



Retail Demand by Industry

Downtown College Place - College Avenue
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 46.04549
 Longitude: -118.38901

NAICS Code	Industry Summary	Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	79	\$21,594.38	\$319,834,370
44-45	Retail Trade	79	\$18,508.35	\$274,127,162
722	Food Services & Drinking Places	77	\$3,086.03	\$45,707,208
NAICS Code	Industry Subsector & Group			
441	Motor Vehicle & Parts Dealers	80	\$2,283.29	\$33,817,819
4411	Automobile Dealers	80	\$1,949.76	\$28,877,872
4412	Other Motor Vehicle Dealers	79	\$150.56	\$2,229,931
4413	Auto Parts, Accessories & Tire Stores	81	\$182.97	\$2,710,015
442	Furniture and Home Furnishings Stores	77	\$751.23	\$11,126,406
4421	Furniture Stores	78	\$477.97	\$7,079,285
4422	Home Furnishings Stores	76	\$273.25	\$4,047,121
443, 4431	Electronics and Appliance Stores	78	\$235.49	\$3,487,873
444	Bldg Material & Garden Equipment & Supplies Dealers	79	\$1,125.25	\$16,666,084
4441	Building Material and Supplies Dealers	78	\$1,018.30	\$15,082,015
4442	Lawn and Garden Equipment and Supplies Stores	80	\$106.95	\$1,584,068
445	Food and Beverage Stores	79	\$4,219.93	\$62,501,370
4451	Grocery Stores	79	\$3,929.82	\$58,204,529
4452	Specialty Food Stores	79	\$131.08	\$1,941,483
4453	Beer, Wine, and Liquor Stores	78	\$159.03	\$2,355,358
446, 4461	Health and Personal Care Stores	81	\$600.23	\$8,889,949
447, 4471	Gasoline Stations	80	\$2,294.90	\$33,989,760
448	Clothing and Clothing Accessories Stores	77	\$887.21	\$13,140,475
4481	Clothing Stores	77	\$701.78	\$10,394,003
4482	Shoe Stores	77	\$173.87	\$2,575,234
4483	Jewelry, Luggage, and Leather Goods Stores	78	\$11.56	\$171,237
451	Sporting Goods, Hobby, Musical Instrument, and Book	77	\$321.32	\$4,759,023
4511	Sporting Goods, Hobby, and Musical Instrument	77	\$263.43	\$3,901,697
4512	Book Stores and News Dealers	78	\$57.88	\$857,326
452	General Merchandise Stores	79	\$3,274.35	\$48,496,433
4522	Department Stores	77	\$279.21	\$4,135,376
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	79	\$2,995.14	\$44,361,057
453	Miscellaneous Store Retailers	80	\$458.33	\$6,788,342
4531	Florists	80	\$23.32	\$345,400
4532	Office Supplies, Stationery, and Gift Stores	78	\$70.87	\$1,049,642
4533	Used Merchandise Stores	79	\$62.01	\$918,457
4539	Other Miscellaneous Store Retailers	81	\$302.13	\$4,474,842
454	Nonstore Retailers	79	\$2,056.82	\$30,463,630
4541	Electronic Shopping and Mail-Order Houses	79	\$1,775.78	\$26,301,068
4542	Vending Machine Operators	79	\$28.41	\$420,815
4543	Direct Selling Establishments	84	\$252.63	\$3,741,747
722	Food Services & Drinking Places	77	\$3,086.03	\$45,707,208
7223	Special Food Services	77	\$11.02	\$163,204
7224	Drinking Places (Alcoholic Beverages)	77	\$71.73	\$1,062,465
7225	Restaurants and Other Eating Places	77	\$3,003.28	\$44,481,539

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 2023/2028 Consumer Spending databases are derived from the 2019, 2020 and 2021 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.



Retail Demand by Industry

Downtown College Place - College Avenue
 Drive time: 30 minute radius

Prepared by Esri
 Latitude: 46.04549
 Longitude: -118.38901

NAICS Code	Industry Summary	Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	84	\$23,102.78	\$607,880,229
44-45	Retail Trade	85	\$19,846.36	\$522,197,357
722	Food Services & Drinking Places	81	\$3,256.42	\$85,682,872
NAICS Code	Industry Subsector & Group			
441	Motor Vehicle & Parts Dealers	87	\$2,491.90	\$65,566,810
4411	Automobile Dealers	87	\$2,124.04	\$55,887,685
4412	Other Motor Vehicle Dealers	89	\$169.24	\$4,453,154
4413	Auto Parts, Accessories & Tire Stores	87	\$198.62	\$5,225,971
442	Furniture and Home Furnishings Stores	83	\$806.20	\$21,212,692
4421	Furniture Stores	83	\$509.53	\$13,406,808
4422	Home Furnishings Stores	83	\$296.67	\$7,805,883
443, 4431	Electronics and Appliance Stores	82	\$247.73	\$6,518,314
444	Bldg Material & Garden Equipment & Supplies Dealers	88	\$1,255.81	\$33,042,874
4441	Building Material and Supplies Dealers	87	\$1,134.44	\$29,849,509
4442	Lawn and Garden Equipment and Supplies Stores	91	\$121.37	\$3,193,365
445	Food and Beverage Stores	84	\$4,468.64	\$117,578,964
4451	Grocery Stores	84	\$4,161.83	\$109,506,187
4452	Specialty Food Stores	83	\$138.07	\$3,633,002
4453	Beer, Wine, and Liquor Stores	82	\$168.74	\$4,439,775
446, 4461	Health and Personal Care Stores	87	\$643.97	\$16,944,095
447, 4471	Gasoline Stations	86	\$2,459.34	\$64,710,172
448	Clothing and Clothing Accessories Stores	81	\$927.97	\$24,416,648
4481	Clothing Stores	81	\$734.95	\$19,338,025
4482	Shoe Stores	80	\$180.86	\$4,758,835
4483	Jewelry, Luggage, and Leather Goods Stores	82	\$12.15	\$319,788
451	Sporting Goods, Hobby, Musical Instrument, and Book	83	\$344.14	\$9,055,008
4511	Sporting Goods, Hobby, and Musical Instrument	83	\$282.78	\$7,440,600
4512	Book Stores and News Dealers	83	\$61.36	\$1,614,408
452	General Merchandise Stores	84	\$3,488.35	\$91,785,526
4522	Department Stores	81	\$292.93	\$7,707,525
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	84	\$3,195.42	\$84,078,001
453	Miscellaneous Store Retailers	89	\$507.96	\$13,365,366
4531	Florists	91	\$26.44	\$695,744
4532	Office Supplies, Stationery, and Gift Stores	83	\$75.29	\$1,981,085
4533	Used Merchandise Stores	85	\$66.77	\$1,756,908
4539	Other Miscellaneous Store Retailers	91	\$339.45	\$8,931,629
454	Nonstore Retailers	85	\$2,204.35	\$58,000,887
4541	Electronic Shopping and Mail-Order Houses	84	\$1,898.74	\$49,959,755
4542	Vending Machine Operators	84	\$30.02	\$789,981
4543	Direct Selling Establishments	92	\$275.58	\$7,251,152
722	Food Services & Drinking Places	81	\$3,256.42	\$85,682,872
7223	Special Food Services	81	\$11.62	\$305,713
7224	Drinking Places (Alcoholic Beverages)	80	\$75.09	\$1,975,791
7225	Restaurants and Other Eating Places	81	\$3,169.71	\$83,401,367

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 2023/2028 Consumer Spending databases are derived from the 2019, 2020 and 2021 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.



Retail Demand by Industry

Downtown College Place - College Avenue
 Drive time: 45 minute radius

Prepared by Esri
 Latitude: 46.04549
 Longitude: -118.38901

NAICS Code	Industry Summary	Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	86	\$23,487.89	\$690,074,108
44-45	Retail Trade	86	\$20,190.85	\$593,207,270
722	Food Services & Drinking Places	82	\$3,297.03	\$96,866,838
NAICS Code	Industry Subsector & Group			
441	Motor Vehicle & Parts Dealers	89	\$2,539.48	\$74,610,046
4411	Automobile Dealers	89	\$2,163.78	\$63,571,986
4412	Other Motor Vehicle Dealers	91	\$173.21	\$5,088,916
4413	Auto Parts, Accessories & Tire Stores	89	\$202.49	\$5,949,144
442	Furniture and Home Furnishings Stores	84	\$818.52	\$24,048,252
4421	Furniture Stores	84	\$516.67	\$15,179,678
4422	Home Furnishings Stores	84	\$301.86	\$8,868,573
443, 4431	Electronics and Appliance Stores	83	\$250.46	\$7,358,631
444	Bldg Material & Garden Equipment & Supplies Dealers	90	\$1,286.54	\$37,798,516
4441	Building Material and Supplies Dealers	90	\$1,161.97	\$34,138,756
4442	Lawn and Garden Equipment and Supplies Stores	93	\$124.57	\$3,659,760
445	Food and Beverage Stores	85	\$4,540.38	\$133,396,461
4451	Grocery Stores	85	\$4,228.59	\$124,235,946
4452	Specialty Food Stores	84	\$140.14	\$4,117,326
4453	Beer, Wine, and Liquor Stores	84	\$171.65	\$5,043,189
446, 4461	Health and Personal Care Stores	89	\$656.80	\$19,296,671
447, 4471	Gasoline Stations	87	\$2,503.15	\$73,542,447
448	Clothing and Clothing Accessories Stores	82	\$938.46	\$27,571,894
4481	Clothing Stores	82	\$743.49	\$21,843,666
4482	Shoe Stores	81	\$182.65	\$5,366,394
4483	Jewelry, Luggage, and Leather Goods Stores	83	\$12.32	\$361,834
451	Sporting Goods, Hobby, Musical Instrument, and Book	84	\$348.60	\$10,241,740
4511	Sporting Goods, Hobby, and Musical Instrument	84	\$286.47	\$8,416,433
4512	Book Stores and News Dealers	84	\$62.13	\$1,825,307
452	General Merchandise Stores	85	\$3,544.83	\$104,147,123
4522	Department Stores	82	\$296.38	\$8,707,529
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	86	\$3,248.45	\$95,439,594
453	Miscellaneous Store Retailers	91	\$519.49	\$15,262,566
4531	Florists	93	\$27.13	\$797,036
4532	Office Supplies, Stationery, and Gift Stores	84	\$76.44	\$2,245,819
4533	Used Merchandise Stores	86	\$67.96	\$1,996,679
4539	Other Miscellaneous Store Retailers	93	\$347.96	\$10,223,031
454	Nonstore Retailers	87	\$2,244.14	\$65,932,925
4541	Electronic Shopping and Mail-Order Houses	86	\$1,929.93	\$56,701,202
4542	Vending Machine Operators	85	\$30.49	\$895,656
4543	Direct Selling Establishments	94	\$283.73	\$8,336,067
722	Food Services & Drinking Places	82	\$3,297.03	\$96,866,838
7223	Special Food Services	82	\$11.76	\$345,625
7224	Drinking Places (Alcoholic Beverages)	81	\$75.96	\$2,231,701
7225	Restaurants and Other Eating Places	82	\$3,209.31	\$94,289,512

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 2023/2028 Consumer Spending databases are derived from the 2019, 2020 and 2021 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.