

Killeen-Temple, TX Consumer Buying Power

Title Page

Data Version: 2016 Aug (Internal)

Report Generation Method: Single

Base Analysis Type: Total US

Comparison Analysis Area: Killeen-Temple, TX (28660)

Reporting Detail: As Selected

Analysis Area Detail: No

Report Sections: Entertainment Products

Include Map: Yes

Base Map Style: Bing Road

Include Labels: Yes

Map Reporting Detail: As Selected

Subtotal Method: None

Completion Notification Email: Send my files via email

Report Sections:

Entertainment Products

Killeen-Temple, TX Consumer Buying Power

Killeen-Temple, TX (28660)

Description	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2021 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Annual Avg per HH	2021 Annual Avg per HH	Avg Annual % Growth	2016 Market Index to USA
Total Specified Consumer Expenditures - (BASE MARKET)	\$4,754,515,788		\$5,273,688,731		\$38,887	\$41,509	2.09%	
Total Specified Consumer Expenditures (AREA)	\$5,664,750	0.12%	\$6,341,717	0.12%	\$36,433	\$38,349	2.28%	94

Entertainment Products

TV, RADIO & SOUND EQUIPMENT	\$102,782	1.81%	\$126,993	2.00%	\$661	\$768	4.32%	98
Satellite Dishes	\$176	0.00%	\$209	0.00%	\$1	\$1	3.46%	90
TVs (All)	\$13,478	0.24%	\$18,625	0.29%	\$87	\$113	6.68%	93
VCRs and DVD Players	\$957	0.02%	\$1,319	0.02%	\$6	\$8	6.62%	88
Digital Media Players & Recorders	\$69	0.00%	\$92	0.00%	\$0	\$1	5.77%	127
Radios, Speakers & Other Sound Component Systems	\$4,036	0.07%	\$5,465	0.09%	\$26	\$33	6.25%	90
Personal Digital Audio Players	\$803	0.01%	\$898	0.01%	\$5	\$5	2.28%	99
CDs, Tapes, Records	\$1,419	0.03%	\$1,880	0.03%	\$9	\$11	5.79%	90
Video Cassettes, Tapes, DVDs	\$5,110	0.09%	\$6,984	0.11%	\$33	\$42	6.45%	86
Rental Video Cassettes, Tapes, Discs, Films	\$2,227	0.04%	\$2,619	0.04%	\$14	\$16	3.30%	99
Telephone Answering Devices	\$15	0.00%	\$17	0.00%	\$0	\$0	2.97%	84
Telephones & Accessories	\$64,813	1.14%	\$75,439	1.19%	\$417	\$456	3.08%	100
Video Game Hardware/Software	\$8,358	0.15%	\$11,659	0.18%	\$54	\$71	6.89%	110
Repair of TV, Radio, Sound Equipment	\$228	0.00%	\$269	0.00%	\$1	\$2	3.36%	88
Rental of Home Electronic Equipment	\$172	0.00%	\$243	0.00%	\$1	\$1	7.11%	119
Miscellaneous Video Equipment	\$707	0.01%	\$981	0.02%	\$5	\$6	6.76%	76
COMPUTERS, SOFTWARE & ACCESSORIES	\$35,901	0.63%	\$47,324	0.75%	\$231	\$286	5.68%	94
Installation for Computers	\$53	0.00%	\$70	0.00%	\$0	\$0	5.90%	117
Software (Home Use)	\$2,553	0.05%	\$3,552	0.06%	\$16	\$21	6.83%	96

Killeen-Temple, TX Consumer Buying Power

Killeen-Temple, TX (28660)

Description	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2021 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Annual Avg per HH	2021 Annual Avg per HH	Avg Annual % Growth	2016 Market Index to USA
Computer Hardware & Accessories (Home Use)	\$26,953	0.48%	\$35,118	0.55%	\$173	\$212	5.43%	94
Repair Computers/Systems (Home Use)	\$783	0.01%	\$1,045	0.02%	\$5	\$6	5.93%	85
Digital Book Readers	\$4,869	0.09%	\$6,604	0.10%	\$31	\$40	6.29%	94
Portable Memory	\$690	0.01%	\$935	0.01%	\$4	\$6	6.26%	\$103
READING MATERIALS	\$8,462	0.15%	\$9,576	0.15%	\$54	\$58	2.50%	69
Books Not Through Book Clubs	\$2,839	0.05%	\$3,341	0.05%	\$18	\$20	3.31%	57
Books Through Book Clubs	\$326	0.01%	\$386	0.01%	\$2	\$2	3.47%	63
Magazines & Newspapers, Subscription	\$4,081	0.07%	\$4,501	0.07%	\$26	\$27	1.98%	75
Magazines & Newspapers, Non-Subscription	\$1,217	0.02%	\$1,348	0.02%	\$8	\$8	2.07%	89
TRAVEL	\$160,330	2.83%	\$171,916	2.71%	\$1,031	\$1,040	1.41%	78
Airline Fares on Trips	\$43,123	0.76%	\$44,990	0.71%	\$277	\$272	0.85%	73
Local Transportation, Out of Town Trips	\$1,376	0.02%	\$1,432	0.02%	\$9	\$9	0.81%	75
Taxi Fares & Limousine Service on Trips	\$911	0.02%	\$987	0.02%	\$6	\$6	1.61%	84
Ship Fares on Trips	\$6,560	0.12%	\$7,176	0.11%	\$42	\$43	1.81%	77
Travel Items, Luggage	\$1,754	0.03%	\$2,122	0.03%	\$11	\$13	3.89%	86
Out of Town Entertainment Expense	\$14,508	0.26%	\$16,146	0.25%	\$93	\$98	2.16%	76
Lodging While Out of Town	\$45,666	0.81%	\$47,949	0.76%	\$294	\$290	0.98%	80
Food & Beverages on Trips	\$46,432	0.82%	\$51,113	0.81%	\$299	\$309	1.94%	83
SPORTS & RECREATION	\$110,314	1.95%	\$129,465	2.04%	\$709	\$783	3.25%	87
SPORTS EQUIPMENT	\$37,729	0.67%	\$45,206	0.71%	\$243	\$273	3.68%	83
General Sport/Exercise Equipment	\$5,063	0.09%	\$6,983	0.11%	\$33	\$42	6.64%	66
Bicycles	\$2,850	0.05%	\$3,806	0.06%	\$18	\$23	5.96%	82

Killeen-Temple, TX Consumer Buying Power

Killeen-Temple, TX (28660)

Description	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2021 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Annual Avg per HH	2021 Annual Avg per HH	Avg Annual % Growth	2016 Market Index to USA
Camping Equipment	\$1,583	0.03%	\$2,140	0.03%	\$10	\$13	6.22%	99
Hunting, Fishing Equipment	\$4,161	0.07%	\$4,764	0.08%	\$27	\$29	2.74%	61
Winter Sports Equipment	\$79	0.00%	\$109	0.00%	\$1	\$1	6.71%	14
Other Sports Equipment	\$1,125	0.02%	\$1,521	0.02%	\$7	\$9	6.21%	94
Water Sports Equipment	\$527	0.01%	\$700	0.01%	\$3	\$4	5.85%	86
Playground Equipment	\$265	0.00%	\$363	0.01%	\$2	\$2	6.52%	53
Toys, Games, Hobbies & Tricycles	\$22,078	0.39%	\$24,820	0.39%	\$142	\$150	2.37%	95
Social/Recreation/Civic Club Membership	\$21,709	0.38%	\$25,688	0.41%	\$140	\$155	3.42%	88
Fees for Participant Sports	\$11,127	0.20%	\$12,493	0.20%	\$72	\$76	2.34%	71
Admission fees for Entertainment	\$15,214	0.27%	\$19,263	0.30%	\$98	\$116	4.83%	98
Admission to Sporting Events	\$4,210	0.07%	\$4,942	0.08%	\$27	\$30	3.26%	62
Fees for Recreational Lessons	\$17,948	0.32%	\$18,671	0.29%	\$115	\$113	0.79%	113
Music Instruments/Accessories	\$2,236	0.04%	\$3,003	0.05%	\$14	\$18	6.08%	97
Rent/Repair Musical Instruments	\$142	0.00%	\$200	0.00%	\$1	\$1	7.06%	89
PHOTOGRAPHIC EQUIPMENT/SUPPLIES	\$3,922	0.07%	\$5,097	0.08%	\$25	\$31	5.38%	85
Film	\$145	0.00%	\$166	0.00%	\$1	\$1	2.83%	92
Film Processing	\$942	0.02%	\$1,039	0.02%	\$6	\$6	1.99%	80
Photographic Equipment	\$3,922	0.07%	\$5,097	0.08%	\$25	\$31	5.38%	85

Killeen-Temple, TX Consumer Buying Power

