

# Retail Demand by Industry

Marana Town, AZ  
 Marana Town, AZ (0444270)  
 Geography: Place



| NAICS Code | Industry Summary                              | Spending Potential Index | Average Spent | Total         |
|------------|---|--------------------------|---------------|---------------|
| 44-45, 722 | Retail Trade, Food Services & Drinking Places | 116                      | \$34,803.70   | \$812,805,643 |
| 44-45      | Retail Trade                                  | 116                      | \$29,715.77   | \$693,982,142 |
| 722        | Food Services & Drinking Places               | 116                      | \$5,087.93    | \$118,823,501 |

  

| NAICS Code | Industry Subsector & Group                            | Index | Average Spending | Total         |
|------------|---|-------|------------------|---------------|
| 441        | Motor Vehicle & Parts Dealers                         | 119   | \$3,701.99       | \$86,456,202  |
| 4411       | Automobile Dealers                                    | 118   | \$3,054.46       | \$71,333,758  |
| 4412       | Other Motor Vehicle Dealers                           | 133   | \$328.60         | \$7,674,130   |
| 4413       | Auto Parts, Accessories & Tire Stores                 | 119   | \$318.93         | \$7,448,314   |
| 442        | Furniture and Home Furnishings Stores                 | 121   | \$1,331.15       | \$31,087,593  |
| 4421       | Furniture Stores                                      | 120   | \$858.05         | \$20,038,802  |
| 4422       | Home Furnishings Stores                               | 124   | \$473.10         | \$11,048,791  |
| 443, 4431  | Electronics and Appliance Stores                      | 117   | \$374.59         | \$8,748,152   |
| 444        | Bldg Material & Garden Equipment & Supplies Dealers   | 125   | \$1,919.08       | \$44,818,238  |
| 4441       | Building Material and Supplies Dealers                | 126   | \$1,746.52       | \$40,788,182  |
| 4442       | Lawn and Garden Equipment and Supplies Stores         | 122   | \$172.56         | \$4,030,056   |
| 445        | Food and Beverage Stores                              | 113   | \$6,375.72       | \$148,898,512 |
| 4451       | Grocery Stores  | 113   | \$5,960.14       | \$139,193,104 |
| 4452       | Specialty Food Stores                                 | 112   | \$198.52         | \$4,636,215   |
| 4453       | Beer, Wine, and Liquor Stores                         | 114   | \$217.06         | \$5,069,193   |
| 446, 4461  | Health and Personal Care Stores                       | 116   | \$921.33         | \$21,516,792  |
| 447, 4471  | Gasoline Stations                                     | 114   | \$4,129.95       | \$96,450,895  |
| 448        | Clothing and Clothing Accessories Stores              | 115   | \$1,380.61       | \$32,242,667  |
| 4481       | Clothing Stores                                       | 115   | \$1,101.24       | \$25,718,451  |
| 4482       | Shoe Stores   | 114   | \$257.62         | \$6,016,513   |
| 4483       | Jewelry, Luggage, and Leather Goods Stores            | 118   | \$21.74          | \$507,703     |
| 451        | Sporting Goods, Hobby, Musical Inst., and Book Stores | 121   | \$568.40         | \$13,274,481  |
| 4511       | Sporting Goods, Hobby, and Musical Inst Stores        | 122   | \$463.12         | \$10,815,615  |
| 4512       | Book Stores and News Dealers                          | 115   | \$105.29         | \$2,458,866   |
| 452        | General Merchandise Stores                            | 115   | \$5,075.96       | \$118,544,022 |
| 4522       | Department Stores                                     | 114   | \$441.03         | \$10,299,860  |
| 4523       | Merch. Stores, incl. Warehouse Clubs, Supercenters    | 115   | \$4,634.93       | \$108,244,162 |

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|------------|--|--------------------------|---------------|---------------|
| 453        | Miscellaneous Store Retailers                | 118                      | \$710.01      | \$16,581,521  |
| 4531       | Florists                                     | 124                      | \$37.98       | \$886,946     |
| 4532       | Office Supplies, Stationery, and Gift Stores | 117                      | \$112.57      | \$2,628,932   |
| 4533       | Used Merchandise Stores                      | 123                      | \$99.41       | \$2,321,566   |
| 4539       | Other Miscellaneous Store Retailers          | 117                      | \$460.05      | \$10,744,077  |
| 454        | Nonstore Retailers                           | 115                      | \$3,226.99    | \$75,363,067  |
| 4541       | Electronic Shopping and Mail-Order Houses    | 117                      | \$2,813.71    | \$65,711,446  |
| 4542       | Vending Machine Operators                    | 113                      | \$44.86       | \$1,047,733   |
| 4543       | Direct Selling Establishments                | 105                      | \$368.41      | \$8,603,888   |
| 722        | Food Services & Drinking Places              | 116                      | \$5,087.93    | \$118,823,501 |
| 7223       | Special Food Services                        | 115                      | \$18.10       | \$422,732     |
| 7224       | Drinking Places (Alcoholic Beverages)        | 112                      | \$117.71      | \$2,748,962   |
| 7225       | Restaurants and Other Eating Places          | 116                      | \$4,952.12    | \$115,651,807 |

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 Consumer Spending data are derived from the 2019, 2020, and 2022 Consumer Expenditure Surveys Bureau of Labor Statistics; and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.