

| NAICS Code Industry Summary           |  | Spending Potential Index | Average Amount Spent | Total        |
|---------------------------------------|--|--------------------------|----------------------|--------------|
| 44-45, 722                            | Retail Trade, Food Services & Drinking Places        | 47                       | \$14,380.10          | \$27,164,007 |
| 44-45                                 | Retail Trade   | 47                       | \$12,088.96          | \$22,836,040 |
| 722                                   | Food Services & Drinking Places                      | 49                       | \$2,291.14           | \$4,327,967  |
| NAICS Code Industry Subsector & Group |  |                          |                      |              |
| 441                                   | Motor Vehicle & Parts Dealers                        | 41                       | \$1,336.21           | \$2,524,092  |
| 4411                                  | Automobile Dealers                                   | 42                       | \$1,151.55           | \$2,175,269  |
| 4412                                  | Other Motor Vehicle Dealers                          | 31                       | \$68.73              | \$129,827    |
| 4413                                  | Auto Parts, Accessories & Tire Stores                | 49                       | \$115.93             | \$218,996    |
| 442                                   | Furniture and Home Furnishings Stores                | 44                       | \$439.49             | \$830,196    |
| 4421                                  | Furniture Stores                                     | 47                       | \$300.39             | \$567,446    |
| 4422                                  | Home Furnishings Stores                              | 40                       | \$139.09             | \$262,750    |
| 443, 4431                             | Electronics and Appliance Stores                     | 51                       | \$145.71             | \$275,249    |
| 444                                   | Bldg Material & Garden Equipment & Supplies Dealers  | 41                       | \$577.61             | \$1,091,109  |
| 4441                                  | Building Material and Supplies Dealers               | 42                       | \$527.32             | \$996,115    |
| 4442                                  | Lawn and Garden Equipment and Supplies Stores        | 37                       | \$50.29              | \$94,994     |
| 445                                   | Food and Beverage Stores                             | 48                       | \$2,716.91           | \$5,132,252  |
| 4451                                  | Grocery Stores                                       | 48                       | \$2,551.12           | \$4,819,060  |
| 4452                                  | Specialty Food Stores                                | 49                       | \$87.49              | \$165,276    |
| 4453                                  | Beer, Wine, and Liquor Stores                        | 43                       | \$78.30              | \$147,916    |
| 446, 4461                             | Health and Personal Care Stores                      | 44                       | \$361.70             | \$683,247    |
| 447, 4471                             | Gasoline Stations                                    | 54                       | \$2,084.56           | \$3,937,740  |
| 448                                   | Clothing and Clothing Accessories Stores             | 49                       | \$615.10             | \$1,161,928  |
| 4481                                  | Clothing Stores                                      | 48                       | \$476.71             | \$900,498    |
| 4482                                  | Shoe Stores  | 52                       | \$129.79             | \$245,166    |
| 4483                                  | Jewelry, Luggage, and Leather Goods Stores           | 42                       | \$8.61               | \$16,264     |
| 451                                   | Sporting Goods, Hobby, Musical Instrument, and Book  | 46                       | \$213.19             | \$402,725    |
| 4511                                  | Sporting Goods, Hobby, and Musical Instrument Stores | 46                       | \$168.03             | \$317,406    |
| 4512                                  | Book Stores and News Dealers                         | 47                       | \$45.17              | \$85,319     |
| 452                                   | General Merchandise Stores                           | 48                       | \$2,114.74           | \$3,994,736  |
| 4522                                  | Department Stores                                    | 49                       | \$194.40             | \$367,229    |
| 4523                                  | Gen. Merch. Stores, incl. Warehouse Clubs,           | 48                       | \$1,920.33           | \$3,627,507  |
| 453                                   | Miscellaneous Store Retailers                        | 42                       | \$262.03             | \$494,967    |
| 4531                                  | Florists   | 36                       | \$10.27              | \$19,407     |
| 4532                                  | Office Supplies, Stationery, and Gift Stores         | 45                       | \$45.28              | \$85,543     |
| 4533                                  | Used Merchandise Stores                              | 39                       | \$34.07              | \$64,361     |
| 4539                                  | Other Miscellaneous Store Retailers                  | 42                       | \$172.40             | \$325,656    |
| 454                                   | Nonstore Retailers                                   | 44                       | \$1,221.70           | \$2,307,799  |
| 4541                                  | Electronic Shopping and Mail-Order Houses            | 45                       | \$1,071.23           | \$2,023,546  |
| 4542                                  | Vending Machine Operators                            | 51                       | \$23.38              | \$44,158     |
| 4543                                  | Direct Selling Establishments                        | 35                       | \$127.10             | \$240,095    |
| 722                                   | Food Services & Drinking Places                      | 49                       | \$2,291.14           | \$4,327,967  |
| 7223                                  | Special Food Services                                | 48                       | \$8.10               | \$15,307     |
| 7224                                  | Drinking Places (Alcoholic Beverages)                | 43                       | \$51.83              | \$97,901     |
| 7225                                  | Restaurants and Other Eating Places                  | 49                       | \$2,231.21           | \$4,214,759  |

**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.