

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	107	\$32,167.26	\$1,259,155,321
44-45	Retail Trade	106	\$27,269.19	\$1,067,425,113
722	Food Services & Drinking Places	111	\$4,898.07	\$191,730,208
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	102	\$3,161.45	\$123,751,981
4411	Automobile Dealers	104	\$2,683.50	\$105,043,034
4412	Other Motor Vehicle Dealers	80	\$199.17	\$7,796,348
4413	Auto Parts, Accessories & Tire Stores	104	\$278.78	\$10,912,599
442	Furniture and Home Furnishings Stores	107	\$1,176.88	\$46,067,641
4421	Furniture Stores	106	\$760.42	\$29,765,939
4422	Home Furnishings Stores	110	\$416.45	\$16,301,702
443, 4431	Electronics and Appliance Stores	109	\$351.20	\$13,747,203
444	Bldg Material & Garden Equipment & Supplies Dealers	100	\$1,535.91	\$60,121,742
4441	Building Material and Supplies Dealers	100	\$1,392.49	\$54,507,793
4442	Lawn and Garden Equipment and Supplies Stores	102	\$143.42	\$5,613,949
445	Food and Beverage Stores	110	\$6,226.07	\$243,713,102
4451	Grocery Stores	110	\$5,809.80	\$227,418,635
4452	Specialty Food Stores	112	\$198.89	\$7,785,468
4453	Beer, Wine, and Liquor Stores	114	\$217.38	\$8,508,998
446, 4461	Health and Personal Care Stores	102	\$810.63	\$31,731,205
447, 4471	Gasoline Stations	105	\$3,800.67	\$148,773,314
448	Clothing and Clothing Accessories Stores	109	\$1,311.98	\$51,356,242
4481	Clothing Stores	109	\$1,042.59	\$40,810,966
4482	Shoe Stores	110	\$249.25	\$9,756,734
4483	Jewelry, Luggage, and Leather Goods Stores	110	\$20.14	\$788,543
451	Sporting Goods, Hobby, Musical Instrument, and Book	109	\$511.43	\$20,019,453
4511	Sporting Goods, Hobby, and Musical Instrument Stores	108	\$408.23	\$15,979,635
4512	Book Stores and News Dealers	113	\$103.20	\$4,039,818
452	General Merchandise Stores	108	\$4,747.40	\$185,832,065
4522	Department Stores	110	\$423.21	\$16,566,117
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	107	\$4,324.19	\$169,265,947
453	Miscellaneous Store Retailers	104	\$627.09	\$24,546,890
4531	Florists	101	\$30.90	\$1,209,645
4532	Office Supplies, Stationery, and Gift Stores	111	\$106.54	\$4,170,307
4533	Used Merchandise Stores	103	\$83.25	\$3,258,579
4539	Other Miscellaneous Store Retailers	103	\$406.41	\$15,908,359
454	Nonstore Retailers	107	\$3,008.49	\$117,764,275
4541	Electronic Shopping and Mail-Order Houses	108	\$2,598.97	\$101,734,259
4542	Vending Machine Operators	106	\$41.88	\$1,639,401
4543	Direct Selling Establishments	105	\$367.63	\$14,390,615
722	Food Services & Drinking Places	111	\$4,898.07	\$191,730,208
7223	Special Food Services	111	\$17.52	\$685,857
7224	Drinking Places (Alcoholic Beverages)	112	\$118.11	\$4,623,338
7225	Restaurants and Other Eating Places	111	\$4,762.44	\$186,421,013

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 2024/2029 Consumer Spending databases are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.