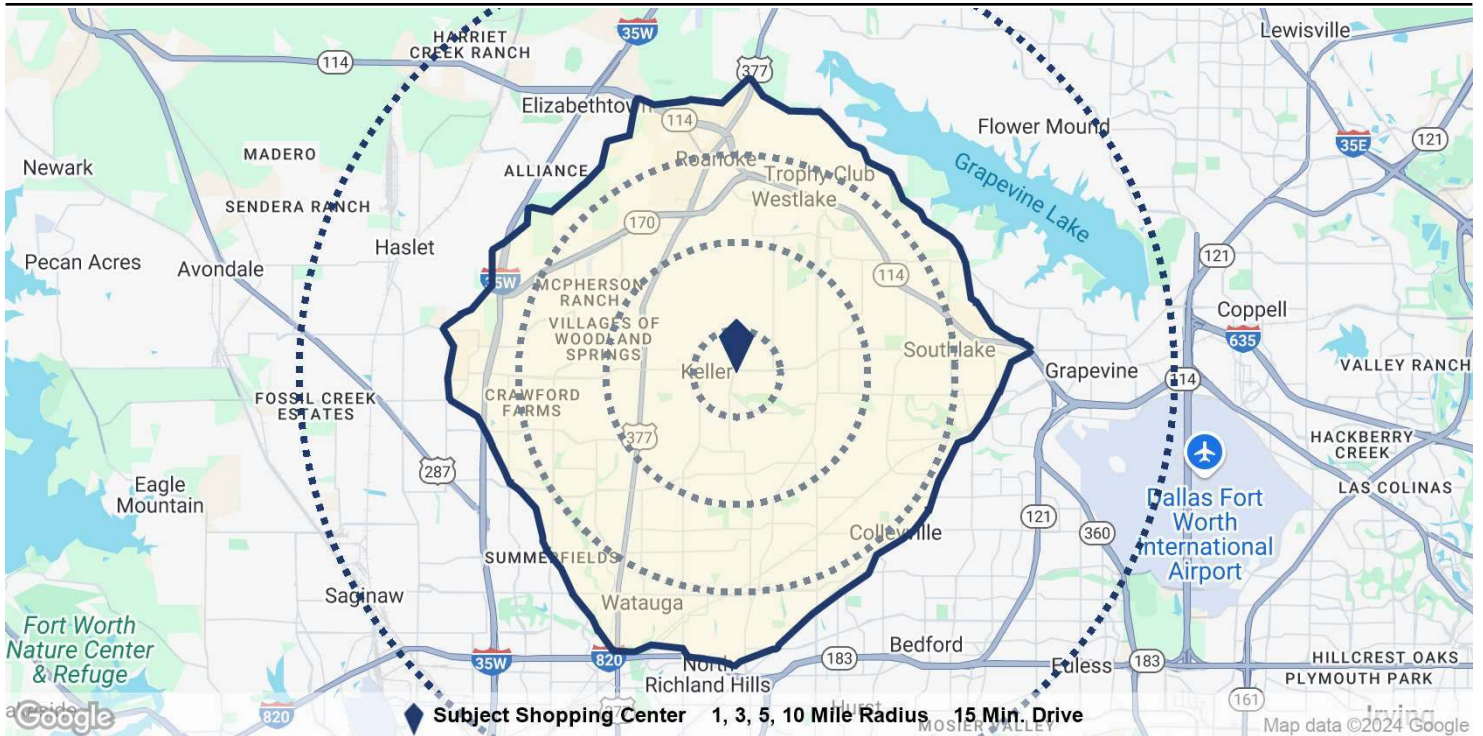


# Subject Shopping Center

Keller Crossing

## DEMOGRAPHICS

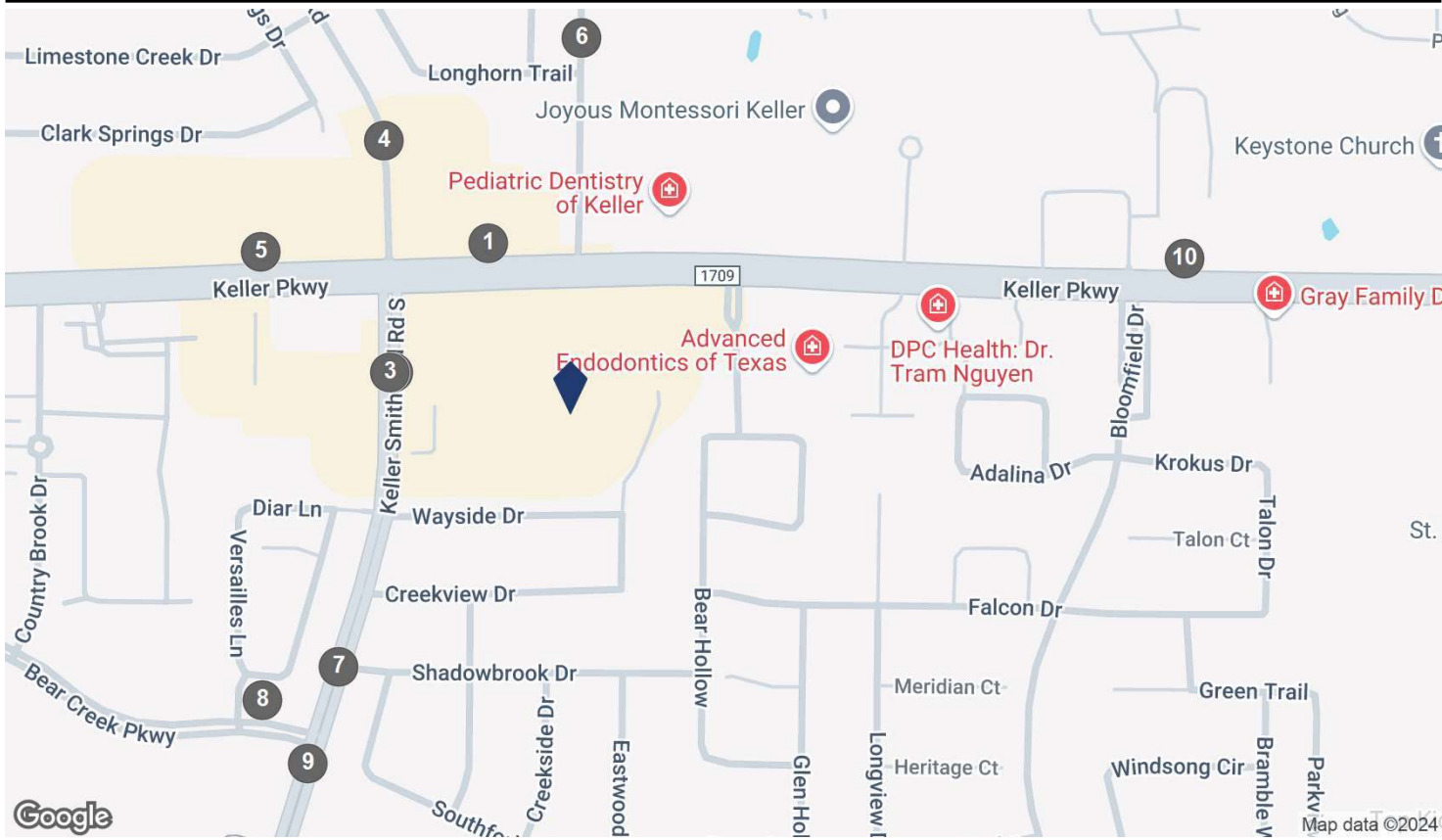


Population	1 Mile	3 Miles	5 Miles	10 Miles	15 Min. Drive
Population	7,401	68,124	215,904	734,647	320,338
5 Yr Growth	5.0%	5.6%	5.7%	6.9%	6.6%
Median Age	45	43	40	38	39
5 Yr Forecast	45	44	41	39	40
White / Black / Hispanic	78% / 3% / 10%	75% / 3% / 12%	70% / 6% / 15%	61% / 9% / 21%	67% / 6% / 17%
5 Yr Forecast	78% / 3% / 10%	75% / 3% / 12%	70% / 6% / 15%	61% / 9% / 21%	67% / 6% / 17%
Employment	4,861	21,854	69,170	293,529	173,092
Buying Power	\$353.7M	\$3.5B	\$8.9B	\$24.8B	\$12.2B
5 Yr Growth	5.6%	4.7%	5.0%	6.7%	6.2%
College Graduates	62.2%	54.7%	46.5%	39.7%	59.4%
<b>Household</b>					
Households	2,728	23,014	72,302	263,942	109,177
5 Yr Growth	5.1%	5.6%	5.9%	6.9%	6.7%
Median Household Income	\$129,640	\$154,158	\$123,736	\$93,922	\$111,815
5 Yr Forecast	\$130,261	\$152,896	\$122,787	\$93,738	\$111,205
Average Household Income	\$156,606	\$179,024	\$153,286	\$121,902	\$141,864
5 Yr Forecast	\$155,694	\$177,950	\$152,253	\$121,902	\$141,378
% High Income (>\$75K)	68%	78%	74%	61%	70%
<b>Housing</b>					
Median Home Value	\$471,474	\$478,863	\$391,749	\$329,514	\$366,348
Median Year Built	2000	1999	1999	1994	1999
Owner / Renter Occupied	70% / 30%	84% / 16%	80% / 20%	66% / 34%	76% / 24%

# Subject Shopping Center

Keller Crossing

## TRAFFIC COUNTS



## COUNTS BY STREETS

Collection Street	Cross Street - Direction	Traffic Volume	Count Year	Dist from Subject
1 E Price St	Chandler Rd - E	37,614	2022	0.12 mi
2 Keller Smithfield Rd S	Creekview Dr - S	11,048	2022	0.13 mi
3 Keller Smithfield Rd S	Diar Ln - S	11,807	2017	0.13 mi
4 Keller Smithfield Rd	E Price St - S	11,265	2022	0.23 mi
5 E Price St	Keller Smithfield Rd - E	39,436	2022	0.25 mi
6 Chandler Rd	Longhorn Trl - S	1,085	2018	0.26 mi
7 Keller Smithfield Rd S	Shadowbrook Dr - N	12,538	2022	0.26 mi
8 Bear Creek Pkwy	Toulouse Ln - W	6,744	2022	0.32 mi
9 Keller Smithfield Rd S	Bear Creek Pkwy - NE	11,261	2022	0.33 mi
10 E Price St	Bloomfield Dr - W	39,393	2022	0.46 mi





## Demographics

# Keller Crossing

1540-1580 Keller Pky

154,959 SF Neighborhood Center

Keller, TX 76248 - Watauga/Keller/NRH Submarket

PREPARED BY



Clayton Harris

Senior Associate, Investments



# Income & Spending Demographics

Keller Crossing

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
<b>2024 Households by HH Income</b>	<b>2,729</b>		<b>23,014</b>		<b>72,302</b>		<b>109,177</b>	
<\$25,000	275	10.08%	1,085	4.71%	4,208	5.82%	7,024	6.43%
\$25,000 - \$50,000	289	10.59%	1,669	7.25%	6,191	8.56%	11,272	10.32%
\$50,000 - \$75,000	315	11.54%	2,369	10.29%	8,608	11.91%	14,871	13.62%
\$75,000 - \$100,000	200	7.33%	2,015	8.76%	9,549	13.21%	15,382	14.09%
\$100,000 - \$125,000	230	8.43%	2,139	9.29%	7,999	11.06%	12,777	11.70%
\$125,000 - \$150,000	299	10.96%	1,957	8.50%	7,388	10.22%	10,317	9.45%
\$150,000 - \$200,000	268	9.82%	3,283	14.27%	9,619	13.30%	13,399	12.27%
\$200,000+	853	31.26%	8,497	36.92%	18,740	25.92%	24,133	22.10%
<b>2024 Avg Household Income</b>	<b>\$156,606</b>		<b>\$179,024</b>		<b>\$153,286</b>		<b>\$141,864</b>	
<b>2024 Med Household Income</b>	<b>\$129,640</b>		<b>\$154,158</b>		<b>\$123,736</b>		<b>\$111,815</b>	

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
<b>Total Specified Consumer Spending</b>	<b>\$116.4M</b>		<b>\$1.1B</b>		<b>\$3.2B</b>		<b>\$4.5B</b>	
<b>Total Apparel</b>	<b>\$5.8M</b>	<b>4.97%</b>	<b>\$53.8M</b>	<b>4.91%</b>	<b>\$160.9M</b>	<b>5.10%</b>	<b>\$232.6M</b>	<b>5.15%</b>
Women's Apparel	\$2.3M	2.00%	\$21.5M	1.96%	\$63.2M	2.00%	\$90.8M	2.01%
Men's Apparel	\$1.2M	1.04%	\$11.3M	1.04%	\$33.4M	1.06%	\$48.2M	1.07%
Girl's Apparel	\$405.5K	0.35%	\$3.9M	0.36%	\$12.1M	0.38%	\$17.4M	0.39%
Boy's Apparel	\$288.2K	0.25%	\$2.7M	0.25%	\$8.6M	0.27%	\$12.6M	0.28%
Infant Apparel	\$202.4K	0.17%	\$1.9M	0.17%	\$6.4M	0.20%	\$9.7M	0.21%
Footwear	\$1.3M	1.15%	\$12.4M	1.13%	\$37.2M	1.18%	\$53.9M	1.19%
<b>Total Entertainment &amp; Hobbies</b>	<b>\$17.4M</b>	<b>14.96%</b>	<b>\$162M</b>	<b>14.79%</b>	<b>\$464.4M</b>	<b>14.71%</b>	<b>\$664.3M</b>	<b>14.71%</b>
Entertainment	\$1.5M	1.32%	\$17.2M	1.57%	\$49.4M	1.57%	\$70.1M	1.55%
Audio & Visual Equipment/Service	\$3.5M	3.04%	\$31.8M	2.91%	\$96.1M	3.04%	\$140.6M	3.11%
Reading Materials	\$254.9K	0.22%	\$2.3M	0.21%	\$6.1M	0.19%	\$8.6M	0.19%
Pets, Toys, & Hobbies	\$3M	2.57%	\$27.5M	2.51%	\$79.8M	2.53%	\$113.8M	2.52%
Personal Items	\$9.1M	7.80%	\$83.2M	7.60%	\$232.9M	7.38%	\$331.1M	7.33%
<b>Total Food and Alcohol</b>	<b>\$29.5M</b>	<b>25.34%</b>	<b>\$269.7M</b>	<b>24.62%</b>	<b>\$798.2M</b>	<b>25.29%</b>	<b>\$1.2B</b>	<b>25.64%</b>
Food At Home	\$14.4M	12.37%	\$130.8M	11.94%	\$394M	12.48%	\$575.1M	12.73%
Food Away From Home	\$12.8M	11.04%	\$118.4M	10.81%	\$346.6M	10.98%	\$500.3M	11.08%
Alcoholic Beverages	\$2.2M	1.93%	\$20.5M	1.87%	\$57.7M	1.83%	\$82.5M	1.83%
<b>Total Household</b>	<b>\$20.5M</b>	<b>17.60%</b>	<b>\$195.8M</b>	<b>17.87%</b>	<b>\$549.9M</b>	<b>17.42%</b>	<b>\$778.5M</b>	<b>17.24%</b>
House Maintenance & Repair	\$4M	3.40%	\$39.8M	3.63%	\$114.8M	3.64%	\$162.3M	3.59%
Household Equip & Furnishings	\$7.7M	6.61%	\$71.5M	6.52%	\$204.9M	6.49%	\$292M	6.47%
Household Operations	\$6M	5.12%	\$57.2M	5.22%	\$158.7M	5.03%	\$225.2M	4.99%
Housing Costs	\$2.9M	2.46%	\$27.4M	2.50%	\$71.5M	2.26%	\$99M	2.19%



# Income & Spending Demographics

Keller Crossing

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
<b>Total Transportation/Maint.</b>	<b>\$27.8M</b>	<b>23.84%</b>	<b>\$270M</b>	<b>24.65%</b>	<b>\$791M</b>	<b>25.06%</b>	<b>\$1.1B</b>	<b>25.10%</b>
Vehicle Purchases	\$13.5M	11.62%	\$136.3M	12.44%	\$403M	12.77%	\$574.7M	12.72%
Gasoline	\$6.5M	5.59%	\$61.3M	5.60%	\$189.3M	6.00%	\$278M	6.15%
Vehicle Expenses	\$901.9K	0.77%	\$8.7M	0.80%	\$22M	0.70%	\$30.2M	0.67%
Transportation	\$3.5M	3.04%	\$33M	3.02%	\$86.6M	2.74%	\$120.9M	2.68%
Automotive Repair & Maintenance	\$3.3M	2.81%	\$30.6M	2.80%	\$90M	2.85%	\$130M	2.88%
<b>Total Health Care</b>	<b>\$5.9M</b>	<b>5.03%</b>	<b>\$52.8M</b>	<b>4.82%</b>	<b>\$149M</b>	<b>4.72%</b>	<b>\$212.7M</b>	<b>4.71%</b>
Medical Services	\$3.4M	2.91%	\$30.9M	2.82%	\$86.9M	2.75%	\$123.7M	2.74%
Prescription Drugs	\$1.8M	1.59%	\$16.4M	1.49%	\$46.4M	1.47%	\$66.5M	1.47%
Medical Supplies	\$617.8K	0.53%	\$5.5M	0.50%	\$15.7M	0.50%	\$22.6M	0.50%
<b>Total Education/Day Care</b>	<b>\$9.6M</b>	<b>8.27%</b>	<b>\$91.4M</b>	<b>8.34%</b>	<b>\$243.2M</b>	<b>7.70%</b>	<b>\$337M</b>	<b>7.46%</b>
Education	\$6.3M	5.38%	\$59.3M	5.42%	\$157.9M	5.00%	\$218.5M	4.84%
Fees & Admissions	\$3.4M	2.89%	\$32M	2.92%	\$85.3M	2.70%	\$118.6M	2.62%