



CONSUMER SPENDING PATTERNS

Within 45 mile radius of downtown Killeen

Retail Category	Aggregate (in 000's) Year 2005	Aggregate (in 000's) Year 2010
Apparel	\$1,345,253	\$1,763,204
Day Care	116,128	155,683
Entertainment	1,550,016	2,187,999
Food at Home	1,682,405	2,072,976
Food away from Home	1,483,068	1,922,660
Furniture	255,875	332,545
Health Care	1,172,356	1,987,499
Household Repairs	385,519	512,328
Household Services	148,705	212,780
Household Textiles	169,172	231,301
Housekeeping Supplies	104,679	148,939
Pet Expenses	151,560	215,319
Transportation	2,392,032	3,246,955
Education	355,700	527,446
Alcoholic Beverages	380,930	482,805
Housing Expenses (utilities)	403,452	517,959
Personal Care Products	277,094	375,126
Personal Expenses	454,133	629,436
Smoking Products/Supplies	255,353	319,079
Source: Claritas, Inc. June 2006		

Contact Information:

Greater Killeen Chamber of Commerce * Economic Development Division * One Santa Fe Plaza * PO Box 548 * Killeen, TX 76540 * (800) 869-8265 * (254) 526-6090 fax * pgogue@gkcc.com * www.killeenworks.com