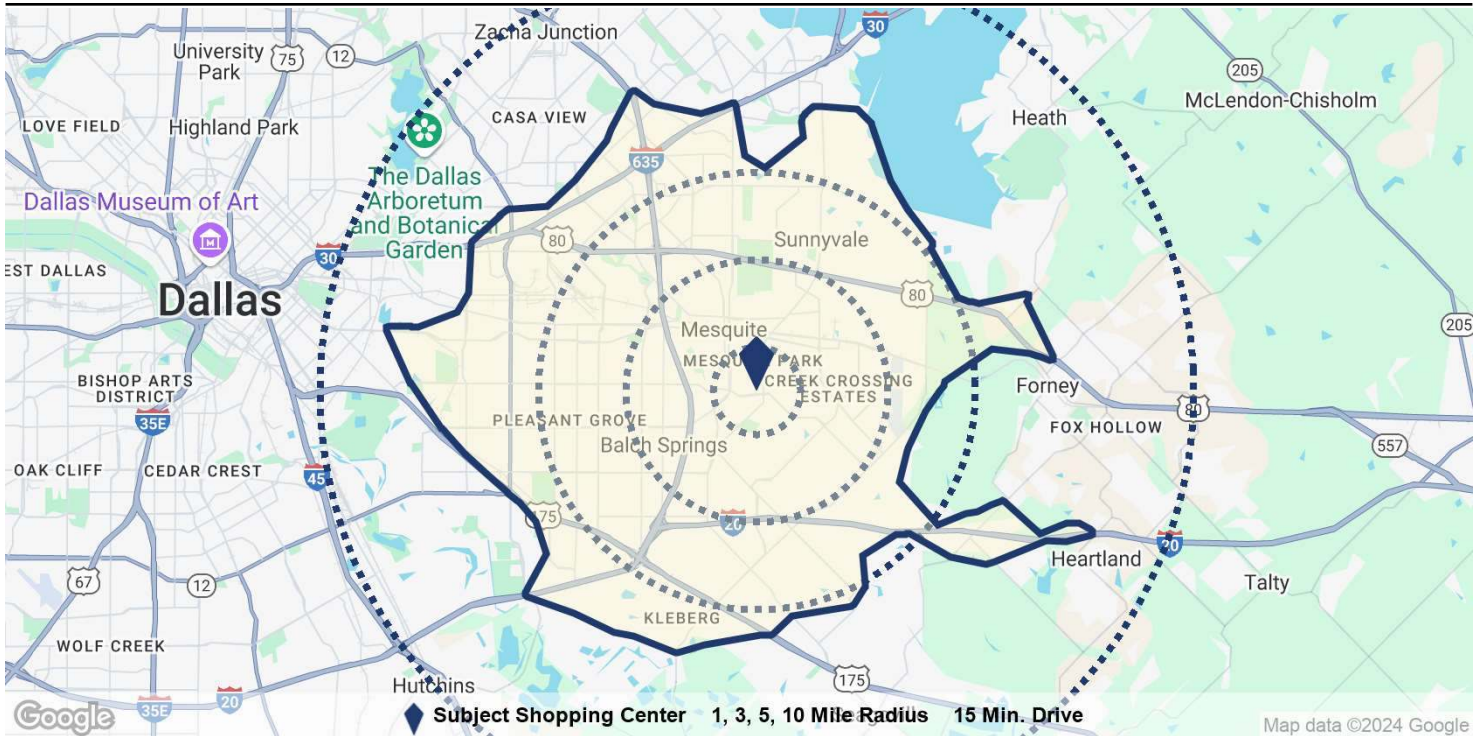


Subject Shopping Center

Pioneer Plaza

DEMOGRAPHICS

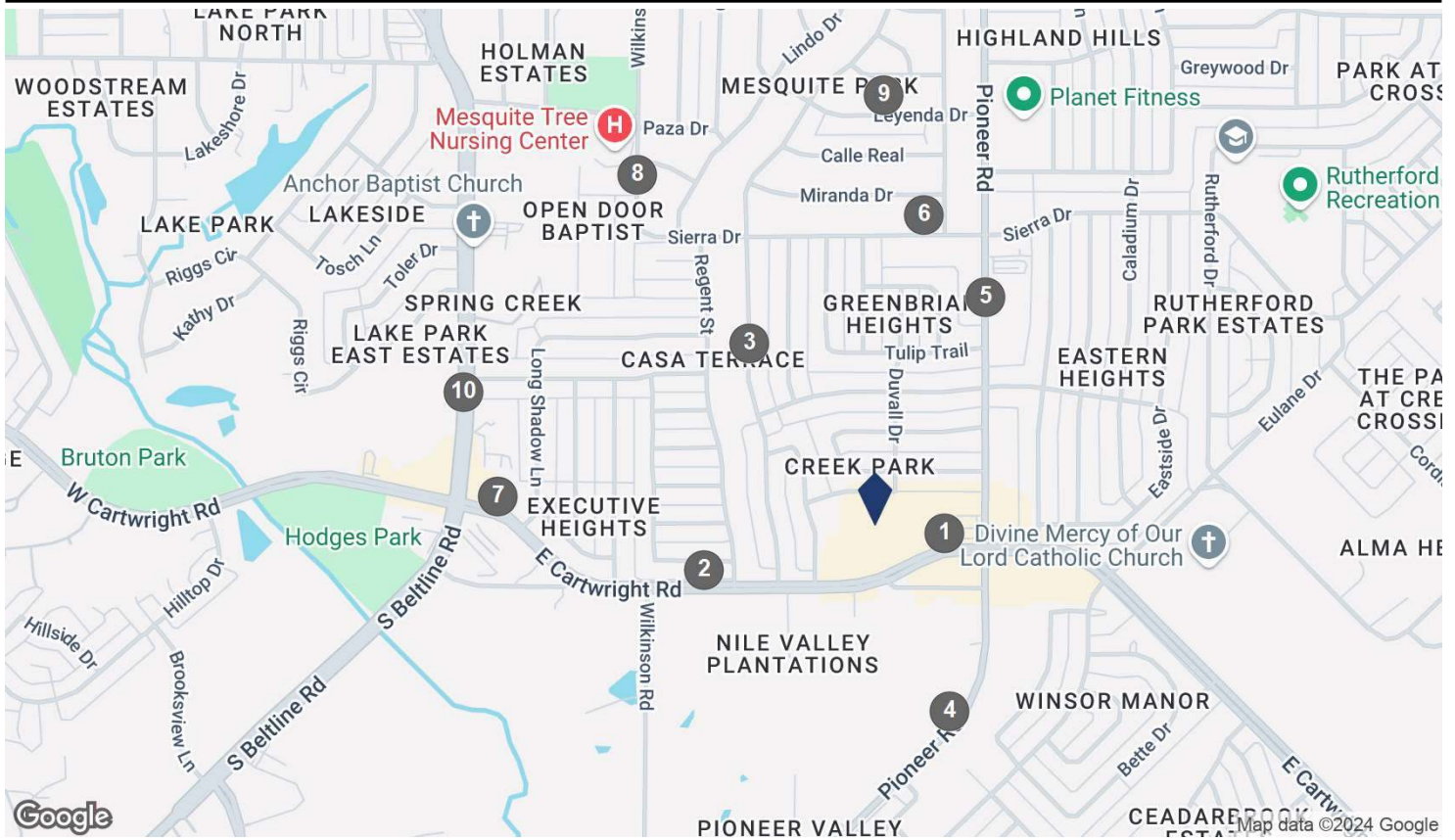


Population	1 Mile	3 Miles	5 Miles	10 Miles	15 Min. Drive
Population	11,219	85,099	206,833	651,940	323,260
5 Yr Growth	-1.6%	-1.0%	-1.1%	5.3%	2.1%
Median Age	36	33	32	34	31
5 Yr Forecast	37	35	34	35	33
White / Black / Hispanic	36% / 22% / 43%	29% / 25% / 49%	26% / 24% / 54%	31% / 23% / 49%	70% / 24% / 51%
5 Yr Forecast	36% / 22% / 43%	29% / 25% / 49%	26% / 24% / 54%	32% / 23% / 48%	70% / 24% / 52%
Employment	2,195	21,230	53,799	153,698	147,699
Buying Power	\$240.8M	\$1.7B	\$3.6B	\$12.4B	\$5.4B
5 Yr Growth	-3.3%	-4.1%	-3.7%	5.7%	4.0%
College Graduates	13.8%	12.8%	12.0%	17.3%	15.6%
Household					
Households	3,463	26,183	62,460	209,349	101,230
5 Yr Growth	-1.9%	-1.3%	-1.4%	5.0%	2.1%
Median Household Income	\$69,540	\$63,678	\$57,774	\$59,158	\$53,454
5 Yr Forecast	\$68,504	\$61,910	\$56,413	\$59,533	\$54,428
Average Household Income	\$76,711	\$78,178	\$71,368	\$77,649	\$66,073
5 Yr Forecast	\$75,316	\$77,281	\$70,841	\$79,056	\$67,247
% High Income (>\$75K)	44%	41%	35%	38%	31%
Housing					
Median Home Value	\$196,012	\$195,262	\$187,310	\$216,432	\$146,688
Median Year Built	1980	1985	1984	1981	1982
Owner / Renter Occupied	78% / 22%	66% / 34%	61% / 39%	59% / 41%	63% / 37%

Subject Shopping Center

Pioneer Plaza

TRAFFIC COUNTS



COUNTS BY STREETS

Collection Street	Cross Street - Direction	Traffic Volume	Count Year	Dist from Subject
1 E Cartwright Rd	Pioneer Rd - E	18,974	2022	0.11 mi
2 E Cartwright Rd	Regent St - E	21,679	2022	0.27 mi
3 Rancho Dr	Ashland Dr - S	711	2022	0.30 mi
4 Pioneer Rd	Cheshire Creek Pl - SW	4,936	2022	0.32 mi
5 Pioneer Rd	Tulip Trl - S	10,033	2022	0.34 mi
6 Sierra Dr	Pampa Dr - E	2,347	2022	0.43 mi
7 E Cartwright Rd	Long Shadow Ln - SE	23,336	2022	0.55 mi
8 Wilkinson Dr	Sierra Dr - S	3,010	2022	0.59 mi
9 Leyenda Dr	Pampa Dr - E	437	2022	0.60 mi
10 S Belt Line Rd	Running Brook Ln - N	15,044	2022	0.62 mi



Demographics

Pioneer Plaza

1501 Pioneer Rd

70,541 SF Neighborhood Center

Mesquite, TX 75149 - Mesquite Submarket

PREPARED BY



Clayton Harris

Senior Associate, Investments



Income & Spending Demographics

Pioneer Plaza

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
2024 Households by HH Income	3,464		26,185		62,462		101,230	
<\$25,000	492	14.20%	4,220	16.12%	11,977	19.17%	18,674	18.45%
\$25,000 - \$50,000	675	19.49%	5,909	22.57%	14,869	23.80%	28,502	28.16%
\$50,000 - \$75,000	763	22.03%	5,249	20.05%	13,477	21.58%	23,034	22.75%
\$75,000 - \$100,000	598	17.26%	3,179	12.14%	7,584	12.14%	12,504	12.35%
\$100,000 - \$125,000	426	12.30%	3,383	12.92%	6,225	9.97%	8,076	7.98%
\$125,000 - \$150,000	349	10.08%	2,030	7.75%	3,989	6.39%	4,688	4.63%
\$150,000 - \$200,000	108	3.12%	1,392	5.32%	2,731	4.37%	3,708	3.66%
\$200,000+	53	1.53%	823	3.14%	1,610	2.58%	2,044	2.02%
2024 Avg Household Income	\$76,711		\$78,178		\$71,368		\$66,073	
2024 Med Household Income	\$69,540		\$63,678		\$57,774		\$53,454	

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
Total Specified Consumer Spending	\$109.9M		\$818.4M		\$1.9B		\$2.9B	
Total Apparel	\$6.3M	5.74%	\$48.4M	5.91%	\$113.4M	6.12%	\$175.6M	6.02%
Women's Apparel	\$2.3M	2.14%	\$17.6M	2.15%	\$40.3M	2.17%	\$62.7M	2.15%
Men's Apparel	\$1.2M	1.11%	\$9.2M	1.13%	\$21.4M	1.15%	\$33.2M	1.14%
Girl's Apparel	\$503K	0.46%	\$4.1M	0.50%	\$9.9M	0.53%	\$14.8M	0.51%
Boy's Apparel	\$380.8K	0.35%	\$3.1M	0.38%	\$7.7M	0.41%	\$11.3M	0.39%
Infant Apparel	\$318.9K	0.29%	\$2.5M	0.31%	\$6.2M	0.33%	\$10.2M	0.35%
Footwear	\$1.5M	1.39%	\$11.8M	1.44%	\$28.1M	1.51%	\$43.4M	1.49%
Total Entertainment & Hobbies	\$15.8M	14.41%	\$115.1M	14.07%	\$258.2M	13.94%	\$405.8M	13.90%
Entertainment	\$2.3M	2.10%	\$18.1M	2.21%	\$40.4M	2.18%	\$58.1M	1.99%
Audio & Visual Equipment/Service	\$3.8M	3.44%	\$27.7M	3.38%	\$63.5M	3.43%	\$102.2M	3.50%
Reading Materials	\$147.7K	0.13%	\$917.6K	0.11%	\$1.8M	0.10%	\$2.9M	0.10%
Pets, Toys, & Hobbies	\$2.4M	2.21%	\$17.1M	2.09%	\$37.4M	2.02%	\$59.9M	2.05%
Personal Items	\$7.2M	6.53%	\$51.4M	6.28%	\$115.1M	6.21%	\$182.6M	6.26%
Total Food and Alcohol	\$29.6M	26.95%	\$220.1M	26.89%	\$509.2M	27.48%	\$800.9M	27.44%
Food At Home	\$16.4M	14.91%	\$121.7M	14.87%	\$286.2M	15.45%	\$446M	15.28%
Food Away From Home	\$11.6M	10.56%	\$86.3M	10.54%	\$195.7M	10.56%	\$310.9M	10.65%
Alcoholic Beverages	\$1.6M	1.48%	\$12.1M	1.48%	\$27.3M	1.47%	\$44M	1.51%
Total Household	\$17.1M	15.56%	\$122.5M	14.98%	\$273.7M	14.77%	\$438.3M	15.02%
House Maintenance & Repair	\$4.7M	4.29%	\$30.3M	3.70%	\$67.5M	3.64%	\$108.9M	3.73%
Household Equip & Furnishings	\$6.4M	5.81%	\$47.1M	5.76%	\$105.8M	5.71%	\$168.9M	5.79%
Household Operations	\$4.6M	4.15%	\$34.1M	4.16%	\$76.5M	4.13%	\$122.8M	4.21%
Housing Costs	\$1.4M	1.31%	\$11M	1.35%	\$23.9M	1.29%	\$37.7M	1.29%



Income & Spending Demographics

Pioneer Plaza

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
Total Transportation/Maint.	\$30.6M	27.82%	\$235.2M	28.75%	\$527.5M	28.46%	\$830.4M	28.45%
Vehicle Purchases	\$16.6M	15.09%	\$130.3M	15.92%	\$287.5M	15.51%	\$448.8M	15.38%
Gasoline	\$8.4M	7.69%	\$62.9M	7.69%	\$145.8M	7.87%	\$231.7M	7.94%
Vehicle Expenses	\$400.2K	0.36%	\$2.9M	0.36%	\$6.4M	0.35%	\$10.6M	0.36%
Transportation	\$1.7M	1.58%	\$13.5M	1.65%	\$29.9M	1.61%	\$47.6M	1.63%
Automotive Repair & Maintenance	\$3.4M	3.10%	\$25.6M	3.13%	\$57.9M	3.12%	\$91.7M	3.14%
Total Health Care	\$5.1M	4.65%	\$35.2M	4.30%	\$79.3M	4.28%	\$125M	4.28%
Medical Services	\$2.8M	2.56%	\$19.8M	2.42%	\$44.6M	2.41%	\$70.7M	2.42%
Prescription Drugs	\$1.7M	1.57%	\$11.5M	1.41%	\$25.9M	1.40%	\$40.7M	1.39%
Medical Supplies	\$567.9K	0.52%	\$4M	0.48%	\$8.8M	0.48%	\$13.6M	0.47%
Total Education/Day Care	\$5.4M	4.88%	\$41.8M	5.11%	\$91.8M	4.95%	\$142.4M	4.88%
Education	\$3.6M	3.24%	\$27.9M	3.41%	\$61.3M	3.31%	\$94.7M	3.24%
Fees & Admissions	\$1.8M	1.64%	\$13.9M	1.70%	\$30.5M	1.64%	\$47.7M	1.63%