

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	59	\$17,846.57	\$61,285,133
44-45	Retail Trade	60	\$15,255.65	\$52,387,913
722	Food Services & Drinking Places	59	\$2,590.92	\$8,897,220
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	57	\$1,776.90	\$6,101,883
4411	Automobile Dealers	57	\$1,473.90	\$5,061,375
4412	Other Motor Vehicle Dealers	53	\$130.47	\$448,040
4413	Auto Parts, Accessories & Tire Stores	65	\$172.53	\$592,468
442	Furniture and Home Furnishings Stores	54	\$597.80	\$2,052,847
4421	Furniture Stores	55	\$393.10	\$1,349,913
4422	Home Furnishings Stores	54	\$204.70	\$702,934
443, 4431	Electronics and Appliance Stores	64	\$206.25	\$708,267
444	Bldg Material & Garden Equipment & Supplies Dealers	58	\$890.47	\$3,057,860
4441	Building Material and Supplies Dealers	59	\$815.14	\$2,799,205
4442	Lawn and Garden Equipment and Supplies Stores	53	\$75.32	\$258,655
445	Food and Beverage Stores	58	\$3,286.62	\$11,286,238
4451	Grocery Stores	58	\$3,086.79	\$10,600,023
4452	Specialty Food Stores	59	\$104.10	\$357,468
4453	Beer, Wine, and Liquor Stores	50	\$95.73	\$328,747
446, 4461	Health and Personal Care Stores	58	\$460.13	\$1,580,088
447, 4471	Gasoline Stations	69	\$2,492.20	\$8,558,217
448	Clothing and Clothing Accessories Stores	63	\$755.26	\$2,593,565
4481	Clothing Stores	62	\$594.85	\$2,042,703
4482	Shoe Stores	67	\$150.69	\$517,475
4483	Jewelry, Luggage, and Leather Goods Stores	53	\$9.72	\$33,387
451	Sporting Goods, Hobby, Musical Instrument, and Book	55	\$260.64	\$895,030
4511	Sporting Goods, Hobby, and Musical Instrument Stores	56	\$211.25	\$725,442
4512	Book Stores and News Dealers	54	\$49.38	\$169,588
452	General Merchandise Stores	60	\$2,626.77	\$9,020,343
4522	Department Stores	60	\$232.83	\$799,523
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	60	\$2,393.95	\$8,220,820
453	Miscellaneous Store Retailers	58	\$349.15	\$1,198,964
4531	Florists	53	\$16.11	\$55,308
4532	Office Supplies, Stationery, and Gift Stores	54	\$52.25	\$179,441
4533	Used Merchandise Stores	60	\$48.69	\$167,193
4539	Other Miscellaneous Store Retailers	59	\$232.10	\$797,022
454	Nonstore Retailers	55	\$1,553.47	\$5,334,611
4541	Electronic Shopping and Mail-Order Houses	57	\$1,375.96	\$4,725,047
4542	Vending Machine Operators	64	\$25.22	\$86,592
4543	Direct Selling Establishments	43	\$152.29	\$522,972
722	Food Services & Drinking Places	59	\$2,590.92	\$8,897,220
7223	Special Food Services	57	\$9.04	\$31,037
7224	Drinking Places (Alcoholic Beverages)	50	\$52.98	\$181,948
7225	Restaurants and Other Eating Places	59	\$2,528.90	\$8,684,235

**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.