

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	86	\$25,866.98	\$1,490,041,604
44-45	Retail Trade	87	\$22,231.92	\$1,280,647,772
722	Food Services & Drinking Places	83	\$3,635.06	\$209,393,832
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	89	\$2,755.91	\$158,751,499
4411	Automobile Dealers	88	\$2,285.05	\$131,628,263
4412	Other Motor Vehicle Dealers	96	\$236.81	\$13,641,247
4413	Auto Parts, Accessories & Tire Stores	88	\$234.05	\$13,481,989
442	Furniture and Home Furnishings Stores	86	\$941.73	\$54,247,418
4421	Furniture Stores	87	\$620.73	\$35,756,765
4422	Home Furnishings Stores	84	\$321.00	\$18,490,653
443, 4431	Electronics and Appliance Stores	84	\$269.76	\$15,539,330
444	Bldg Material & Garden Equipment & Supplies Dealers	90	\$1,377.32	\$79,338,886
4441	Building Material and Supplies Dealers	90	\$1,250.42	\$72,029,206
4442	Lawn and Garden Equipment and Supplies Stores	90	\$126.90	\$7,309,680
445	Food and Beverage Stores	85	\$4,824.00	\$277,881,674
4451	Grocery Stores	85	\$4,516.29	\$260,156,227
4452	Specialty Food Stores	84	\$149.29	\$8,599,709
4453	Beer, Wine, and Liquor Stores	83	\$158.42	\$9,125,738
446, 4461	Health and Personal Care Stores	91	\$717.06	\$41,305,778
447, 4471	Gasoline Stations	88	\$3,196.47	\$184,129,174
448	Clothing and Clothing Accessories Stores	84	\$1,007.80	\$58,053,496
4481	Clothing Stores	84	\$807.52	\$46,516,488
4482	Shoe Stores	82	\$184.80	\$10,645,092
4483	Jewelry, Luggage, and Leather Goods Stores	84	\$15.48	\$891,916
451	Sporting Goods, Hobby, Musical Instrument, and Book	83	\$390.90	\$22,517,595
4511	Sporting Goods, Hobby, and Musical Instrument Stores	83	\$315.07	\$18,149,091
4512	Book Stores and News Dealers	83	\$75.84	\$4,368,504
452	General Merchandise Stores	86	\$3,787.75	\$218,189,434
4522	Department Stores	84	\$322.41	\$18,572,126
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	86	\$3,465.34	\$199,617,308
453	Miscellaneous Store Retailers	88	\$527.22	\$30,370,006
4531	Florists	90	\$27.63	\$1,591,521
4532	Office Supplies, Stationery, and Gift Stores	84	\$80.83	\$4,656,317
4533	Used Merchandise Stores	87	\$70.26	\$4,047,160
4539	Other Miscellaneous Store Retailers	89	\$348.50	\$20,075,008
454	Nonstore Retailers	87	\$2,436.00	\$140,323,482
4541	Electronic Shopping and Mail-Order Houses	86	\$2,075.35	\$119,548,655
4542	Vending Machine Operators	87	\$34.53	\$1,988,930
4543	Direct Selling Establishments	93	\$326.12	\$18,785,897
722	Food Services & Drinking Places	83	\$3,635.06	\$209,393,832
7223	Special Food Services	83	\$13.05	\$751,907
7224	Drinking Places (Alcoholic Beverages)	83	\$87.61	\$5,046,918
7225	Restaurants and Other Eating Places	83	\$3,534.39	\$203,595,007

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.