

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	59	\$17,728.90	\$864,603,225
44-45	Retail Trade	60	\$15,456.15	\$753,765,498
722	Food Services & Drinking Places	52	\$2,272.76	\$110,837,727
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	62	\$1,925.62	\$93,908,796
4411	Automobile Dealers	62	\$1,596.10	\$77,838,402
4412	Other Motor Vehicle Dealers	62	\$152.72	\$7,447,658
4413	Auto Parts, Accessories & Tire Stores	66	\$176.81	\$8,622,737
442	Furniture and Home Furnishings Stores	53	\$580.88	\$28,328,198
4421	Furniture Stores	54	\$389.88	\$19,013,883
4422	Home Furnishings Stores	50	\$190.99	\$9,314,314
443, 4431	Electronics and Appliance Stores	54	\$173.26	\$8,449,523
444	Bldg Material & Garden Equipment & Supplies Dealers	58	\$893.66	\$43,581,879
4441	Building Material and Supplies Dealers	58	\$806.34	\$39,323,607
4442	Lawn and Garden Equipment and Supplies Stores	62	\$87.32	\$4,258,271
445	Food and Beverage Stores	58	\$3,304.88	\$161,172,192
4451	Grocery Stores	59	\$3,108.91	\$151,615,307
4452	Specialty Food Stores	57	\$100.76	\$4,913,695
4453	Beer, Wine, and Liquor Stores	50	\$95.21	\$4,643,190
446, 4461	Health and Personal Care Stores	65	\$515.85	\$25,157,009
447, 4471	Gasoline Stations	72	\$2,630.38	\$128,278,603
448	Clothing and Clothing Accessories Stores	52	\$620.58	\$30,264,558
4481	Clothing Stores	52	\$501.73	\$24,468,302
4482	Shoe Stores	49	\$110.13	\$5,371,012
4483	Jewelry, Luggage, and Leather Goods Stores	47	\$8.72	\$425,244
451	Sporting Goods, Hobby, Musical Instrument, and Book	50	\$234.80	\$11,450,652
4511	Sporting Goods, Hobby, and Musical Instrument Stores	51	\$192.00	\$9,363,682
4512	Book Stores and News Dealers	47	\$42.79	\$2,086,970
452	General Merchandise Stores	59	\$2,599.71	\$126,782,670
4522	Department Stores	52	\$198.54	\$9,682,415
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	60	\$2,401.17	\$117,100,255
453	Miscellaneous Store Retailers	63	\$375.89	\$18,331,351
4531	Florists	62	\$18.84	\$918,867
4532	Office Supplies, Stationery, and Gift Stores	52	\$50.09	\$2,442,846
4533	Used Merchandise Stores	57	\$46.34	\$2,259,864
4539	Other Miscellaneous Store Retailers	66	\$260.62	\$12,709,774
454	Nonstore Retailers	57	\$1,600.64	\$78,060,066
4541	Electronic Shopping and Mail-Order Houses	57	\$1,367.76	\$66,702,836
4542	Vending Machine Operators	65	\$25.61	\$1,249,100
4543	Direct Selling Establishments	59	\$207.27	\$10,108,130
722	Food Services & Drinking Places	52	\$2,272.76	\$110,837,727
7223	Special Food Services	51	\$7.96	\$388,302
7224	Drinking Places (Alcoholic Beverages)	43	\$45.33	\$2,210,468
7225	Restaurants and Other Eating Places	52	\$2,219.47	\$108,238,957

**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.