

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	70	\$20,937.92	\$53,601,072
44-45	Retail Trade	70	\$17,957.77	\$45,971,898
722	Food Services & Drinking Places	68	\$2,980.15	\$7,629,174
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	70	\$2,177.26	\$5,573,780
4411	Automobile Dealers	70	\$1,812.03	\$4,638,785
4412	Other Motor Vehicle Dealers	68	\$167.80	\$429,572
4413	Auto Parts, Accessories & Tire Stores	74	\$197.43	\$505,423
442	Furniture and Home Furnishings Stores	66	\$729.83	\$1,868,374
4421	Furniture Stores	68	\$487.50	\$1,248,011
4422	Home Furnishings Stores	64	\$242.33	\$620,363
443, 4431	Electronics and Appliance Stores	71	\$226.81	\$580,637
444	Bldg Material & Garden Equipment & Supplies Dealers	65	\$997.38	\$2,553,300
4441	Building Material and Supplies Dealers	65	\$905.51	\$2,318,110
4442	Lawn and Garden Equipment and Supplies Stores	65	\$91.87	\$235,190
445	Food and Beverage Stores	70	\$3,950.15	\$10,112,391
4451	Grocery Stores	70	\$3,701.14	\$9,474,913
4452	Specialty Food Stores	69	\$122.76	\$314,255
4453	Beer, Wine, and Liquor Stores	66	\$126.26	\$323,224
446, 4461	Health and Personal Care Stores	71	\$563.17	\$1,441,717
447, 4471	Gasoline Stations	74	\$2,680.26	\$6,861,458
448	Clothing and Clothing Accessories Stores	71	\$857.09	\$2,194,143
4481	Clothing Stores	71	\$684.54	\$1,752,415
4482	Shoe Stores	71	\$160.15	\$409,973
4483	Jewelry, Luggage, and Leather Goods Stores	67	\$12.40	\$31,755
451	Sporting Goods, Hobby, Musical Instrument, and Book	70	\$328.40	\$840,694
4511	Sporting Goods, Hobby, and Musical Instrument Stores	70	\$264.56	\$677,271
4512	Book Stores and News Dealers	70	\$63.84	\$163,422
452	General Merchandise Stores	70	\$3,107.91	\$7,956,261
4522	Department Stores	70	\$270.73	\$693,063
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	71	\$2,837.19	\$7,263,198
453	Miscellaneous Store Retailers	71	\$425.80	\$1,090,057
4531	Florists	65	\$19.83	\$50,754
4532	Office Supplies, Stationery, and Gift Stores	69	\$66.31	\$169,755
4533	Used Merchandise Stores	74	\$60.04	\$153,692
4539	Other Miscellaneous Store Retailers	71	\$279.63	\$715,857
454	Nonstore Retailers	68	\$1,913.71	\$4,899,086
4541	Electronic Shopping and Mail-Order Houses	70	\$1,680.60	\$4,302,331
4542	Vending Machine Operators	73	\$28.72	\$73,522
4543	Direct Selling Establishments	58	\$204.39	\$523,234
722	Food Services & Drinking Places	68	\$2,980.15	\$7,629,174
7223	Special Food Services	68	\$10.65	\$27,276
7224	Drinking Places (Alcoholic Beverages)	67	\$70.40	\$180,234
7225	Restaurants and Other Eating Places	68	\$2,899.09	\$7,421,664

**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.