

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	71	\$21,383.56	\$7,056,574
44-45	Retail Trade	72	\$18,531.30	\$6,115,329
722	Food Services & Drinking Places	65	\$2,852.26	\$941,245
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	76	\$2,370.25	\$782,183
4411	Automobile Dealers	76	\$1,962.58	\$647,651
4412	Other Motor Vehicle Dealers	80	\$197.73	\$65,251
4413	Auto Parts, Accessories & Tire Stores	79	\$209.94	\$69,281
442	Furniture and Home Furnishings Stores	67	\$735.64	\$242,761
4421	Furniture Stores	68	\$486.85	\$160,660
4422	Home Furnishings Stores	65	\$248.79	\$82,101
443, 4431	Electronics and Appliance Stores	66	\$211.98	\$69,955
444	Bldg Material & Garden Equipment & Supplies Dealers	75	\$1,141.91	\$376,831
4441	Building Material and Supplies Dealers	75	\$1,036.91	\$342,181
4442	Lawn and Garden Equipment and Supplies Stores	74	\$105.00	\$34,650
445	Food and Beverage Stores	69	\$3,928.91	\$1,296,541
4451	Grocery Stores	70	\$3,688.35	\$1,217,157
4452	Specialty Food Stores	68	\$120.10	\$39,634
4453	Beer, Wine, and Liquor Stores	63	\$120.45	\$39,750
446, 4461	Health and Personal Care Stores	74	\$583.05	\$192,406
447, 4471	Gasoline Stations	81	\$2,940.39	\$970,330
448	Clothing and Clothing Accessories Stores	66	\$799.58	\$263,863
4481	Clothing Stores	67	\$642.78	\$212,117
4482	Shoe Stores	64	\$144.94	\$47,830
4483	Jewelry, Luggage, and Leather Goods Stores	65	\$11.87	\$3,916
451	Sporting Goods, Hobby, Musical Instrument, and Book	67	\$315.39	\$104,080
4511	Sporting Goods, Hobby, and Musical Instrument Stores	68	\$257.33	\$84,920
4512	Book Stores and News Dealers	63	\$58.06	\$19,160
452	General Merchandise Stores	71	\$3,115.66	\$1,028,167
4522	Department Stores	66	\$253.39	\$83,620
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	71	\$2,862.26	\$944,547
453	Miscellaneous Store Retailers	76	\$457.39	\$150,939
4531	Florists	74	\$22.79	\$7,521
4532	Office Supplies, Stationery, and Gift Stores	66	\$63.61	\$20,992
4533	Used Merchandise Stores	78	\$62.91	\$20,761
4539	Other Miscellaneous Store Retailers	78	\$308.08	\$101,665
454	Nonstore Retailers	69	\$1,931.13	\$637,273
4541	Electronic Shopping and Mail-Order Houses	69	\$1,669.35	\$550,887
4542	Vending Machine Operators	74	\$29.42	\$9,709
4543	Direct Selling Establishments	66	\$232.35	\$76,677
722	Food Services & Drinking Places	65	\$2,852.26	\$941,245
7223	Special Food Services	64	\$10.09	\$3,329
7224	Drinking Places (Alcoholic Beverages)	59	\$62.13	\$20,503
7225	Restaurants and Other Eating Places	65	\$2,780.04	\$917,413

**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.