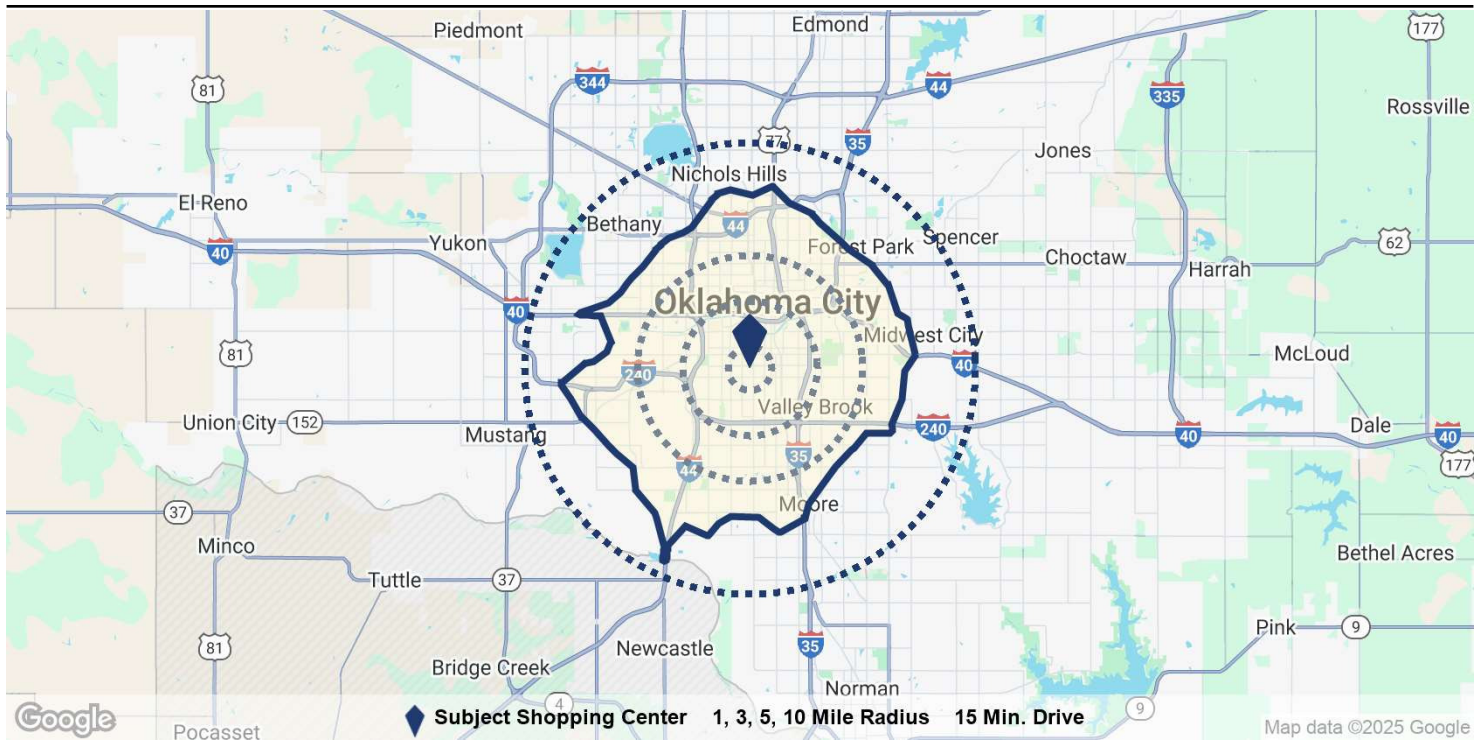


# Subject Shopping Center

## Reding Village Shopping Center

### DEMOGRAPHICS

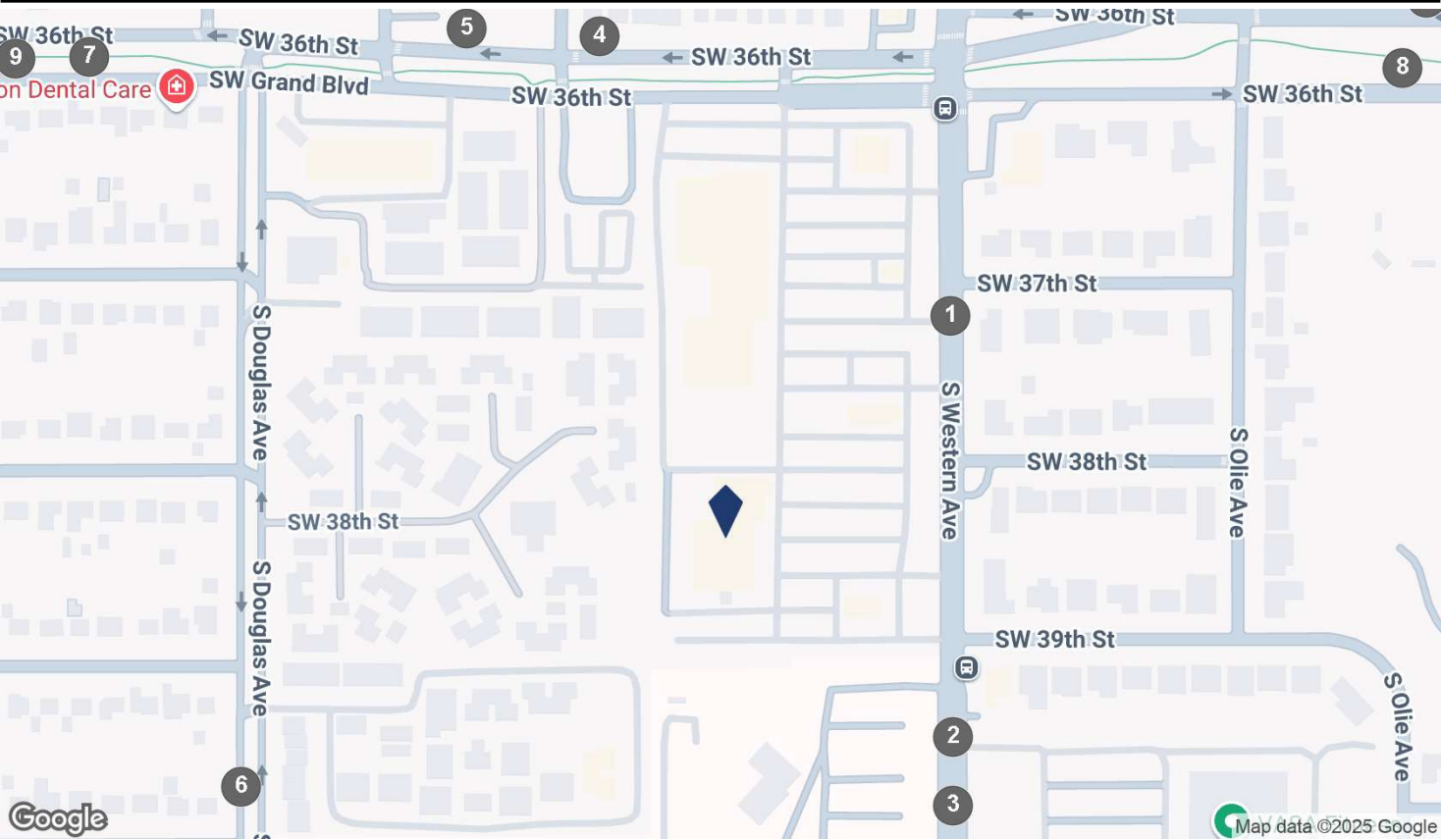


| Population               | 1 Mile         | 3 Miles        | 5 Miles         | 10 Miles        | 15 Min. Drive   |
|--------------------------|----------------|----------------|-----------------|-----------------|-----------------|
| Population               | 19,644         | 108,471        | 209,905         | 596,150         | 383,323         |
| 5 Yr Growth              | 3.3%           | 2.8%           | 3.2%            | 4.0%            | 3.4%            |
| Median Age               | 32             | 32             | 34              | 35              | 35              |
| 5 Yr Forecast            | 34             | 34             | 35              | 37              | 37              |
| White / Black / Hispanic | 30% / 4% / 70% | 35% / 6% / 59% | 43% / 10% / 41% | 53% / 12% / 25% | 48% / 12% / 30% |
| 5 Yr Forecast            | 30% / 4% / 70% | 35% / 6% / 59% | 43% / 10% / 41% | 53% / 12% / 25% | 48% / 12% / 30% |
| Employment               | 6,159          | 46,694         | 195,973         | 411,665         | 185,104         |
| Buying Power             | \$266.7M       | \$1.5B         | \$3.6B          | \$12.5B         | \$7.4B          |
| 5 Yr Growth              | 3.6%           | 2.6%           | 3.0%            | 3.4%            | 3.0%            |
| College Graduates        | 6.1%           | 5.6%           | 15.5%           | 22.7%           | 25.2%           |
| <b>Household</b>         |                |                |                 |                 |                 |
| Households               | 6,568          | 37,335         | 80,652          | 235,374         | 150,884         |
| 5 Yr Growth              | 3.4%           | 2.8%           | 3.3%            | 3.9%            | 3.5%            |
| Median Household Income  | \$40,603       | \$39,379       | \$44,744        | \$53,117        | \$49,297        |
| 5 Yr Forecast            | \$40,684       | \$39,286       | \$44,617        | \$52,841        | \$49,079        |
| Average Household Income | \$49,319       | \$49,339       | \$59,476        | \$69,787        | \$64,726        |
| 5 Yr Forecast            | \$49,544       | \$49,740       | \$60,006        | \$70,262        | \$64,952        |
| % High Income (>\$75K)   | 19%            | 17%            | 25%             | 33%             | 30%             |
| <b>Housing</b>           |                |                |                 |                 |                 |
| Median Home Value        | \$67,439       | \$77,178       | \$110,166       | \$155,302       | \$138,589       |
| Median Year Built        | 1955           | 1962           | 1967            | 1971            | 1969            |
| Owner / Renter Occupied  | 47% / 53%      | 46% / 54%      | 44% / 56%       | 53% / 47%       | 49% / 51%       |

# Subject Shopping Center

Reding Village Shopping Center

## TRAFFIC COUNTS



## COUNTS BY STREETS

| Collection Street           | Cross Street - Direction | Traffic Volume | Count Year | Dist from Subject |
|-----------------------------|--------------------------|----------------|------------|-------------------|
| 1 S Western Ave             | SW 37th St - N           | 18,124         | 2025       | 0.11 mi           |
| 2 South Western Avenue      | SW 39th St - N           | 19,384         | 2025       | 0.11 mi           |
| 3 S Western Ave             | SW 39th St - N           | 19,102         | 2024       | 0.13 mi           |
| 4 SW Grand Blvd             | S Klein Ave - W          | 11,607         | 2025       | 0.18 mi           |
| 5 SW Grand Blvd             | Steele Ave - W           | 10,588         | 2025       | 0.19 mi           |
| 6 S Douglas Ave             | SW 40th St - S           | 2,273          | 2025       | 0.20 mi           |
| 7 Southwest Grand Boulevard | S McKinley Ave - W       | 7,788          | 2025       | 0.28 mi           |
| 8 Southwest Grand Boulevard | S Olie Ave - W           | 8,055          | 2025       | 0.29 mi           |
| 9 SW 36th St                | S McKinley Ave - W       | 7,842          | 2024       | 0.30 mi           |
| 10 SW Grand Blvd            | S Olie Ave - W           | 8,712          | 2025       | 0.31 mi           |



## Demographics

# Reding Village Shopping Center

3901-3905 S Western Ave

70,247 SF Neighborhood Center

Oklahoma City, OK 73109 - South Submarket

PREPARED BY



Matias Henry





# Income & Spending Demographics

## Reding Village Shopping Center

|                              | 1 Mile   |        | 3 Miles  |        | 5 Miles  |        | 15 Min. Drive |        |
|------------------------------|----------|--------|----------|--------|----------|--------|---------------|--------|
| 2024 Households by HH Income | 6,568    |        | 37,335   |        | 80,651   |        | 150,884       |        |
| <\$25,000                    | 1,817    | 27.66% | 11,891   | 31.85% | 22,423   | 27.80% | 37,481        | 24.84% |
| \$25,000 - \$50,000          | 2,086    | 31.76% | 11,172   | 29.92% | 21,794   | 27.02% | 38,922        | 25.80% |
| \$50,000 - \$75,000          | 1,390    | 21.16% | 7,902    | 21.17% | 16,056   | 19.91% | 29,938        | 19.84% |
| \$75,000 - \$100,000         | 789      | 12.01% | 3,185    | 8.53%  | 8,449    | 10.48% | 17,161        | 11.37% |
| \$100,000 - \$125,000        | 297      | 4.52%  | 1,471    | 3.94%  | 5,090    | 6.31%  | 11,715        | 7.76%  |
| \$125,000 - \$150,000        | 135      | 2.06%  | 814      | 2.18%  | 2,544    | 3.15%  | 5,890         | 3.90%  |
| \$150,000 - \$200,000        | 14       | 0.21%  | 420      | 1.12%  | 2,180    | 2.70%  | 5,147         | 3.41%  |
| \$200,000+                   | 40       | 0.61%  | 480      | 1.29%  | 2,115    | 2.62%  | 4,629         | 3.07%  |
| 2024 Avg Household Income    | \$49,319 |        | \$49,339 |        | \$59,476 |        | \$64,726      |        |
| 2024 Med Household Income    | \$40,603 |        | \$39,379 |        | \$44,744 |        | \$49,297      |        |

|                                   | 1 Mile   |       | 3 Miles  |       | 5 Miles  |       | 15 Min. Drive |       |
|-----------------------------------|----------|-------|----------|-------|----------|-------|---------------|-------|
| Total Specified Consumer Spending | \$155.4M |       | \$872.9M |       | \$2B     |       | \$3.8B        |       |
| Total Apparel                     | \$9.9M   | 6.37% | \$55M    | 6.30% | \$115.2M | 5.85% | \$217M        | 5.64% |
| Women's Apparel                   | \$3.3M   | 2.13% | \$18.4M  | 2.11% | \$40.8M  | 2.07% | \$78.6M       | 2.04% |
| Men's Apparel                     | \$1.9M   | 1.21% | \$10.2M  | 1.17% | \$22.3M  | 1.13% | \$42.9M       | 1.11% |
| Girl's Apparel                    | \$863.4K | 0.56% | \$5M     | 0.57% | \$9.4M   | 0.48% | \$16.9M       | 0.44% |
| Boy's Apparel                     | \$714.4K | 0.46% | \$4M     | 0.45% | \$7.4M   | 0.37% | \$13.1M       | 0.34% |
| Infant Apparel                    | \$592.3K | 0.38% | \$3.3M   | 0.38% | \$6.7M   | 0.34% | \$12.2M       | 0.32% |
| Footwear                          | \$2.5M   | 1.63% | \$14.1M  | 1.61% | \$28.6M  | 1.45% | \$53.4M       | 1.39% |

|                                  |         |        |          |        |          |        |          |        |
|----------------------------------|---------|--------|----------|--------|----------|--------|----------|--------|
| Total Entertainment & Hobbies    | \$20.9M | 13.45% | \$122.1M | 13.99% | \$290.1M | 14.72% | \$575.5M | 14.95% |
| Entertainment                    | \$3M    | 1.96%  | \$18.2M  | 2.08%  | \$37.3M  | 1.89%  | \$68.5M  | 1.78%  |
| Audio & Visual Equipment/Service | \$5.7M  | 3.65%  | \$32.2M  | 3.69%  | \$73.8M  | 3.74%  | \$144.5M | 3.75%  |
| Reading Materials                | \$88.2K | 0.06%  | \$632.6K | 0.07%  | \$2.4M   | 0.12%  | \$5.7M   | 0.15%  |
| Pets, Toys, & Hobbies            | \$3.2M  | 2.05%  | \$18.7M  | 2.14%  | \$46.4M  | 2.36%  | \$93.9M  | 2.44%  |
| Personal Items                   | \$8.9M  | 5.73%  | \$52.4M  | 6.00%  | \$130.1M | 6.60%  | \$262.9M | 6.83%  |

|                        |         |        |          |        |          |        |          |        |
|------------------------|---------|--------|----------|--------|----------|--------|----------|--------|
| Total Food and Alcohol | \$46.3M | 29.78% | \$255.3M | 29.25% | \$563.4M | 28.58% | \$1.1B   | 28.13% |
| Food At Home           | \$26.7M | 17.15% | \$147.1M | 16.85% | \$309.3M | 15.69% | \$586M   | 15.23% |
| Food Away From Home    | \$17.1M | 11.02% | \$94.3M  | 10.80% | \$220.2M | 11.17% | \$431.1M | 11.20% |
| Alcoholic Beverages    | \$2.5M  | 1.62%  | \$13.9M  | 1.60%  | \$33.9M  | 1.72%  | \$65.6M  | 1.70%  |

|                               |         |        |          |        |          |        |          |        |
|-------------------------------|---------|--------|----------|--------|----------|--------|----------|--------|
| Total Household               | \$21.2M | 13.64% | \$119.1M | 13.64% | \$283.8M | 14.40% | \$575.6M | 14.96% |
| House Maintenance & Repair    | \$5.3M  | 3.40%  | \$29M    | 3.32%  | \$62.8M  | 3.18%  | \$130.4M | 3.39%  |
| Household Equip & Furnishings | \$8.4M  | 5.39%  | \$47M    | 5.39%  | \$112.6M | 5.71%  | \$226.1M | 5.87%  |
| Household Operations          | \$6M    | 3.88%  | \$34.4M  | 3.94%  | \$83.2M  | 4.22%  | \$166.3M | 4.32%  |
| Housing Costs                 | \$1.5M  | 0.97%  | \$8.6M   | 0.99%  | \$25.2M  | 1.28%  | \$52.8M  | 1.37%  |

# Income & Spending Demographics

## Reding Village Shopping Center

|                                    | 1 Mile         |               | 3 Miles         |               | 5 Miles         |               | 15 Min. Drive   |               |
|------------------------------------|----------------|---------------|-----------------|---------------|-----------------|---------------|-----------------|---------------|
| <b>Total Transportation/Maint.</b> | <b>\$44.1M</b> | <b>28.35%</b> | <b>\$248.5M</b> | <b>28.47%</b> | <b>\$538.6M</b> | <b>27.32%</b> | <b>\$1B</b>     | <b>26.91%</b> |
| Vehicle Purchases                  | \$23.7M        | 15.23%        | \$134.3M        | 15.39%        | \$281.1M        | 14.26%        | \$536.6M        | 13.94%        |
| Gasoline                           | \$13.2M        | 8.51%         | \$73.1M         | 8.38%         | \$155.3M        | 7.88%         | \$294.8M        | 7.66%         |
| Vehicle Expenses                   | \$425.3K       | 0.27%         | \$2.6M          | 0.29%         | \$7.2M          | 0.36%         | \$15.1M         | 0.39%         |
| Transportation                     | \$1.7M         | 1.10%         | \$10.1M         | 1.16%         | \$31.4M         | 1.59%         | \$65.9M         | 1.71%         |
| Automotive Repair & Maintenance    | \$5M           | 3.25%         | \$28.4M         | 3.25%         | \$63.6M         | 3.23%         | \$123.4M        | 3.21%         |
|                                    |                |               |                 |               |                 |               |                 |               |
| <b>Total Health Care</b>           | <b>\$7.1M</b>  | <b>4.54%</b>  | <b>\$39.8M</b>  | <b>4.56%</b>  | <b>\$91.2M</b>  | <b>4.63%</b>  | <b>\$180M</b>   | <b>4.68%</b>  |
| Medical Services                   | \$3.9M         | 2.54%         | \$21.9M         | 2.51%         | \$50.1M         | 2.54%         | \$98.5M         | 2.56%         |
| Prescription Drugs                 | \$2.4M         | 1.53%         | \$13.7M         | 1.57%         | \$31.2M         | 1.58%         | \$61.6M         | 1.60%         |
| Medical Supplies                   | \$741.5K       | 0.48%         | \$4.2M          | 0.48%         | \$9.9M          | 0.50%         | \$19.9M         | 0.52%         |
|                                    |                |               |                 |               |                 |               |                 |               |
| <b>Total Education/Day Care</b>    | <b>\$6M</b>    | <b>3.87%</b>  | <b>\$33.2M</b>  | <b>3.80%</b>  | <b>\$89M</b>    | <b>4.51%</b>  | <b>\$182.4M</b> | <b>4.74%</b>  |
| Education                          | \$3.9M         | 2.52%         | \$21.3M         | 2.44%         | \$56.8M         | 2.88%         | \$116.3M        | 3.02%         |
| Fees & Admissions                  | \$2.1M         | 1.34%         | \$11.9M         | 1.37%         | \$32.2M         | 1.64%         | \$66.2M         | 1.72%         |