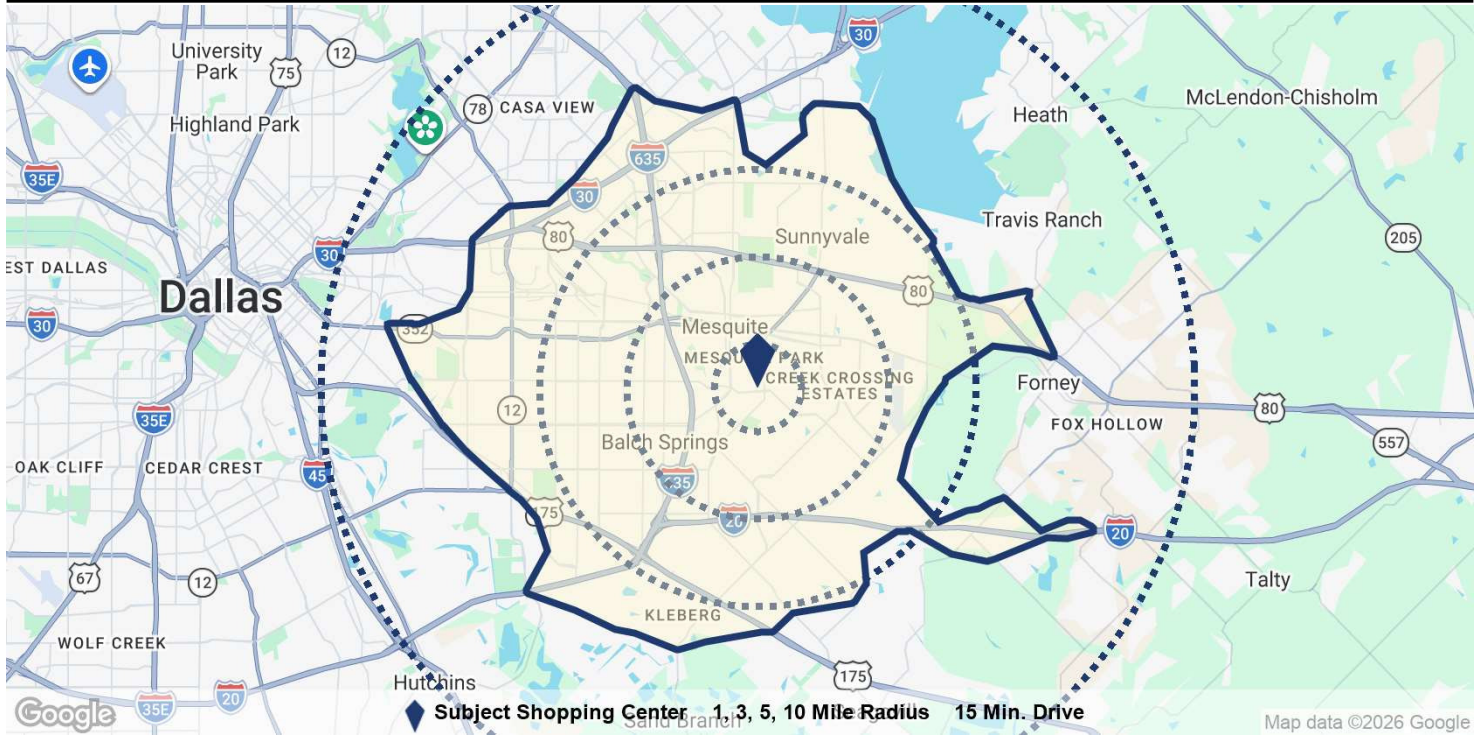


Subject Shopping Center

Pioneer Plaza

DEMOGRAPHICS

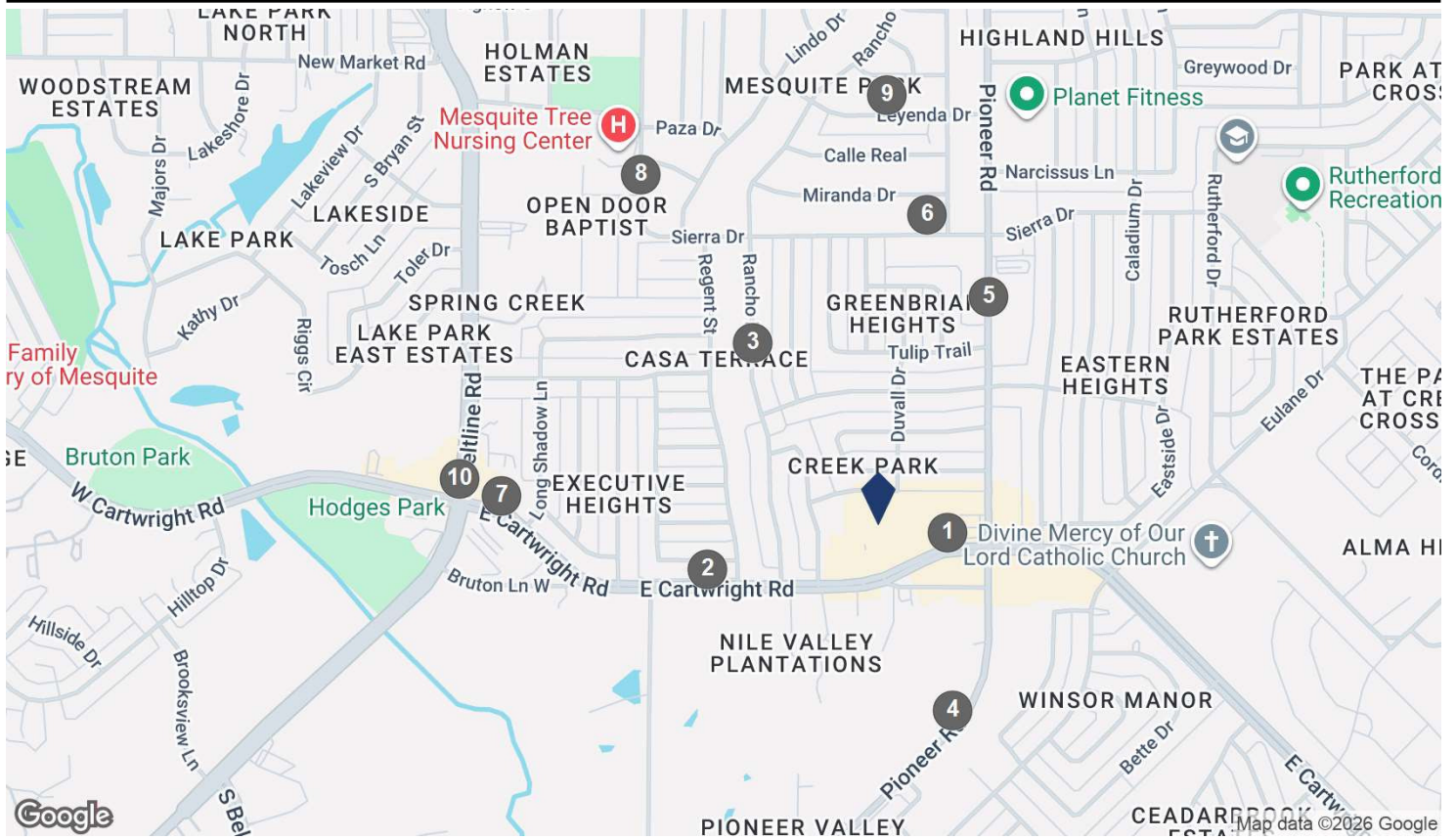


Population	1 Mile	3 Miles	5 Miles	10 Miles	15 Min. Drive
Population	11,368	87,381	212,796	675,917	326,641
5 Yr Growth	3.2%	2.6%	2.4%	6.2%	2.6%
Median Age	36	34	33	34	33
5 Yr Forecast	38	35	35	36	35
White / Black / Hispanic	37% / 22% / 43%	30% / 25% / 48%	27% / 24% / 54%	31% / 23% / 49%	27% / 22% / 57%
5 Yr Forecast	37% / 22% / 43%	30% / 25% / 48%	27% / 24% / 54%	32% / 23% / 48%	27% / 22% / 57%
Employment	2,098	21,050	53,607	154,800	158,937
Buying Power	\$291.7M	\$2B	\$4.5B	\$15.4B	\$6.7B
5 Yr Growth	6.1%	3.1%	3.4%	8.0%	3.8%
College Graduates	14.1%	13.0%	12.1%	17.2%	16.4%
Household					
Households	3,527	27,023	64,613	217,218	99,812
5 Yr Growth	3.3%	2.5%	2.3%	5.7%	2.5%
Median Household Income	\$82,714	\$74,281	\$69,632	\$71,016	\$67,010
5 Yr Forecast	\$84,994	\$74,714	\$70,397	\$72,523	\$67,839
Average Household Income	\$96,827	\$93,344	\$86,391	\$91,722	\$83,097
5 Yr Forecast	\$98,734	\$94,700	\$88,050	\$94,160	\$84,766
% High Income (>\$75K)	54%	49%	46%	47%	43%
Housing					
Median Home Value	\$245,647	\$256,542	\$245,187	\$277,019	\$240,883
Median Year Built	1980	1985	1984	1981	1981
Owner / Renter Occupied	78% / 22%	66% / 34%	62% / 38%	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	20,204	2026	0.11 mi
② E Cartwright Rd	Regent St - E	23,088	2026	0.27 mi
③ Rancho Dr	Ashland Dr - S	763	2026	0.30 mi
④ Pioneer Rd	Cheshire Creek Pl - SW	5,321	2026	0.32 mi
⑤ Pioneer Rd	Tulip Trl - S	10,663	2026	0.34 mi
⑥ Sierra Dr	Pampa Dr - E	2,356	2026	0.43 mi
⑦ E Cartwright Rd	Long Shadow Ln - SE	24,891	2026	0.55 mi
⑧ Wilkinson Dr	Sierra Dr - S	3,027	2026	0.59 mi
⑨ Leyenda Dr	Pampa Dr - E	475	2026	0.60 mi
⑩ South Belt Line Road	West Cartwright Road - N	14,077	2026	0.61 mi

Income & Spending Demographics

Pioneer Plaza

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
2025 Households by HH Income	3,527		27,024		64,614		99,812	
<\$25,000	281	7.97%	2,918	10.80%	8,939	13.83%	14,488	14.52%
\$25,000 - \$50,000	486	13.78%	4,762	17.62%	12,304	19.04%	20,095	20.13%
\$50,000 - \$75,000	845	23.96%	6,002	22.21%	13,936	21.57%	22,290	22.33%
\$75,000 - \$100,000	491	13.92%	3,303	12.22%	8,502	13.16%	13,004	13.03%
\$100,000 - \$125,000	565	16.02%	3,397	12.57%	7,865	12.17%	11,693	11.72%
\$125,000 - \$150,000	311	8.82%	3,002	11.11%	5,567	8.62%	7,699	7.71%
\$150,000 - \$200,000	402	11.40%	2,189	8.10%	4,550	7.04%	6,392	6.40%
\$200,000+	146	4.14%	1,451	5.37%	2,951	4.57%	4,152	4.16%
2025 Avg Household Income	\$96,827		\$93,344		\$86,391		\$83,097	
2025 Med Household Income	\$82,714		\$74,281		\$69,632		\$67,010	

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
Total Specified Consumer Spending	\$117.1M		\$871M		\$2B		\$3B	
Total Apparel	\$6.6M	5.68%	\$50.9M	5.85%	\$119.5M	6.02%	\$180.6M	6.07%
Women's Apparel	\$2.5M	2.15%	\$18.8M	2.16%	\$43.4M	2.19%	\$65.2M	2.19%
Men's Apparel	\$1.3M	1.12%	\$9.9M	1.13%	\$23M	1.16%	\$34.8M	1.17%
Girl's Apparel	\$511.2K	0.44%	\$4.1M	0.47%	\$9.9M	0.50%	\$14.9M	0.50%
Boy's Apparel	\$380.7K	0.33%	\$3.1M	0.35%	\$7.5M	0.38%	\$11.4M	0.38%
Infant Apparel	\$334.4K	0.29%	\$2.6M	0.30%	\$6.4M	0.32%	\$9.8M	0.33%
Footwear	\$1.6M	1.37%	\$12.4M	1.42%	\$29.3M	1.48%	\$44.5M	1.50%

Total Entertainment & Hobbies	\$16.8M	14.36%	\$122.5M	14.06%	\$276.5M	13.93%	\$412.1M	13.86%
Entertainment	\$2.4M	2.04%	\$18.9M	2.17%	\$42.4M	2.14%	\$63.2M	2.12%
Audio & Visual Equipment/Service	\$4M	3.40%	\$29.3M	3.37%	\$67.6M	3.40%	\$102M	3.43%
Reading Materials	\$170.4K	0.15%	\$1.1M	0.12%	\$2.2M	0.11%	\$3.2M	0.11%
Pets, Toys, & Hobbies	\$2.6M	2.24%	\$18.4M	2.11%	\$40.6M	2.05%	\$60M	2.02%
Personal Items	\$7.6M	6.53%	\$54.8M	6.29%	\$123.7M	6.23%	\$183.7M	6.18%

Total Food and Alcohol	\$31.6M	26.97%	\$234.6M	26.93%	\$545.9M	27.49%	\$827.7M	27.83%
Food At Home	\$17.1M	14.59%	\$127.6M	14.65%	\$301.7M	15.19%	\$459.3M	15.45%
Food Away From Home	\$12.7M	10.85%	\$93.9M	10.78%	\$214.7M	10.81%	\$323.7M	10.89%
Alcoholic Beverages	\$1.8M	1.52%	\$13M	1.50%	\$29.5M	1.49%	\$44.6M	1.50%

Total Household	\$18.4M	15.71%	\$131.3M	15.07%	\$295.8M	14.90%	\$438.2M	14.74%
House Maintenance & Repair	\$4.8M	4.11%	\$31.5M	3.62%	\$70.7M	3.56%	\$104M	3.50%
Household Equip & Furnishings	\$6.9M	5.92%	\$50.7M	5.82%	\$114.8M	5.78%	\$170.3M	5.73%
Household Operations	\$5M	4.26%	\$36.7M	4.21%	\$83.1M	4.19%	\$123.9M	4.17%
Housing Costs	\$1.7M	1.41%	\$12.3M	1.41%	\$27.3M	1.38%	\$40M	1.35%



Income & Spending Demographics

Pioneer Plaza

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
Total Transportation/Maint.	\$32.2M	27.48%	\$248.7M	28.56%	\$560.9M	28.25%	\$837.9M	28.18%
Vehicle Purchases	\$17.2M	14.71%	\$136.4M	15.66%	\$302.5M	15.24%	\$448.9M	15.10%
Gasoline	\$8.8M	7.49%	\$66.1M	7.59%	\$153.7M	7.74%	\$232.8M	7.83%
Vehicle Expenses	\$498.7K	0.43%	\$3.4M	0.39%	\$7.8M	0.39%	\$11.7M	0.39%
Transportation	\$2.1M	1.81%	\$15.9M	1.83%	\$35.8M	1.80%	\$52.8M	1.78%
Automotive Repair & Maintenance	\$3.6M	3.04%	\$26.9M	3.08%	\$61.1M	3.08%	\$91.7M	3.08%
Total Health Care	\$5.3M	4.52%	\$36.7M	4.21%	\$82.9M	4.18%	\$124.6M	4.19%
Medical Services	\$2.9M	2.50%	\$20.6M	2.37%	\$46.7M	2.35%	\$70.1M	2.36%
Prescription Drugs	\$1.7M	1.49%	\$11.8M	1.36%	\$26.6M	1.34%	\$40M	1.35%
Medical Supplies	\$605.5K	0.52%	\$4.3M	0.49%	\$9.6M	0.48%	\$14.5M	0.49%
Total Education/Day Care	\$6.2M	5.29%	\$46.3M	5.32%	\$103.8M	5.23%	\$152.6M	5.13%
Education	\$4.1M	3.52%	\$31M	3.56%	\$69.7M	3.51%	\$102.5M	3.45%
Fees & Admissions	\$2.1M	1.77%	\$15.4M	1.76%	\$34.1M	1.72%	\$50.1M	1.69%