

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	88	\$26,449.53	\$2,618,503
44-45	Retail Trade	89	\$22,921.55	\$2,269,233
722	Food Services & Drinking Places	80	\$3,527.98	\$349,270
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	94	\$2,931.83	\$290,251
4411	Automobile Dealers	94	\$2,427.56	\$240,328
4412	Other Motor Vehicle Dealers	99	\$244.59	\$24,214
4413	Auto Parts, Accessories & Tire Stores	97	\$259.68	\$25,708
442	Furniture and Home Furnishings Stores	83	\$909.90	\$90,080
4421	Furniture Stores	84	\$602.18	\$59,616
4422	Home Furnishings Stores	81	\$307.72	\$30,464
443, 4431	Electronics and Appliance Stores	82	\$262.18	\$25,956
444	Bldg Material & Garden Equipment & Supplies Dealers	92	\$1,412.47	\$139,835
4441	Building Material and Supplies Dealers	92	\$1,282.60	\$126,977
4442	Lawn and Garden Equipment and Supplies Stores	92	\$129.89	\$12,859
445	Food and Beverage Stores	86	\$4,859.74	\$481,114
4451	Grocery Stores	86	\$4,562.16	\$451,654
4452	Specialty Food Stores	84	\$148.58	\$14,709
4453	Beer, Wine, and Liquor Stores	78	\$149.00	\$14,751
446, 4461	Health and Personal Care Stores	91	\$721.17	\$71,396
447, 4471	Gasoline Stations	100	\$3,637.01	\$360,064
448	Clothing and Clothing Accessories Stores	82	\$988.98	\$97,909
4481	Clothing Stores	83	\$795.03	\$78,708
4482	Shoe Stores	79	\$179.24	\$17,745
4483	Jewelry, Luggage, and Leather Goods Stores	80	\$14.70	\$1,455
451	Sporting Goods, Hobby, Musical Instrument, and Book	83	\$390.13	\$38,623
4511	Sporting Goods, Hobby, and Musical Instrument Stores	84	\$318.30	\$31,512
4512	Book Stores and News Dealers	78	\$71.84	\$7,112
452	General Merchandise Stores	87	\$3,853.77	\$381,523
4522	Department Stores	81	\$313.42	\$31,029
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	88	\$3,540.34	\$350,494
453	Miscellaneous Store Retailers	94	\$565.72	\$56,006
4531	Florists	92	\$28.16	\$2,788
4532	Office Supplies, Stationery, and Gift Stores	82	\$78.68	\$7,789
4533	Used Merchandise Stores	96	\$77.82	\$7,704
4539	Other Miscellaneous Store Retailers	97	\$381.05	\$37,724
454	Nonstore Retailers	85	\$2,388.65	\$236,476
4541	Electronic Shopping and Mail-Order Houses	86	\$2,064.86	\$204,421
4542	Vending Machine Operators	92	\$36.39	\$3,603
4543	Direct Selling Establishments	82	\$287.39	\$28,452
722	Food Services & Drinking Places	80	\$3,527.98	\$349,270
7223	Special Food Services	79	\$12.44	\$1,232
7224	Drinking Places (Alcoholic Beverages)	73	\$76.86	\$7,609
7225	Restaurants and Other Eating Places	80	\$3,438.68	\$340,429

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.