

Keller Crossing

Subject Shopping Center 1, 3, 5, 10 Mile Radius 15 Min. Drive

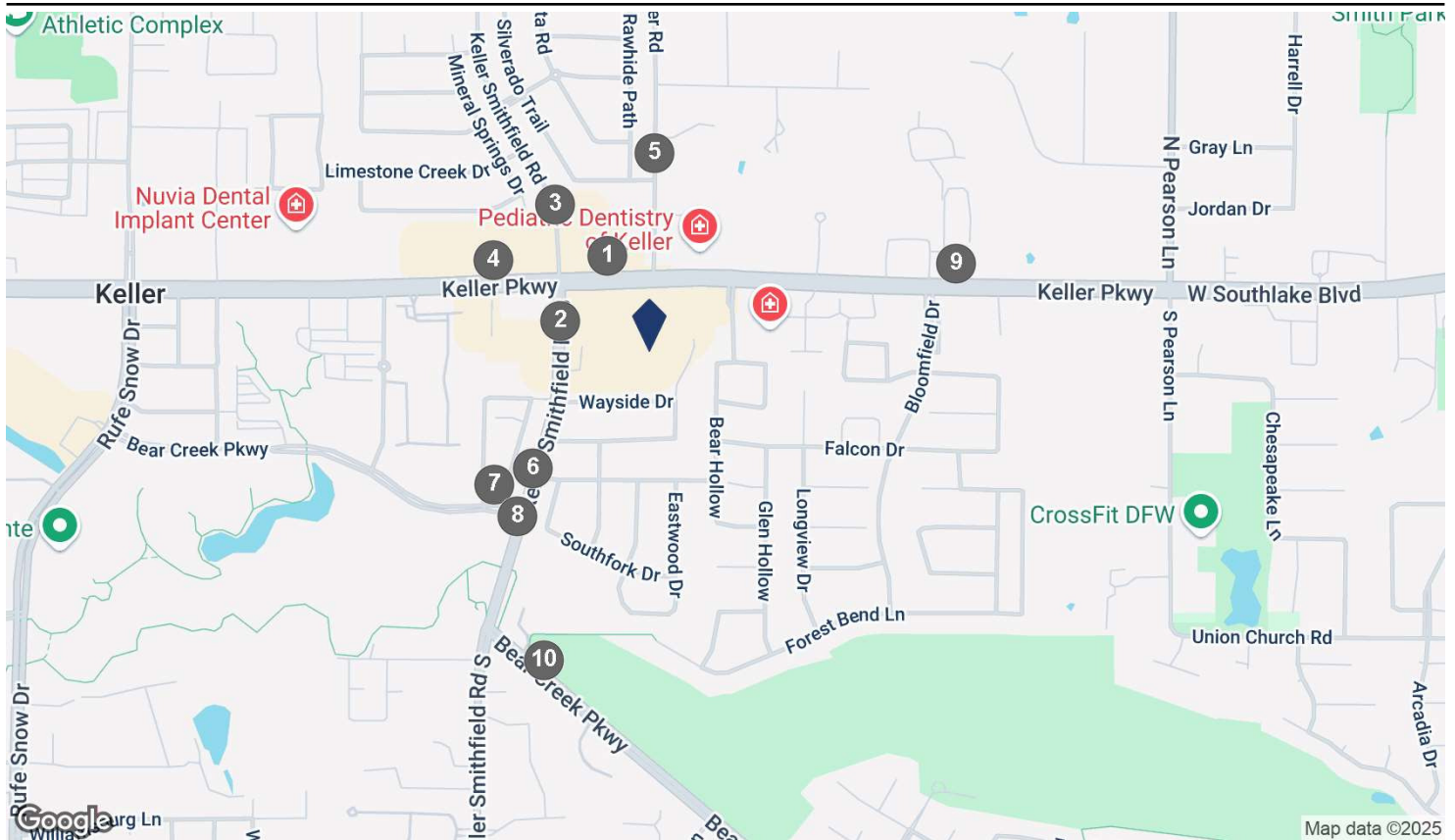
Map data ©2025 Google



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	39,625	2025	0.12 mi
2 Keller Smithfield Rd S	Creekview Dr - S	11,520	2025	0.13 mi
3 Keller Smithfield Rd	E Price St - S	11,708	2025	0.23 mi
4 E Price St	Keller Smithfield Rd - E	41,544	2025	0.25 mi
5 Chandler Rd	Longhorn Trl - S	1,085	2018	0.26 mi
6 Keller Smithfield Rd S	Shadowbrook Dr - N	13,031	2025	0.26 mi
7 Bear Creek Pkwy	Toulouse Ln - W	7,010	2025	0.32 mi
8 Keller Smithfield Rd S	Bear Creek Pkwy - NE	11,799	2025	0.33 mi
9 E Price St	Bloomfield Dr - W	41,499	2025	0.46 mi
10 Bear Creek Pkwy	Spicewood Ct - SE	9,487	2025	0.50 mi



Demographics

Keller Crossing

1540-1580 Keller Pky

154,959 SF Neighborhood Center

Keller, TX 76248 - Watauga/Keller/NRH Submarket

PREPARED BY



Matias Henry



Income & Spending Demographics

Keller Crossing

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
2024 Households by HH Income	2,729		23,014		72,302		113,828	
<\$25,000	275	10.08%	1,085	4.71%	4,208	5.82%	7,298	6.41%
\$25,000 - \$50,000	289	10.59%	1,669	7.25%	6,191	8.56%	11,647	10.23%
\$50,000 - \$75,000	315	11.54%	2,369	10.29%	8,608	11.91%	15,131	13.29%
\$75,000 - \$100,000	200	7.33%	2,015	8.76%	9,549	13.21%	15,956	14.02%
\$100,000 - \$125,000	230	8.43%	2,139	9.29%	7,999	11.06%	13,447	11.81%
\$125,000 - \$150,000	299	10.96%	1,957	8.50%	7,388	10.22%	10,917	9.59%
\$150,000 - \$200,000	268	9.82%	3,283	14.27%	9,619	13.30%	14,075	12.37%
\$200,000+	853	31.26%	8,497	36.92%	18,740	25.92%	25,356	22.28%
2024 Avg Household Income	\$156,606		\$179,024		\$153,286		\$142,563	
2024 Med Household Income	\$129,640		\$154,158		\$123,736		\$112,793	

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
Total Specified Consumer Spending	\$116.4M		\$1.1B		\$3.2B		\$4.7B	
Total Apparel	\$5.8M	4.97%	\$53.8M	4.91%	\$160.9M	5.10%	\$241.1M	5.13%
Women's Apparel	\$2.3M	2.00%	\$21.5M	1.96%	\$63.2M	2.00%	\$94.5M	2.01%
Men's Apparel	\$1.2M	1.04%	\$11.3M	1.04%	\$33.4M	1.06%	\$50M	1.07%
Girl's Apparel	\$405.5K	0.35%	\$3.9M	0.36%	\$12.1M	0.38%	\$17.6M	0.38%
Boy's Apparel	\$288.2K	0.25%	\$2.7M	0.25%	\$8.6M	0.27%	\$12.7M	0.27%
Infant Apparel	\$202.4K	0.17%	\$1.9M	0.17%	\$6.4M	0.20%	\$10.1M	0.21%
Footwear	\$1.3M	1.15%	\$12.4M	1.13%	\$37.2M	1.18%	\$56.2M	1.20%

Total Entertainment & Hobbies	\$17.4M	14.96%	\$162M	14.79%	\$464.4M	14.71%	\$688.4M	14.66%
Entertainment	\$1.5M	1.32%	\$17.2M	1.57%	\$49.4M	1.57%	\$72.9M	1.55%
Audio & Visual Equipment/Service	\$3.5M	3.04%	\$31.8M	2.91%	\$96.1M	3.04%	\$146.4M	3.12%
Reading Materials	\$254.9K	0.22%	\$2.3M	0.21%	\$6.1M	0.19%	\$8.9M	0.19%
Pets, Toys, & Hobbies	\$3M	2.57%	\$27.5M	2.51%	\$79.8M	2.53%	\$117.3M	2.50%
Personal Items	\$9.1M	7.80%	\$83.2M	7.60%	\$232.9M	7.38%	\$342.9M	7.30%

Total Food and Alcohol	\$29.5M	25.34%	\$269.7M	24.62%	\$798.2M	25.29%	\$1.2B	25.62%
Food At Home	\$14.4M	12.37%	\$130.8M	11.94%	\$394M	12.48%	\$597.7M	12.72%
Food Away From Home	\$12.8M	11.04%	\$118.4M	10.81%	\$346.6M	10.98%	\$520M	11.07%
Alcoholic Beverages	\$2.2M	1.93%	\$20.5M	1.87%	\$57.7M	1.83%	\$85.8M	1.83%

Total Household	\$20.5M	17.60%	\$195.8M	17.87%	\$549.9M	17.42%	\$810M	17.24%
House Maintenance & Repair	\$4M	3.40%	\$39.8M	3.63%	\$114.8M	3.64%	\$168.7M	3.59%
Household Equip & Furnishings	\$7.7M	6.61%	\$71.5M	6.52%	\$204.9M	6.49%	\$303.5M	6.46%
Household Operations	\$6M	5.12%	\$57.2M	5.22%	\$158.7M	5.03%	\$234.6M	4.99%
Housing Costs	\$2.9M	2.46%	\$27.4M	2.50%	\$71.5M	2.26%	\$103.1M	2.20%



Income & Spending Demographics

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	1 Mile		3 Miles		5 Miles		15 Min. Drive	
Total Transportation/Maint.	\$27.8M	23.84%	\$270M	24.65%	\$791M	25.06%	\$1.2B	25.12%
Vehicle Purchases	\$13.5M	11.62%	\$136.3M	12.44%	\$403M	12.77%	\$596.8M	12.70%
Gasoline	\$6.5M	5.59%	\$61.3M	5.60%	\$189.3M	6.00%	\$288.7M	6.15%
Vehicle Expenses	\$901.9K	0.77%	\$8.7M	0.80%	\$22M	0.70%	\$31.6M	0.67%
Transportation	\$3.5M	3.04%	\$33M	3.02%	\$86.6M	2.74%	\$127.3M	2.71%
Automotive Repair & Maintenance	\$3.3M	2.81%	\$30.6M	2.80%	\$90M	2.85%	\$135.5M	2.88%
Total Health Care	\$5.9M	5.03%	\$52.8M	4.82%	\$149M	4.72%	\$221.9M	4.72%
Medical Services	\$3.4M	2.91%	\$30.9M	2.82%	\$86.9M	2.75%	\$129.2M	2.75%
Prescription Drugs	\$1.8M	1.59%	\$16.4M	1.49%	\$46.4M	1.47%	\$69M	1.47%
Medical Supplies	\$617.8K	0.53%	\$5.5M	0.50%	\$15.7M	0.50%	\$23.7M	0.50%
Total Education/Day Care	\$9.6M	8.27%	\$91.4M	8.34%	\$243.2M	7.70%	\$352.8M	7.51%
Education	\$6.3M	5.38%	\$59.3M	5.42%	\$157.9M	5.00%	\$229.7M	4.89%
Fees & Admissions	\$3.4M	2.89%	\$32M	2.92%	\$85.3M	2.70%	\$123M	2.62%