

# EXCEPTIONAL DEMOGRAPHICS

Willow Bend's trade area reaches Dallas-Fort Worth's robust customer base, compared to the shopper profiles of comparable retail projects.

DEMOGRAPHICS ARE BASED ON  
30 MINUTE DRIVE TIME

THE SHOPS AT WILLOW BEND

COMPETITIVE PROPERTIES - LOCAL

COMPETITIVE PROPERTIES - NATIONAL

## THE SHOPS AT WILLOW BEND | PLANO, TX



|                          |           |
|--------------------------|-----------|
| Total Population         | 3,441,923 |
| Total Daytime Population | 3,963,122 |
| Median Age               | 35.6      |
| Avg. HH Income           | \$128,394 |
| Total HH                 | 1,324,011 |
| HH Incomes \$150K+       | \$346,685 |
| HH Incomes \$200K+       | \$208,685 |

## SOUTHLAKE SQUARE | SOUTHLAKE, TX



|                          |           |
|--------------------------|-----------|
| Total Population         | 2,998,509 |
| Total Daytime Population | 3,654,536 |
| Median Age               | 35.0      |
| Avg. HH Income           | \$116,600 |
| Total HH                 | 1,143,292 |
| HH Incomes \$150K+       | \$345,996 |
| HH Incomes \$200K+       | \$144,139 |

## FIELDS WEST | FRISCO, TX



|                          |           |
|--------------------------|-----------|
| Total Population         | 1,785,206 |
| Total Daytime Population | 1,927,000 |
| Median Age               | 36.1      |
| Avg. HH Income           | \$140,923 |
| Total HH                 | 679,525   |
| HH Incomes \$150K+       | \$274,993 |
| HH Incomes \$200K+       | \$127,080 |

## CLEAR FORK | FORT WORTH, TX



|                          |           |
|--------------------------|-----------|
| Total Population         | 2,145,257 |
| Total Daytime Population | 2,130,257 |
| Median Age               | 35.2      |
| Avg. HH Income           | \$99,749  |
| Total HH                 | 778,767   |
| HH Incomes \$150K+       | \$193,602 |
| HH Incomes \$200K+       | \$64,999  |

## UPTOWN | DALLAS, TX



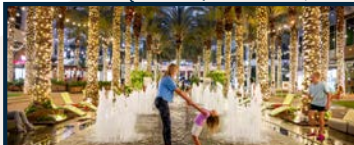
|                          |           |
|--------------------------|-----------|
| Total Population         | 3,841,159 |
| Total Daytime Population | 4,400,179 |
| Median Age               | 34.9      |
| Avg. HH Income           | \$106,961 |
| Total HH                 | 1,464,179 |
| HH Incomes \$150K+       | \$387,909 |
| HH Incomes \$200K+       | \$154,764 |

## THE DOMAIN NORTH | AUSTIN, TX



|                          |           |
|--------------------------|-----------|
| Total Population         | 1,786,232 |
| Total Daytime Population | 1,901,391 |
| Median Age               | 34.3      |
| Avg. HH Income           | \$127,748 |
| Total HH                 | 711,006   |
| HH Incomes \$150K+       | 255,939   |
| HH Incomes \$200K+       | \$105,826 |

## SCOTTSDALE QUARTER | SCOTTSDALE, AZ



|                          |           |
|--------------------------|-----------|
| Total Population         | 2,113,931 |
| Total Daytime Population | 2,570,080 |
| Median Age               | 36.5      |
| Avg. HH Income           | \$110,339 |
| Total HH                 | 848,733   |
| HH Incomes \$150K+       | \$237,386 |
| HH Incomes \$200K+       | \$94,812  |

## MARKET STREET | THE WOODLANDS, TX



|                          |           |
|--------------------------|-----------|
| Total Population         | 1,523,751 |
| Total Daytime Population | 1,463,186 |
| Median Age               | 34.6      |
| Avg. HH Income           | \$109,244 |
| Total HH                 | 520,178   |
| HH Incomes \$150K+       | \$150,052 |
| HH Incomes \$200K+       | \$62,679  |

## AVALON | ALPHARETTA, GA



|                          |           |
|--------------------------|-----------|
| Total Population         | 1,431,514 |
| Total Daytime Population | 1,741,915 |
| Median Age               | 37.7      |
| Avg. HH Income           | \$155,948 |
| Total HH                 | 566,558   |
| HH Incomes \$150K+       | \$252,641 |
| HH Incomes \$200K+       | \$126,939 |

## NORTH HILLS | RALEIGH, NC



|                          |           |
|--------------------------|-----------|
| Total Population         | 1,373,986 |
| Total Daytime Population | 1,460,844 |
| Median Age               | 36.2      |
| Avg. HH Income           | \$128,260 |
| Total HH                 | 544,887   |
| HH Incomes \$150K+       | \$199,342 |
| HH Incomes \$200K+       | \$85,093  |