

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	57	\$17,213.95	\$41,640,537
44-45	Retail Trade	59	\$15,017.26	\$36,326,750
722	Food Services & Drinking Places	50	\$2,196.69	\$5,313,787
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	60	\$1,874.32	\$4,533,981
4411	Automobile Dealers	61	\$1,568.40	\$3,793,958
4412	Other Motor Vehicle Dealers	57	\$140.29	\$339,370
4413	Auto Parts, Accessories & Tire Stores	62	\$165.63	\$400,653
442	Furniture and Home Furnishings Stores	52	\$573.87	\$1,388,180
4421	Furniture Stores	55	\$392.47	\$949,379
4422	Home Furnishings Stores	48	\$181.40	\$438,801
443, 4431	Electronics and Appliance Stores	52	\$167.65	\$405,540
444	Bldg Material & Garden Equipment & Supplies Dealers	55	\$836.31	\$2,023,022
4441	Building Material and Supplies Dealers	54	\$753.96	\$1,823,834
4442	Lawn and Garden Equipment and Supplies Stores	58	\$82.34	\$199,188
445	Food and Beverage Stores	57	\$3,244.82	\$7,849,231
4451	Grocery Stores	58	\$3,050.65	\$7,379,513
4452	Specialty Food Stores	56	\$99.04	\$239,568
4453	Beer, Wine, and Liquor Stores	50	\$95.14	\$230,150
446, 4461	Health and Personal Care Stores	64	\$503.06	\$1,216,897
447, 4471	Gasoline Stations	69	\$2,490.85	\$6,025,373
448	Clothing and Clothing Accessories Stores	52	\$630.31	\$1,524,717
4481	Clothing Stores	53	\$513.30	\$1,241,681
4482	Shoe Stores	48	\$108.20	\$261,726
4483	Jewelry, Luggage, and Leather Goods Stores	48	\$8.81	\$21,310
451	Sporting Goods, Hobby, Musical Instrument, and Book	49	\$230.44	\$557,428
4511	Sporting Goods, Hobby, and Musical Instrument Stores	49	\$186.89	\$452,083
4512	Book Stores and News Dealers	47	\$43.55	\$105,345
452	General Merchandise Stores	58	\$2,540.94	\$6,146,541
4522	Department Stores	52	\$200.34	\$484,633
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	58	\$2,340.60	\$5,661,908
453	Miscellaneous Store Retailers	59	\$354.84	\$858,354
4531	Florists	58	\$17.78	\$43,007
4532	Office Supplies, Stationery, and Gift Stores	51	\$49.43	\$119,583
4533	Used Merchandise Stores	52	\$41.85	\$101,243
4539	Other Miscellaneous Store Retailers	62	\$245.77	\$594,521
454	Nonstore Retailers	56	\$1,569.86	\$3,797,486
4541	Electronic Shopping and Mail-Order Houses	56	\$1,342.14	\$3,246,643
4542	Vending Machine Operators	63	\$25.01	\$60,488
4543	Direct Selling Establishments	58	\$202.71	\$490,355
722	Food Services & Drinking Places	50	\$2,196.69	\$5,313,787
7223	Special Food Services	49	\$7.79	\$18,842
7224	Drinking Places (Alcoholic Beverages)	45	\$47.57	\$115,072
7225	Restaurants and Other Eating Places	50	\$2,141.33	\$5,179,873

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.