

# Esri Retail MarketPlace Data Variable List



## Data Vintage: Esri 2017 in 2021 Geography

This release contains 2017 Retail MarketPlace, in 2021 geography, so users can continue to run analysis and reports with this data.  
[Learn more about Retail MarketPlace Data](#)

### Data Table & Item Code

#### Retail MarketPlace

### Data Item Description

#### (2017 in 2021 Geography)

Data Table & Item Code	Data Item Description
RTSALESTOT	2017 Total Retail Sales (including Food/Drink Sales)
RETPOTTOT	2017 Total Retail Sales Potential (including Food/Drink Sales)
LSFRETTOT	2017 Leakage/Surplus Factor: Total Retail (including Food/Drink Sales)
RETBUSTOT	2017 Total Retail Businesses (including Food/Drink Businesses)
RTTRDSALES	2017 Retail Trade Sales (NAICS 44-45)
RETRDPOT	2017 Retail Trade Sales Potential (NAICS 44-45)
LSFRETRTD	2017 Leakage/Surplus Factor: Retail Trade (NAICS 44-45)
RETRDBUS	2017 Businesses: Retail Trade (NAICS 44-45)
RSALES441	2017 Retail Sales: Motor Vehicle and Parts Dealers (NAICS 441)
RETPOT441	2017 Retail Sales Potential: Motor Vehicle and Parts Dealers (NAICS 441)
LSF441	2017 Leakage/Surplus Factor: Motor Vehicle and Parts Dealers (NAICS 441)
RETBUS441	2017 Businesses: Motor Vehicle and Parts Dealers (NAICS 441)
RSALES4411	2017 Retail Sales: Automobile Dealers (NAICS 4411)
RETPOT4411	2017 Retail Sales Potential: Automobile Dealers (NAICS 4411)
LSF4411	2017 Leakage/Surplus Factor: Automobile Dealers (NAICS 4411)
RETBUS4411	2017 Businesses: Automobile Dealers (NAICS 4411)
RSALES4412	2017 Retail Sales: Other Motor Vehicle Dealers (NAICS 4412)
RETPOT4412	2017 Retail Sales Potential: Other Motor Vehicle Dealers (NAICS 4412)
LSF4412	2017 Leakage/Surplus Factor: Other Motor Vehicle Dealers (NAICS 4412)
RETBUS4412	2017 Businesses: Other Motor Vehicle Dealers (NAICS 4412)
RSALES4413	2017 Retail Sales: Auto Parts/Accessor/Tire Stores (NAICS 4413)
RETPOT4413	2017 Retail Sales Potential: Auto Parts/Accessor/Tire Stores (NAICS 4413)
LSF4413	2017 Leakage/Surplus Factor: Auto Parts/Accessor/Tire Stores (NAICS 4413)
RETBUS4413	2017 Businesses: Auto Parts/Accessor/Tire Stores (NAICS 4413)
RSALES442	2017 Retail Sales: Furniture/Home Furnishing Stores (NAICS 442)
RETPOT442	2017 Retail Sales Potential: Furniture/Home Furnishing Stores (NAICS 442)
LSF442	2017 Leakage/Surplus Factor: Furniture/Home Furnishing Stores (NAICS 442)
RETBUS442	2017 Businesses: Furniture/Home Furnishing Stores (NAICS 442)
RSALES4421	2017 Retail Sales: Furniture Stores (NAICS 4421)
RETPOT4421	2017 Retail Sales Potential: Furniture Stores (NAICS 4421)
LSF4421	2017 Leakage/Surplus Factor: Furniture Stores (NAICS 4421)
RETBUS4421	2017 Businesses: Furniture Stores (NAICS 4421)
RSALES4422	2017 Retail Sales: Home Furnishings Stores (NAICS 4422)
RETPOT4422	2017 Retail Sales Potential: Home Furnishings Stores (NAICS 4422)
LSF4422	2017 Leakage/Surplus Factor: Home Furnishings Stores (NAICS 4422)
RETBUS4422	2017 Businesses: Home Furnishings Stores (NAICS 4422)
RSALES443	2017 Retail Sales: Electronics & Appliance Stores (NAICS 443)
RETPOT443	2017 Retail Sales Potential: Electronics & Appliance Stores (NAICS 443)
LSF443	2017 Leakage/Surplus Factor: Electronics & Appliance Stores (NAICS 443)
RETBUS443	2017 Businesses: Electronics & Appliance Stores (NAICS 443)
RSALES4431	2017 Retail Sales: Electronics & Appliance Stores (NAICS 4431)
RETPOT4431	2017 Retail Sales Potential: Electronics & Appliance Stores (NAICS 4431)
LSF4431	2017 Leakage/Surplus Factor: Electronics & Appliance Stores (NAICS 4431)
RETBUS4431	2017 Businesses: Electronics & Appliance Stores (NAICS 4431)
RSALES444	2017 Retail Sales: Bldg/Garden Equip/Supply Stores (NAICS 444)
RETPOT444	2017 Retail Sales Potential: Bldg/Garden Equip/Supply Stores (NAICS 444)
LSF444	2017 Leakage/Surplus Factor: Bldg/Garden Equip/Supply Stores (NAICS 444)
RETBUS444	2017 Businesses: Bldg/Garden Equip/Supply Stores (NAICS 444)
RSALES4441	2017 Retail Sales: Bldg Material/Supplies Dealers (NAICS 4441)
RETPOT4441	2017 Retail Sales Potential: Bldg Material/Supplies Dealers (NAICS 4441)
LSF4441	2017 Leakage/Surplus Factor: Bldg Material/Supplies Dealers (NAICS 4441)
RETBUS4441	2017 Businesses: Bldg Material/Supplies Dealers (NAICS 4441)
RSALES4442	2017 Retail Sales: Lawn/Garden Equip/Supply Stores (NAICS 4442)
RETPOT4442	2017 Retail Sales Potential: Lawn/Garden Equip/Supply Stores (NAICS 4442)
LSF4442	2017 Leakage/Surplus Factor: Lawn/Garden Equip/Supply Stores (NAICS 4442)
RETBUS4442	2017 Businesses: Lawn/Garden Equip/Supply Stores (NAICS 4442)
RSALES445	2017 Retail Sales: Food and Beverage Stores (NAICS 445)
RETPOT445	2017 Retail Sales Potential: Food and Beverage Stores (NAICS 445)
LSF445	2017 Leakage/Surplus Factor: Food and Beverage Stores (NAICS 445)
RETBUS445	2017 Businesses: Food and Beverage Stores (NAICS 445)
RSALES4451	2017 Retail Sales: Grocery Stores (NAICS 4451)
RETPOT4451	2017 Retail Sales Potential: Grocery Stores (NAICS 4451)
LSF4451	2017 Leakage/Surplus Factor: Grocery Stores (NAICS 4451)

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RETBUS4451	2017 Businesses: Grocery Stores (NAICS 4451)
RSALES4452	2017 Retail Sales: Specialty Food Stores (NAICS 4452)
RETPOT4452	2017 Retail Sales Potential: Specialty Food Stores (NAICS 4452)
LSF4452	2017 Leakage/Surplus Factor: Specialty Food Stores (NAICS 4452)
RETBUS4452	2017 Businesses: Specialty Food Stores (NAICS 4452)
RSALES4453	2017 Retail Sales: Beer/Wine/Liquor Stores (NAICS 4453)
RETPOT4453	2017 Retail Sales Potential: Beer/Wine/Liquor Stores (NAICS 4453)
LSF4453	2017 Leakage/Surplus Factor: Beer/Wine/Liquor Stores (NAICS 4453)
RETBUS4453	2017 Businesses: Beer/Wine/Liquor Stores (NAICS 4453)
RSALES446	2017 Retail Sales: Health and Personal Care Stores (NAICS 446)
RETPOT446	2017 Retail Sales Potential: Health and Personal Care Stores (NAICS 446)
LSF446	2017 Leakage/Surplus Factor: Health and Personal Care Stores (NAICS 446)
RETBUS446	2017 Businesses: Health and Personal Care Stores (NAICS 446)
RSALES4461	2017 Retail Sales: Health & Personal Care Stores (NAICS 4461)
RETPOT4461	2017 Retail Sales Potential: Health & Personal Care Stores (NAICS 4461)
LSF4461	2017 Leakage/Surplus Factor: Health & Personal Care Stores (NAICS 4461)
RETBUS4461	2017 Businesses: Health & Personal Care Stores (NAICS 4461)
RSALES447	2017 Retail Sales: Gasoline Stations (NAICS 447)
RETPOT447	2017 Retail Sales Potential: Gasoline Stations (NAICS 447)
LSF447	2017 Leakage/Surplus Factor: Gasoline Stations (NAICS 447)
RETBUS447	2017 Businesses: Gasoline Stations (NAICS 447)
RSALES4471	2017 Retail Sales: Gasoline Stations (NAICS 4471)
RETPOT4471	2017 Retail Sales Potential: Gasoline Stations (NAICS 4471)
LSF4471	2017 Leakage/Surplus Factor: Gasoline Stations (NAICS 4471)
RETBUS4471	2017 Businesses: Gasoline Stations (NAICS 4471)
RSALES448	2017 Retail Sales: Clothing/Accessories Stores (NAICS 448)
RETPOT448	2017 Retail Sales Potential: Clothing/Accessories Stores (NAICS 448)
LSF448	2017 Leakage/Surplus Factor: Clothing/Accessories Stores (NAICS 448)
RETBUS448	2017 Businesses: Clothing/Accessories Stores (NAICS 448)
RSALES4481	2017 Retail Sales: Clothing Stores (NAICS 4481)
RETPOT4481	2017 Retail Sales Potential: Clothing Stores (NAICS 4481)
LSF4481	2017 Leakage/Surplus Factor: Clothing Stores (NAICS 4481)
RETBUS4481	2017 Businesses: Clothing Stores (NAICS 4481)
RSALES4482	2017 Retail Sales: Shoe Stores (NAICS 4482)
RETPOT4482	2017 Retail Sales Potential: Shoe Stores (NAICS 4482)
LSF4482	2017 Leakage/Surplus Factor: Shoe Stores (NAICS 4482)
RETBUS4482	2017 Businesses: Shoe Stores (NAICS 4482)
RSALES4483	2017 Retail Sales: Jewelry/Lugg/Leather Gds Stores (NAICS 4483)
RETPOT4483	2017 Retail Sales Potential: Jewelry/Lugg/Leather Gds Stores (NAICS 4483)
LSF4483	2017 Leakage/Surplus Factor: Jewelry/Lugg/Leather Goods Stores (NAICS 4483)
RETBUS4483	2017 Businesses: Jewelry/Lugg/Leather Goods Stores (NAICS 4483)
RSALES451	2017 Retail Sales: Sports/Hobby/Book/Music Stores (NAICS 451)
RETPOT451	2017 Retail Sales Potential: Sports/Hobby/Book/Music Stores (NAICS 451)
LSF451	2017 Leakage/Surplus Factor: Sports/Hobby/Book/Music Stores (NAICS 451)
RETBUS451	2017 Businesses: Sports/Hobby/Book/Music Stores (NAICS 451)
RSALES4511	2017 Retail Sales: Sports/Hobby/Music Instr Stores (NAICS 4511)
RETPOT4511	2017 Retail Sales Potential: Sports/Hobby/Music Instr Stores (NAICS 4511)
LSF4511	2017 Leakage/Surplus Factor: Sports/Hobby/Musical Instr Stores (NAICS 4511)
RETBUS4511	2017 Businesses: Sports/Hobby/Musical Instr Stores (NAICS 4511)
RSALES4512	2017 Retail Sales: Book Stores & News Dealers (NAICS 4512)
RETPOT4512	2017 Retail Sales Potential: Book Stores & News Dealers (NAICS 4512)
LSF4512	2017 Leakage/Surplus Factor: Book Stores & News Dealers (NAICS 4512)
RETBUS4512	2017 Businesses: Book Stores & News Dealers (NAICS 4512)
RSALES452	2017 Retail Sales: General Merchandise Stores (NAICS 452)
RETPOT452	2017 Retail Sales Potential: General Merchandise Stores (NAICS 452)
LSF452	2017 Leakage/Surplus Factor: General Merchandise Stores (NAICS 452)
RETBUS452	2017 Businesses: General Merchandise Stores (NAICS 452)
RSALES4521	2017 Retail Sales: Dept Stores excl Leased Depts (NAICS 4521)
RETPOT4521	2017 Retail Sales Potential: Dept Stores excl Leased Depts (NAICS 4521)
LSF4521	2017 Leakage/Surplus Factor: Dept Stores excl Leased Depts (NAICS 4521)
RETBUS4521	2017 Businesses: Dept Stores excl Leased Depts (NAICS 4521)
RSALES4529	2017 Retail Sales: Other General Merchandise Stores (NAICS 4529)
RETPOT4529	2017 Retail Sales Potential: Other General Merchandise Stores (NAICS 4529)
LSF4529	2017 Leakage/Surplus Factor: Other General Merchandise Stores (NAICS 4529)

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RETBUS4529	2017 Businesses: Other General Merchandise Stores (NAICS 4529)
RSALES453	2017 Retail Sales: Miscellaneous Store Retailers (NAICS 453)
RETPOT453	2017 Retail Sales Potential: Miscellaneous Store Retailers (NAICS 453)
LSF453	2017 Leakage/Surplus Factor: Miscellaneous Store Retailers (NAICS 453)
RETBUS453	2017 Businesses: Miscellaneous Store Retailers (NAICS 453)
RSALES4531	2017 Retail Sales: Florists (NAICS 4531)
RETPOT4531	2017 Retail Sales Potential: Florists (NAICS 4531)
LSF4531	2017 Leakage/Surplus Factor: Florists (NAICS 4531)
RETBUS4531	2017 Businesses: Florists (NAICS 4531)
RSALES4532	2017 Retail Sales: Office Suppl/Station/Gift Stores (NAICS 4532)
RETPOT4532	2017 Retail Sales Potential: Office Suppl/Station/Gift Stores (NAICS 4532)
LSF4532	2017 Leakage/Surplus Factor: Office Supply/Station/Gift Stores (NAICS 4532)
RETBUS4532	2017 Businesses: Office Supply/Station/Gift Stores (NAICS 4532)
RSALES4533	2017 Retail Sales: Used Merchandise Stores (NAICS 4533)
RETPOT4533	2017 Retail Sales Potential: Used Merchandise Stores (NAICS 4533)
LSF4533	2017 Leakage/Surplus Factor: Used Merchandise Stores (NAICS 4533)
RETBUS4533	2017 Businesses: Used Merchandise Stores (NAICS 4533)
RSALES4539	2017 Retail Sales: Other Misc Store Retailers (NAICS 4539)
RETPOT4539	2017 Retail Sales Potential: Other Misc Store Retailers (NAICS 4539)
LSF4539	2017 Leakage/Surplus Factor: Other Misc Store Retailers (NAICS 4539)
RETBUS4539	2017 Businesses: Other Misc Store Retailers (NAICS 4539)
RSALES454	2017 Retail Sales: Nonstore Retailers (NAICS 454)
RETPOT454	2017 Retail Sales Potential: Nonstore Retailers (NAICS 454)
LSF454	2017 Leakage/Surplus Factor: Nonstore Retailers (NAICS 454)
RETBUS454	2017 Businesses: Nonstore Retailers (NAICS 454)
RSALES4541	2017 Retail Sales: E-Shopping & Mail-Order Houses (NAICS 4541)
RETPOT4541	2017 Retail Sales Potential: E-Shopping & Mail-Order Houses (NAICS 4541)
LSF4541	2017 Leakage/Surplus Factor: E-Shopping & Mail-Order Houses (NAICS 4541)
RETBUS4541	2017 Businesses: E-Shopping & Mail-Order Houses (NAICS 4541)
RSALES4542	2017 Retail Sales: Vending Machine Operators (NAICS 4542)
RETPOT4542	2017 Retail Sales Potential: Vending Machine Operators (NAICS 4542)
LSF4542	2017 Leakage/Surplus Factor: Vending Machine Operators (NAICS 4542)
RETBUS4542	2017 Businesses: Vending Machine Operators (NAICS 4542)
RSALES4543	2017 Retail Sales: Direct Selling Establishments (NAICS 4543)
RETPOT4543	2017 Retail Sales Potential: Direct Selling Establishments (NAICS 4543)
LSF4543	2017 Leakage/Surplus Factor: Direct Selling Establishments (NAICS 4543)
RETBUS4543	2017 Businesses: Direct Selling Establishments (NAICS 4543)
RSALES722	2017 Retail Sales: Food Services & Drinking Places (NAICS 722)
RETPOT722	2017 Retail Sales Potential: Food Services & Drinking Places (NAICS 722)
LSF722	2017 Leakage/Surplus Factor: Food Services & Drinking Places (NAICS 722)
RETBUS722	2017 Businesses: Food Services & Drinking Places (NAICS 722)
RSALES7223	2017 Retail Sales: Special Food Services (NAICS 7223)
RETPOT7223	2017 Retail Sales Potential: Special Food Services (NAICS 7223)
LSF7223	2017 Leakage/Surplus Factor: Special Food Services (NAICS 7223)
RETBUS7223	2017 Businesses: Special Food Services (NAICS 7223)
RSALES7224	2017 Retail Sales: Drinking Places-Alcohol (NAICS 7224)
RETPOT7224	2017 Retail Sales Potential: Drinking Places-Alcohol (NAICS 7224)
LSF7224	2017 Leakage/Surplus Factor: Drinking Places-Alcohol (NAICS 7224)
RETBUS7224	2017 Businesses: Drinking Places-Alcohol (NAICS 7224)
RSALES7225	2017 Retail Sales: Restaurants/Other Eating Places (NAICS 7225)
RETPOT7225	2017 Retail Sales Potential: Restaurants/Other Eating Places (NAICS 7225)
LSF7225	2017 Leakage/Surplus Factor: Restaurants/Other Eating Places (NAICS 7225)
RETBUS7225	2017 Businesses: Restaurants/Other Eating Places (NAICS 7225)