

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	55	\$16,485.97	\$4,978,762
44-45	Retail Trade	55	\$14,054.86	\$4,244,568
722	Food Services & Drinking Places	55	\$2,431.11	\$734,194
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	52	\$1,606.15	\$485,056
4411	Automobile Dealers	51	\$1,323.53	\$399,707
4412	Other Motor Vehicle Dealers	49	\$121.82	\$36,789
4413	Auto Parts, Accessories & Tire Stores	60	\$160.79	\$48,559
442	Furniture and Home Furnishings Stores	50	\$551.09	\$166,430
4421	Furniture Stores	50	\$359.86	\$108,679
4422	Home Furnishings Stores	50	\$191.23	\$57,750
443, 4431	Electronics and Appliance Stores	60	\$193.50	\$58,436
444	Bldg Material & Garden Equipment & Supplies Dealers	53	\$818.51	\$247,191
4441	Building Material and Supplies Dealers	54	\$750.36	\$226,609
4442	Lawn and Garden Equipment and Supplies Stores	48	\$68.15	\$20,582
445	Food and Beverage Stores	54	\$3,039.92	\$918,056
4451	Grocery Stores	54	\$2,854.61	\$862,093
4452	Specialty Food Stores	54	\$96.69	\$29,200
4453	Beer, Wine, and Liquor Stores	47	\$88.62	\$26,763
446, 4461	Health and Personal Care Stores	53	\$419.67	\$126,739
447, 4471	Gasoline Stations	63	\$2,286.83	\$690,623
448	Clothing and Clothing Accessories Stores	59	\$708.08	\$213,840
4481	Clothing Stores	58	\$555.54	\$167,774
4482	Shoe Stores	64	\$143.54	\$43,348
4483	Jewelry, Luggage, and Leather Goods Stores	49	\$9.00	\$2,718
451	Sporting Goods, Hobby, Musical Instrument, and Book	52	\$245.99	\$74,289
4511	Sporting Goods, Hobby, and Musical Instrument Stores	53	\$199.62	\$60,286
4512	Book Stores and News Dealers	51	\$46.37	\$14,003
452	General Merchandise Stores	55	\$2,432.45	\$734,600
4522	Department Stores	57	\$218.11	\$65,870
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	55	\$2,214.33	\$668,729
453	Miscellaneous Store Retailers	53	\$321.46	\$97,082
4531	Florists	48	\$14.55	\$4,394
4532	Office Supplies, Stationery, and Gift Stores	51	\$48.96	\$14,785
4533	Used Merchandise Stores	57	\$46.03	\$13,902
4539	Other Miscellaneous Store Retailers	54	\$211.92	\$64,001
454	Nonstore Retailers	51	\$1,431.22	\$432,228
4541	Electronic Shopping and Mail-Order Houses	53	\$1,274.47	\$384,891
4542	Vending Machine Operators	59	\$23.16	\$6,994
4543	Direct Selling Establishments	38	\$133.59	\$40,343
722	Food Services & Drinking Places	55	\$2,431.11	\$734,194
7223	Special Food Services	54	\$8.46	\$2,555
7224	Drinking Places (Alcoholic Beverages)	47	\$49.11	\$14,832
7225	Restaurants and Other Eating Places	55	\$2,373.53	\$716,807

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.