

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	92	\$28,007.55	\$846,164,234
44-45	Retail Trade	92	\$23,658.29	\$714,764,369
722	Food Services & Drinking Places	93	\$4,349.26	\$131,399,865
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	90	\$2,909.15	\$87,891,388
4411	Automobile Dealers	90	\$2,496.95	\$75,437,899
4412	Other Motor Vehicle Dealers	84	\$184.95	\$5,587,644
4413	Auto Parts, Accessories & Tire Stores	96	\$227.26	\$6,865,845
442	Furniture and Home Furnishings Stores	92	\$911.75	\$27,545,762
4421	Furniture Stores	91	\$588.10	\$17,767,720
4422	Home Furnishings Stores	93	\$323.65	\$9,778,042
443, 4431	Electronics and Appliance Stores	94	\$266.77	\$8,059,623
444	Bldg Material & Garden Equipment & Supplies Dealers	92	\$1,286.42	\$38,865,254
4441	Building Material and Supplies Dealers	93	\$1,165.40	\$35,209,091
4442	Lawn and Garden Equipment and Supplies Stores	89	\$121.02	\$3,656,163
445	Food and Beverage Stores	91	\$5,192.28	\$156,869,083
4451	Grocery Stores	91	\$4,861.49	\$146,875,244
4452	Specialty Food Stores	92	\$164.56	\$4,971,716
4453	Beer, Wine, and Liquor Stores	92	\$166.23	\$5,022,123
446, 4461	Health and Personal Care Stores	90	\$750.45	\$22,672,545
447, 4471	Gasoline Stations	95	\$3,652.52	\$110,350,004
448	Clothing and Clothing Accessories Stores	92	\$1,163.87	\$35,162,713
4481	Clothing Stores	91	\$912.48	\$27,567,840
4482	Shoe Stores	94	\$233.05	\$7,040,890
4483	Jewelry, Luggage, and Leather Goods Stores	90	\$18.34	\$553,983
451	Sporting Goods, Hobby, Musical Instrument, and Book	91	\$421.07	\$12,721,296
4511	Sporting Goods, Hobby, and Musical Instrument Stores	91	\$335.90	\$10,148,130
4512	Book Stores and News Dealers	89	\$85.17	\$2,573,166
452	General Merchandise Stores	91	\$4,044.50	\$122,192,474
4522	Department Stores	92	\$365.53	\$11,043,415
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	91	\$3,678.97	\$111,149,059
453	Miscellaneous Store Retailers	90	\$561.92	\$16,976,636
4531	Florists	89	\$25.82	\$780,030
4532	Office Supplies, Stationery, and Gift Stores	90	\$90.45	\$2,732,780
4533	Used Merchandise Stores	90	\$79.61	\$2,405,064
4539	Other Miscellaneous Store Retailers	89	\$366.04	\$11,058,762
454	Nonstore Retailers	90	\$2,497.60	\$75,457,591
4541	Electronic Shopping and Mail-Order Houses	91	\$2,157.42	\$65,179,888
4542	Vending Machine Operators	92	\$42.39	\$1,280,684
4543	Direct Selling Establishments	83	\$297.80	\$8,997,019
722	Food Services & Drinking Places	93	\$4,349.26	\$131,399,865
7223	Special Food Services	92	\$15.61	\$471,605
7224	Drinking Places (Alcoholic Beverages)	88	\$107.34	\$3,243,013
7225	Restaurants and Other Eating Places	93	\$4,226.31	\$127,685,247

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.