

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	103	\$31,534.01	\$927,194,360
44-45	Retail Trade	102	\$26,284.98	\$772,857,231
722	Food Services & Drinking Places	112	\$5,249.03	\$154,337,129
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	97	\$3,119.76	\$91,730,292
4411	Automobile Dealers	99	\$2,748.21	\$80,805,645
4412	Other Motor Vehicle Dealers	61	\$133.90	\$3,937,130
4413	Auto Parts, Accessories & Tire Stores	100	\$237.65	\$6,987,517
442	Furniture and Home Furnishings Stores	104	\$1,035.26	\$30,439,868
4421	Furniture Stores	104	\$668.59	\$19,658,556
4422	Home Furnishings Stores	105	\$366.67	\$10,781,312
443, 4431	Electronics and Appliance Stores	104	\$297.38	\$8,743,907
444	Bldg Material & Garden Equipment & Supplies Dealers	98	\$1,368.42	\$40,235,643
4441	Building Material and Supplies Dealers	99	\$1,247.35	\$36,675,971
4442	Lawn and Garden Equipment and Supplies Stores	89	\$121.06	\$3,559,672
445	Food and Beverage Stores	104	\$5,904.40	\$173,607,091
4451	Grocery Stores	104	\$5,521.92	\$162,361,121
4452	Specialty Food Stores	107	\$190.79	\$5,609,912
4453	Beer, Wine, and Liquor Stores	106	\$191.68	\$5,636,058
446, 4461	Health and Personal Care Stores	94	\$777.00	\$22,846,069
447, 4471	Gasoline Stations	106	\$4,058.80	\$119,340,985
448	Clothing and Clothing Accessories Stores	107	\$1,353.60	\$39,800,035
4481	Clothing Stores	106	\$1,062.63	\$31,244,653
4482	Shoe Stores	109	\$269.14	\$7,913,629
4483	Jewelry, Luggage, and Leather Goods Stores	107	\$21.83	\$641,753
451	Sporting Goods, Hobby, Musical Instrument, and Book	105	\$484.95	\$14,259,122
4511	Sporting Goods, Hobby, and Musical Instrument Stores	105	\$385.28	\$11,328,360
4512	Book Stores and News Dealers	105	\$99.68	\$2,930,762
452	General Merchandise Stores	102	\$4,530.14	\$133,199,764
4522	Department Stores	107	\$426.42	\$12,537,884
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	102	\$4,103.73	\$120,661,880
453	Miscellaneous Store Retailers	96	\$602.93	\$17,728,093
4531	Florists	88	\$25.48	\$749,115
4532	Office Supplies, Stationery, and Gift Stores	105	\$105.60	\$3,104,990
4533	Used Merchandise Stores	98	\$86.06	\$2,530,376
4539	Other Miscellaneous Store Retailers	94	\$385.80	\$11,343,612
454	Nonstore Retailers	99	\$2,752.32	\$80,926,362
4541	Electronic Shopping and Mail-Order Houses	101	\$2,410.04	\$70,862,329
4542	Vending Machine Operators	101	\$46.89	\$1,378,802
4543	Direct Selling Establishments	82	\$295.39	\$8,685,231
722	Food Services & Drinking Places	112	\$5,249.03	\$154,337,129
7223	Special Food Services	111	\$18.86	\$554,468
7224	Drinking Places (Alcoholic Beverages)	109	\$132.98	\$3,910,017
7225	Restaurants and Other Eating Places	112	\$5,097.19	\$149,872,644

**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.