

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	92	\$28,086.59	\$1,636,072,024
44-45	Retail Trade	91	\$23,418.32	\$1,364,140,323
722	Food Services & Drinking Places	100	\$4,668.28	\$271,931,701
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	86	\$2,767.31	\$161,198,760
4411	Automobile Dealers	88	\$2,443.46	\$142,334,233
4412	Other Motor Vehicle Dealers	51	\$113.14	\$6,590,304
4413	Auto Parts, Accessories & Tire Stores	89	\$210.71	\$12,274,223
442	Furniture and Home Furnishings Stores	92	\$916.92	\$53,411,281
4421	Furniture Stores	92	\$593.62	\$34,578,866
4422	Home Furnishings Stores	93	\$323.30	\$18,832,415
443, 4431	Electronics and Appliance Stores	93	\$264.63	\$15,414,761
444	Bldg Material & Garden Equipment & Supplies Dealers	86	\$1,193.52	\$69,523,748
4441	Building Material and Supplies Dealers	86	\$1,086.33	\$63,279,535
4442	Lawn and Garden Equipment and Supplies Stores	79	\$107.19	\$6,244,213
445	Food and Beverage Stores	93	\$5,282.79	\$307,727,850
4451	Grocery Stores	93	\$4,941.06	\$287,821,901
4452	Specialty Food Stores	95	\$170.84	\$9,951,589
4453	Beer, Wine, and Liquor Stores	94	\$170.89	\$9,954,360
446, 4461	Health and Personal Care Stores	83	\$691.74	\$40,294,798
447, 4471	Gasoline Stations	95	\$3,623.25	\$211,057,883
448	Clothing and Clothing Accessories Stores	95	\$1,209.39	\$70,448,459
4481	Clothing Stores	95	\$949.05	\$55,283,250
4482	Shoe Stores	97	\$240.88	\$14,031,679
4483	Jewelry, Luggage, and Leather Goods Stores	95	\$19.46	\$1,133,530
451	Sporting Goods, Hobby, Musical Instrument, and Book	93	\$431.74	\$25,149,009
4511	Sporting Goods, Hobby, and Musical Instrument Stores	93	\$342.50	\$19,951,136
4512	Book Stores and News Dealers	94	\$89.23	\$5,197,873
452	General Merchandise Stores	91	\$4,043.75	\$235,552,382
4522	Department Stores	96	\$380.72	\$22,177,374
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	91	\$3,663.03	\$213,375,008
453	Miscellaneous Store Retailers	86	\$536.91	\$31,275,706
4531	Florists	78	\$22.52	\$1,311,548
4532	Office Supplies, Stationery, and Gift Stores	94	\$94.05	\$5,478,735
4533	Used Merchandise Stores	87	\$76.49	\$4,455,465
4539	Other Miscellaneous Store Retailers	84	\$343.86	\$20,029,958
454	Nonstore Retailers	88	\$2,456.36	\$143,085,686
4541	Electronic Shopping and Mail-Order Houses	90	\$2,147.53	\$125,096,000
4542	Vending Machine Operators	91	\$41.99	\$2,445,820
4543	Direct Selling Establishments	74	\$266.84	\$15,543,866
722	Food Services & Drinking Places	100	\$4,668.28	\$271,931,701
7223	Special Food Services	99	\$16.78	\$977,262
7224	Drinking Places (Alcoholic Beverages)	97	\$118.30	\$6,891,375
7225	Restaurants and Other Eating Places	100	\$4,533.19	\$264,063,064

**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.