

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	60	\$17,895.74	\$15,748,252
44-45	Retail Trade	59	\$15,198.38	\$13,374,570
722	Food Services & Drinking Places	61	\$2,697.37	\$2,373,682
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	55	\$1,701.97	\$1,497,734
4411	Automobile Dealers	54	\$1,409.15	\$1,240,052
4412	Other Motor Vehicle Dealers	49	\$122.08	\$107,427
4413	Auto Parts, Accessories & Tire Stores	64	\$170.74	\$150,255
442	Furniture and Home Furnishings Stores	55	\$605.72	\$533,033
4421	Furniture Stores	55	\$395.20	\$347,774
4422	Home Furnishings Stores	55	\$210.52	\$185,259
443, 4431	Electronics and Appliance Stores	66	\$210.97	\$185,652
444	Bldg Material & Garden Equipment & Supplies Dealers	57	\$881.29	\$775,533
4441	Building Material and Supplies Dealers	58	\$808.53	\$711,510
4442	Lawn and Garden Equipment and Supplies Stores	52	\$72.75	\$64,023
445	Food and Beverage Stores	58	\$3,300.66	\$2,904,583
4451	Grocery Stores	59	\$3,098.02	\$2,726,257
4452	Specialty Food Stores	60	\$105.95	\$93,238
4453	Beer, Wine, and Liquor Stores	51	\$96.69	\$85,089
446, 4461	Health and Personal Care Stores	56	\$444.98	\$391,580
447, 4471	Gasoline Stations	68	\$2,474.01	\$2,177,131
448	Clothing and Clothing Accessories Stores	65	\$777.64	\$684,326
4481	Clothing Stores	64	\$610.27	\$537,039
4482	Shoe Stores	70	\$157.52	\$138,615
4483	Jewelry, Luggage, and Leather Goods Stores	54	\$9.85	\$8,672
451	Sporting Goods, Hobby, Musical Instrument, and Book	58	\$272.97	\$240,210
4511	Sporting Goods, Hobby, and Musical Instrument Stores	58	\$220.60	\$194,125
4512	Book Stores and News Dealers	57	\$52.37	\$46,086
452	General Merchandise Stores	60	\$2,635.87	\$2,319,562
4522	Department Stores	62	\$240.80	\$211,900
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	60	\$2,395.07	\$2,107,662
453	Miscellaneous Store Retailers	57	\$341.22	\$300,272
4531	Florists	51	\$15.52	\$13,654
4532	Office Supplies, Stationery, and Gift Stores	56	\$53.88	\$47,418
4533	Used Merchandise Stores	60	\$48.26	\$42,471
4539	Other Miscellaneous Store Retailers	57	\$223.56	\$196,730
454	Nonstore Retailers	55	\$1,551.08	\$1,364,954
4541	Electronic Shopping and Mail-Order Houses	57	\$1,384.77	\$1,218,599
4542	Vending Machine Operators	63	\$24.79	\$21,813
4543	Direct Selling Establishments	40	\$141.53	\$124,542
722	Food Services & Drinking Places	61	\$2,697.37	\$2,373,682
7223	Special Food Services	60	\$9.39	\$8,264
7224	Drinking Places (Alcoholic Beverages)	52	\$55.22	\$48,593
7225	Restaurants and Other Eating Places	62	\$2,632.76	\$2,316,825

**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.