

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	55	\$16,385.08	\$6,291,872
44-45	Retail Trade	55	\$14,096.42	\$5,413,027
722	Food Services & Drinking Places	52	\$2,288.66	\$878,844
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	57	\$1,755.56	\$674,134
4411	Automobile Dealers	57	\$1,468.70	\$563,981
4412	Other Motor Vehicle Dealers	53	\$131.61	\$50,537
4413	Auto Parts, Accessories & Tire Stores	58	\$155.25	\$59,617
442	Furniture and Home Furnishings Stores	52	\$567.54	\$217,934
4421	Furniture Stores	51	\$368.26	\$141,410
4422	Home Furnishings Stores	52	\$199.28	\$76,524
443, 4431	Electronics and Appliance Stores	53	\$171.75	\$65,951
444	Bldg Material & Garden Equipment & Supplies Dealers	51	\$782.92	\$300,643
4441	Building Material and Supplies Dealers	51	\$708.71	\$272,143
4442	Lawn and Garden Equipment and Supplies Stores	53	\$74.22	\$28,500
445	Food and Beverage Stores	56	\$3,148.95	\$1,209,197
4451	Grocery Stores	56	\$2,944.79	\$1,130,800
4452	Specialty Food Stores	56	\$98.59	\$37,857
4453	Beer, Wine, and Liquor Stores	56	\$105.57	\$40,540
446, 4461	Health and Personal Care Stores	57	\$453.70	\$174,220
447, 4471	Gasoline Stations	56	\$2,048.28	\$786,539
448	Clothing and Clothing Accessories Stores	54	\$647.20	\$248,525
4481	Clothing Stores	54	\$516.62	\$198,384
4482	Shoe Stores	54	\$120.89	\$46,420
4483	Jewelry, Luggage, and Leather Goods Stores	53	\$9.69	\$3,722
451	Sporting Goods, Hobby, Musical Instrument, and Book	52	\$245.70	\$94,348
4511	Sporting Goods, Hobby, and Musical Instrument Stores	52	\$197.59	\$75,874
4512	Book Stores and News Dealers	52	\$48.11	\$18,473
452	General Merchandise Stores	55	\$2,430.59	\$933,346
4522	Department Stores	53	\$205.76	\$79,013
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	55	\$2,224.83	\$854,333
453	Miscellaneous Store Retailers	57	\$344.43	\$132,260
4531	Florists	52	\$16.05	\$6,163
4532	Office Supplies, Stationery, and Gift Stores	53	\$51.36	\$19,721
4533	Used Merchandise Stores	63	\$51.08	\$19,615
4539	Other Miscellaneous Store Retailers	57	\$225.94	\$86,760
454	Nonstore Retailers	53	\$1,499.82	\$575,931
4541	Electronic Shopping and Mail-Order Houses	54	\$1,314.71	\$504,848
4542	Vending Machine Operators	56	\$22.18	\$8,519
4543	Direct Selling Establishments	46	\$162.93	\$62,565
722	Food Services & Drinking Places	52	\$2,288.66	\$878,844
7223	Special Food Services	52	\$8.17	\$3,139
7224	Drinking Places (Alcoholic Beverages)	50	\$52.91	\$20,317
7225	Restaurants and Other Eating Places	52	\$2,227.57	\$855,388

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.