

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	74	\$22,694.52	\$65,110,591
44-45	Retail Trade	74	\$19,127.18	\$54,875,881
722	Food Services & Drinking Places	76	\$3,567.34	\$10,234,710
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	71	\$2,291.80	\$6,575,169
4411	Automobile Dealers	72	\$1,992.16	\$5,715,493
4412	Other Motor Vehicle Dealers	55	\$120.99	\$347,110
4413	Auto Parts, Accessories & Tire Stores	75	\$178.66	\$512,566
442	Furniture and Home Furnishings Stores	73	\$722.25	\$2,072,146
4421	Furniture Stores	71	\$459.40	\$1,318,030
4422	Home Furnishings Stores	75	\$262.85	\$754,116
443, 4431	Electronics and Appliance Stores	74	\$211.52	\$606,850
444	Bldg Material & Garden Equipment & Supplies Dealers	70	\$979.62	\$2,810,543
4441	Building Material and Supplies Dealers	70	\$884.24	\$2,536,881
4442	Lawn and Garden Equipment and Supplies Stores	70	\$95.39	\$273,662
445	Food and Beverage Stores	76	\$4,309.10	\$12,362,799
4451	Grocery Stores	76	\$4,030.62	\$11,563,851
4452	Specialty Food Stores	77	\$137.87	\$395,535
4453	Beer, Wine, and Liquor Stores	78	\$140.61	\$403,413
446, 4461	Health and Personal Care Stores	74	\$612.64	\$1,757,669
447, 4471	Gasoline Stations	77	\$2,929.01	\$8,403,332
448	Clothing and Clothing Accessories Stores	75	\$955.09	\$2,740,156
4481	Clothing Stores	75	\$750.27	\$2,152,529
4482	Shoe Stores	77	\$189.57	\$543,889
4483	Jewelry, Luggage, and Leather Goods Stores	75	\$15.25	\$43,738
451	Sporting Goods, Hobby, Musical Instrument, and Book	73	\$338.12	\$970,064
4511	Sporting Goods, Hobby, and Musical Instrument Stores	73	\$269.58	\$773,437
4512	Book Stores and News Dealers	72	\$68.54	\$196,627
452	General Merchandise Stores	74	\$3,294.97	\$9,453,270
4522	Department Stores	76	\$299.85	\$860,266
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	74	\$2,995.12	\$8,593,004
453	Miscellaneous Store Retailers	73	\$460.28	\$1,320,547
4531	Florists	70	\$20.35	\$58,393
4532	Office Supplies, Stationery, and Gift Stores	75	\$74.72	\$214,380
4533	Used Merchandise Stores	76	\$66.97	\$192,138
4539	Other Miscellaneous Store Retailers	73	\$298.23	\$855,636
454	Nonstore Retailers	73	\$2,022.77	\$5,803,336
4541	Electronic Shopping and Mail-Order Houses	74	\$1,761.26	\$5,053,045
4542	Vending Machine Operators	75	\$34.57	\$99,188
4543	Direct Selling Establishments	63	\$226.94	\$651,103
722	Food Services & Drinking Places	76	\$3,567.34	\$10,234,710
7223	Special Food Services	76	\$12.85	\$36,855
7224	Drinking Places (Alcoholic Beverages)	74	\$89.82	\$257,699
7225	Restaurants and Other Eating Places	76	\$3,464.68	\$9,940,156

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.