

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	96	\$28,936.43	\$1,070,648
44-45	Retail Trade	97	\$24,947.46	\$923,056
722	Food Services & Drinking Places	91	\$3,988.97	\$147,592
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	103	\$3,195.73	\$118,242
4411	Automobile Dealers	103	\$2,661.95	\$98,492
4412	Other Motor Vehicle Dealers	103	\$254.70	\$9,424
4413	Auto Parts, Accessories & Tire Stores	105	\$279.08	\$10,326
442	Furniture and Home Furnishings Stores	92	\$1,014.57	\$37,539
4421	Furniture Stores	90	\$643.57	\$23,812
4422	Home Furnishings Stores	98	\$370.97	\$13,726
443, 4431	Electronics and Appliance Stores	91	\$294.05	\$10,880
444	Bldg Material & Garden Equipment & Supplies Dealers	94	\$1,439.73	\$53,270
4441	Building Material and Supplies Dealers	94	\$1,301.27	\$48,147
4442	Lawn and Garden Equipment and Supplies Stores	98	\$138.43	\$5,122
445	Food and Beverage Stores	98	\$5,566.73	\$205,969
4451	Grocery Stores	98	\$5,199.32	\$192,375
4452	Specialty Food Stores	98	\$173.32	\$6,413
4453	Beer, Wine, and Liquor Stores	102	\$194.05	\$7,180
446, 4461	Health and Personal Care Stores	104	\$825.65	\$30,549
447, 4471	Gasoline Stations	97	\$3,527.49	\$130,517
448	Clothing and Clothing Accessories Stores	89	\$1,073.73	\$39,728
4481	Clothing Stores	89	\$856.00	\$31,672
4482	Shoe Stores	89	\$200.46	\$7,417
4483	Jewelry, Luggage, and Leather Goods Stores	94	\$17.27	\$639
451	Sporting Goods, Hobby, Musical Instrument, and Book	92	\$433.38	\$16,035
4511	Sporting Goods, Hobby, and Musical Instrument Stores	92	\$349.62	\$12,936
4512	Book Stores and News Dealers	91	\$83.73	\$3,098
452	General Merchandise Stores	97	\$4,269.19	\$157,960
4522	Department Stores	90	\$347.70	\$12,865
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	97	\$3,921.49	\$145,095
453	Miscellaneous Store Retailers	105	\$633.38	\$23,435
4531	Florists	98	\$30.11	\$1,114
4532	Office Supplies, Stationery, and Gift Stores	95	\$91.22	\$3,375
4533	Used Merchandise Stores	121	\$97.70	\$3,615
4539	Other Miscellaneous Store Retailers	105	\$414.35	\$15,331
454	Nonstore Retailers	95	\$2,673.84	\$98,932
4541	Electronic Shopping and Mail-Order Houses	97	\$2,336.92	\$86,466
4542	Vending Machine Operators	97	\$38.24	\$1,415
4543	Direct Selling Establishments	85	\$298.68	\$11,051
722	Food Services & Drinking Places	91	\$3,988.97	\$147,592
7223	Special Food Services	90	\$14.24	\$527
7224	Drinking Places (Alcoholic Beverages)	87	\$92.03	\$3,405
7225	Restaurants and Other Eating Places	91	\$3,882.70	\$143,660

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.