

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	70	\$21,046.34	\$13,974,772
44-45	Retail Trade	71	\$18,307.77	\$12,156,357
722	Food Services & Drinking Places	62	\$2,738.58	\$1,818,415
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	80	\$2,478.27	\$1,645,570
4411	Automobile Dealers	77	\$1,998.32	\$1,326,885
4412	Other Motor Vehicle Dealers	109	\$269.08	\$178,672
4413	Auto Parts, Accessories & Tire Stores	79	\$210.86	\$140,013
442	Furniture and Home Furnishings Stores	67	\$734.96	\$488,014
4421	Furniture Stores	65	\$465.87	\$309,338
4422	Home Furnishings Stores	71	\$269.09	\$178,676
443, 4431	Electronics and Appliance Stores	63	\$202.36	\$134,364
444	Bldg Material & Garden Equipment & Supplies Dealers	77	\$1,178.89	\$782,782
4441	Building Material and Supplies Dealers	77	\$1,067.08	\$708,544
4442	Lawn and Garden Equipment and Supplies Stores	79	\$111.80	\$74,238
445	Food and Beverage Stores	68	\$3,853.92	\$2,559,006
4451	Grocery Stores	68	\$3,610.77	\$2,397,552
4452	Specialty Food Stores	66	\$117.65	\$78,119
4453	Beer, Wine, and Liquor Stores	66	\$125.50	\$83,335
446, 4461	Health and Personal Care Stores	78	\$613.75	\$407,532
447, 4471	Gasoline Stations	73	\$2,670.57	\$1,773,261
448	Clothing and Clothing Accessories Stores	61	\$736.36	\$488,944
4481	Clothing Stores	61	\$588.55	\$390,796
4482	Shoe Stores	60	\$135.76	\$90,144
4483	Jewelry, Luggage, and Leather Goods Stores	66	\$12.06	\$8,005
451	Sporting Goods, Hobby, Musical Instrument, and Book	67	\$317.02	\$210,503
4511	Sporting Goods, Hobby, and Musical Instrument Stores	68	\$259.05	\$172,009
4512	Book Stores and News Dealers	63	\$57.97	\$38,494
452	General Merchandise Stores	69	\$3,026.30	\$2,009,461
4522	Department Stores	62	\$238.46	\$158,339
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	69	\$2,787.83	\$1,851,122
453	Miscellaneous Store Retailers	81	\$486.64	\$323,131
4531	Florists	79	\$24.21	\$16,075
4532	Office Supplies, Stationery, and Gift Stores	65	\$62.27	\$41,345
4533	Used Merchandise Stores	98	\$78.78	\$52,313
4539	Other Miscellaneous Store Retailers	82	\$321.38	\$213,397
454	Nonstore Retailers	72	\$2,008.72	\$1,333,789
4541	Electronic Shopping and Mail-Order Houses	70	\$1,680.24	\$1,115,682
4542	Vending Machine Operators	69	\$27.14	\$18,024
4543	Direct Selling Establishments	86	\$301.33	\$200,083
722	Food Services & Drinking Places	62	\$2,738.58	\$1,818,415
7223	Special Food Services	62	\$9.79	\$6,498
7224	Drinking Places (Alcoholic Beverages)	60	\$63.08	\$41,883
7225	Restaurants and Other Eating Places	62	\$2,665.72	\$1,770,035

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.