

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	59	\$17,839.69	\$1,141,740
44-45	Retail Trade	60	\$15,380.44	\$984,348
722	Food Services & Drinking Places	56	\$2,459.25	\$157,392
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	63	\$1,970.20	\$126,093
4411	Automobile Dealers	63	\$1,641.12	\$105,032
4412	Other Motor Vehicle Dealers	63	\$157.03	\$10,050
4413	Auto Parts, Accessories & Tire Stores	64	\$172.05	\$11,011
442	Furniture and Home Furnishings Stores	57	\$625.50	\$40,032
4421	Furniture Stores	55	\$396.77	\$25,393
4422	Home Furnishings Stores	60	\$228.72	\$14,638
443, 4431	Electronics and Appliance Stores	56	\$181.28	\$11,602
444	Bldg Material & Garden Equipment & Supplies Dealers	58	\$887.61	\$56,807
4441	Building Material and Supplies Dealers	58	\$802.27	\$51,345
4442	Lawn and Garden Equipment and Supplies Stores	60	\$85.36	\$5,463
445	Food and Beverage Stores	61	\$3,431.97	\$219,646
4451	Grocery Stores	61	\$3,205.45	\$205,149
4452	Specialty Food Stores	60	\$106.86	\$6,839
4453	Beer, Wine, and Liquor Stores	63	\$119.64	\$7,657
446, 4461	Health and Personal Care Stores	64	\$509.02	\$32,577
447, 4471	Gasoline Stations	60	\$2,174.75	\$139,184
448	Clothing and Clothing Accessories Stores	55	\$661.98	\$42,367
4481	Clothing Stores	55	\$527.73	\$33,775
4482	Shoe Stores	55	\$123.59	\$7,910
4483	Jewelry, Luggage, and Leather Goods Stores	58	\$10.66	\$682
451	Sporting Goods, Hobby, Musical Instrument, and Book	57	\$267.17	\$17,099
4511	Sporting Goods, Hobby, and Musical Instrument Stores	57	\$215.55	\$13,795
4512	Book Stores and News Dealers	56	\$51.62	\$3,304
452	General Merchandise Stores	60	\$2,632.02	\$168,449
4522	Department Stores	56	\$214.38	\$13,720
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	60	\$2,417.64	\$154,729
453	Miscellaneous Store Retailers	65	\$390.48	\$24,991
4531	Florists	61	\$18.56	\$1,188
4532	Office Supplies, Stationery, and Gift Stores	58	\$56.23	\$3,599
4533	Used Merchandise Stores	75	\$60.23	\$3,855
4539	Other Miscellaneous Store Retailers	65	\$255.45	\$16,349
454	Nonstore Retailers	59	\$1,648.45	\$105,501
4541	Electronic Shopping and Mail-Order Houses	60	\$1,440.73	\$92,207
4542	Vending Machine Operators	60	\$23.59	\$1,510
4543	Direct Selling Establishments	52	\$184.14	\$11,785
722	Food Services & Drinking Places	56	\$2,459.25	\$157,392
7223	Special Food Services	56	\$8.78	\$562
7224	Drinking Places (Alcoholic Beverages)	54	\$56.73	\$3,631
7225	Restaurants and Other Eating Places	56	\$2,393.73	\$153,199

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.