



## Retail Demand by Industry

Sample Report Site  
676 2nd Ave N, Minneapolis, Minnesota, 55403  
Ring: 1 mile radius

Sample Report  
Latitude: 44.97974  
Longitude: -93.27700

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	108	\$29,577.27	\$642,684,421
44-45	Retail Trade	106	\$24,831.12	\$539,555,464
722	Food Services & Drinking Places	118	\$4,746.14	\$103,128,956
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	99	\$2,816.97	\$61,209,840
4411	Automobile Dealers	100	\$2,448.97	\$53,213,718
4412	Other Motor Vehicle Dealers	73	\$138.53	\$3,010,102
4413	Auto Parts, Accessories & Tire Stores	101	\$229.46	\$4,986,020
442	Furniture and Home Furnishings Stores	105	\$1,025.44	\$22,281,808
4421	Furniture Stores	113	\$692.48	\$15,046,908
4422	Home Furnishings Stores	93	\$332.96	\$7,234,900
443, 4431	Electronics and Appliance Stores	121	\$362.71	\$7,881,270
444	Bldg Material & Garden Equipment & Supplies Dealers	80	\$1,137.97	\$24,726,931
4441	Building Material and Supplies Dealers	79	\$1,026.66	\$22,308,320
4442	Lawn and Garden Equipment and Supplies Stores	83	\$111.31	\$2,418,611
445	Food and Beverage Stores	110	\$5,875.32	\$127,664,801
4451	Grocery Stores	110	\$5,463.64	\$118,719,375
4452	Specialty Food Stores	111	\$185.01	\$4,020,117
4453	Beer, Wine, and Liquor Stores	111	\$226.67	\$4,925,310
446, 4461	Health and Personal Care Stores	101	\$742.86	\$16,141,649
447, 4471	Gasoline Stations	109	\$3,142.29	\$68,278,822
448	Clothing and Clothing Accessories Stores	119	\$1,365.15	\$29,663,449
4481	Clothing Stores	118	\$1,070.01	\$23,250,352
4482	Shoe Stores	124	\$278.07	\$6,042,152
4483	Jewelry, Luggage, and Leather Goods Stores	115	\$17.07	\$370,945
451	Sporting Goods, Hobby, Musical Instrument, and Book	114	\$473.66	\$10,292,075
4511	Sporting Goods, Hobby, and Musical Instrument Stores	113	\$385.44	\$8,375,178
4512	Book Stores and News Dealers	119	\$88.22	\$1,916,897
452	General Merchandise Stores	110	\$4,561.53	\$99,117,463
4522	Department Stores	118	\$424.07	\$9,214,619
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	109	\$4,137.46	\$89,902,844
453	Miscellaneous Store Retailers	100	\$573.24	\$12,455,919
4531	Florists	81	\$23.66	\$514,107
4532	Office Supplies, Stationery, and Gift Stores	113	\$103.05	\$2,239,160
4533	Used Merchandise Stores	101	\$79.69	\$1,731,657
4539	Other Miscellaneous Store Retailers	98	\$366.84	\$7,970,996
454	Nonstore Retailers	106	\$2,753.99	\$59,841,438
4541	Electronic Shopping and Mail-Order Houses	109	\$2,448.93	\$53,212,761
4542	Vending Machine Operators	111	\$39.68	\$862,163
4543	Direct Selling Establishments	88	\$265.38	\$5,766,514
722	Food Services & Drinking Places	118	\$4,746.14	\$103,128,956
7223	Special Food Services	119	\$17.03	\$369,959
7224	Drinking Places (Alcoholic Beverages)	126	\$117.50	\$2,553,163
7225	Restaurants and Other Eating Places	118	\$4,611.62	\$100,205,835

**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 2023 Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

October 18, 2023



## Retail Demand by Industry

Sample Report Site  
676 2nd Ave N, Minneapolis, Minnesota, 55403  
Ring: 3 mile radius

Sample Report  
Latitude: 44.97974  
Longitude: -93.27700

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	90	\$24,693.28	\$2,921,511,431
44-45	Retail Trade	89	\$20,830.66	\$2,464,516,947
722	Food Services & Drinking Places	96	\$3,862.62	\$456,994,485
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	84	\$2,400.21	\$283,973,586
4411	Automobile Dealers	85	\$2,078.84	\$245,951,902
4412	Other Motor Vehicle Dealers	66	\$125.01	\$14,790,549
4413	Auto Parts, Accessories & Tire Stores	86	\$196.35	\$23,231,134
442	Furniture and Home Furnishings Stores	88	\$855.62	\$101,229,594
4421	Furniture Stores	93	\$573.33	\$67,832,344
4422	Home Furnishings Stores	79	\$282.28	\$33,397,250
443, 4431	Electronics and Appliance Stores	99	\$298.47	\$35,313,026
444	Bldg Material & Garden Equipment & Supplies Dealers	70	\$999.70	\$118,277,062
4441	Building Material and Supplies Dealers	70	\$904.34	\$106,993,725
4442	Lawn and Garden Equipment and Supplies Stores	71	\$95.37	\$11,283,337
445	Food and Beverage Stores	92	\$4,909.76	\$580,883,795
4451	Grocery Stores	92	\$4,570.51	\$540,745,752
4452	Specialty Food Stores	93	\$154.81	\$18,315,373
4453	Beer, Wine, and Liquor Stores	90	\$184.45	\$21,822,670
446, 4461	Health and Personal Care Stores	85	\$629.34	\$74,457,928
447, 4471	Gasoline Stations	92	\$2,642.17	\$312,600,098
448	Clothing and Clothing Accessories Stores	98	\$1,123.15	\$132,882,160
4481	Clothing Stores	97	\$880.56	\$104,180,499
4482	Shoe Stores	102	\$228.54	\$27,039,007
4483	Jewelry, Luggage, and Leather Goods Stores	94	\$14.05	\$1,662,653
451	Sporting Goods, Hobby, Musical Instrument, and Book	94	\$391.51	\$46,320,707
4511	Sporting Goods, Hobby, and Musical Instrument Stores	93	\$317.87	\$37,607,633
4512	Book Stores and News Dealers	99	\$73.64	\$8,713,074
452	General Merchandise Stores	91	\$3,801.83	\$449,802,523
4522	Department Stores	97	\$349.05	\$41,297,256
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	91	\$3,452.78	\$408,505,267
453	Miscellaneous Store Retailers	83	\$477.21	\$56,459,330
4531	Florists	70	\$20.37	\$2,409,838
4532	Office Supplies, Stationery, and Gift Stores	92	\$84.17	\$9,958,079
4533	Used Merchandise Stores	85	\$66.70	\$7,891,585
4539	Other Miscellaneous Store Retailers	82	\$305.97	\$36,199,828
454	Nonstore Retailers	89	\$2,301.69	\$272,317,139
4541	Electronic Shopping and Mail-Order Houses	91	\$2,037.93	\$241,111,836
4542	Vending Machine Operators	93	\$33.31	\$3,940,519
4543	Direct Selling Establishments	77	\$230.45	\$27,264,784
722	Food Services & Drinking Places	96	\$3,862.62	\$456,994,485
7223	Special Food Services	97	\$13.81	\$1,634,117
7224	Drinking Places (Alcoholic Beverages)	100	\$93.09	\$11,013,303
7225	Restaurants and Other Eating Places	96	\$3,755.72	\$444,347,064

**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.

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October 18, 2023



## Retail Demand by Industry

Sample Report Site  
676 2nd Ave N, Minneapolis, Minnesota, 55403  
Ring: 5 mile radius

Sample Report  
Latitude: 44.97974  
Longitude: -93.27700

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	100	\$27,394.66	\$5,969,980,974
44-45	Retail Trade	99	\$23,192.30	\$5,054,182,860
722	Food Services & Drinking Places	105	\$4,202.35	\$915,798,115
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	96	\$2,739.29	\$596,959,699
4411	Automobile Dealers	97	\$2,359.07	\$514,099,741
4412	Other Motor Vehicle Dealers	84	\$159.48	\$34,754,410
4413	Auto Parts, Accessories & Tire Stores	97	\$220.74	\$48,105,547
442	Furniture and Home Furnishings Stores	99	\$964.53	\$210,196,049
4421	Furniture Stores	103	\$631.26	\$137,568,264
4422	Home Furnishings Stores	93	\$333.27	\$72,627,785
443, 4431	Electronics and Appliance Stores	108	\$324.02	\$70,611,977
444	Bldg Material & Garden Equipment & Supplies Dealers	85	\$1,218.38	\$265,515,429
4441	Building Material and Supplies Dealers	85	\$1,103.80	\$240,545,582
4442	Lawn and Garden Equipment and Supplies Stores	86	\$114.58	\$24,969,847
445	Food and Beverage Stores	101	\$5,406.57	\$1,178,226,574
4451	Grocery Stores	101	\$5,030.14	\$1,096,192,201
4452	Specialty Food Stores	102	\$170.01	\$37,049,685
4453	Beer, Wine, and Liquor Stores	101	\$206.42	\$44,984,688
446, 4461	Health and Personal Care Stores	97	\$711.14	\$154,974,688
447, 4471	Gasoline Stations	100	\$2,880.32	\$627,693,787
448	Clothing and Clothing Accessories Stores	106	\$1,211.75	\$264,070,497
4481	Clothing Stores	105	\$953.43	\$207,775,315
4482	Shoe Stores	108	\$242.87	\$52,927,851
4483	Jewelry, Luggage, and Leather Goods Stores	104	\$15.45	\$3,367,332
451	Sporting Goods, Hobby, Musical Instrument, and Book	104	\$431.56	\$94,048,511
4511	Sporting Goods, Hobby, and Musical Instrument Stores	103	\$352.04	\$76,717,909
4512	Book Stores and News Dealers	107	\$79.53	\$17,330,602
452	General Merchandise Stores	101	\$4,190.35	\$913,181,567
4522	Department Stores	105	\$378.97	\$82,587,828
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	100	\$3,811.37	\$830,593,740
453	Miscellaneous Store Retailers	95	\$540.39	\$117,765,075
4531	Florists	85	\$24.77	\$5,398,506
4532	Office Supplies, Stationery, and Gift Stores	102	\$93.16	\$20,300,990
4533	Used Merchandise Stores	97	\$76.65	\$16,704,440
4539	Other Miscellaneous Store Retailers	93	\$345.81	\$75,361,138
454	Nonstore Retailers	99	\$2,574.00	\$560,939,007
4541	Electronic Shopping and Mail-Order Houses	101	\$2,263.61	\$493,296,594
4542	Vending Machine Operators	102	\$36.38	\$7,927,705
4543	Direct Selling Establishments	91	\$274.01	\$59,714,708
722	Food Services & Drinking Places	105	\$4,202.35	\$915,798,115
7223	Special Food Services	105	\$15.04	\$3,276,838
7224	Drinking Places (Alcoholic Beverages)	108	\$101.09	\$22,029,207
7225	Restaurants and Other Eating Places	105	\$4,086.23	\$890,492,070

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