

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	65	\$19,479.01	\$6,915,050
44-45	Retail Trade	66	\$16,857.88	\$5,984,546
722	Food Services & Drinking Places	60	\$2,621.14	\$930,504
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	67	\$2,072.49	\$735,734
4411	Automobile Dealers	68	\$1,760.49	\$624,973
4412	Other Motor Vehicle Dealers	56	\$137.76	\$48,904
4413	Auto Parts, Accessories & Tire Stores	65	\$174.25	\$61,857
442	Furniture and Home Furnishings Stores	63	\$692.74	\$245,921
4421	Furniture Stores	66	\$476.94	\$169,314
4422	Home Furnishings Stores	57	\$215.79	\$76,607
443, 4431	Electronics and Appliance Stores	63	\$202.54	\$71,902
444	Bldg Material & Garden Equipment & Supplies Dealers	61	\$933.30	\$331,321
4441	Building Material and Supplies Dealers	61	\$848.41	\$301,184
4442	Lawn and Garden Equipment and Supplies Stores	60	\$84.89	\$30,137
445	Food and Beverage Stores	65	\$3,688.50	\$1,309,419
4451	Grocery Stores	65	\$3,459.30	\$1,228,051
4452	Specialty Food Stores	64	\$114.39	\$40,609
4453	Beer, Wine, and Liquor Stores	60	\$114.82	\$40,760
446, 4461	Health and Personal Care Stores	70	\$553.50	\$196,493
447, 4471	Gasoline Stations	71	\$2,586.28	\$918,129
448	Clothing and Clothing Accessories Stores	67	\$812.73	\$288,518
4481	Clothing Stores	69	\$660.03	\$234,309
4482	Shoe Stores	63	\$141.45	\$50,216
4483	Jewelry, Luggage, and Leather Goods Stores	61	\$11.25	\$3,992
451	Sporting Goods, Hobby, Musical Instrument, and Book	59	\$278.23	\$98,773
4511	Sporting Goods, Hobby, and Musical Instrument Stores	59	\$222.62	\$79,031
4512	Book Stores and News Dealers	61	\$55.61	\$19,742
452	General Merchandise Stores	66	\$2,894.83	\$1,027,664
4522	Department Stores	66	\$253.72	\$90,069
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	66	\$2,641.12	\$937,596
453	Miscellaneous Store Retailers	61	\$369.24	\$131,079
4531	Florists	60	\$18.45	\$6,550
4532	Office Supplies, Stationery, and Gift Stores	61	\$58.57	\$20,792
4533	Used Merchandise Stores	53	\$43.15	\$15,317
4539	Other Miscellaneous Store Retailers	63	\$249.07	\$88,421
454	Nonstore Retailers	63	\$1,773.51	\$629,595
4541	Electronic Shopping and Mail-Order Houses	64	\$1,549.92	\$550,221
4542	Vending Machine Operators	71	\$27.89	\$9,901
4543	Direct Selling Establishments	56	\$195.70	\$69,473
722	Food Services & Drinking Places	60	\$2,621.14	\$930,504
7223	Special Food Services	60	\$9.45	\$3,353
7224	Drinking Places (Alcoholic Beverages)	61	\$63.97	\$22,711
7225	Restaurants and Other Eating Places	60	\$2,547.72	\$904,440

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.