

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	71	\$21,360.85	\$33,878,307
44-45	Retail Trade	73	\$18,707.06	\$29,669,390
722	Food Services & Drinking Places	60	\$2,653.79	\$4,208,917
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	77	\$2,377.92	\$3,771,385
4411	Automobile Dealers	76	\$1,970.56	\$3,125,312
4412	Other Motor Vehicle Dealers	78	\$192.34	\$305,058
4413	Auto Parts, Accessories & Tire Stores	81	\$215.02	\$341,015
442	Furniture and Home Furnishings Stores	63	\$697.03	\$1,105,491
4421	Furniture Stores	65	\$468.86	\$743,605
4422	Home Furnishings Stores	60	\$228.18	\$361,886
443, 4431	Electronics and Appliance Stores	62	\$199.33	\$316,137
444	Bldg Material & Garden Equipment & Supplies Dealers	71	\$1,091.46	\$1,731,051
4441	Building Material and Supplies Dealers	71	\$981.87	\$1,557,247
4442	Lawn and Garden Equipment and Supplies Stores	78	\$109.59	\$173,804
445	Food and Beverage Stores	70	\$3,981.35	\$6,314,427
4451	Grocery Stores	71	\$3,746.56	\$5,942,037
4452	Specialty Food Stores	68	\$120.19	\$190,627
4453	Beer, Wine, and Liquor Stores	60	\$114.60	\$181,763
446, 4461	Health and Personal Care Stores	80	\$635.99	\$1,008,687
447, 4471	Gasoline Stations	88	\$3,211.60	\$5,093,601
448	Clothing and Clothing Accessories Stores	59	\$706.34	\$1,120,250
4481	Clothing Stores	60	\$575.09	\$912,095
4482	Shoe Stores	54	\$120.96	\$191,847
4483	Jewelry, Luggage, and Leather Goods Stores	56	\$10.28	\$16,308
451	Sporting Goods, Hobby, Musical Instrument, and Book	59	\$276.50	\$438,534
4511	Sporting Goods, Hobby, and Musical Instrument Stores	60	\$226.82	\$359,738
4512	Book Stores and News Dealers	54	\$49.68	\$78,796
452	General Merchandise Stores	71	\$3,122.97	\$4,953,037
4522	Department Stores	59	\$228.63	\$362,613
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	72	\$2,894.34	\$4,590,424
453	Miscellaneous Store Retailers	77	\$463.74	\$735,497
4531	Florists	77	\$23.70	\$37,587
4532	Office Supplies, Stationery, and Gift Stores	62	\$59.73	\$94,725
4533	Used Merchandise Stores	70	\$56.13	\$89,027
4539	Other Miscellaneous Store Retailers	82	\$324.19	\$514,158
454	Nonstore Retailers	69	\$1,942.81	\$3,081,293
4541	Electronic Shopping and Mail-Order Houses	68	\$1,645.78	\$2,610,212
4542	Vending Machine Operators	78	\$30.91	\$49,029
4543	Direct Selling Establishments	76	\$266.11	\$422,052
722	Food Services & Drinking Places	60	\$2,653.79	\$4,208,917
7223	Special Food Services	59	\$9.30	\$14,757
7224	Drinking Places (Alcoholic Beverages)	50	\$52.39	\$83,097
7225	Restaurants and Other Eating Places	61	\$2,592.10	\$4,111,063

**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.