

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	185	\$56,372.61	\$154,968,304
44-45	Retail Trade	186	\$48,037.93	\$132,056,262
722	Food Services & Drinking Places	178	\$8,334.68	\$22,912,042
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	201	\$6,476.18	\$17,803,028
4411	Automobile Dealers	200	\$5,552.53	\$15,263,910
4412	Other Motor Vehicle Dealers	203	\$447.29	\$1,229,613
4413	Auto Parts, Accessories & Tire Stores	201	\$476.36	\$1,309,505
442	Furniture and Home Furnishings Stores	196	\$1,948.46	\$5,356,303
4421	Furniture Stores	188	\$1,208.10	\$3,321,073
4422	Home Furnishings Stores	212	\$740.35	\$2,035,230
443, 4431	Electronics and Appliance Stores	184	\$524.91	\$1,442,990
444	Bldg Material & Garden Equipment & Supplies Dealers	197	\$2,748.13	\$7,554,596
4441	Building Material and Supplies Dealers	196	\$2,462.77	\$6,770,161
4442	Lawn and Garden Equipment and Supplies Stores	211	\$285.35	\$784,435
445	Food and Beverage Stores	181	\$10,289.33	\$28,285,375
4451	Grocery Stores	180	\$9,602.60	\$26,397,541
4452	Specialty Food Stores	180	\$321.57	\$884,007
4453	Beer, Wine, and Liquor Stores	202	\$365.16	\$1,003,827
446, 4461	Health and Personal Care Stores	201	\$1,672.34	\$4,597,262
447, 4471	Gasoline Stations	178	\$6,821.50	\$18,752,310
448	Clothing and Clothing Accessories Stores	179	\$2,268.04	\$6,234,855
4481	Clothing Stores	180	\$1,799.25	\$4,946,134
4482	Shoe Stores	174	\$430.40	\$1,183,181
4483	Jewelry, Luggage, and Leather Goods Stores	188	\$38.39	\$105,540
451	Sporting Goods, Hobby, Musical Instrument, and Book	177	\$822.38	\$2,260,718
4511	Sporting Goods, Hobby, and Musical Instrument Stores	178	\$656.83	\$1,805,616
4512	Book Stores and News Dealers	174	\$165.55	\$455,102
452	General Merchandise Stores	182	\$8,039.14	\$22,099,593
4522	Department Stores	180	\$712.47	\$1,958,569
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	182	\$7,326.67	\$20,141,024
453	Miscellaneous Store Retailers	192	\$1,205.28	\$3,313,322
4531	Florists	217	\$62.69	\$172,323
4532	Office Supplies, Stationery, and Gift Stores	179	\$179.74	\$494,107
4533	Used Merchandise Stores	203	\$178.23	\$489,947
4539	Other Miscellaneous Store Retailers	191	\$784.63	\$2,156,945
454	Nonstore Retailers	188	\$5,222.23	\$14,355,910
4541	Electronic Shopping and Mail-Order Houses	188	\$4,471.79	\$12,292,956
4542	Vending Machine Operators	177	\$81.75	\$224,718
4543	Direct Selling Establishments	187	\$668.69	\$1,838,236
722	Food Services & Drinking Places	178	\$8,334.68	\$22,912,042
7223	Special Food Services	178	\$30.25	\$83,168
7224	Drinking Places (Alcoholic Beverages)	179	\$217.97	\$599,210
7225	Restaurants and Other Eating Places	178	\$8,086.45	\$22,229,664

**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 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.