

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	104	\$31,729.84	\$747,681,987
44-45	Retail Trade	103	\$26,474.81	\$623,852,420
722	Food Services & Drinking Places	112	\$5,255.03	\$123,829,567
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	93	\$3,006.76	\$70,851,191
4411	Automobile Dealers	96	\$2,653.11	\$62,517,831
4412	Other Motor Vehicle Dealers	58	\$127.01	\$2,992,869
4413	Auto Parts, Accessories & Tire Stores	96	\$226.64	\$5,340,491
442	Furniture and Home Furnishings Stores	96	\$956.20	\$22,531,908
4421	Furniture Stores	104	\$665.85	\$15,690,021
4422	Home Furnishings Stores	83	\$290.35	\$6,841,888
443, 4431	Electronics and Appliance Stores	116	\$330.19	\$7,780,601
444	Bldg Material & Garden Equipment & Supplies Dealers	71	\$985.23	\$23,215,971
4441	Building Material and Supplies Dealers	70	\$877.85	\$20,685,576
4442	Lawn and Garden Equipment and Supplies Stores	79	\$107.38	\$2,530,395
445	Food and Beverage Stores	108	\$6,140.12	\$144,685,775
4451	Grocery Stores	108	\$5,757.20	\$135,662,635
4452	Specialty Food Stores	109	\$194.64	\$4,586,600
4453	Beer, Wine, and Liquor Stores	104	\$188.28	\$4,436,540
446, 4461	Health and Personal Care Stores	99	\$825.10	\$19,442,753
447, 4471	Gasoline Stations	106	\$4,053.00	\$95,504,917
448	Clothing and Clothing Accessories Stores	114	\$1,445.79	\$34,068,614
4481	Clothing Stores	113	\$1,132.63	\$26,689,337
4482	Shoe Stores	118	\$291.08	\$6,859,111
4483	Jewelry, Luggage, and Leather Goods Stores	108	\$22.07	\$520,167
451	Sporting Goods, Hobby, Musical Instrument, and Book	109	\$504.68	\$11,892,309
4511	Sporting Goods, Hobby, and Musical Instrument Stores	107	\$394.70	\$9,300,673
4512	Book Stores and News Dealers	116	\$109.98	\$2,591,636
452	General Merchandise Stores	107	\$4,750.89	\$111,949,905
4522	Department Stores	115	\$454.81	\$10,717,056
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	107	\$4,296.08	\$101,232,849
453	Miscellaneous Store Retailers	97	\$610.92	\$14,395,804
4531	Florists	75	\$21.67	\$510,529
4532	Office Supplies, Stationery, and Gift Stores	108	\$108.49	\$2,556,350
4533	Used Merchandise Stores	90	\$78.93	\$1,859,924
4539	Other Miscellaneous Store Retailers	98	\$401.84	\$9,469,001
454	Nonstore Retailers	103	\$2,865.93	\$67,532,670
4541	Electronic Shopping and Mail-Order Houses	105	\$2,505.80	\$59,046,755
4542	Vending Machine Operators	110	\$50.80	\$1,196,996
4543	Direct Selling Establishments	86	\$309.32	\$7,288,920
722	Food Services & Drinking Places	112	\$5,255.03	\$123,829,567
7223	Special Food Services	112	\$19.10	\$449,972
7224	Drinking Places (Alcoholic Beverages)	115	\$140.17	\$3,303,049
7225	Restaurants and Other Eating Places	112	\$5,095.76	\$120,076,547

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.

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	87	\$26,412.61	\$3,221,467,383
44-45	Retail Trade	86	\$22,152.09	\$2,701,823,697
722	Food Services & Drinking Places	91	\$4,260.53	\$519,643,687
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	80	\$2,578.79	\$314,527,026
4411	Automobile Dealers	82	\$2,263.76	\$276,103,741
4412	Other Motor Vehicle Dealers	55	\$120.41	\$14,686,231
4413	Auto Parts, Accessories & Tire Stores	82	\$194.62	\$23,737,054
442	Furniture and Home Furnishings Stores	82	\$812.33	\$99,077,511
4421	Furniture Stores	87	\$557.47	\$67,992,760
4422	Home Furnishings Stores	73	\$254.86	\$31,084,752
443, 4431	Electronics and Appliance Stores	95	\$269.85	\$32,913,106
444	Bldg Material & Garden Equipment & Supplies Dealers	65	\$904.22	\$110,285,378
4441	Building Material and Supplies Dealers	64	\$809.11	\$98,684,624
4442	Lawn and Garden Equipment and Supplies Stores	70	\$95.11	\$11,600,754
445	Food and Beverage Stores	89	\$5,072.11	\$618,630,606
4451	Grocery Stores	89	\$4,756.07	\$580,083,699
4452	Specialty Food Stores	90	\$160.43	\$19,567,514
4453	Beer, Wine, and Liquor Stores	86	\$155.61	\$18,979,393
446, 4461	Health and Personal Care Stores	84	\$694.19	\$84,668,232
447, 4471	Gasoline Stations	88	\$3,385.64	\$412,935,950
448	Clothing and Clothing Accessories Stores	93	\$1,180.97	\$144,039,371
4481	Clothing Stores	93	\$927.82	\$113,163,066
4482	Shoe Stores	95	\$234.99	\$28,661,162
4483	Jewelry, Luggage, and Leather Goods Stores	89	\$18.16	\$2,215,143
451	Sporting Goods, Hobby, Musical Instrument, and Book	90	\$416.11	\$50,751,557
4511	Sporting Goods, Hobby, and Musical Instrument Stores	88	\$324.57	\$39,586,318
4512	Book Stores and News Dealers	96	\$91.54	\$11,165,239
452	General Merchandise Stores	89	\$3,932.42	\$479,625,834
4522	Department Stores	93	\$370.91	\$45,239,164
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	88	\$3,561.51	\$434,386,670
453	Miscellaneous Store Retailers	82	\$514.11	\$62,704,352
4531	Florists	67	\$19.48	\$2,376,095
4532	Office Supplies, Stationery, and Gift Stores	89	\$89.22	\$10,882,146
4533	Used Merchandise Stores	77	\$67.43	\$8,224,100
4539	Other Miscellaneous Store Retailers	82	\$337.98	\$41,222,011
454	Nonstore Retailers	86	\$2,391.34	\$291,664,774
4541	Electronic Shopping and Mail-Order Houses	87	\$2,081.37	\$253,859,048
4542	Vending Machine Operators	91	\$42.02	\$5,125,202
4543	Direct Selling Establishments	75	\$267.95	\$32,680,524
722	Food Services & Drinking Places	91	\$4,260.53	\$519,643,687
7223	Special Food Services	91	\$15.46	\$1,885,525
7224	Drinking Places (Alcoholic Beverages)	92	\$112.05	\$13,665,799
7225	Restaurants and Other Eating Places	91	\$4,133.02	\$504,092,363

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NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	97	\$29,663.72	\$6,613,111,526
44-45	Retail Trade	97	\$24,937.08	\$5,559,372,525
722	Food Services & Drinking Places	101	\$4,726.64	\$1,053,739,001
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	93	\$2,998.25	\$668,418,229
4411	Automobile Dealers	94	\$2,618.26	\$583,705,433
4412	Other Motor Vehicle Dealers	72	\$159.35	\$35,525,421
4413	Auto Parts, Accessories & Tire Stores	93	\$220.63	\$49,187,374
442	Furniture and Home Furnishings Stores	95	\$942.35	\$210,083,182
4421	Furniture Stores	98	\$631.30	\$140,738,543
4422	Home Furnishings Stores	89	\$311.05	\$69,344,639
443, 4431	Electronics and Appliance Stores	104	\$296.00	\$65,989,605
444	Bldg Material & Garden Equipment & Supplies Dealers	82	\$1,143.12	\$254,842,001
4441	Building Material and Supplies Dealers	82	\$1,026.82	\$228,916,124
4442	Lawn and Garden Equipment and Supplies Stores	86	\$116.29	\$25,925,877
445	Food and Beverage Stores	99	\$5,627.32	\$1,254,532,180
4451	Grocery Stores	99	\$5,272.65	\$1,175,462,403
4452	Specialty Food Stores	99	\$177.65	\$39,605,522
4453	Beer, Wine, and Liquor Stores	98	\$177.02	\$39,464,255
446, 4461	Health and Personal Care Stores	95	\$788.15	\$175,707,918
447, 4471	Gasoline Stations	97	\$3,712.03	\$827,544,414
448	Clothing and Clothing Accessories Stores	102	\$1,297.05	\$289,159,852
4481	Clothing Stores	102	\$1,021.75	\$227,784,885
4482	Shoe Stores	103	\$254.78	\$56,798,842
4483	Jewelry, Luggage, and Leather Goods Stores	101	\$20.53	\$4,576,125
451	Sporting Goods, Hobby, Musical Instrument, and Book	100	\$463.47	\$103,323,979
4511	Sporting Goods, Hobby, and Musical Instrument Stores	99	\$363.29	\$80,990,931
4512	Book Stores and News Dealers	105	\$100.18	\$22,333,047
452	General Merchandise Stores	99	\$4,370.60	\$974,364,494
4522	Department Stores	103	\$407.03	\$90,741,646
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	98	\$3,963.57	\$883,622,848
453	Miscellaneous Store Retailers	94	\$589.43	\$131,405,573
4531	Florists	84	\$24.27	\$5,410,199
4532	Office Supplies, Stationery, and Gift Stores	100	\$99.85	\$22,259,170
4533	Used Merchandise Stores	91	\$80.13	\$17,863,842
4539	Other Miscellaneous Store Retailers	94	\$385.19	\$85,872,362
454	Nonstore Retailers	97	\$2,709.30	\$604,001,099
4541	Electronic Shopping and Mail-Order Houses	98	\$2,338.00	\$521,223,425
4542	Vending Machine Operators	100	\$46.06	\$10,269,284
4543	Direct Selling Establishments	91	\$325.24	\$72,508,391
722	Food Services & Drinking Places	101	\$4,726.64	\$1,053,739,001
7223	Special Food Services	101	\$17.18	\$3,830,899
7224	Drinking Places (Alcoholic Beverages)	103	\$125.48	\$27,973,084
7225	Restaurants and Other Eating Places	101	\$4,583.98	\$1,021,935,019

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