

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	65	\$19,406.41	\$68,562,829
44-45	Retail Trade	65	\$16,697.18	\$58,991,139
722	Food Services & Drinking Places	62	\$2,709.22	\$9,571,690
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	65	\$2,028.69	\$7,167,355
4411	Automobile Dealers	65	\$1,680.41	\$5,936,891
4412	Other Motor Vehicle Dealers	65	\$161.13	\$569,264
4413	Auto Parts, Accessories & Tire Stores	70	\$187.15	\$661,200
442	Furniture and Home Furnishings Stores	60	\$660.02	\$2,331,863
4421	Furniture Stores	61	\$436.44	\$1,541,938
4422	Home Furnishings Stores	59	\$223.58	\$789,925
443, 4431	Electronics and Appliance Stores	66	\$210.71	\$744,433
444	Bldg Material & Garden Equipment & Supplies Dealers	65	\$990.13	\$3,498,141
4441	Building Material and Supplies Dealers	65	\$903.12	\$3,190,715
4442	Lawn and Garden Equipment and Supplies Stores	62	\$87.02	\$307,426
445	Food and Beverage Stores	63	\$3,579.08	\$12,644,891
4451	Grocery Stores	64	\$3,360.40	\$11,872,292
4452	Specialty Food Stores	63	\$111.79	\$394,957
4453	Beer, Wine, and Liquor Stores	56	\$106.89	\$377,642
446, 4461	Health and Personal Care Stores	66	\$519.15	\$1,834,158
447, 4471	Gasoline Stations	73	\$2,669.65	\$9,431,888
448	Clothing and Clothing Accessories Stores	65	\$787.70	\$2,782,932
4481	Clothing Stores	65	\$626.32	\$2,212,794
4482	Shoe Stores	67	\$150.65	\$532,247
4483	Jewelry, Luggage, and Leather Goods Stores	58	\$10.72	\$37,890
451	Sporting Goods, Hobby, Musical Instrument, and Book	60	\$283.80	\$1,002,680
4511	Sporting Goods, Hobby, and Musical Instrument Stores	61	\$230.23	\$813,401
4512	Book Stores and News Dealers	58	\$53.57	\$189,279
452	General Merchandise Stores	65	\$2,846.29	\$10,055,932
4522	Department Stores	64	\$245.26	\$866,521
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	65	\$2,601.02	\$9,189,411
453	Miscellaneous Store Retailers	65	\$392.49	\$1,386,671
4531	Florists	61	\$18.72	\$66,132
4532	Office Supplies, Stationery, and Gift Stores	59	\$57.10	\$201,727
4533	Used Merchandise Stores	68	\$54.68	\$193,190
4539	Other Miscellaneous Store Retailers	67	\$261.99	\$925,622
454	Nonstore Retailers	62	\$1,729.46	\$6,110,196
4541	Electronic Shopping and Mail-Order Houses	63	\$1,509.99	\$5,334,810
4542	Vending Machine Operators	69	\$27.11	\$95,796
4543	Direct Selling Establishments	55	\$192.36	\$679,591
722	Food Services & Drinking Places	62	\$2,709.22	\$9,571,690
7223	Special Food Services	61	\$9.54	\$33,709
7224	Drinking Places (Alcoholic Beverages)	55	\$58.11	\$205,289
7225	Restaurants and Other Eating Places	62	\$2,641.58	\$9,332,693

**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.