

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	124	\$37,765.61	\$71,112,650
44-45	Retail Trade	127	\$32,834.48	\$61,827,322
722	Food Services & Drinking Places	105	\$4,931.14	\$9,285,328
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	133	\$4,298.22	\$8,093,543
4411	Automobile Dealers	125	\$3,458.32	\$6,512,025
4412	Other Motor Vehicle Dealers	222	\$488.35	\$919,572
4413	Auto Parts, Accessories & Tire Stores	148	\$351.54	\$661,946
442	Furniture and Home Furnishings Stores	117	\$1,157.09	\$2,178,794
4421	Furniture Stores	109	\$698.80	\$1,315,831
4422	Home Furnishings Stores	131	\$458.29	\$862,963
443, 4431	Electronics and Appliance Stores	107	\$305.29	\$574,859
444	Bldg Material & Garden Equipment & Supplies Dealers	160	\$2,220.63	\$4,181,448
4441	Building Material and Supplies Dealers	159	\$1,992.42	\$3,751,720
4442	Lawn and Garden Equipment and Supplies Stores	168	\$228.21	\$429,728
445	Food and Beverage Stores	121	\$6,878.78	\$12,952,741
4451	Grocery Stores	121	\$6,454.42	\$12,153,666
4452	Specialty Food Stores	117	\$209.37	\$394,245
4453	Beer, Wine, and Liquor Stores	119	\$214.99	\$404,830
446, 4461	Health and Personal Care Stores	135	\$1,119.30	\$2,107,648
447, 4471	Gasoline Stations	127	\$4,864.72	\$9,160,268
448	Clothing and Clothing Accessories Stores	106	\$1,348.67	\$2,539,547
4481	Clothing Stores	106	\$1,057.78	\$1,991,798
4482	Shoe Stores	108	\$267.57	\$503,833
4483	Jewelry, Luggage, and Leather Goods Stores	114	\$23.32	\$43,916
451	Sporting Goods, Hobby, Musical Instrument, and Book	128	\$594.88	\$1,120,153
4511	Sporting Goods, Hobby, and Musical Instrument Stores	133	\$490.75	\$924,088
4512	Book Stores and News Dealers	109	\$104.12	\$196,065
452	General Merchandise Stores	122	\$5,380.12	\$10,130,757
4522	Department Stores	106	\$419.29	\$789,516
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	123	\$4,960.83	\$9,341,241
453	Miscellaneous Store Retailers	151	\$948.95	\$1,786,880
4531	Florists	171	\$49.35	\$92,918
4532	Office Supplies, Stationery, and Gift Stores	112	\$112.48	\$211,801
4533	Used Merchandise Stores	176	\$155.25	\$292,342
4539	Other Miscellaneous Store Retailers	154	\$631.87	\$1,189,819
454	Nonstore Retailers	134	\$3,717.84	\$7,000,684
4541	Electronic Shopping and Mail-Order Houses	125	\$2,966.21	\$5,585,376
4542	Vending Machine Operators	119	\$55.09	\$103,728
4543	Direct Selling Establishments	194	\$696.54	\$1,311,580
722	Food Services & Drinking Places	105	\$4,931.14	\$9,285,328
7223	Special Food Services	105	\$17.86	\$33,622
7224	Drinking Places (Alcoholic Beverages)	100	\$121.53	\$228,834
7225	Restaurants and Other Eating Places	105	\$4,791.75	\$9,022,872

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 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.