

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	65	\$19,410.32	\$58,949,132
44-45	Retail Trade	65	\$16,718.53	\$50,774,176
722	Food Services & Drinking Places	61	\$2,691.79	\$8,174,956
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	67	\$2,075.09	\$6,302,041
4411	Automobile Dealers	66	\$1,715.19	\$5,209,030
4412	Other Motor Vehicle Dealers	69	\$172.08	\$522,602
4413	Auto Parts, Accessories & Tire Stores	70	\$187.82	\$570,409
442	Furniture and Home Furnishings Stores	62	\$676.53	\$2,054,615
4421	Furniture Stores	61	\$440.11	\$1,336,614
4422	Home Furnishings Stores	62	\$236.42	\$718,001
443, 4431	Electronics and Appliance Stores	63	\$201.55	\$612,113
444	Bldg Material & Garden Equipment & Supplies Dealers	65	\$994.78	\$3,021,155
4441	Building Material and Supplies Dealers	65	\$903.88	\$2,745,070
4442	Lawn and Garden Equipment and Supplies Stores	64	\$90.91	\$276,085
445	Food and Beverage Stores	64	\$3,631.95	\$11,030,222
4451	Grocery Stores	64	\$3,402.65	\$10,333,840
4452	Specialty Food Stores	64	\$112.82	\$342,625
4453	Beer, Wine, and Liquor Stores	61	\$116.48	\$353,757
446, 4461	Health and Personal Care Stores	67	\$530.61	\$1,611,466
447, 4471	Gasoline Stations	70	\$2,533.65	\$7,694,688
448	Clothing and Clothing Accessories Stores	63	\$755.59	\$2,294,717
4481	Clothing Stores	63	\$602.57	\$1,829,994
4482	Shoe Stores	63	\$141.87	\$430,847
4483	Jewelry, Luggage, and Leather Goods Stores	61	\$11.15	\$33,875
451	Sporting Goods, Hobby, Musical Instrument, and Book	63	\$294.82	\$895,380
4511	Sporting Goods, Hobby, and Musical Instrument Stores	63	\$239.29	\$726,724
4512	Book Stores and News Dealers	61	\$55.53	\$168,656
452	General Merchandise Stores	65	\$2,852.46	\$8,662,927
4522	Department Stores	62	\$239.90	\$728,580
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	65	\$2,612.56	\$7,934,347
453	Miscellaneous Store Retailers	68	\$407.68	\$1,238,119
4531	Florists	64	\$19.71	\$59,851
4532	Office Supplies, Stationery, and Gift Stores	62	\$59.81	\$181,630
4533	Used Merchandise Stores	73	\$59.07	\$179,410
4539	Other Miscellaneous Store Retailers	68	\$269.09	\$817,228
454	Nonstore Retailers	63	\$1,763.82	\$5,356,735
4541	Electronic Shopping and Mail-Order Houses	64	\$1,540.32	\$4,677,939
4542	Vending Machine Operators	66	\$26.24	\$79,701
4543	Direct Selling Establishments	56	\$197.27	\$599,095
722	Food Services & Drinking Places	61	\$2,691.79	\$8,174,956
7223	Special Food Services	61	\$9.53	\$28,936
7224	Drinking Places (Alcoholic Beverages)	57	\$59.97	\$182,135
7225	Restaurants and Other Eating Places	61	\$2,622.29	\$7,963,885

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.