

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	110	\$32,960.02	\$10,514,246
44-45	Retail Trade	110	\$28,199.51	\$8,995,645
722	Food Services & Drinking Places	108	\$4,760.50	\$1,518,601
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	107	\$3,331.03	\$1,062,598
4411	Automobile Dealers	110	\$2,854.40	\$910,553
4412	Other Motor Vehicle Dealers	77	\$190.44	\$60,749
4413	Auto Parts, Accessories & Tire Stores	107	\$286.19	\$91,296
442	Furniture and Home Furnishings Stores	106	\$1,161.87	\$370,637
4421	Furniture Stores	113	\$811.93	\$259,007
4422	Home Furnishings Stores	92	\$349.94	\$111,631
443, 4431	Electronics and Appliance Stores	113	\$363.82	\$116,058
444	Bldg Material & Garden Equipment & Supplies Dealers	92	\$1,406.55	\$448,690
4441	Building Material and Supplies Dealers	92	\$1,273.55	\$406,263
4442	Lawn and Garden Equipment and Supplies Stores	94	\$133.00	\$42,426
445	Food and Beverage Stores	113	\$6,385.08	\$2,036,841
4451	Grocery Stores	113	\$5,979.23	\$1,907,374
4452	Specialty Food Stores	114	\$201.62	\$64,318
4453	Beer, Wine, and Liquor Stores	107	\$204.23	\$65,149
446, 4461	Health and Personal Care Stores	107	\$843.81	\$269,176
447, 4471	Gasoline Stations	115	\$4,185.80	\$1,335,271
448	Clothing and Clothing Accessories Stores	121	\$1,455.87	\$464,421
4481	Clothing Stores	121	\$1,166.21	\$372,021
4482	Shoe Stores	119	\$269.18	\$85,869
4483	Jewelry, Luggage, and Leather Goods Stores	111	\$20.47	\$6,530
451	Sporting Goods, Hobby, Musical Instrument, and Book	106	\$497.88	\$158,824
4511	Sporting Goods, Hobby, and Musical Instrument Stores	104	\$393.59	\$125,555
4512	Book Stores and News Dealers	114	\$104.29	\$33,269
452	General Merchandise Stores	112	\$4,950.43	\$1,579,186
4522	Department Stores	117	\$450.80	\$143,806
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	112	\$4,499.62	\$1,435,380
453	Miscellaneous Store Retailers	102	\$614.21	\$195,934
4531	Florists	93	\$28.45	\$9,077
4532	Office Supplies, Stationery, and Gift Stores	108	\$104.14	\$33,220
4533	Used Merchandise Stores	96	\$77.16	\$24,613
4539	Other Miscellaneous Store Retailers	103	\$404.46	\$129,023
454	Nonstore Retailers	107	\$3,003.17	\$958,010
4541	Electronic Shopping and Mail-Order Houses	109	\$2,624.82	\$837,319
4542	Vending Machine Operators	117	\$46.24	\$14,750
4543	Direct Selling Establishments	94	\$332.10	\$105,941
722	Food Services & Drinking Places	108	\$4,760.50	\$1,518,601
7223	Special Food Services	109	\$17.18	\$5,479
7224	Drinking Places (Alcoholic Beverages)	113	\$119.24	\$38,038
7225	Restaurants and Other Eating Places	108	\$4,624.09	\$1,475,084

**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.