23261a_B	Heavy radio listener:Buyers
M23261a_I	Heavy radio listener:Index
M23262a_B	Radio format listen to: adult contemporary:Buyers
M23262a_I	Radio format listen to: adult contemporary:Index
M23263a_B	Radio format listen to: all news:Buyers
M23263a_I	Radio format listen to: all news:Index
M23264a_B	Radio format listen to: all talk:Buyers
M23264a_I	Radio format listen to: all talk:Index
M23265a_B	Radio format listen to: alternative:Buyers
M23265a_I	Radio format listen to: alternative:Index
M23266a_B	Radio format listen to: classic hits:Buyers
M23266a_I	Radio format listen to: classic hits:Index
M23267a_B	Radio format listen to: classic rock:Buyers
M23267a_I	Radio format listen to: classic rock:Index
M23268a_B	Radio format listen to: classical:Buyers
M23268a_I	Radio format listen to: classical:Index
M23269a_B	Radio format listen to: contemporary hit radio:Buyers
M23269a_I	Radio format listen to: contemporary hit radio:Index
M23270a_B	Radio format listen to: country:Buyers
M23270a_I	Radio format listen to: country:Index
M23303a_B	Radio format listen to: gospel:Buyers
M23303a_I	Radio format listen to: gospel:Index
M23271a_B	Radio format listen to: Hispanic:Buyers
M23271a_I	Radio format listen to: Hispanic:Index
M23272a_B	Radio format listen to: jazz:Buyers
M23272a_I	Radio format listen to: jazz:Index
M23273a_B	Radio format listen to: news/talk:Buyers
M23273a_I	Radio format listen to: news/talk:Index
M23274a_B	Radio format listen to: oldies:Buyers
M23274a_I	Radio format listen to: oldies:Index
M23275a_B	Radio format listen to: public:Buyers
M23275a_I	Radio format listen to: public:Index
M23276a_B	Radio format listen to: religious:Buyers
M23276a_I	Radio format listen to: religious:Index
M23277a_B	Radio format listen to: rock:Buyers
M23277a_I	Radio format listen to: rock:Index
M23278a_B	Radio format listen to: soft adult contemporary:Buyers
M23278a_I	Radio format listen to: soft adult contemporary:Index
M23279a_B	Radio format listen to: sports:Buyers
M23279a_I	Radio format listen to: sports:Index
M23280a_B	Radio format listen to: urban:Buyers
M23280a_I	Radio format listen to: urban:Index
M23281a_B	Radio format listen to: variety/other:Buyers
M23281a_I	Radio format listen to: variety/other:Index
M23282a_B	Radio listening: auto racing:Buyers
M23282a_I	Radio listening: auto racing:Index



Esri Data Market Potential

Table Name & Item	Description
M23283a_B	Radio listening: baseball playoffs/World Series:Buyers
M23283a_I	Radio listening: baseball playoffs/World Series:Index
M23284a_B	Radio listening: baseball (regular season):Buyers
M23284a_I	Radio listening: baseball (regular season):Index
M23285a_B	Radio listening: basketball (college):Buyers
M23285a_I	Radio listening: basketball (college):Index
M23286a_B	Radio listening: basketball (pro):Buyers
M23286a_I	Radio listening: basketball (pro):Index
M23287a_B	Radio listening: football (college):Buyers
M23287a_I	Radio listening: football (college):Index
M23288a_B	Radio listening: football-Monday night (pro):Buyers
M23288a_I	Radio listening: football-Monday night (pro):Index
M23289a_B	Radio listening: football-weekend (pro):Buyers
M23289a_I	Radio listening: football-weekend (pro):Index
M23290a_B	Radio listening: golf:Buyers
M23290a_I	Radio listening: golf:Index
M23291a_B	Radio listening: ice hockey:Buyers
M23291a_I	Radio listening: ice hockey:Index
M23292a_B	Radio listening: NFL playoffs/Superbowl:Buyers
M23292a_I	Radio listening: NFL playoffs/Superbowl:Index
M23293a_B	Listen to Radio: 6:00 am - 10:00 am weekday:Buyers
M23293a_I	Listen to Radio: 6:00 am - 10:00 am weekday:Index
M23294a_B	Listen to Radio: 10:00 am - 3:00 pm weekday:Buyers
M23294a_I	Listen to Radio: 10:00 am - 3:00 pm weekday:Index
M23295a_B	Listen to Radio: 3:00 pm - 7:00 pm weekday:Buyers
M23295a_I	Listen to Radio: 3:00 pm - 7:00 pm weekday:Index
M23296a_B	Listen to Radio: 7:00 pm - midnight weekday:Buyers
M23296a_I	Listen to Radio: 7:00 pm - midnight weekday:Index
M23297a_B	Listen to Radio: midnight - 6:00 am weekday:Buyers
M23297a_I	Listen to Radio: midnight - 6:00 am weekday:Index
M23298a_B	Listen to Radio: 6:00 am - 10:00 am weekend:Buyers
M23298a_I	Listen to Radio: 6:00 am - 10:00 am weekend:Index
M23299a_B	Listen to Radio: 10:00 am - 3:00 pm weekend:Buyers
M23299a_I	Listen to Radio: 10:00 am - 3:00 pm weekend:Index
M23300a_B	Listen to Radio: 3:00 pm - 7:00 pm weekend:Buyers
M23300a_I	Listen to Radio: 3:00 pm - 7:00 pm weekend:Index
M23301a_B	Listen to Radio: 7:00 pm - midnight weekend:Buyers
M23301a_I	Listen to Radio: 7:00 pm - midnight weekend:Index
M23302a_B	Listen to Radio: midnight - 6:00 am weekend:Buyers
M23302a_I	Listen to Radio: midnight - 6:00 am weekend:Index



Esri Data Market Potential

Table Name & Item	Description
Media Read Market Potential	
M23207a_B	Light magazine reader:Buyers
M23207a_I	Light magazine reader:Index
M23208a_B	Light-medium magazine reader:Buyers
M23208a_I	Light-medium magazine reader:Index
M23209a_B	Medium magazine reader:Buyers
M23209a_I	Medium magazine reader:Index
M23210a_B	Medium-heavy magazine reader:Buyers
M23210a_I	Medium-heavy magazine reader:Index
M23211a_B	Heavy magazine reader:Buyers
M23211a_I	Heavy magazine reader:Index
M23212a_B	Read airline magazines:Buyers
M23212a_I	Read airline magazines:Index
M23213a_B	Read automotive magazines:Buyers
M23213a_I	Read automotive magazines:Index
M23214a_B	Read baby magazines:Buyers
M23214a_I	Read baby magazines:Index
M23215a_B	Read boating magazines:Buyers
M23215a_I	Read boating magazines:Index
M23216a_B	Read bridal magazines:Buyers
M23216a_I	Read bridal magazines:Index
M23217a_B	Read business/finance magazines:Buyers
M23217a_I	Read business/finance magazines:Index
M23218a_B	Read computer magazines:Buyers
M23218a_I	Read computer magazines:Index
M23219a_B	Read Epicurean magazines:Buyers
M23219a_I	Read Epicurean magazines:Index
M23220a_B	Read fishing/hunting magazines:Buyers
M23220a_I	Read fishing/hunting magazines:Index
M23222a_B	Read general editorial magazines:Buyers
M23222a_I	Read general editorial magazines:Index
M23223a_B	Read health magazines:Buyers
M23223a_I	Read health magazines:Index
M23224a_B	Read home service magazines:Buyers
M23224a_I	Read home service magazines:Index
M23225a_B	Read motorcycle magazines:Buyers
M23225a_I	Read motorcycle magazines:Index
M23226a_B	Read music magazines:Buyers
M23226a_I	Read music magazines:Index
M23227a_B	Read news and entertainment weekly magazines:Buyers
M23227a_I	Read news and entertainment weekly magazines:Index
M23228a_B	Read parenthood magazines:Buyers
M23228a_I	Read parenthood magazines:Index
M23229a_B	Read science/technology magazines:Buyers
M23229a_I	Read science/technology magazines:Index
M23230a_B	Read sports magazines:Buyers
M23230a_I	Read sports magazines:Index
M23231a_B	Read travel magazines:Buyers
M23231a_I	Read travel magazines:Index
M23232a_B	Read women's fashion magazines:Buyers
M23232a_I	Read women's fashion magazines:Index
M23233a_B	Light newspaper reader:Buyers
M23233a_I	Light newspaper reader:Index
M23234a_B	Light-medium newspaper reader:Buyers
M23234a_I	Light-medium newspaper reader:Index



Esri Data Market Potential

Table Name & Item	Description
M23235a_B	Medium newspaper reader:Buyers
M23235a_I	Medium newspaper reader:Index
M23236a_B	Medium-heavy newspaper reader:Buyers
M23236a_I	Medium-heavy newspaper reader:Index
M23237a_B	Heavy newspaper reader:Buyers
M23237a_I	Heavy newspaper reader:Index
M23238a_B	Read any daily newspaper:Buyers
M23238a_I	Read any daily newspaper:Index
M23239a_B	Read one daily newspaper:Buyers
M23239a_I	Read one daily newspaper:Index
M23240a_B	Read two or more daily newspapers:Buyers
M23240a_I	Read two or more daily newspapers:Index
M23241a_B	Read any Sunday newspaper:Buyers
M23241a_I	Read any Sunday newspaper:Index
M23242a_B	Read one Sunday newspaper:Buyers
M23242a_I	Read one Sunday newspaper:Index
M23243a_B	Read two or more Sunday newspapers:Buyers
M23243a_I	Read two or more Sunday newspapers:Index
M23352a_B	Read newspaper: advertisements:Buyers
M23352a_I	Read newspaper: advertisements:Index
M23244a_B	Read newspaper: business/finance section:Buyers
M23244a_I	Read newspaper: business/finance section:Index
M23353a_B	Read newspaper: circulars/inserts/fliers:Buyers
M23353a_I	Read newspaper: circulars/inserts/fliers:Index
M23245a_B	Read newspaper: classified section:Buyers
M23245a_I	Read newspaper: classified section:Index
M23246a_B	Read newspaper: comics:Buyers
M23246a_I	Read newspaper: comics:Index
M23247a_B	Read newspaper: editorial page:Buyers
M23247a_I	Read newspaper: editorial page:Index
M23354a_B	Read newspaper: entertainment/lifestyle section:Buyers
M23354a_I	Read newspaper: entertainment/lifestyle section:Index
M23248a_B	Read newspaper: fashion section:Buyers
M23248a_I	Read newspaper: fashion section:Index
M23249a_B	Read newspaper: food/cooking section:Buyers
M23249a_I	Read newspaper: food/cooking section:Index
M23250a_B	Read newspaper: main news/front page:Buyers
M23250a_I	Read newspaper: main news/front page:Index
M23355a_B	Read newspaper: health section:Buyers
M23355a_I	Read newspaper: health section:Index
M23251a_B	Read newspaper: home/furnishings/gardening section:Buyers
M23251a_I	Read newspaper: home/furnishings/gardening section:Index
M23356a_B	Read newspaper: international/national news:Buyers
M23356a_I	Read newspaper: international/national news:Index
M23357a_B	Read newspaper: local news section:Buyers
M23357a_I	Read newspaper: local news section:Index
M23252a_B	Read newspaper: movie listings/reviews section:Buyers
M23252a_I	Read newspaper: movie listings/reviews section:Index
M23253a_B	Read newspaper: science & technology section:Buyers
M23253a_I	Read newspaper: science & technology section:Index
M23254a_B	Read newspaper: sports section:Buyers
M23254a_I	Read newspaper: sports section:Index
M23255a_B	Read newspaper: travel section:Buyers
M23255a_I	Read newspaper: travel section:Index
M23256a_B	Read newspaper: TV listings section:Buyers
M23256a_I	Read newspaper: TV listings section:Index



Esri Data Market Potential

Table Name & Item	Description
Media Watch Market Potential	
M23001h_B	HH has cable TV available in neighborhood:Buyers
M23001h_I	HH has cable TV available in neighborhood:Index
M23002h_B	HH subscribes to cable TV:Buyers
M23002h_I	HH subscribes to cable TV:Index
M23005h_B	HH has satellite dish:Buyers
M23005h_I	HH has satellite dish:Index
M23347h_B	HH has satellite dish: DirecTV:Buyers
M23347h_I	HH has satellite dish: DirecTV:Index
M23348h_B	HH has satellite dish: Dish Network:Buyers
M23348h_I	HH has satellite dish: Dish Network:Index
M23358h_B	HH's cable/fiber optic co. offers Video on Demand:Buyers
M23358h_I	HH's cable/fiber optic co. offers Video on Demand:Index
M23349h_B	HH has digital video recorder (DVR):Buyers
M23349h_I	HH has digital video recorder (DVR):Index
M23008a_B	Watched 1-9 hours of cable TV last week:Buyers
M23008a_I	Watched 1-9 hours of cable TV last week:Index
M23009a_B	Watched 10-20 hours of cable TV last week:Buyers
M23009a_I	Watched 10-20 hours of cable TV last week:Index
M23010a_B	Watched 21+ hours of cable TV last week:Buyers
M23010a_I	Watched 21+ hours of cable TV last week:Index
M23011a_B	Watched last week: A&E Television Network:Buyers
M23011a_I	Watched last week: A&E Television Network:Index
M23012a_B	Watched last week: ABC Family Channel:Buyers
M23012a_I	Watched last week: ABC Family Channel:Index
M23013a_B	Watched last week: American Movie Classics:Buyers
M23013a_I	Watched last week: American Movie Classics:Index
M23014a_B	Watched last week: Animal Planet:Buyers
M23014a_I	Watched last week: Animal Planet:Index
M23015a_B	Watched last week: BBC America:Buyers
M23015a_I	Watched last week: BBC America:Index
M23016a_B	Watched last week: BET (Black Entertainment TV):Buyers
M23016a_I	Watched last week: BET (Black Entertainment TV):Index
M23017a_B	Watched last week: Bravo:Buyers
M23017a_I	Watched last week: Bravo:Index
M23018a_B	Watched last week: Cartoon Network:Buyers
M23018a_I	Watched last week: Cartoon Network:Index
M23019a_B	Watched last week: CMT (Country Music Television):Buyers
M23019a_I	Watched last week: CMT (Country Music Television):Index
M23020a_B	Watched last week: CNBC:Buyers
M23020a_I	Watched last week: CNBC:Index
M23021a_B	Watched last week: CNN (Cable News Network):Buyers
M23021a_I	Watched last week: CNN (Cable News Network):Index
M23022a_B	Watched last week: Comedy Central:Buyers
M23022a_I	Watched last week: Comedy Central:Index
M23024a_B	Watched last week: Discovery Channel:Buyers
M23024a_I	Watched last week: Discovery Channel:Index
M23025a_B	Watched last week: Discovery Health Channel:Buyers
M23025a_I	Watched last week: Discovery Health Channel:Index
M23026a_B	Watched last week: Disney Channel:Buyers
M23026a_I	Watched last week: Disney Channel:Index
M23061a_B	Watched last week: Disney XD:Buyers
M23061a_I	Watched last week: Disney XD:Index
M23027a_B	Watched last week: E!:Buyers
M23027a_I	Watched last week: E!:Index



Esri Data Market Potential

Table Name & Item	Description
M23028a_B	Watched last week: ESPN:Buyers
M23028a_I	Watched last week: ESPN:Index
M23029a_B	Watched last week: ESPN Classic:Buyers
M23029a_I	Watched last week: ESPN Classic:Index
M23030a_B	Watched last week: ESPN2:Buyers
M23030a_I	Watched last week: ESPN2:Index
M23031a_B	Watched last week: ESPNNews:Buyers
M23031a_I	Watched last week: ESPNNews:Index
M23032a_B	Watched last week: Food Network:Buyers
M23032a_I	Watched last week: Food Network:Index
M23033a_B	Watched last week: Fox News Channel:Buyers
M23033a_I	Watched last week: Fox News Channel:Index
M23034a_B	Watched last week: Fox Sports Net:Buyers
M23034a_I	Watched last week: Fox Sports Net:Index
M23035a_B	Watched last week: FX:Buyers
M23035a_I	Watched last week: FX:Index
M23036a_B	Watched last week: Game Show Network:Buyers
M23036a_I	Watched last week: Game Show Network:Index
M23037a_B	Watched last week: Golf Channel:Buyers
M23037a_I	Watched last week: Golf Channel:Index
M23038a_B	Watched last week: Hallmark Channel:Buyers
M23038a_I	Watched last week: Hallmark Channel:Index
M23039a_B	Watched last week: Headline News:Buyers
M23039a_I	Watched last week: Headline News:Index
M23040a_B	Watched last week: History Channel:Buyers
M23040a_I	Watched last week: History Channel:Index
M23041a_B	Watched last week: Home & Garden Television:Buyers
M23041a_I	Watched last week: Home & Garden Television:Index
M23042a_B	Watched last week: Home Shopping Network:Buyers
M23042a_I	Watched last week: Home Shopping Network:Index
M23043a_B	Watched last week: Independent Film Channel:Buyers
M23043a_I	Watched last week: Independent Film Channel:Index
M23044a_B	Watched last week: Lifetime:Buyers
M23044a_I	Watched last week: Lifetime:Index
M23304a_B	Watched last week: Lifetime Movie Network:Buyers
M23304a_I	Watched last week: Lifetime Movie Network:Index
M23045a_B	Watched last week: MSNBC:Buyers
M23045a_I	Watched last week: MSNBC:Index
M23046a_B	Watched last week: MTV:Buyers
M23046a_I	Watched last week: MTV:Index
M23047a_B	Watched last week: MTV2:Buyers
M23047a_I	Watched last week: MTV2:Index
M23048a_B	Watched last week: National Geographic Channel:Buyers
M23048a_I	Watched last week: National Geographic Channel:Index
M23049a_B	Watched last week: Nick at Nite:Buyers
M23049a_I	Watched last week: Nick at Nite:Index
M23050a_B	Watched last week: Nickelodeon:Buyers
M23050a_I	Watched last week: Nickelodeon:Index
M23359a_B	Watched last week: Outdoor Channel:Buyers
M23359a_I	Watched last week: Outdoor Channel:Index
M23051a_B	Watched last week: Oxygen:Buyers
M23051a_I	Watched last week: Oxygen:Index
M23052a_B	Watched last week: QVC:Buyers
M23052a_I	Watched last week: QVC:Index
M23053a_B	Watched last week: Sci-Fi Channel:Buyers
M23053a_I	Watched last week: Sci-Fi Channel:Index
M23054a_B	Watched last week: Speed Channel:Buyers
M23054a_I	Watched last week: Speed Channel:Index



Esri Data Market Potential

Table Name & Item	Description
M23329a_B	Watched last week: Spike TV:Buyers
M23329a_I	Watched last week: Spike TV:Index
M23055a_B	Watched last week: Style:Buyers
M23055a_I	Watched last week: Style:Index
M23057a_B	Watched last week: TBS:Buyers
M23057a_I	Watched last week: TBS:Index
M23058a_B	Watched last week: TLC (The Learning Channel):Buyers
M23058a_I	Watched last week: TLC (The Learning Channel):Index
M23060a_B	Watched last week: TNT (Turner Network Television):Buyers
M23060a_I	Watched last week: TNT (Turner Network Television):Index
M23062a_B	Watched last week: Travel Channel:Buyers
M23062a_I	Watched last week: Travel Channel:Index
M23063a_B	Watched last week: Turner Classic Movies:Buyers
M23063a_I	Watched last week: Turner Classic Movies:Index
M23064a_B	Watched last week: TV Guide Network:Buyers
M23064a_I	Watched last week: TV Guide Network:Index
M23065a_B	Watched last week: TV Land:Buyers
M23065a_I	Watched last week: TV Land:Index
M23066a_B	Watched last week: USA Network:Buyers
M23066a_I	Watched last week: USA Network:Index
M23067a_B	Watched last week: VH1:Buyers
M23067a_I	Watched last week: VH1:Index
M23068a_B	Watched last week: The Weather Channel:Buyers
M23068a_I	Watched last week: The Weather Channel:Index
M23069a_B	Watched last week: WE tv:Buyers
M23069a_I	Watched last week: WE tv:Index
M23056a_B	Watched last week: WGN America:Buyers
M23056a_I	Watched last week: WGN America:Index
M23306a_B	Watched last week: Cinemax:Buyers
M23306a_I	Watched last week: Cinemax:Index
M23327a_B	Watched last week: Encore:Buyers
M23327a_I	Watched last week: Encore:Index
M23307a_B	Watched last week: HBO:Buyers
M23307a_I	Watched last week: HBO:Index
M23308a_B	Watched last week: The Movie Channel:Buyers
M23308a_I	Watched last week: The Movie Channel:Index
M23309a_B	Watched last week: Showtime:Buyers
M23309a_I	Watched last week: Showtime:Index
M23328a_B	Watched last week: Starz!:Buyers
M23328a_I	Watched last week: Starz!:Index
M23360a_B	Watched any pay-per-view in last 12 months:Buyers
M23360a_I	Watched any pay-per-view in last 12 months:Index
M23071a_B	Watched any pay-per-view movie in last 12 months:Buyers
M23071a_I	Watched any pay-per-view movie in last 12 months:Index
M23072a_B	Watched any pay-per-view sports event last 12 mo:Buyers
M23072a_I	Watched any pay-per-view sports event last 12 mo:Index
M23073a_B	Light viewer of daytime TV:Buyers
M23073a_I	Light viewer of daytime TV:Index
M23074a_B	Medium viewer of daytime TV:Buyers
M23074a_I	Medium viewer of daytime TV:Index
M23075a_B	Heavy viewer of daytime TV:Buyers
M23075a_I	Heavy viewer of daytime TV:Index
M23076a_B	Light viewer of primetime TV:Buyers
M23076a_I	Light viewer of primetime TV:Index
M23077a_B	Light-medium viewer of primetime TV:Buyers
M23077a_I	Light-medium viewer of primetime TV:Index
M23078a_B	Medium viewer of primetime TV:Buyers
M23078a_I	Medium viewer of primetime TV:Index



Esri Data Market Potential

Table Name & Item	Description
M23079a_B	Medium-heavy viewer of primetime TV:Buyers
M23079a_I	Medium-heavy viewer of primetime TV:Index
M23080a_B	Heavy viewer of primetime TV:Buyers
M23080a_I	Heavy viewer of primetime TV:Index
M23081a_B	Watch TV aired once/wk: ABC This Week:Buyers
M23081a_I	Watch TV aired once/wk: ABC This Week:Index
M23082a_B	Watch TV aired once/wk: ABC World News-Sat:Buyers
M23082a_I	Watch TV aired once/wk: ABC World News-Sat:Index
M23083a_B	Watch TV aired once/wk: ABC World News-Sun:Buyers
M23083a_I	Watch TV aired once/wk: ABC World News-Sun:Index
M23330a_B	Watch TV aired once/wk: American Idol:Buyers
M23330a_I	Watch TV aired once/wk: American Idol:Index
M23331a_B	Watch TV aired once/wk: Amer.'s Funniest Hm Videos:Buyers
M23331a_I	Watch TV aired once/wk: Amer.'s Funniest Hm Videos:Index
M23085a_B	Watch TV aired once/wk: Antiques Roadshow:Buyers
M23085a_I	Watch TV aired once/wk: Antiques Roadshow:Index
M23090a_B	Watch TV aired once/wk: CBS Evening News-Sat:Buyers
M23090a_I	Watch TV aired once/wk: CBS Evening News-Sat:Index
M23091a_B	Watch TV aired once/wk: CBS Evening News-Sun:Buyers
M23091a_I	Watch TV aired once/wk: CBS Evening News-Sun:Index
M23092a_B	Watch TV aired once/wk: CBS Face the Nation:Buyers
M23092a_I	Watch TV aired once/wk: CBS Face the Nation:Index
M23094a_B	Watch TV aired once/wk: CBS Sunday Morning:Buyers
M23094a_I	Watch TV aired once/wk: CBS Sunday Morning:Index
M23333a_B	Watch TV aired once/wk: Cold Case:Buyers
M23333a_I	Watch TV aired once/wk: Cold Case:Index
M23361a_B	Watch TV aired once/wk: Criminal Minds:Buyers
M23361a_I	Watch TV aired once/wk: Criminal Minds:Index
M23097a_B	Watch TV aired once/wk: CSI:Buyers
M23097a_I	Watch TV aired once/wk: CSI:Index
M23323a_B	Watch TV aired once/wk: CSI: Miami:Buyers
M23323a_I	Watch TV aired once/wk: CSI: Miami:Index
M23334a_B	Watch TV aired once/wk: CSI: NY:Buyers
M23334a_I	Watch TV aired once/wk: CSI: NY:Index
M23362a_B	Watch TV aired once/wk: Dancing with the Stars:Buyers
M23362a_I	Watch TV aired once/wk: Dancing with the Stars:Index
M23098a_B	Watch TV aired once/wk: Dateline NBC Friday:Buyers
M23098a_I	Watch TV aired once/wk: Dateline NBC Friday:Index
M23335a_B	Watch TV aired once/wk: Desperate Housewives:Buyers
M23335a_I	Watch TV aired once/wk: Desperate Housewives:Index
M23106a_B	Watch TV aired once/wk: FOX News Sunday:Buyers
M23106a_I	Watch TV aired once/wk: FOX News Sunday:Index
M23336a_B	Watch TV aired once/wk: Grey's Anatomy:Buyers
M23336a_I	Watch TV aired once/wk: Grey's Anatomy:Index
M23337a_B	Watch TV aired once/wk: House:Buyers
M23337a_I	Watch TV aired once/wk: House:Index
M23315a_B	Watch TV aired once/wk: Law and Order - CI:Buyers
M23315a_I	Watch TV aired once/wk: Law and Order - CI:Index
M23117a_B	Watch TV aired once/wk: Law and Order-SVU:Buyers
M23117a_I	Watch TV aired once/wk: Law and Order-SVU:Index
M23339a_B	Watch TV aired once/wk: Medium:Buyers
M23339a_I	Watch TV aired once/wk: Medium:Index
M23123a_B	Watch TV aired once/wk: NBC Meet the Press:Buyers
M23123a_I	Watch TV aired once/wk: NBC Meet the Press:Index
M23124a_B	Watch TV aired once/wk: NBC Nightly News-Sat:Buyers
M23124a_I	Watch TV aired once/wk: NBC Nightly News-Sat:Index
M23125a_B	Watch TV aired once/wk: NBC Nightly News-Sun:Buyers
M23125a_I	Watch TV aired once/wk: NBC Nightly News-Sun:Index



Esri Data Market Potential

Table Name & Item	Description
M23127a_B	Watch TV aired once/wk: NBC Saturday Today:Buyers
M23127a_I	Watch TV aired once/wk: NBC Saturday Today:Index
M23128a_B	Watch TV aired once/wk: NBC Sunday Today:Buyers
M23128a_I	Watch TV aired once/wk: NBC Sunday Today:Index
M23340a_B	Watch TV aired once/wk: NCIS:Buyers
M23340a_I	Watch TV aired once/wk: NCIS:Index
M23363a_B	Watch TV aired once/wk: New Adv. of Old Christine:Buyers
M23363a_I	Watch TV aired once/wk: New Adv. of Old Christine:Index
M23129a_B	Watch TV aired once/wk: NOVA:Buyers
M23129a_I	Watch TV aired once/wk: NOVA:Index
M23133a_B	Watch TV aired once/wk: Primetime:Buyers
M23133a_I	Watch TV aired once/wk: Primetime:Index
M23135a_B	Watch TV aired once/wk: Saturday Night Live:Buyers
M23135a_I	Watch TV aired once/wk: Saturday Night Live:Index
M23138a_B	Watch TV aired once/wk: 60 Minutes:Buyers
M23138a_I	Watch TV aired once/wk: 60 Minutes:Index
M23318a_B	Watch TV aired once/wk: Smallville:Buyers
M23318a_I	Watch TV aired once/wk: Smallville:Index
M23350a_B	Watch TV aired once/wk: The Office:Buyers
M23350a_I	Watch TV aired once/wk: The Office:Index
M23137a_B	Watch TV aired once/wk: The Simpsons:Buyers
M23137a_I	Watch TV aired once/wk: The Simpsons:Index
M23144a_B	Watch TV aired once/wk: 20/20:Buyers
M23144a_I	Watch TV aired once/wk: 20/20:Index
M23342a_B	Watch TV aired once/wk: Two and a Half Men:Buyers
M23342a_I	Watch TV aired once/wk: Two and a Half Men:Index
M23149a_B	Watch Syndicated TV (M-F): Access Hollywood:Buyers
M23149a_I	Watch Syndicated TV (M-F): Access Hollywood:Index
M23150a_B	Watch Syndicated TV (M-F): Cops:Buyers
M23150a_I	Watch Syndicated TV (M-F): Cops:Index
M23152a_B	Watch Syndicated TV (M-F): Divorce Court:Buyers
M23152a_I	Watch Syndicated TV (M-F): Divorce Court:Index
M23351a_B	Watch Syndicated TV (M-F): Dr. Phil:Buyers
M23351a_I	Watch Syndicated TV (M-F): Dr. Phil:Index
M23343a_B	Watch Syndicated TV (M-F): Ellen Degeneres:Buyers
M23343a_I	Watch Syndicated TV (M-F): Ellen Degeneres:Index
M23154a_B	Watch Syndicated TV (M-F): Entertainment Tonight:Buyers
M23154a_I	Watch Syndicated TV (M-F): Entertainment Tonight:Index
M23344a_B	Watch Syndicated TV (M-F): Everybody Loves Raymond:Buyers
M23344a_I	Watch Syndicated TV (M-F): Everybody Loves Raymond:Index
M23156a_B	Watch Syndicated TV (M-F): Frasier:Buyers
M23156a_I	Watch Syndicated TV (M-F): Frasier:Index
M23158a_B	Watch Syndicated TV (M-F): Friends:Buyers
M23158a_I	Watch Syndicated TV (M-F): Friends:Index
M23161a_B	Watch Syndicated TV (M-F): Inside Edition:Buyers
M23161a_I	Watch Syndicated TV (M-F): Inside Edition:Index
M23162a_B	Watch Syndicated TV (M-F): Jeopardy!:Buyers
M23162a_I	Watch Syndicated TV (M-F): Jeopardy!:Index
M23164a_B	Watch Syndicated TV (M-F): Judge Joe Brown:Buyers
M23164a_I	Watch Syndicated TV (M-F): Judge Joe Brown:Index
M23165a_B	Watch Syndicated TV (M-F): Judge Judy:Buyers
M23165a_I	Watch Syndicated TV (M-F): Judge Judy:Index
M23166a_B	Watch Syndicated TV (M-F): Judge Mathis:Buyers
M23166a_I	Watch Syndicated TV (M-F): Judge Mathis:Index
M23345a_B	Watch Syndicated TV (M-F): King of Queens:Buyers
M23345a_I	Watch Syndicated TV (M-F): King of Queens:Index
M23167a_B	Watch Syndicated TV (M-F): Live with Regis & Kelly:Buyers
M23167a_I	Watch Syndicated TV (M-F): Live with Regis & Kelly:Index



Esri Data Market Potential

Table Name & Item	Description
M23168a_B	Watch Syndicated TV (M-F): Maury:Buyers
M23168a_I	Watch Syndicated TV (M-F): Maury:Index
M23170a_B	Watch Syndicated TV (M-F): The Oprah Winfrey Show:Buyers
M23170a_I	Watch Syndicated TV (M-F): The Oprah Winfrey Show:Index
M23171a_B	Watch Syndicated TV (M-F): People's Court:Buyers
M23171a_I	Watch Syndicated TV (M-F): People's Court:Index
M23173a_B	Watch Syndicated TV (M-F): Seinfeld:Buyers
M23173a_I	Watch Syndicated TV (M-F): Seinfeld:Index
M23163a_B	Watch Syndicated TV (M-F): The Jerry Springer Show:Buyers
M23163a_I	Watch Syndicated TV (M-F): The Jerry Springer Show:Index
M23176a_B	Watch Syndicated TV (M-F): Wheel of Fortune:Buyers
M23176a_I	Watch Syndicated TV (M-F): Wheel of Fortune:Index
M23346a_B	Watch Syndicated TV (M-F): Will & Grace:Buyers
M23346a_I	Watch Syndicated TV (M-F): Will & Grace:Index
M23320a_B	Watch early morning TV (M-F): Good Morning America:Buyers
M23320a_I	Watch early morning TV (M-F): Good Morning America:Index
M23321a_B	Watch early morning TV (M-F): The Early Show:Buyers
M23321a_I	Watch early morning TV (M-F): The Early Show:Index
M23322a_B	Watch early morning TV (M-F): Today Show:Buyers
M23322a_I	Watch early morning TV (M-F): Today Show:Index
M23177a_B	Watch on TV: alpine skiing/ski jumping:Buyers
M23177a_I	Watch on TV: alpine skiing/ski jumping:Index
M23178a_B	Watch on TV: auto racing (NASCAR):Buyers
M23178a_I	Watch on TV: auto racing (NASCAR):Index
M23179a_B	Watch on TV: auto racing (not NASCAR):Buyers
M23179a_I	Watch on TV: auto racing (not NASCAR):Index
M23180a_B	Watch on TV: baseball:Buyers
M23180a_I	Watch on TV: baseball:Index
M23181a_B	Watch on TV: basketball (college):Buyers
M23181a_I	Watch on TV: basketball (college):Index
M23182a_B	Watch on TV: basketball (pro):Buyers
M23182a_I	Watch on TV: basketball (pro):Index
M23183a_B	Watch on TV: beach volleyball (pro):Buyers
M23183a_I	Watch on TV: beach volleyball (pro):Index
M23184a_B	Watch on TV: bicycle racing:Buyers
M23184a_I	Watch on TV: bicycle racing:Index
M23185a_B	Watch on TV: bowling:Buyers
M23185a_I	Watch on TV: bowling:Index
M23186a_B	Watch on TV: boxing:Buyers
M23186a_I	Watch on TV: boxing:Index
M23187a_B	Watch on TV: Equestrian events:Buyers
M23187a_I	Watch on TV: Equestrian events:Index
M23188a_B	Watch on TV: figure skating:Buyers
M23188a_I	Watch on TV: figure skating:Index
M23189a_B	Watch on TV: fishing:Buyers
M23189a_I	Watch on TV: fishing:Index
M23190a_B	Watch on TV: football (college):Buyers
M23190a_I	Watch on TV: football (college):Index
M23191a_B	Watch on TV: football-Monday night (pro):Buyers
M23191a_I	Watch on TV: football-Monday night (pro):Index
M23192a_B	Watch on TV: football-weekend (pro):Buyers
M23192a_I	Watch on TV: football-weekend (pro):Index
M23193a_B	Watch on TV: golf:Buyers
M23193a_I	Watch on TV: golf:Index
M23194a_B	Watch on TV: gymnastics:Buyers
M23194a_I	Watch on TV: gymnastics:Index



Esri Data Market Potential

Table Name & Item	Description
M23195a_B	Watch on TV: horse racing (flats/runners):Buyers
M23195a_I	Watch on TV: horse racing (flats/runners):Index
M23196a_B	Watch on TV: horse racing (trotters/harness):Buyers
M23196a_I	Watch on TV: horse racing (trotters/harness):Index
M23197a_B	Watch on TV: ice hockey:Buyers
M23197a_I	Watch on TV: ice hockey:Index
M23198a_B	Watch on TV: marathon/road running/triathlon:Buyers
M23198a_I	Watch on TV: marathon/road running/triathlon:Index
M23199a_B	Watch on TV: motorcycle racing:Buyers
M23199a_I	Watch on TV: motorcycle racing:Index
M23200a_B	Watch on TV: rodeo/bull riding:Buyers
M23200a_I	Watch on TV: rodeo/bull riding:Index
M23201a_B	Watch on TV: soccer:Buyers
M23201a_I	Watch on TV: soccer:Index
M23202a_B	Watch on TV: tennis:Buyers
M23202a_I	Watch on TV: tennis:Index
M23203a_B	Watch on TV: track & field:Buyers
M23203a_I	Watch on TV: track & field:Index
M23204a_B	Watch on TV: truck and tractor pull/mud racing:Buyers
M23204a_I	Watch on TV: truck and tractor pull/mud racing:Index
M23205a_B	Watch on TV: weight lifting:Buyers
M23205a_I	Watch on TV: weight lifting:Index
M23206a_B	Watch on TV: wrestling (pro):Buyers
M23206a_I	Watch on TV: wrestling (pro):Index



Esri Data Market Potential

Table Name & Item	Description
Personal Care Market Potential	
M24001a_B	Used body powder in last 6 months:Buyers
M24001a_I	Used body powder in last 6 months:Index
M24002a_B	Used body powder <3 times in last 7 days:Buyers
M24002a_I	Used body powder <3 times in last 7 days:Index
M24003a_B	Used body powder 8+ times in last 7 days:Buyers
M24003a_I	Used body powder 8+ times in last 7 days:Index
M24004a_B	Used body wash/shower gel in last 6 months:Buyers
M24004a_I	Used body wash/shower gel in last 6 months:Index
M24005a_B	Used breath freshener in last 6 months:Buyers
M24005a_I	Used breath freshener in last 6 months:Index
M24006a_B	Used complexion care product in last 6 months:Buyers
M24006a_I	Used complexion care product in last 6 months:Index
M24007a_B	Used complexion care product <7 times last week:Buyers
M24007a_I	Used complexion care product <7 times last week:Index
M24008a_B	Used complexion care product 11+ times last week:Buyers
M24008a_I	Used complexion care product 11+ times last week:Index
M24009a_B	Used complexion care prod: dry facial skin type:Buyers
M24009a_I	Used complexion care prod: dry facial skin type:Index
M24010a_B	Used complexion care prod: normal facial skin type:Buyers
M24010a_I	Used complexion care prod: normal facial skin type:Index
M24011a_B	Used complexion care prod: oily facial skin type:Buyers
M24011a_I	Used complexion care prod: oily facial skin type:Index
M24012a_B	Used dental floss in last 6 months:Buyers
M24012a_I	Used dental floss in last 6 months:Index
M24013a_B	Used dental rinse in last 6 months:Buyers
M24013a_I	Used dental rinse in last 6 months:Index
M24014a_B	Used denture adhesive/fixative in last 6 months:Buyers
M24014a_I	Used denture adhesive/fixative in last 6 months:Index
M24015a_B	Used denture cleaner in last 6 months:Buyers
M24015a_I	Used denture cleaner in last 6 months:Index
M24016a_B	Used deodorant/antiperspirant in last 6 months:Buyers
M24016a_I	Used deodorant/antiperspirant in last 6 months:Index
M24017a_B	Used deodorant/antiperspirant <8 times last week:Buyers
M24017a_I	Used deodorant/antiperspirant <8 times last week:Index
M24018a_B	Used deodorant/antiperspirant 15+ times last week:Buyers
M24018a_I	Used deodorant/antiperspirant 15+ times last week:Index
M24019a_B	Used disposable razor in last 6 months:Buyers
M24019a_I	Used disposable razor in last 6 months:Index
M24020a_B	Used electric shaver in last 6 months:Buyers
M24020a_I	Used electric shaver in last 6 months:Index
M24021a_B	Used hair coloring product (at home) last 6 months:Buyers
M24021a_I	Used hair coloring product (at home) last 6 months:Index
M24022a_B	Used hair conditioner (at home) in last 6 months:Buyers
M24022a_I	Used hair conditioner (at home) in last 6 months:Index
M24023a_B	Used hair conditioning treatment (at home)/6 mo:Buyers
M24023a_I	Used hair conditioning treatment (at home)/6 mo:Index
M24024a_B	Used hair growth product in last 6 months:Buyers
M24024a_I	Used hair growth product in last 6 months:Index
M24025a_B	Used hair mousse in last 6 months:Buyers
M24025a_I	Used hair mousse in last 6 months:Index
M24026a_B	Used hair spray (at home) in last 6 months:Buyers
M24026a_I	Used hair spray (at home) in last 6 months:Index
M24027a_B	Used hair styling gel/lotion in last 6 months:Buyers
M24027a_I	Used hair styling gel/lotion in last 6 months:Index



Esri Data Market Potential

Table Name & Item	Description
M24028a_B	Used hand & body cream/lotion/oil in last 6 months:Buyers
M24028a_I	Used hand & body cream/lotion/oil in last 6 months:Index
M24029a_B	Used hand & body cream/lotion/oil <5 times last wk:Buyers
M24029a_I	Used hand & body cream/lotion/oil <5 times last wk:Index
M24030a_B	Used hand & body cream/lotion/oil 9+ times last wk:Buyers
M24030a_I	Used hand & body cream/lotion/oil 9+ times last wk:Index
M24031a_B	Used hand & body cream in last 6 months:Buyers
M24031a_I	Used hand & body cream in last 6 months:Index
M24032a_B	Used hand & body lotion in last 6 months:Buyers
M24032a_I	Used hand & body lotion in last 6 months:Index
M24033a_B	Used hand & body oil in last 6 months:Buyers
M24033a_I	Used hand & body oil in last 6 months:Index
M24034a_B	Used lip care in last 6 months:Buyers
M24034a_I	Used lip care in last 6 months:Index
M24035a_B	Used liquid soap/hand sanitizer in last 6 months:Buyers
M24035a_I	Used liquid soap/hand sanitizer in last 6 months:Index
M24036a_B	Used mouthwash in last 6 months:Buyers
M24036a_I	Used mouthwash in last 6 months:Index
M24037a_B	Used mouthwash <4 times in last 7 days:Buyers
M24037a_I	Used mouthwash <4 times in last 7 days:Index
M24038a_B	Used mouthwash 8+ times in last 7 days:Buyers
M24038a_I	Used mouthwash 8+ times in last 7 days:Index
M24039a_B	Used shampoo (at home) in last 6 months:Buyers
M24039a_I	Used shampoo (at home) in last 6 months:Index
M24040a_B	Used shampoo plus conditioner prod (at home)/6 mo:Buyers
M24040a_I	Used shampoo plus conditioner prod (at home)/6 mo:Index
M24041a_B	Used shaving cream/gel in last 6 months:Buyers
M24041a_I	Used shaving cream/gel in last 6 months:Index
M24042a_B	Used personal care soap (bar) in last 6 months:Buyers
M24042a_I	Used personal care soap (bar) in last 6 months:Index
M24045a_B	Use personal care soap for antibacterial purpose:Buyers
M24045a_I	Use personal care soap for antibacterial purpose:Index
M24046a_B	Use personal care soap for complexion:Buyers
M24046a_I	Use personal care soap for complexion:Index
M24047a_B	Use personal care soap for deodorant:Buyers
M24047a_I	Use personal care soap for deodorant:Index
M24048a_B	Use personal care soap for moisturizing:Buyers
M24048a_I	Use personal care soap for moisturizing:Index
M24049a_B	Bought toothbrush in last 6 months:Buyers
M24049a_I	Bought toothbrush in last 6 months:Index
M24050a_B	Bought electric toothbrush in last 6 months:Buyers
M24050a_I	Bought electric toothbrush in last 6 months:Index
M24051a_B	Used toothpaste in last 6 months:Buyers
M24051a_I	Used toothpaste in last 6 months:Index
M24052a_B	Used toothpaste <8 times in last 7 days:Buyers
M24052a_I	Used toothpaste <8 times in last 7 days:Index
M24053a_B	Used toothpaste 15+ times in last 7 days:Buyers
M24053a_I	Used toothpaste 15+ times in last 7 days:Index
M24054a_B	Used toothpaste with baking soda in last 6 months:Buyers
M24054a_I	Used toothpaste with baking soda in last 6 months:Index
M24055a_B	Used toothpaste (gel) in last 6 months:Buyers
M24055a_I	Used toothpaste (gel) in last 6 months:Index
M24056a_B	Used toothpaste (paste) in last 6 months:Buyers
M24056a_I	Used toothpaste (paste) in last 6 months:Index
M24057a_B	Used whitening toothpaste in last 6 months:Buyers
M24057a_I	Used whitening toothpaste in last 6 months:Index
M24058a_B	Used tooth whitener (not toothpaste) last 6 months:Buyers
M24058a_I	Used tooth whitener (not toothpaste) last 6 months:Index



Esri Data Market Potential

Table Name & Item	Description
M24059a_B	Had professional manicure/pedicure last 6 months:Buyers
M24059a_I	Had professional manicure/pedicure last 6 months:Index
M24060a_B	Had professional facial/massage last 6 months:Buyers
M24060a_I	Had professional facial/massage last 6 months:Index
M24061a_B	Spent \$100+ at barber shops in last 6 months:Buyers
M24061a_I	Spent \$100+ at barber shops in last 6 months:Index
M24062a_B	Spent \$100+ at beauty parlors in last 6 months:Buyers
M24062a_I	Spent \$100+ at beauty parlors in last 6 months:Index



Esri Data Market Potential

Table Name & Item	Description
Pets & Products Market Potential	
M25001h_B	HH owns any pet:Buyers
M25001h_I	HH owns any pet:Index
M25002h_B	HH owns any bird:Buyers
M25002h_I	HH owns any bird:Index
M25003h_B	HH owns any cat:Buyers
M25003h_I	HH owns any cat:Index
M25004h_B	HH owns any dog:Buyers
M25004h_I	HH owns any dog:Index
M25005h_B	HH owns 1 cat:Buyers
M25005h_I	HH owns 1 cat:Index
M25006h_B	HH owns 2+ cats:Buyers
M25006h_I	HH owns 2+ cats:Index
M25007h_B	HH owns 1 dog:Buyers
M25007h_I	HH owns 1 dog:Index
M25008h_B	HH owns 2+ dogs:Buyers
M25008h_I	HH owns 2+ dogs:Index
M25009h_B	HH used canned cat food in last 6 months:Buyers
M25009h_I	HH used canned cat food in last 6 months:Index
M25010h_B	HH used <4 cans of cat food in last 7 days:Buyers
M25010h_I	HH used <4 cans of cat food in last 7 days:Index
M25011h_B	HH used 8+ cans of cat food in last 7 days:Buyers
M25011h_I	HH used 8+ cans of cat food in last 7 days:Index
M25012h_B	HH used packaged dry cat food in last 6 months:Buyers
M25012h_I	HH used packaged dry cat food in last 6 months:Index
M25013h_B	HH used <5 pounds of packaged dry cat food last mo:Buyers
M25013h_I	HH used <5 pounds of packaged dry cat food last mo:Index
M25014h_B	HH used 11+ pounds of pkgd dry cat food last mo:Buyers
M25014h_I	HH used 11+ pounds of pkgd dry cat food last mo:Index
M25016h_B	HH used cat treats in last 6 months:Buyers
M25016h_I	HH used cat treats in last 6 months:Index
M25017h_B	HH used cat litter in last 6 months:Buyers
M25017h_I	HH used cat litter in last 6 months:Index
M25018h_B	HH used canned dog food in last 6 months:Buyers
M25018h_I	HH used canned dog food in last 6 months:Index
M25019h_B	HH used packaged dry dog food in last 6 months:Buyers
M25019h_I	HH used packaged dry dog food in last 6 months:Index
M25020h_B	HH used <10 pounds of pkgd dry dog food last month:Buyers
M25020h_I	HH used <10 pounds of pkgd dry dog food last month:Index
M25021h_B	HH used 25+ pounds of pkgd dry dog food last month:Buyers
M25021h_I	HH used 25+ pounds of pkgd dry dog food last month:Index
M25023h_B	HH used dog biscuits/treats in last 6 months:Buyers
M25023h_I	HH used dog biscuits/treats in last 6 months:Index
M25024h_B	HH used <2 packages of dog biscuits/treats last mo:Buyers
M25024h_I	HH used <2 packages of dog biscuits/treats last mo:Index
M25025h_B	HH used 4+ packages of dog biscuits/treats last mo:Buyers
M25025h_I	HH used 4+ packages of dog biscuits/treats last mo:Index
M25028h_B	HH used flea/tick care prod for cat/dog last 12 mo:Buyers
M25028h_I	HH used flea/tick care prod for cat/dog last 12 mo:Index



Esri Data Market Potential

Table Name & Item	Description
M25029h_B	HH member took pet to vet in last 12 mo: 1 time:Buyers
M25029h_I	HH member took pet to vet in last 12 mo: 1 time:Index
M25030h_B	HH member took pet to vet in last 12 mo: 2 times:Buyers
M25030h_I	HH member took pet to vet in last 12 mo: 2 times:Index
M25031h_B	HH member took pet to vet in last 12 mo: 3 times:Buyers
M25031h_I	HH member took pet to vet in last 12 mo: 3 times:Index
M25032h_B	HH member took pet to vet in last 12 mo: 4 times:Buyers
M25032h_I	HH member took pet to vet in last 12 mo: 4 times:Index
M25033h_B	HH member took pet to vet in last 12 mo: 5+ times:Buyers
M25033h_I	HH member took pet to vet in last 12 mo: 5+ times:Index
M25035h_B	Bought pet food from vet in last 12 months:Buyers
M25035h_I	Bought pet food from vet in last 12 months:Index
M25036h_B	Bought flea control product from vet in last 12 mo:Buyers
M25036h_I	Bought flea control product from vet in last 12 mo:Index



Esri Data Market Potential

Table Name & Item	Description
Shopping Market Potential	
M27001a_B	Ordered any item by mail/phone/Internet last 12 mo:Buyers
M27001a_I	Ordered any item by mail/phone/Internet last 12 mo:Index
M27002a_B	Spent on mail/phone/Internet orders/12 mo: <\$50:Buyers
M27002a_I	Spent on mail/phone/Internet orders/12 mo: <\$50:Index
M27003a_B	Spent on mail/phone/Internet orders/12 mo: \$50-99:Buyers
M27003a_I	Spent on mail/phone/Internet orders/12 mo: \$50-99:Index
M27004a_B	Spent on mail/phone/Internet orders/12 mo:\$100-199:Buyers
M27004a_I	Spent on mail/phone/Internet orders/12 mo:\$100-199:Index
M27005a_B	Spent on mail/phone/Internet orders/12 mo:\$200-499:Buyers
M27005a_I	Spent on mail/phone/Internet orders/12 mo:\$200-499:Index
M27006a_B	Spent on mail/phone/Internet orders/12 mo:\$500-799:Buyers
M27006a_I	Spent on mail/phone/Internet orders/12 mo:\$500-799:Index
M27007a_B	Spent on mail/phone/Internet orders/12 mo: \$800+:Buyers
M27007a_I	Spent on mail/phone/Internet orders/12 mo: \$800+:Index
M27008a_B	Ordered last 12 mo from: Avon:Buyers
M27008a_I	Ordered last 12 mo from: Avon:Index
M27012a_B	Ordered last 12 mo from: J.C. Penney:Buyers
M27012a_I	Ordered last 12 mo from: J.C. Penney:Index
M27013a_B	Ordered last 12 mo from: L.L. Bean:Buyers
M27013a_I	Ordered last 12 mo from: L.L. Bean:Index
M27014a_B	Ordered last 12 mo from: Lands' End:Buyers
M27014a_I	Ordered last 12 mo from: Lands' End:Index
M27015a_B	Ordered last 12 mo from: QVC:Buyers
M27015a_I	Ordered last 12 mo from: QVC:Index
M27016a_B	Bought item from in-home sales rep in last 6 mo:Buyers
M27016a_I	Bought item from in-home sales rep in last 6 mo:Index
M27017a_B	Bought item from Avon in-home sales rep last 6 mo:Buyers
M27017a_I	Bought item from Avon in-home sales rep last 6 mo:Index
M27018a_B	Appl/hardware/electr store/12 mo: Ace Hardware:Buyers
M27018a_I	Appl/hardware/electr store/12 mo: Ace Hardware:Index
M27019a_B	Appl/hardware/electr store/12 mo: Best Buy:Buyers
M27019a_I	Appl/hardware/electr store/12 mo: Best Buy:Index
M27021a_B	Appl/hardware/electr store/12 mo: Home Depot:Buyers
M27021a_I	Appl/hardware/electr store/12 mo: Home Depot:Index
M27022a_B	Appl/hardware/electr store/12 mo: Lowe's:Buyers
M27022a_I	Appl/hardware/electr store/12 mo: Lowe's:Index
M27023a_B	Appl/hardware/electr store/12 mo: Radio Shack:Buyers
M27023a_I	Appl/hardware/electr store/12 mo: Radio Shack:Index
M27024a_B	Appl/hardware/electr store/12 mo: Sears Hardware:Buyers
M27024a_I	Appl/hardware/electr store/12 mo: Sears Hardware:Index
M27025a_B	Appl/hardware/electr store/12 mo: True Value:Buyers
M27025a_I	Appl/hardware/electr store/12 mo: True Value:Index
M27074a_B	Dept/clothing/variety store/3 mo: American Eagle:Buyers
M27074a_I	Dept/clothing/variety store/3 mo: American Eagle:Index
M27027a_B	Dept/clothing/variety store/3 mo: Banana Republic:Buyers
M27027a_I	Dept/clothing/variety store/3 mo: Banana Republic:Index
M27064a_B	Dept/clothing/variety store/3 mo:Bed Bath & Beyond:Buyers
M27064a_I	Dept/clothing/variety store/3 mo:Bed Bath & Beyond:Index
M27075a_B	Dept/clothing/variety store/3 mo: Burlington Coat:Buyers
M27075a_I	Dept/clothing/variety store/3 mo: Burlington Coat:Index
M27029a_B	Dept/clothing/variety store/3 mo: Dillard's:Buyers
M27029a_I	Dept/clothing/variety store/3 mo: Dillard's:Index
M27030a_B	Dept/clothing/variety store/3 mo: The Disney Store:Buyers
M27030a_I	Dept/clothing/variety store/3 mo: The Disney Store:Index
M27032a_B	Dept/clothing/variety store/3 mo: Express:Buyers
M27032a_I	Dept/clothing/variety store/3 mo: Express:Index
M27033a_B	Dept/clothing/variety store/3 mo: The Gap:Buyers
M27033a_I	Dept/clothing/variety store/3 mo: The Gap:Index



Esri Data Market Potential

Table Name & Item	Description
M27034a_B	Dept/clothing/variety store/3 mo: J.C. Penney:Buyers
M27034a_I	Dept/clothing/variety store/3 mo: J.C. Penney:Index
M27035a_B	Dept/clothing/variety store/3 mo: Kmart:Buyers
M27035a_I	Dept/clothing/variety store/3 mo: Kmart:Index
M27065a_B	Dept/clothing/variety store/3 mo: Kohl's:Buyers
M27065a_I	Dept/clothing/variety store/3 mo: Kohl's:Index
M27036a_B	Dept/clothing/variety store/3 mo: Lane Bryant:Buyers
M27036a_I	Dept/clothing/variety store/3 mo: Lane Bryant:Index
M27040a_B	Dept/clothing/variety store/3 mo: Macy's:Buyers
M27040a_I	Dept/clothing/variety store/3 mo: Macy's:Index
M27041a_B	Dept/clothing/variety store/3 mo: Marshalls:Buyers
M27041a_I	Dept/clothing/variety store/3 mo: Marshalls:Index
M27042a_B	Dept/clothing/variety store/3 mo: Nordstrom:Buyers
M27042a_I	Dept/clothing/variety store/3 mo: Nordstrom:Index
M27043a_B	Dept/clothing/variety store/3 mo: Old Navy:Buyers
M27043a_I	Dept/clothing/variety store/3 mo: Old Navy:Index
M27053a_B	Dept/clothing/variety store/3 mo: Pier One Imports:Buyers
M27053a_I	Dept/clothing/variety store/3 mo: Pier One Imports:Index
M27044a_B	Dept/clothing/variety store/3 mo: Sears:Buyers
M27044a_I	Dept/clothing/variety store/3 mo: Sears:Index
M27045a_B	Dept/clothing/variety store/3 mo: Target:Buyers
M27045a_I	Dept/clothing/variety store/3 mo: Target:Index
M27046a_B	Dept/clothing/variety store/3 mo: T.J. Maxx:Buyers
M27046a_I	Dept/clothing/variety store/3 mo: T.J. Maxx:Index
M27078a_B	Dept/clothing/variety store/3 mo: Toys R Us:Buyers
M27078a_I	Dept/clothing/variety store/3 mo: Toys R Us:Index
M27047a_B	Dept/clothing/variety store/3 mo: Wal-Mart:Buyers
M27047a_I	Dept/clothing/variety store/3 mo: Wal-Mart:Index
M27048a_B	Drug store shopped at last 6 mo: CVS Pharmacy:Buyers
M27048a_I	Drug store shopped at last 6 mo: CVS Pharmacy:Index
M27049a_B	Drug store shopped at last 6 mo: Longs Drug Store:Buyers
M27049a_I	Drug store shopped at last 6 mo: Longs Drug Store:Index
M27050a_B	Drug store shopped at last 6 mo: Rite Aid/Eckerd:Buyers
M27050a_I	Drug store shopped at last 6 mo: Rite Aid/Eckerd:Index
M27051a_B	Drug store shopped at last 6 mo: Wal-Mart Pharmacy:Buyers
M27051a_I	Drug store shopped at last 6 mo: Wal-Mart Pharmacy:Index
M27052a_B	Drug store shopped at last 6 mo: Walgreens:Buyers
M27052a_I	Drug store shopped at last 6 mo: Walgreens:Index
M27079a_B	Spent \$100+ at flower shops in last 6 months:Buyers
M27079a_I	Spent \$100+ at flower shops in last 6 months:Index
M27055a_B	Office/computer supply store/12 mo: FedEx Kinko's:Buyers
M27055a_I	Office/computer supply store/12 mo: FedEx Kinko's:Index
M27056a_B	Office/computer supply store/12 mo: Office Depot:Buyers
M27056a_I	Office/computer supply store/12 mo: Office Depot:Index
M27057a_B	Office/computer supply store/12 mo: OfficeMax:Buyers
M27057a_I	Office/computer supply store/12 mo: OfficeMax:Index
M27058a_B	Office/computer supply store/12 mo: Staples:Buyers
M27058a_I	Office/computer supply store/12 mo: Staples:Index
M27059a_B	Warehouse/club store/6 mo: BJ's Wholesale Club:Buyers
M27059a_I	Warehouse/club store/6 mo: BJ's Wholesale Club:Index
M27060a_B	Warehouse/club store/6 mo: Costco:Buyers
M27060a_I	Warehouse/club store/6 mo: Costco:Index
M27061a_B	Warehouse/club store/6 mo: Sam's Club:Buyers
M27061a_I	Warehouse/club store/6 mo: Sam's Club:Index
M27062a_B	Used cents off coupons in last 12 months:Buyers
M27062a_I	Used cents off coupons in last 12 months:Index
M27063a_B	Used cents off coupons 8+ times in last 3 months:Buyers
M27063a_I	Used cents off coupons 8+ times in last 3 months:Index



Esri Data Market Potential

Table Name & Item	Description
M27080a_B	Coupons used/12 mo: handed out by person in store:Buyers
M27080a_I	Coupons used/12 mo: handed out by person in store:Index
M27081a_B	Coupons used/12 mo: in/on package:Buyers
M27081a_I	Coupons used/12 mo: in/on package:Index
M27082a_B	Coupons used/12 mo: clipped from magazine:Buyers
M27082a_I	Coupons used/12 mo: clipped from magazine:Index
M27083a_B	Coupons used/12 mo: clipped from mail:Buyers
M27083a_I	Coupons used/12 mo: clipped from mail:Index
M27084a_B	Coupons used/12 mo: clipped from Sun. news insert:Buyers
M27084a_I	Coupons used/12 mo: clipped from Sun. news insert:Index
M27085a_B	Coupons used/12 mo: clipped from wkday news insert:Buyers
M27085a_I	Coupons used/12 mo: clipped from wkday news insert:Index
M27086a_B	Coupons used/12 mo: instant coupon machine/shelf:Buyers
M27086a_I	Coupons used/12 mo: instant coupon machine/shelf:Index
M27087a_B	Coupons used/12 mo: received at register:Buyers
M27087a_I	Coupons used/12 mo: received at register:Index
M27088a_B	Coupons used/12 mo: received via Internet/email:Buyers
M27088a_I	Coupons used/12 mo: received via Internet/email:Index



Esri Data Market Potential

Table Name & Item	Description
Smoking Market Potential	
M28001a_B	Smoked cigarettes in last 12 months:Buyers
M28001a_I	Smoked cigarettes in last 12 months:Index
M28002a_B	Smoked <6 packs of cigarettes in last 7 days:Buyers
M28002a_I	Smoked <6 packs of cigarettes in last 7 days:Index
M28003a_B	Smoked 6-8 packs of cigarettes in last 7 days:Buyers
M28003a_I	Smoked 6-8 packs of cigarettes in last 7 days:Index
M28004a_B	Smoked 9+ packs of cigarettes in last 7 days:Buyers
M28004a_I	Smoked 9+ packs of cigarettes in last 7 days:Index
M28005a_B	Smoke cigarettes: menthol:Buyers
M28005a_I	Smoke cigarettes: menthol:Index
M28006a_B	Smoke cigarettes: non-menthol:Buyers
M28006a_I	Smoke cigarettes: non-menthol:Index
M28007a_B	Smoke cigarettes: filter:Buyers
M28007a_I	Smoke cigarettes: filter:Index
M28009a_B	Smoke cigarettes: menthol filter:Buyers
M28009a_I	Smoke cigarettes: menthol filter:Index
M28010a_B	Smoke cigarettes: non-menthol filter:Buyers
M28010a_I	Smoke cigarettes: non-menthol filter:Index
M28011a_B	Used cigarette rolling paper in last 6 months:Buyers
M28011a_I	Used cigarette rolling paper in last 6 months:Index
M28012a_B	Smoked cigar in last 6 months:Buyers
M28012a_I	Smoked cigar in last 6 months:Index
M28014a_B	Smoked 2+ cigars in last 7 days:Buyers
M28014a_I	Smoked 2+ cigars in last 7 days:Index



Esri Data Market Potential

Table Name & Item	Description
Sports Market Potential	
M29001a_B	Participated in aerobics:Buyers
M29001a_I	Participated in aerobics:Index
M29002a_B	Participated in archery:Buyers
M29002a_I	Participated in archery:Index
M29004a_B	Participated in backpacking/hiking:Buyers
M29004a_I	Participated in backpacking/hiking:Index
M29005a_B	Participated in baseball:Buyers
M29005a_I	Participated in baseball:Index
M29006a_B	Participated in basketball:Buyers
M29006a_I	Participated in basketball:Index
M29007a_B	Participated in bicycling (mountain):Buyers
M29007a_I	Participated in bicycling (mountain):Index
M29008a_B	Participated in bicycling (road):Buyers
M29008a_I	Participated in bicycling (road):Index
M29009a_B	Participated in boating (power):Buyers
M29009a_I	Participated in boating (power):Index
M29010a_B	Participated in bowling:Buyers
M29010a_I	Participated in bowling:Index
M29011a_B	Participated in canoeing/kayaking:Buyers
M29011a_I	Participated in canoeing/kayaking:Index
M29012a_B	Participated in downhill skiing:Buyers
M29012a_I	Participated in downhill skiing:Index
M29013a_B	Participated in fishing (fresh water):Buyers
M29013a_I	Participated in fishing (fresh water):Index
M29014a_B	Participated in fishing (salt water):Buyers
M29014a_I	Participated in fishing (salt water):Index
M29015a_B	Participated in football:Buyers
M29015a_I	Participated in football:Index
M29016a_B	Participated in Frisbee:Buyers
M29016a_I	Participated in Frisbee:Index
M29017a_B	Participated in golf:Buyers
M29017a_I	Participated in golf:Index
M29018a_B	Play golf < once a month:Buyers
M29018a_I	Play golf < once a month:Index
M29019a_B	Play golf 1+ times a month:Buyers
M29019a_I	Play golf 1+ times a month:Index
M29021a_B	Participated in horseback riding:Buyers
M29021a_I	Participated in horseback riding:Index
M29022a_B	Participated in hunting with rifle:Buyers
M29022a_I	Participated in hunting with rifle:Index
M29023a_B	Participated in hunting with shotgun:Buyers
M29023a_I	Participated in hunting with shotgun:Index
M29024a_B	Participated in ice skating:Buyers
M29024a_I	Participated in ice skating:Index
M29025a_B	Participated in jogging/running:Buyers
M29025a_I	Participated in jogging/running:Index
M29055a_B	Participated in martial arts:Buyers
M29055a_I	Participated in martial arts:Index
M29026a_B	Participated in motorcycling:Buyers
M29026a_I	Participated in motorcycling:Index
M29059a_B	Participated in Pilates:Buyers
M29059a_I	Participated in Pilates:Index
M29028a_B	Participated in roller skating:Buyers
M29028a_I	Participated in roller skating:Index



Esri Data Market Potential

Table Name & Item	Description
M29057a_B	Participated in snowboarding:Buyers
M29057a_I	Participated in snowboarding:Index
M29030a_B	Participated in soccer:Buyers
M29030a_I	Participated in soccer:Index
M29031a_B	Participated in softball:Buyers
M29031a_I	Participated in softball:Index
M29032a_B	Participated in swimming:Buyers
M29032a_I	Participated in swimming:Index
M29033a_B	Participated in target shooting:Buyers
M29033a_I	Participated in target shooting:Index
M29034a_B	Participated in tennis:Buyers
M29034a_I	Participated in tennis:Index
M29035a_B	Participated in volleyball:Buyers
M29035a_I	Participated in volleyball:Index
M29036a_B	Participated in walking for exercise:Buyers
M29036a_I	Participated in walking for exercise:Index
M29038a_B	Participated in weight lifting:Buyers
M29038a_I	Participated in weight lifting:Index
M29039a_B	Participated in yoga:Buyers
M29039a_I	Participated in yoga:Index
M29040a_B	Spent on high end sports/rec equip/12 mo: <\$250:Buyers
M29040a_I	Spent on high end sports/rec equip/12 mo: <\$250:Index
M29042a_B	Spent on high end sports/rec equip/12 mo: \$250+:Buyers
M29042a_I	Spent on high end sports/rec equip/12 mo: \$250+:Index
M29043a_B	Attend sports event: auto racing (NASCAR):Buyers
M29043a_I	Attend sports event: auto racing (NASCAR):Index
M29044a_B	Attend sports event: auto racing (not NASCAR):Buyers
M29044a_I	Attend sports event: auto racing (not NASCAR):Index
M29045a_B	Attend sports event: baseball game:Buyers
M29045a_I	Attend sports event: baseball game:Index
M29046a_B	Attend sports event: basketball game (college):Buyers
M29046a_I	Attend sports event: basketball game (college):Index
M29047a_B	Attend sports event: basketball game (pro):Buyers
M29047a_I	Attend sports event: basketball game (pro):Index
M29048a_B	Attend sports event: football game (college):Buyers
M29048a_I	Attend sports event: football game (college):Index
M29049a_B	Attend sports event: football-Mon night game (pro):Buyers
M29049a_I	Attend sports event: football-Mon night game (pro):Index
M29050a_B	Attend sports event: football-weekend game (pro):Buyers
M29050a_I	Attend sports event: football-weekend game (pro):Index
M29051a_B	Attend sports event: golf tournament:Buyers
M29051a_I	Attend sports event: golf tournament:Index
M29052a_B	Attend sports event: ice hockey game:Buyers
M29052a_I	Attend sports event: ice hockey game:Index
M29053a_B	Attend sports event: soccer game:Buyers
M29053a_I	Attend sports event: soccer game:Index
M29058a_B	Attend sports event: tennis match:Buyers
M29058a_I	Attend sports event: tennis match:Index



Esri Data Market Potential

Table Name & Item	Description
Telephones & Service Market Potential	
M30001h_B	HH owns cell phone:Buyers
M30001h_I	HH owns cell phone:Index
M30002h_B	HH owns 1 cell phone:Buyers
M30002h_I	HH owns 1 cell phone:Index
M30003h_B	HH owns 2 cell phones:Buyers
M30003h_I	HH owns 2 cell phones:Index
M30004h_B	HH owns 3+ cell phones:Buyers
M30004h_I	HH owns 3+ cell phones:Index
M30055h_B	HH has cell phone only (no landline telephone):Buyers
M30055h_I	HH has cell phone only (no landline telephone):Index
M30056h_B	HH has a landline telephone:Buyers
M30056h_I	HH has a landline telephone:Index
M30057h_B	HH has landline telephone only (no cell phone):Buyers
M30057h_I	HH has landline telephone only (no cell phone):Index
M30011h_B	HH owns in-home cordless telephone:Buyers
M30011h_I	HH owns in-home cordless telephone:Index
M30012h_B	HH purchased in-home cordless phone in last 12 mo:Buyers
M30012h_I	HH purchased in-home cordless phone in last 12 mo:Index
M30016h_B	HH owns answering machine:Buyers
M30016h_I	HH owns answering machine:Index
M30017h_B	HH purchased answering machine in last 12 months:Buyers
M30017h_I	HH purchased answering machine in last 12 months:Index
M30018h_B	HH owns telephone pager/beeper:Buyers
M30018h_I	HH owns telephone pager/beeper:Index
M30022h_B	HH phone service used: call forwarding:Buyers
M30022h_I	HH phone service used: call forwarding:Index
M30023h_B	HH phone service used: call return:Buyers
M30023h_I	HH phone service used: call return:Index
M30024h_B	HH phone service used: call waiting:Buyers
M30024h_I	HH phone service used: call waiting:Index
M30025h_B	HH phone service used: caller identification:Buyers
M30025h_I	HH phone service used: caller identification:Index
M30026h_B	HH phone service used: repeat dialing:Buyers
M30026h_I	HH phone service used: repeat dialing:Index
M30028h_B	HH phone service used: three-way calling:Buyers
M30028h_I	HH phone service used: three-way calling:Index
M30029h_B	HH phone service used: voice messaging/voice mail:Buyers
M30029h_I	HH phone service used: voice messaging/voice mail:Index
M30030h_B	HH's avg monthly long distance phone bill: <\$16:Buyers
M30030h_I	HH's avg monthly long distance phone bill: <\$16:Index
M30031h_B	HH's avg monthly long distance phone bill: \$16-25:Buyers
M30031h_I	HH's avg monthly long distance phone bill: \$16-25:Index
M30032h_B	HH's avg monthly long distance phone bill: \$26-59:Buyers
M30032h_I	HH's avg monthly long distance phone bill: \$26-59:Index
M30033h_B	HH's avg monthly long distance phone bill: \$60+:Buyers
M30033h_I	HH's avg monthly long distance phone bill: \$60+:Index
M30035h_B	HH made phone call to foreign country last 30 days:Buyers
M30035h_I	HH made phone call to foreign country last 30 days:Index
M30036h_B	HH has long distance service through AT&T:Buyers
M30036h_I	HH has long distance service through AT&T:Index
M30038h_B	HH has long distance service through Sprint:Buyers
M30038h_I	HH has long distance service through Sprint:Index
M30043h_B	HH has long distance service through Verizon:Buyers
M30043h_I	HH has long distance service through Verizon:Index
M30039h_B	HH acquired telephone calling card in last 12 mo:Buyers
M30039h_I	HH acquired telephone calling card in last 12 mo:Index



Esri Data Market Potential

Table Name & Item	Description
M30058a_B	Own a working cell/mobile phone:Buyers
M30058a_I	Own a working cell/mobile phone:Index
M30059a_B	Own a PDA only (no phone service):Buyers
M30059a_I	Own a PDA only (no phone service):Index
M30060a_B	Bought cell/mobile phone/PDA in last 12 months:Buyers
M30060a_I	Bought cell/mobile phone/PDA in last 12 months:Index
M30061a_B	Bought cell/mobile phone/PDA: carrier-owned store:Buyers
M30061a_I	Bought cell/mobile phone/PDA: carrier-owned store:Index
M30062a_B	Bought cell/mobile phone/PDA: department store:Buyers
M30062a_I	Bought cell/mobile phone/PDA: department store:Index
M30063a_B	Bought cell/mobile phone/PDA: discount store:Buyers
M30063a_I	Bought cell/mobile phone/PDA: discount store:Index
M30064a_B	Bought cell/mobile phone/PDA: electronics store:Buyers
M30064a_I	Bought cell/mobile phone/PDA: electronics store:Index
M30065a_B	Bought cell/mobile phone/PDA: Internet:Buyers
M30065a_I	Bought cell/mobile phone/PDA: Internet:Index
M30083a_B	Brand of cell/mobile phone/PDA: BlackBerry:Buyers
M30083a_I	Brand of cell/mobile phone/PDA: BlackBerry:Index
M30066a_B	Brand of cell/mobile phone/PDA: Kyocera:Buyers
M30066a_I	Brand of cell/mobile phone/PDA: Kyocera:Index
M30067a_B	Brand of cell/mobile phone/PDA: LG:Buyers
M30067a_I	Brand of cell/mobile phone/PDA: LG:Index
M30068a_B	Brand of cell/mobile phone/PDA: Motorola:Buyers
M30068a_I	Brand of cell/mobile phone/PDA: Motorola:Index
M30069a_B	Brand of cell/mobile phone/PDA: Nokia:Buyers
M30069a_I	Brand of cell/mobile phone/PDA: Nokia:Index
M30070a_B	Brand of cell/mobile phone/PDA: Palm:Buyers
M30070a_I	Brand of cell/mobile phone/PDA: Palm:Index
M30071a_B	Brand of cell/mobile phone/PDA: Samsung:Buyers
M30071a_I	Brand of cell/mobile phone/PDA: Samsung:Index
M30073a_B	Brand of cell/mobile phone/PDA: Sony Ericsson:Buyers
M30073a_I	Brand of cell/mobile phone/PDA: Sony Ericsson:Index
M30074a_B	Avg monthly cell/mobile phone/PDA bill: \$1-\$49:Buyers
M30074a_I	Avg monthly cell/mobile phone/PDA bill: \$1-\$49:Index
M30075a_B	Avg monthly cell/mobile phone/PDA bill: \$50-99:Buyers
M30075a_I	Avg monthly cell/mobile phone/PDA bill: \$50-99:Index
M30076a_B	Avg monthly cell/mobile phone/PDA bill: \$100+:Buyers
M30076a_I	Avg monthly cell/mobile phone/PDA bill: \$100+:Index
M30077a_B	Cell phone srv on main phone: Alltel:Buyers
M30077a_I	Cell phone srv on main phone: Alltel:Index
M30078a_B	Cell phone srv on main phone: AT&T:Buyers
M30078a_I	Cell phone srv on main phone: AT&T:Index
M30079a_B	Cell phone srv on main phone: Sprint:Buyers
M30079a_I	Cell phone srv on main phone: Sprint:Index
M30080a_B	Cell phone srv on main phone: T-Mobile:Buyers
M30080a_I	Cell phone srv on main phone: T-Mobile:Index
M30082a_B	Cell phone srv on main phone: Verizon Wireless:Buyers
M30082a_I	Cell phone srv on main phone: Verizon Wireless:Index



Esri Data Market Potential

Table Name & Item	Description
Tools Market Potential	
M31001h_B	HH purchased any tool in last 12 months:Buyers
M31001h_I	HH purchased any tool in last 12 months:Index
M31022h_B	HH owns automotive tools:Buyers
M31022h_I	HH owns automotive tools:Index
M31002h_B	HH owns chain saw (electric):Buyers
M31002h_I	HH owns chain saw (electric):Index
M31003h_B	HH owns chain saw (gas):Buyers
M31003h_I	HH owns chain saw (gas):Index
M31004h_B	HH owns circular saw (portable):Buyers
M31004h_I	HH owns circular saw (portable):Index
M31005h_B	HH owns electric car polisher:Buyers
M31005h_I	HH owns electric car polisher:Index
M31006h_B	HH owns electric drill (corded):Buyers
M31006h_I	HH owns electric drill (corded):Index
M31007h_B	HH owns electric drill (cordless):Buyers
M31007h_I	HH owns electric drill (cordless):Index
M31008h_B	HH owns electric router:Buyers
M31008h_I	HH owns electric router:Index
M31009h_B	HH owns electric sander:Buyers
M31009h_I	HH owns electric sander:Index
M31010h_B	HH owns electric screwdriver (cordless):Buyers
M31010h_I	HH owns electric screwdriver (cordless):Index
M31011h_B	HH owns glue gun:Buyers
M31011h_I	HH owns glue gun:Index
M31012h_B	HH owns jig/sabre saw (portable):Buyers
M31012h_I	HH owns jig/sabre saw (portable):Index
M31013h_B	HH owns power ratchet (cordless):Buyers
M31013h_I	HH owns power ratchet (cordless):Index
M31014h_B	HH owns staple gun:Buyers
M31014h_I	HH owns staple gun:Index
M31015h_B	HH owns stationary band saw:Buyers
M31015h_I	HH owns stationary band saw:Index
M31016h_B	HH owns stationary drill press:Buyers
M31016h_I	HH owns stationary drill press:Index
M31017h_B	HH owns stationary radial arm saw:Buyers
M31017h_I	HH owns stationary radial arm saw:Index
M31018h_B	HH owns stationary table saw:Buyers
M31018h_I	HH owns stationary table saw:Index
M31020h_B	HH owns welder:Buyers
M31020h_I	HH owns welder:Index
M31021h_B	HH owns wet-dry shop vacuum:Buyers
M31021h_I	HH owns wet-dry shop vacuum:Index



Esri Data Market Potential

Table Name & Item	Description
Toys & Games Market Potential	
M32001a_B	Bought any children's toy/game in last 12 months:Buyers
M32001a_I	Bought any children's toy/game in last 12 months:Index
M32002a_B	Spent on toys/games in last 12 months: <\$50:Buyers
M32002a_I	Spent on toys/games in last 12 months: <\$50:Index
M32003a_B	Spent on toys/games in last 12 months: \$50-99:Buyers
M32003a_I	Spent on toys/games in last 12 months: \$50-99:Index
M32004a_B	Spent on toys/games in last 12 months: \$100-199:Buyers
M32004a_I	Spent on toys/games in last 12 months: \$100-199:Index
M32005a_B	Spent on toys/games in last 12 months: \$200-499:Buyers
M32005a_I	Spent on toys/games in last 12 months: \$200-499:Index
M32006a_B	Spent on toys/games in last 12 months: \$500+:Buyers
M32006a_I	Spent on toys/games in last 12 months: \$500+:Index
M32007a_B	Bought infant toy in last 12 months:Buyers
M32007a_I	Bought infant toy in last 12 months:Index
M32008a_B	Bought pre-school toy in last 12 months:Buyers
M32008a_I	Bought pre-school toy in last 12 months:Index
M32009a_B	Spent on toys/games (for child <6)/12 mo: <\$100:Buyers
M32009a_I	Spent on toys/games (for child <6)/12 mo: <\$100:Index
M32010a_B	Spent on toys/games (for child <6)/12 mo: \$100-199:Buyers
M32010a_I	Spent on toys/games (for child <6)/12 mo: \$100-199:Index
M32011a_B	Spent on toys/games (for child <6)/12 mo: \$200+:Buyers
M32011a_I	Spent on toys/games (for child <6)/12 mo: \$200+:Index
M32012a_B	Bought for child in last 12 mo: boy action figure:Buyers
M32012a_I	Bought for child in last 12 mo: boy action figure:Index
M32013a_B	Bought for child in last 12 mo: girl action figure:Buyers
M32013a_I	Bought for child in last 12 mo: girl action figure:Index
M32014a_B	Bought for child in last 12 mo: bicycle:Buyers
M32014a_I	Bought for child in last 12 mo: bicycle:Index
M32015a_B	Bought for child in last 12 mo: board game:Buyers
M32015a_I	Bought for child in last 12 mo: board game:Index
M32016a_B	Bought for child in last 12 mo: builder set:Buyers
M32016a_I	Bought for child in last 12 mo: builder set:Index
M32017a_B	Bought for child in last 12 mo: car:Buyers
M32017a_I	Bought for child in last 12 mo: car:Index
M32018a_B	Bought for child in last 12 mo: construction toy:Buyers
M32018a_I	Bought for child in last 12 mo: construction toy:Index
M32019a_B	Bought for child in last 12 mo: large/baby doll:Buyers
M32019a_I	Bought for child in last 12 mo: large/baby doll:Index
M32020a_B	Bought for child in last 12 mo: fashion doll:Buyers
M32020a_I	Bought for child in last 12 mo: fashion doll:Index
M32030a_B	Bought for child in last 12 mo: plush doll/animal:Buyers
M32030a_I	Bought for child in last 12 mo: plush doll/animal:Index
M32028a_B	Bought for child in last 12 mo: doll accessories:Buyers
M32028a_I	Bought for child in last 12 mo: doll accessories:Index
M32029a_B	Bought for child in last 12 mo: doll clothing:Buyers
M32029a_I	Bought for child in last 12 mo: doll clothing:Index



Esri Data Market Potential

Table Name & Item	Description
M32021a_B	Bought for child in last 12 mo: educational toy:Buyers
M32021a_I	Bought for child in last 12 mo: educational toy:Index
M32022a_B	Bought for child in last 12 mo: electronic game:Buyers
M32022a_I	Bought for child in last 12 mo: electronic game:Index
M32023a_B	Bought for child in last 12 mo: mechanical toy:Buyers
M32023a_I	Bought for child in last 12 mo: mechanical toy:Index
M32024a_B	Bought for child in last 12 mo: model kit/set:Buyers
M32024a_I	Bought for child in last 12 mo: model kit/set:Index
M32025a_B	Bought for child in last 12 mo: sound game:Buyers
M32025a_I	Bought for child in last 12 mo: sound game:Index
M32031a_B	Bought for child in last 12 mo: water toy:Buyers
M32031a_I	Bought for child in last 12 mo: water toy:Index
M32027a_B	Bought for child in last 12 mo: word game:Buyers
M32027a_I	Bought for child in last 12 mo: word game:Index



Esri Data Market Potential

Table Name & Item	Description
Travel Market Potential	
M33001a_B	Domestic travel in last 12 months:Buyers
M33001a_I	Domestic travel in last 12 months:Index
M33077a_B	Took 3+ domestic trips in last 12 months:Buyers
M33077a_I	Took 3+ domestic trips in last 12 months:Index
M33078a_B	Took 3+ domestic non-business trips last 12 months:Buyers
M33078a_I	Took 3+ domestic non-business trips last 12 months:Index
M33002a_B	Spent on domestic vacations last 12 mo: <\$1000:Buyers
M33002a_I	Spent on domestic vacations last 12 mo: <\$1000:Index
M33003a_B	Spent on domestic vacations last 12 mo: \$1000-1499:Buyers
M33003a_I	Spent on domestic vacations last 12 mo: \$1000-1499:Index
M33004a_B	Spent on domestic vacations last 12 mo: \$1500-1999:Buyers
M33004a_I	Spent on domestic vacations last 12 mo: \$1500-1999:Index
M33005a_B	Spent on domestic vacations last 12 mo: \$2000-2999:Buyers
M33005a_I	Spent on domestic vacations last 12 mo: \$2000-2999:Index
M33006a_B	Spent on domestic vacations last 12 mo: \$3000+:Buyers
M33006a_I	Spent on domestic vacations last 12 mo: \$3000+:Index
M33007a_B	Domestic travel for business in last 12 months:Buyers
M33007a_I	Domestic travel for business in last 12 months:Index
M33008a_B	Domestic travel - personal (not vacation)/12 mo:Buyers
M33008a_I	Domestic travel - personal (not vacation)/12 mo:Index
M33009a_B	Domestic travel - vacation/honeymoon in last 12 mo:Buyers
M33009a_I	Domestic travel - vacation/honeymoon in last 12 mo:Index
M33013a_B	Airline used for domestic trip/12 mo: American:Buyers
M33013a_I	Airline used for domestic trip/12 mo: American:Index
M33014a_B	Airline used for domestic trip/12 mo: Continental:Buyers
M33014a_I	Airline used for domestic trip/12 mo: Continental:Index
M33015a_B	Airline used for domestic trip/12 mo: Delta:Buyers
M33015a_I	Airline used for domestic trip/12 mo: Delta:Index
M33016a_B	Airline used for domestic trip/12 mo: Northwest:Buyers
M33016a_I	Airline used for domestic trip/12 mo: Northwest:Index
M33017a_B	Airline used for domestic trip/12 mo: Southwest:Buyers
M33017a_I	Airline used for domestic trip/12 mo: Southwest:Index
M33018a_B	Airline used for domestic trip/12 mo: United:Buyers
M33018a_I	Airline used for domestic trip/12 mo: United:Index
M33019a_B	Airline used for domestic trip/12 mo: US Airways:Buyers
M33019a_I	Airline used for domestic trip/12 mo: US Airways:Index
M33020a_B	Rented car on domestic trip in last 12 months:Buyers
M33020a_I	Rented car on domestic trip in last 12 months:Index
M33021a_B	Visited on domestic trip last 12 mo: Northeast:Buyers
M33021a_I	Visited on domestic trip last 12 mo: Northeast:Index
M33022a_B	Visited on domestic trip last 12 mo: South:Buyers
M33022a_I	Visited on domestic trip last 12 mo: South:Index
M33023a_B	Visited on domestic trip last 12 mo: North Central:Buyers
M33023a_I	Visited on domestic trip last 12 mo: North Central:Index
M33024a_B	Visited on domestic trip last 12 mo: West:Buyers
M33024a_I	Visited on domestic trip last 12 mo: West:Index
M33025a_B	Went backpacking/hiking on domestic vacation/12 mo:Buyers
M33025a_I	Went backpacking/hiking on domestic vacation/12 mo:Index
M33026a_B	Went to beach on domestic vacation in last 12 mo:Buyers
M33026a_I	Went to beach on domestic vacation in last 12 mo:Index
M33028a_B	Visited National Park on domestic vacation/12 mo:Buyers
M33028a_I	Visited National Park on domestic vacation/12 mo:Index
M33075a_B	Visited relative/friend on domestic vacation/12 mo:Buyers
M33075a_I	Visited relative/friend on domestic vacation/12 mo:Index
M33074a_B	Did general sightseeing on domestic vacation/12 mo:Buyers
M33074a_I	Did general sightseeing on domestic vacation/12 mo:Index



Esri Data Market Potential

Table Name & Item	Description
M33029a_B	Foreign travel in last 3 years:Buyers
M33029a_I	Foreign travel in last 3 years:Index
M33030a_B	Spent on foreign vacations last 12 mo: <\$1000:Buyers
M33030a_I	Spent on foreign vacations last 12 mo: <\$1000:Index
M33031a_B	Spent on foreign vacations last 12 mo: \$1000-2999:Buyers
M33031a_I	Spent on foreign vacations last 12 mo: \$1000-2999:Index
M33032a_B	Spent on foreign vacations last 12 mo: \$3000+:Buyers
M33032a_I	Spent on foreign vacations last 12 mo: \$3000+:Index
M33033a_B	Foreign travel - personal (not vacation)/3 yrs:Buyers
M33033a_I	Foreign travel - personal (not vacation)/3 yrs:Index
M33034a_B	Foreign travel - vacation/honeymoon in last 3 yrs:Buyers
M33034a_I	Foreign travel - vacation/honeymoon in last 3 yrs:Index
M33035a_B	Took foreign trip w/all-inclusive travel pkg/3 yrs:Buyers
M33035a_I	Took foreign trip w/all-inclusive travel pkg/3 yrs:Index
M33036a_B	Took foreign trip by cruise ship in last 3 yrs:Buyers
M33036a_I	Took foreign trip by cruise ship in last 3 yrs:Index
M33037a_B	Took 3+ foreign trips by plane in last 3 yrs:Buyers
M33037a_I	Took 3+ foreign trips by plane in last 3 yrs:Index
M33038a_B	Took 3+ foreign non-business trips by plane/3 yrs:Buyers
M33038a_I	Took 3+ foreign non-business trips by plane/3 yrs:Index
M33039a_B	Airline used for foreign trip/3 yrs: American:Buyers
M33039a_I	Airline used for foreign trip/3 yrs: American:Index
M33041a_B	Airline used for foreign trip/3 yrs: Continental:Buyers
M33041a_I	Airline used for foreign trip/3 yrs: Continental:Index
M33042a_B	Airline used for foreign trip/3 yrs: Delta:Buyers
M33042a_I	Airline used for foreign trip/3 yrs: Delta:Index
M33044a_B	Airline used for foreign trip/3 yrs: United:Buyers
M33044a_I	Airline used for foreign trip/3 yrs: United:Index
M33045a_B	Visited on foreign trip last 3 yrs: Canada:Buyers
M33045a_I	Visited on foreign trip last 3 yrs: Canada:Index
M33051a_B	Visited on foreign trip last 3 yrs: England:Buyers
M33051a_I	Visited on foreign trip last 3 yrs: England:Index
M33046a_B	Visited on foreign trip last 3 yrs: France:Buyers
M33046a_I	Visited on foreign trip last 3 yrs: France:Index
M33047a_B	Visited on foreign trip last 3 yrs: Germany:Buyers
M33047a_I	Visited on foreign trip last 3 yrs: Germany:Index
M33048a_B	Visited on foreign trip last 3 yrs: Hawaii:Buyers
M33048a_I	Visited on foreign trip last 3 yrs: Hawaii:Index
M33049a_B	Visited on foreign trip last 3 yrs: Italy:Buyers
M33049a_I	Visited on foreign trip last 3 yrs: Italy:Index
M33050a_B	Visited on foreign trip last 3 yrs: Mexico:Buyers
M33050a_I	Visited on foreign trip last 3 yrs: Mexico:Index
M33052a_B	Bought travelers checks in last 12 months:Buyers
M33052a_I	Bought travelers checks in last 12 months:Index
M33053a_B	Took cruise of more than one day in last 3 years:Buyers
M33053a_I	Took cruise of more than one day in last 3 years:Index
M33054a_B	Member of any frequent flyer program:Buyers
M33054a_I	Member of any frequent flyer program:Index
M33079a_B	Took 3+ round trips by plane in last 12 months:Buyers
M33079a_I	Took 3+ round trips by plane in last 12 months:Index
M33058a_B	Stayed 1+ nights at hotel/motel in last 12 months:Buyers
M33058a_I	Stayed 1+ nights at hotel/motel in last 12 months:Index



Esri Data Market Potential

Table Name & Item	Description
M33059a_B	Hotel/motel stayed in/12 mo: Best Western:Buyers
M33059a_I	Hotel/motel stayed in/12 mo: Best Western:Index
M33060a_B	Hotel/motel stayed in/12 mo: Comfort Inn:Buyers
M33060a_I	Hotel/motel stayed in/12 mo: Comfort Inn:Index
M33061a_B	Hotel/motel stayed in/12 mo: Courtyard (Marriott):Buyers
M33061a_I	Hotel/motel stayed in/12 mo: Courtyard (Marriott):Index
M33062a_B	Hotel/motel stayed in/12 mo: Days Inn:Buyers
M33062a_I	Hotel/motel stayed in/12 mo: Days Inn:Index
M33066a_B	Hotel/motel stayed in/12 mo: Hampton Inn:Buyers
M33066a_I	Hotel/motel stayed in/12 mo: Hampton Inn:Index
M33067a_B	Hotel/motel stayed in/12 mo: Hilton:Buyers
M33067a_I	Hotel/motel stayed in/12 mo: Hilton:Index
M33068a_B	Hotel/motel stayed in/12 mo: Holiday Inn:Buyers
M33068a_I	Hotel/motel stayed in/12 mo: Holiday Inn:Index
M33069a_B	Hotel/motel stayed in/12 mo: Holiday Inn Express:Buyers
M33069a_I	Hotel/motel stayed in/12 mo: Holiday Inn Express:Index
M33070a_B	Hotel/motel stayed in/12 mo: Marriott:Buyers
M33070a_I	Hotel/motel stayed in/12 mo: Marriott:Index
M33071a_B	Hotel/motel stayed in/12 mo: Motel 6:Buyers
M33071a_I	Hotel/motel stayed in/12 mo: Motel 6:Index
M33073a_B	Hotel/motel stayed in/12 mo: Super 8:Buyers
M33073a_I	Hotel/motel stayed in/12 mo: Super 8:Index
M33076a_B	Spent \$100+ on luggage in last 12 months:Buyers
M33076a_I	Spent \$100+ on luggage in last 12 months:Index



Esri Data Market Potential

Table Name & Item	Description
Video Tapes & DVDs Market Potential	
M34010a_B	DVDs rented in last 30 days: 1:Buyers
M34010a_I	DVDs rented in last 30 days: 1:Index
M34011a_B	DVDs rented in last 30 days: 2:Buyers
M34011a_I	DVDs rented in last 30 days: 2:Index
M34012a_B	DVDs rented in last 30 days: 3:Buyers
M34012a_I	DVDs rented in last 30 days: 3:Index
M34013a_B	DVDs rented in last 30 days: 4:Buyers
M34013a_I	DVDs rented in last 30 days: 4:Index
M34014a_B	DVDs rented in last 30 days: 5+:Buyers
M34014a_I	DVDs rented in last 30 days: 5+:Index
M34015a_B	Rented video tape/DVD last month: action/adventure:Buyers
M34015a_I	Rented video tape/DVD last month: action/adventure:Index
M34016a_B	Rented video tape/DVD last month: classic:Buyers
M34016a_I	Rented video tape/DVD last month: classic:Index
M34017a_B	Rented video tape/DVD last month: comedy:Buyers
M34017a_I	Rented video tape/DVD last month: comedy:Index
M34018a_B	Rented video tape/DVD last month: drama:Buyers
M34018a_I	Rented video tape/DVD last month: drama:Index
M34019a_B	Rented video tape/DVD last month: family/children:Buyers
M34019a_I	Rented video tape/DVD last month: family/children:Index
M34020a_B	Rented video tape/DVD last month: foreign:Buyers
M34020a_I	Rented video tape/DVD last month: foreign:Index
M34021a_B	Rented video tape/DVD last month: horror:Buyers
M34021a_I	Rented video tape/DVD last month: horror:Index
M34044a_B	Rented video tape/DVD last month: romance:Buyers
M34044a_I	Rented video tape/DVD last month: romance:Index
M34023a_B	Rented video tape/DVD last month: science fiction:Buyers
M34023a_I	Rented video tape/DVD last month: science fiction:Index
M34024a_B	Rented video tape/DVD last mo at Blockbuster Video:Buyers
M34024a_I	Rented video tape/DVD last mo at Blockbuster Video:Index
M34025a_B	Rented video tape/DVD last mo at Hollywood Video:Buyers
M34025a_I	Rented video tape/DVD last mo at Hollywood Video:Index
M34030a_B	Bought video tape/DVD last month: action/adventure:Buyers
M34030a_I	Bought video tape/DVD last month: action/adventure:Index
M34031a_B	Bought video tape/DVD last month: classic:Buyers
M34031a_I	Bought video tape/DVD last month: classic:Index
M34032a_B	Bought video tape/DVD last month: comedy:Buyers
M34032a_I	Bought video tape/DVD last month: comedy:Index
M34033a_B	Bought video tape/DVD last month: drama:Buyers
M34033a_I	Bought video tape/DVD last month: drama:Index
M34034a_B	Bought video tape/DVD last month: family/children:Buyers
M34034a_I	Bought video tape/DVD last month: family/children:Index
M34035a_B	Bought video tape/DVD last month: horror:Buyers
M34035a_I	Bought video tape/DVD last month: horror:Index
M34045a_B	Bought video tape/DVD last month: romance:Buyers
M34045a_I	Bought video tape/DVD last month: romance:Index
M34037a_B	Bought video tape/DVD last mo at Blockbuster Video:Buyers
M34037a_I	Bought video tape/DVD last mo at Blockbuster Video:Index
M34038a_B	Bought blank video tape in last 6 months:Buyers
M34038a_I	Bought blank video tape in last 6 months:Index
M34039a_B	Bought 7+ blank video tapes in last 6 months:Buyers
M34039a_I	Bought 7+ blank video tapes in last 6 months:Index



Esri Data Market Potential

Table Name & Item	Description
M34040a_B	DVDs purchased in last 30 days: 1:Buyers
M34040a_I	DVDs purchased in last 30 days: 1:Index
M34041a_B	DVDs purchased in last 30 days: 2:Buyers
M34041a_I	DVDs purchased in last 30 days: 2:Index
M34042a_B	DVDs purchased in last 30 days: 3-4:Buyers
M34042a_I	DVDs purchased in last 30 days: 3-4:Index
M34043a_B	DVDs purchased in last 30 days: 5+:Buyers
M34043a_I	DVDs purchased in last 30 days: 5+:Index



Esri Data Market Potential

Table Name & Item	Description
Yellow Pages Market Potential	
M35007a_B	Referred to Yellow Pages in last 12 months:Buyers
M35007a_I	Referred to Yellow Pages in last 12 months:Index
M35008a_B	Referred to paper Yellow Pages in last 12 months:Buyers
M35008a_I	Referred to paper Yellow Pages in last 12 months:Index
M35009a_B	Referred to Yellow Pages on Internet in last 12 mo:Buyers
M35009a_I	Referred to Yellow Pages on Internet in last 12 mo:Index
M35010a_B	Yellow Pages/12 mo: airlines/tickets:Buyers
M35010a_I	Yellow Pages/12 mo: airlines/tickets:Index
M35011a_B	Yellow Pages/12 mo: appliance repair:Buyers
M35011a_I	Yellow Pages/12 mo: appliance repair:Index
M35012a_B	Yellow Pages/12 mo: appliances:Buyers
M35012a_I	Yellow Pages/12 mo: appliances:Index
M35013a_B	Yellow Pages/12 mo: attorneys:Buyers
M35013a_I	Yellow Pages/12 mo: attorneys:Index
M35014a_B	Yellow Pages/12 mo: auto body repair & painting:Buyers
M35014a_I	Yellow Pages/12 mo: auto body repair & painting:Index
M35015a_B	Yellow Pages/12 mo: auto dealers/sales:Buyers
M35015a_I	Yellow Pages/12 mo: auto dealers/sales:Index
M35016a_B	Yellow Pages/12 mo: auto parts/supplies:Buyers
M35016a_I	Yellow Pages/12 mo: auto parts/supplies:Index
M35017a_B	Yellow Pages/12 mo: auto renting/leasing:Buyers
M35017a_I	Yellow Pages/12 mo: auto renting/leasing:Index
M35018a_B	Yellow Pages/12 mo: auto repair/services:Buyers
M35018a_I	Yellow Pages/12 mo: auto repair/services:Index
M35019a_B	Yellow Pages/12 mo: banks/savings & loans:Buyers
M35019a_I	Yellow Pages/12 mo: banks/savings & loans:Index
M35020a_B	Yellow Pages/12 mo: beauty salons:Buyers
M35020a_I	Yellow Pages/12 mo: beauty salons:Index
M35021a_B	Yellow Pages/12 mo: carpet cleaning:Buyers
M35021a_I	Yellow Pages/12 mo: carpet cleaning:Index
M35022a_B	Yellow Pages/12 mo: carpets/rugs:Buyers
M35022a_I	Yellow Pages/12 mo: carpets/rugs:Index
M35023a_B	Yellow Pages/12 mo: cellular telephones:Buyers
M35023a_I	Yellow Pages/12 mo: cellular telephones:Index
M35024a_B	Yellow Pages/12 mo: churches:Buyers
M35024a_I	Yellow Pages/12 mo: churches:Index
M35025a_B	Yellow Pages/12 mo: contractors (general):Buyers
M35025a_I	Yellow Pages/12 mo: contractors (general):Index
M35026a_B	Yellow Pages/12 mo: dentists:Buyers
M35026a_I	Yellow Pages/12 mo: dentists:Index
M35027a_B	Yellow Pages/12 mo: department stores:Buyers
M35027a_I	Yellow Pages/12 mo: department stores:Index
M35028a_B	Yellow Pages/12 mo: dry cleaners/laundry:Buyers
M35028a_I	Yellow Pages/12 mo: dry cleaners/laundry:Index
M35029a_B	Yellow Pages/12 mo: employment agencies:Buyers
M35029a_I	Yellow Pages/12 mo: employment agencies:Index
M35030a_B	Yellow Pages/12 mo: exterminators/pest control:Buyers
M35030a_I	Yellow Pages/12 mo: exterminators/pest control:Index
M35031a_B	Yellow Pages/12 mo: florists:Buyers
M35031a_I	Yellow Pages/12 mo: florists:Index
M35032a_B	Yellow Pages/12 mo: furnaces/heating:Buyers
M35032a_I	Yellow Pages/12 mo: furnaces/heating:Index
M35033a_B	Yellow Pages/12 mo: furniture stores:Buyers
M35033a_I	Yellow Pages/12 mo: furniture stores:Index
M35034a_B	Yellow Pages/12 mo: hardware stores:Buyers
M35034a_I	Yellow Pages/12 mo: hardware stores:Index



Esri Data Market Potential

Table Name & Item	Description
M35035a_B	Yellow Pages/12 mo: hospital/care facilities:Buyers
M35035a_I	Yellow Pages/12 mo: hospital/care facilities:Index
M35036a_B	Yellow Pages/12 mo: hotels/motels:Buyers
M35036a_I	Yellow Pages/12 mo: hotels/motels:Index
M35037a_B	Yellow Pages/12 mo: jewelers/jewelry:Buyers
M35037a_I	Yellow Pages/12 mo: jewelers/jewelry:Index
M35038a_B	Yellow Pages/12 mo: locks/locksmiths:Buyers
M35038a_I	Yellow Pages/12 mo: locks/locksmiths:Index
M35039a_B	Yellow Pages/12 mo: moving/storage:Buyers
M35039a_I	Yellow Pages/12 mo: moving/storage:Index
M35040a_B	Yellow Pages/12 mo: music stores/supplies:Buyers
M35040a_I	Yellow Pages/12 mo: music stores/supplies:Index
M35041a_B	Yellow Pages/12 mo: paint/wallpaper:Buyers
M35041a_I	Yellow Pages/12 mo: paint/wallpaper:Index
M35042a_B	Yellow Pages/12 mo: pet shops/kennels:Buyers
M35042a_I	Yellow Pages/12 mo: pet shops/kennels:Index
M35043a_B	Yellow Pages/12 mo: pharmacies:Buyers
M35043a_I	Yellow Pages/12 mo: pharmacies:Index
M35044a_B	Yellow Pages/12 mo: physicians/surgeons:Buyers
M35044a_I	Yellow Pages/12 mo: physicians/surgeons:Index
M35045a_B	Yellow Pages/12 mo: pizza:Buyers
M35045a_I	Yellow Pages/12 mo: pizza:Index
M35046a_B	Yellow Pages/12 mo: plumbers:Buyers
M35046a_I	Yellow Pages/12 mo: plumbers:Index
M35047a_B	Yellow Pages/12 mo: restaurants:Buyers
M35047a_I	Yellow Pages/12 mo: restaurants:Index
M35048a_B	Yellow Pages/12 mo: roofers:Buyers
M35048a_I	Yellow Pages/12 mo: roofers:Index
M35049a_B	Yellow Pages/12 mo: sporting goods:Buyers
M35049a_I	Yellow Pages/12 mo: sporting goods:Index
M35050a_B	Yellow Pages/12 mo: supermarkets/grocers:Buyers
M35050a_I	Yellow Pages/12 mo: supermarkets/grocers:Index
M35051a_B	Yellow Pages/12 mo: taxicabs/limousines:Buyers
M35051a_I	Yellow Pages/12 mo: taxicabs/limousines:Index
M35052a_B	Yellow Pages/12 mo: theaters:Buyers
M35052a_I	Yellow Pages/12 mo: theaters:Index
M35053a_B	Yellow Pages/12 mo: travel agents:Buyers
M35053a_I	Yellow Pages/12 mo: travel agents:Index
M35054a_B	Yellow Pages/12 mo: veterinarians:Buyers
M35054a_I	Yellow Pages/12 mo: veterinarians:Index