

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	70	\$20,938.58	\$40,641,785
44-45	Retail Trade	72	\$18,373.09	\$35,662,166
722	Food Services & Drinking Places	58	\$2,565.49	\$4,979,619
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	75	\$2,343.32	\$4,548,383
4411	Automobile Dealers	75	\$1,937.09	\$3,759,897
4412	Other Motor Vehicle Dealers	79	\$194.61	\$377,745
4413	Auto Parts, Accessories & Tire Stores	79	\$211.61	\$410,741
442	Furniture and Home Furnishings Stores	62	\$678.46	\$1,316,884
4421	Furniture Stores	64	\$456.71	\$886,474
4422	Home Furnishings Stores	58	\$221.75	\$430,411
443, 4431	Electronics and Appliance Stores	60	\$193.60	\$375,787
444	Bldg Material & Garden Equipment & Supplies Dealers	70	\$1,067.33	\$2,071,682
4441	Building Material and Supplies Dealers	69	\$959.02	\$1,861,454
4442	Lawn and Garden Equipment and Supplies Stores	77	\$108.31	\$210,228
445	Food and Beverage Stores	69	\$3,907.85	\$7,585,136
4451	Grocery Stores	70	\$3,678.56	\$7,140,084
4452	Specialty Food Stores	66	\$117.70	\$228,461
4453	Beer, Wine, and Liquor Stores	59	\$111.59	\$216,591
446, 4461	Health and Personal Care Stores	80	\$631.89	\$1,226,499
447, 4471	Gasoline Stations	87	\$3,169.36	\$6,151,730
448	Clothing and Clothing Accessories Stores	56	\$680.33	\$1,320,521
4481	Clothing Stores	58	\$554.78	\$1,076,831
4482	Shoe Stores	51	\$115.66	\$224,490
4483	Jewelry, Luggage, and Leather Goods Stores	54	\$9.89	\$19,200
451	Sporting Goods, Hobby, Musical Instrument, and Book	57	\$267.42	\$519,070
4511	Sporting Goods, Hobby, and Musical Instrument Stores	58	\$219.53	\$426,110
4512	Book Stores and News Dealers	52	\$47.89	\$92,961
452	General Merchandise Stores	69	\$3,060.69	\$5,940,790
4522	Department Stores	57	\$220.95	\$428,873
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	71	\$2,839.73	\$5,511,917
453	Miscellaneous Store Retailers	76	\$457.74	\$888,481
4531	Florists	76	\$23.39	\$45,406
4532	Office Supplies, Stationery, and Gift Stores	60	\$57.99	\$112,557
4533	Used Merchandise Stores	69	\$55.30	\$107,345
4539	Other Miscellaneous Store Retailers	82	\$321.06	\$623,174
454	Nonstore Retailers	68	\$1,915.10	\$3,717,204
4541	Electronic Shopping and Mail-Order Houses	67	\$1,612.92	\$3,130,673
4542	Vending Machine Operators	77	\$30.41	\$59,028
4543	Direct Selling Establishments	77	\$271.77	\$527,502
722	Food Services & Drinking Places	58	\$2,565.49	\$4,979,619
7223	Special Food Services	57	\$9.00	\$17,469
7224	Drinking Places (Alcoholic Beverages)	48	\$50.49	\$97,998
7225	Restaurants and Other Eating Places	59	\$2,506.00	\$4,864,153

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri 2024/2029 Consumer Spending databases are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.