

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	55	\$16,541.40	\$33,496,328
44-45	Retail Trade	56	\$14,419.13	\$29,198,730
722	Food Services & Drinking Places	48	\$2,122.27	\$4,297,598
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	58	\$1,812.61	\$3,670,544
4411	Automobile Dealers	58	\$1,501.95	\$3,041,444
4412	Other Motor Vehicle Dealers	61	\$150.65	\$305,062
4413	Auto Parts, Accessories & Tire Stores	60	\$160.02	\$324,037
442	Furniture and Home Furnishings Stores	51	\$557.12	\$1,128,164
4421	Furniture Stores	52	\$376.14	\$761,688
4422	Home Furnishings Stores	48	\$180.98	\$366,476
443, 4431	Electronics and Appliance Stores	51	\$163.50	\$331,095
444	Bldg Material & Garden Equipment & Supplies Dealers	54	\$828.53	\$1,677,765
4441	Building Material and Supplies Dealers	54	\$749.30	\$1,517,338
4442	Lawn and Garden Equipment and Supplies Stores	56	\$79.22	\$160,428
445	Food and Beverage Stores	55	\$3,105.07	\$6,287,759
4451	Grocery Stores	55	\$2,918.16	\$5,909,271
4452	Specialty Food Stores	53	\$94.84	\$192,049
4453	Beer, Wine, and Liquor Stores	48	\$92.07	\$186,440
446, 4461	Health and Personal Care Stores	60	\$478.38	\$968,715
447, 4471	Gasoline Stations	64	\$2,327.05	\$4,712,274
448	Clothing and Clothing Accessories Stores	51	\$611.97	\$1,239,242
4481	Clothing Stores	52	\$495.39	\$1,003,163
4482	Shoe Stores	48	\$107.89	\$218,476
4483	Jewelry, Luggage, and Leather Goods Stores	47	\$8.69	\$17,603
451	Sporting Goods, Hobby, Musical Instrument, and Book	49	\$231.18	\$468,143
4511	Sporting Goods, Hobby, and Musical Instrument Stores	50	\$187.66	\$380,020
4512	Book Stores and News Dealers	47	\$43.52	\$88,123
452	General Merchandise Stores	55	\$2,436.51	\$4,933,931
4522	Department Stores	51	\$194.76	\$394,382
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	56	\$2,241.75	\$4,539,549
453	Miscellaneous Store Retailers	57	\$345.10	\$698,829
4531	Florists	56	\$17.05	\$34,531
4532	Office Supplies, Stationery, and Gift Stores	50	\$48.01	\$97,226
4533	Used Merchandise Stores	54	\$43.48	\$88,055
4539	Other Miscellaneous Store Retailers	60	\$236.55	\$479,017
454	Nonstore Retailers	54	\$1,522.11	\$3,082,269
4541	Electronic Shopping and Mail-Order Houses	54	\$1,297.94	\$2,628,335
4542	Vending Machine Operators	60	\$23.58	\$47,751
4543	Direct Selling Establishments	57	\$200.58	\$406,182
722	Food Services & Drinking Places	48	\$2,122.27	\$4,297,598
7223	Special Food Services	48	\$7.57	\$15,333
7224	Drinking Places (Alcoholic Beverages)	45	\$47.46	\$96,111
7225	Restaurants and Other Eating Places	48	\$2,067.24	\$4,186,154

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.