

| NAICS Code Industry Summary | | Spending Potential Index | Average Amount Spent | Total |
|---------------------------------------|--|--------------------------|----------------------|---------------|
| 44-45, 722 | Retail Trade, Food Services & Drinking Places | 82 | \$25,085.81 | \$409,325,084 |
| 44-45 | Retail Trade | 82 | \$21,090.12 | \$344,127,481 |
| 722 | Food Services & Drinking Places | 85 | \$3,995.69 | \$65,197,603 |
| NAICS Code Industry Subsector & Group | | | | |
| 441 | Motor Vehicle & Parts Dealers | 78 | \$2,524.64 | \$41,194,482 |
| 4411 | Automobile Dealers | 79 | \$2,192.80 | \$35,779,895 |
| 4412 | Other Motor Vehicle Dealers | 61 | \$134.30 | \$2,191,390 |
| 4413 | Auto Parts, Accessories & Tire Stores | 83 | \$197.54 | \$3,223,197 |
| 442 | Furniture and Home Furnishings Stores | 83 | \$820.38 | \$13,386,172 |
| 4421 | Furniture Stores | 83 | \$533.99 | \$8,713,034 |
| 4422 | Home Furnishings Stores | 82 | \$286.40 | \$4,673,138 |
| 443, 4431 | Electronics and Appliance Stores | 84 | \$240.48 | \$3,923,993 |
| 444 | Bldg Material & Garden Equipment & Supplies Dealers | 80 | \$1,114.86 | \$18,191,227 |
| 4441 | Building Material and Supplies Dealers | 81 | \$1,013.51 | \$16,537,426 |
| 4442 | Lawn and Garden Equipment and Supplies Stores | 75 | \$101.35 | \$1,653,801 |
| 445 | Food and Beverage Stores | 82 | \$4,676.86 | \$76,312,378 |
| 4451 | Grocery Stores | 82 | \$4,378.48 | \$71,443,727 |
| 4452 | Specialty Food Stores | 83 | \$149.46 | \$2,438,671 |
| 4453 | Beer, Wine, and Liquor Stores | 82 | \$148.92 | \$2,429,980 |
| 446, 4461 | Health and Personal Care Stores | 78 | \$645.23 | \$10,528,212 |
| 447, 4471 | Gasoline Stations | 86 | \$3,311.13 | \$54,027,769 |
| 448 | Clothing and Clothing Accessories Stores | 84 | \$1,065.62 | \$17,387,721 |
| 4481 | Clothing Stores | 84 | \$836.97 | \$13,656,783 |
| 4482 | Shoe Stores | 86 | \$212.05 | \$3,459,986 |
| 4483 | Jewelry, Luggage, and Leather Goods Stores | 81 | \$16.61 | \$270,952 |
| 451 | Sporting Goods, Hobby, Musical Instrument, and Book | 81 | \$377.53 | \$6,160,177 |
| 4511 | Sporting Goods, Hobby, and Musical Instrument Stores | 81 | \$300.20 | \$4,898,292 |
| 4512 | Book Stores and News Dealers | 81 | \$77.34 | \$1,261,885 |
| 452 | General Merchandise Stores | 82 | \$3,626.22 | \$59,168,995 |
| 4522 | Department Stores | 84 | \$334.58 | \$5,459,401 |
| 4523 | Gen. Merch. Stores, incl. Warehouse Clubs, | 82 | \$3,291.63 | \$53,709,594 |
| 453 | Miscellaneous Store Retailers | 78 | \$487.72 | \$7,958,160 |
| 4531 | Florists | 74 | \$21.46 | \$350,218 |
| 4532 | Office Supplies, Stationery, and Gift Stores | 82 | \$81.84 | \$1,335,451 |
| 4533 | Used Merchandise Stores | 77 | \$67.90 | \$1,107,992 |
| 4539 | Other Miscellaneous Store Retailers | 77 | \$316.51 | \$5,164,499 |
| 454 | Nonstore Retailers | 79 | \$2,199.44 | \$35,888,195 |
| 4541 | Electronic Shopping and Mail-Order Houses | 81 | \$1,918.98 | \$31,311,971 |
| 4542 | Vending Machine Operators | 82 | \$38.10 | \$621,662 |
| 4543 | Direct Selling Establishments | 68 | \$242.36 | \$3,954,562 |
| 722 | Food Services & Drinking Places | 85 | \$3,995.69 | \$65,197,603 |
| 7223 | Special Food Services | 84 | \$14.33 | \$233,814 |
| 7224 | Drinking Places (Alcoholic Beverages) | 81 | \$98.92 | \$1,614,110 |
| 7225 | Restaurants and Other Eating Places | 85 | \$3,882.43 | \$63,349,679 |

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.