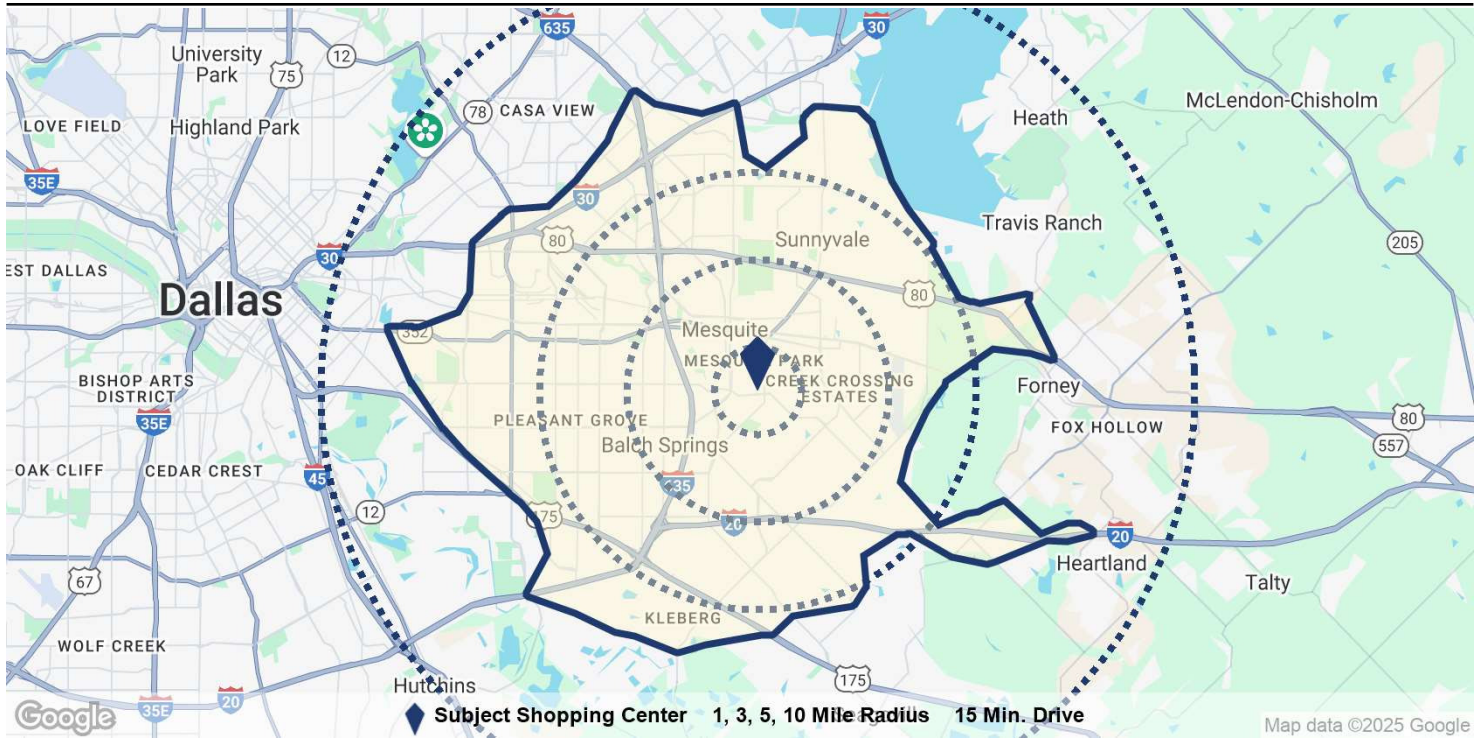


Subject Shopping Center

Pioneer Plaza

DEMOGRAPHICS

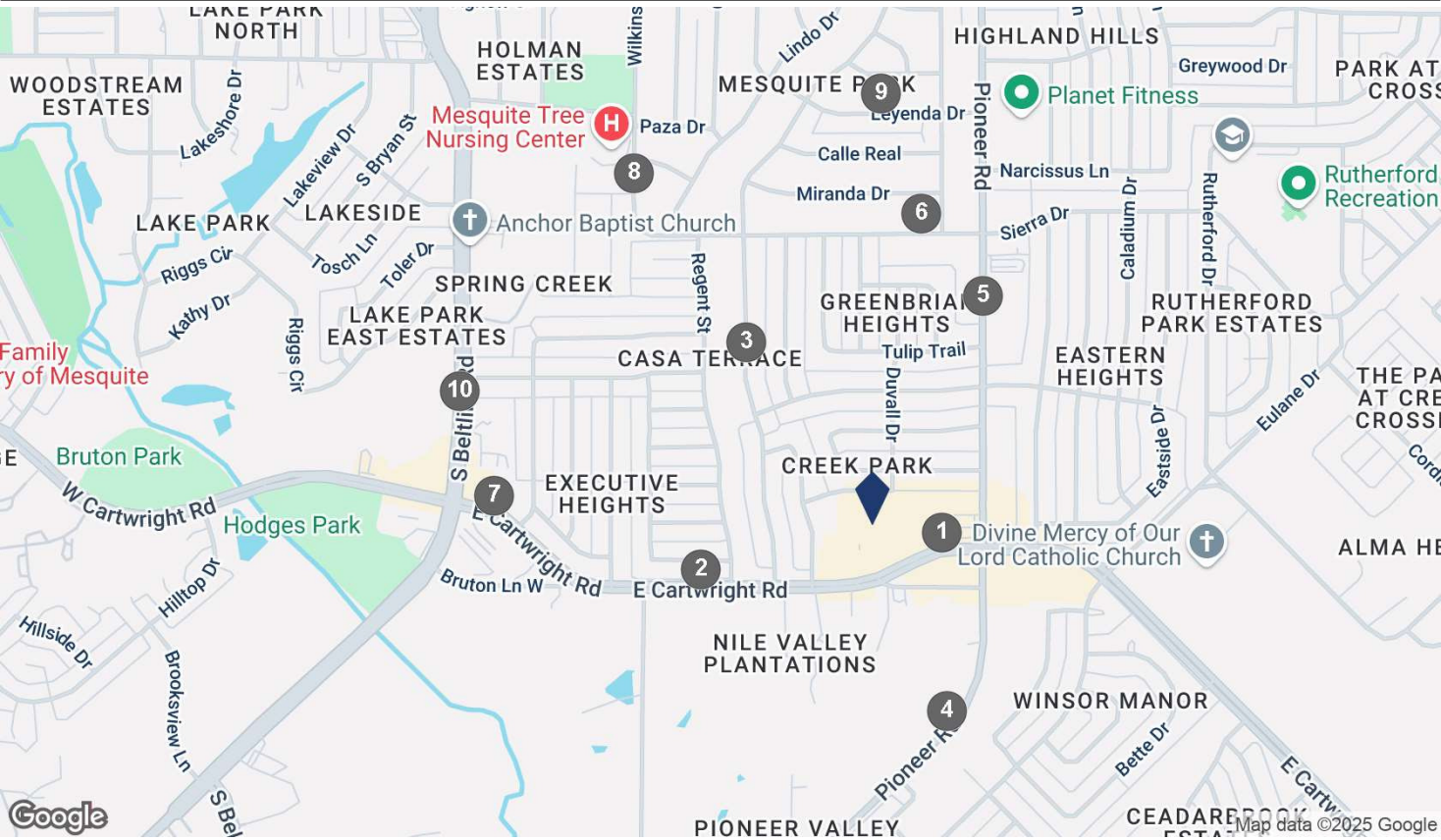


Population	1 Mile	3 Miles	5 Miles	10 Miles	15 Min. Drive
Population	11,219	85,099	206,833	651,940	315,198
5 Yr Growth	-1.6%	-1.0%	-1.1%	5.3%	-1.3%
Median Age	36	33	32	34	33
5 Yr Forecast	37	35	34	35	34
White / Black / Hispanic	36% / 22% / 43%	29% / 25% / 49%	26% / 24% / 54%	31% / 23% / 49%	26% / 22% / 58%
5 Yr Forecast	36% / 22% / 43%	29% / 25% / 49%	26% / 24% / 54%	32% / 23% / 48%	26% / 22% / 58%
Employment	2,195	21,230	53,799	153,698	152,205
Buying Power	\$240.8M	\$1.7B	\$3.6B	\$12.4B	\$5.4B
5 Yr Growth	-3.3%	-4.1%	-3.7%	5.7%	-3.1%
College Graduates	13.8%	12.8%	12.0%	17.3%	16.4%
Household					
Households	3,463	26,183	62,460	209,349	95,799
5 Yr Growth	-1.9%	-1.3%	-1.4%	5.0%	-1.7%
Median Household Income	\$69,540	\$63,678	\$57,774	\$59,158	\$55,934
5 Yr Forecast	\$68,504	\$61,910	\$56,413	\$59,533	\$55,129
Average Household Income	\$76,711	\$78,178	\$71,368	\$77,649	\$69,785
5 Yr Forecast	\$75,316	\$77,281	\$70,841	\$79,056	\$69,779
% High Income (>\$75K)	44%	41%	35%	38%	34%
Housing					
Median Home Value	\$196,012	\$195,262	\$187,310	\$216,432	\$182,077
Median Year Built	1980	1985	1984	1981	1981
Owner / Renter Occupied	78% / 22%	66% / 34%	61% / 39%	59% / 41%	59% / 41%

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	20,052	2025	0.11 mi
2 E Cartwright Rd	Regent St - E	22,914	2025	0.27 mi
3 Rancho Dr	Ashland Dr - S	761	2025	0.30 mi
4 Pioneer Rd	Cheshire Creek Pl - SW	5,274	2025	0.32 mi
5 Pioneer Rd	Tulip Trl - S	10,587	2025	0.34 mi
6 Sierra Dr	Pampa Dr - E	2,384	2025	0.43 mi
7 E Cartwright Rd	Long Shadow Ln - SE	24,696	2025	0.55 mi
8 Wilkinson Dr	Sierra Dr - S	3,056	2025	0.59 mi
9 Leyenda Dr	Pampa Dr - E	474	2025	0.60 mi
10 S Belt Line Rd	Running Brook Ln - N	16,258	2025	0.62 mi



Demographics

Pioneer Plaza

1501 Pioneer Rd

70,541 SF Neighborhood Center

Mesquite, TX 75149 - Mesquite Submarket

PREPARED BY



Matias Henry



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		95,799	
<\$25,000	492	14.20%	4,220	16.12%	11,977	19.17%	19,028	19.86%
\$25,000 - \$50,000	675	19.49%	5,909	22.57%	14,869	23.80%	23,748	24.79%
\$50,000 - \$75,000	763	22.03%	5,249	20.05%	13,477	21.58%	20,324	21.22%
\$75,000 - \$100,000	598	17.26%	3,179	12.14%	7,584	12.14%	11,555	12.06%
\$100,000 - \$125,000	426	12.30%	3,383	12.92%	6,225	9.97%	9,203	9.61%
\$125,000 - \$150,000	349	10.08%	2,030	7.75%	3,989	6.39%	5,381	5.62%
\$150,000 - \$200,000	108	3.12%	1,392	5.32%	2,731	4.37%	4,103	4.28%
\$200,000+	53	1.53%	823	3.14%	1,610	2.58%	2,456	2.56%
2024 Avg Household Income	\$76,711		\$78,178		\$71,368		\$69,785	
2024 Med Household Income	\$69,540		\$63,678		\$57,774		\$55,934	

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
Total Specified Consumer Spending	\$109.9M		\$818.4M		\$1.9B		\$2.8B	
Total Apparel	\$6.3M	5.74%	\$48.4M	5.91%	\$113.4M	6.12%	\$170.3M	6.18%
Women's Apparel	\$2.3M	2.14%	\$17.6M	2.15%	\$40.3M	2.17%	\$60.4M	2.19%
Men's Apparel	\$1.2M	1.11%	\$9.2M	1.13%	\$21.4M	1.15%	\$32.4M	1.17%
Girl's Apparel	\$503K	0.46%	\$4.1M	0.50%	\$9.9M	0.53%	\$14.5M	0.53%
Boy's Apparel	\$380.8K	0.35%	\$3.1M	0.38%	\$7.7M	0.41%	\$11.2M	0.41%
Infant Apparel	\$318.9K	0.29%	\$2.5M	0.31%	\$6.2M	0.33%	\$9.3M	0.34%
Footwear	\$1.5M	1.39%	\$11.8M	1.44%	\$28.1M	1.51%	\$42.5M	1.54%

Total Entertainment & Hobbies	\$15.8M	14.41%	\$115.1M	14.07%	\$258.2M	13.94%	\$380.1M	13.79%
Entertainment	\$2.3M	2.10%	\$18.1M	2.21%	\$40.4M	2.18%	\$59.6M	2.16%
Audio & Visual Equipment/Service	\$3.8M	3.44%	\$27.7M	3.38%	\$63.5M	3.43%	\$95.3M	3.46%
Reading Materials	\$147.7K	0.13%	\$917.6K	0.11%	\$1.8M	0.10%	\$2.7M	0.10%
Pets, Toys, & Hobbies	\$2.4M	2.21%	\$17.1M	2.09%	\$37.4M	2.02%	\$53.8M	1.95%
Personal Items	\$7.2M	6.53%	\$51.4M	6.28%	\$115.1M	6.21%	\$168.7M	6.12%

Total Food and Alcohol	\$29.6M	26.95%	\$220.1M	26.89%	\$509.2M	27.48%	\$766.9M	27.81%
Food At Home	\$16.4M	14.91%	\$121.7M	14.87%	\$286.2M	15.45%	\$434.5M	15.76%
Food Away From Home	\$11.6M	10.56%	\$86.3M	10.54%	\$195.7M	10.56%	\$292.4M	10.61%
Alcoholic Beverages	\$1.6M	1.48%	\$12.1M	1.48%	\$27.3M	1.47%	\$39.9M	1.45%

Total Household	\$17.1M	15.56%	\$122.5M	14.98%	\$273.7M	14.77%	\$404.1M	14.66%
House Maintenance & Repair	\$4.7M	4.29%	\$30.3M	3.70%	\$67.5M	3.64%	\$99.2M	3.60%
Household Equip & Furnishings	\$6.4M	5.81%	\$47.1M	5.76%	\$105.8M	5.71%	\$156M	5.66%
Household Operations	\$4.6M	4.15%	\$34.1M	4.16%	\$76.5M	4.13%	\$113.8M	4.13%
Housing Costs	\$1.4M	1.31%	\$11M	1.35%	\$23.9M	1.29%	\$35.2M	1.28%



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%	\$784.4M	28.45%
Vehicle Purchases	\$16.6M	15.09%	\$130.3M	15.92%	\$287.5M	15.51%	\$424.3M	15.39%
Gasoline	\$8.4M	7.69%	\$62.9M	7.69%	\$145.8M	7.87%	\$219M	7.94%
Vehicle Expenses	\$400.2K	0.36%	\$2.9M	0.36%	\$6.4M	0.35%	\$9.8M	0.35%
Transportation	\$1.7M	1.58%	\$13.5M	1.65%	\$29.9M	1.61%	\$44.6M	1.62%
Automotive Repair & Maintenance	\$3.4M	3.10%	\$25.6M	3.13%	\$57.9M	3.12%	\$86.6M	3.14%
Total Health Care	\$5.1M	4.65%	\$35.2M	4.30%	\$79.3M	4.28%	\$116.2M	4.21%
Medical Services	\$2.8M	2.56%	\$19.8M	2.42%	\$44.6M	2.41%	\$65.1M	2.36%
Prescription Drugs	\$1.7M	1.57%	\$11.5M	1.41%	\$25.9M	1.40%	\$37.8M	1.37%
Medical Supplies	\$567.9K	0.52%	\$4M	0.48%	\$8.8M	0.48%	\$13.4M	0.48%
Total Education/Day Care	\$5.4M	4.88%	\$41.8M	5.11%	\$91.8M	4.95%	\$135M	4.90%
Education	\$3.6M	3.24%	\$27.9M	3.41%	\$61.3M	3.31%	\$91.1M	3.30%
Fees & Admissions	\$1.8M	1.64%	\$13.9M	1.70%	\$30.5M	1.64%	\$43.9M	1.59%