



# BRANDON, MISSISSIPPI

## Market Guide

### City Contact Information



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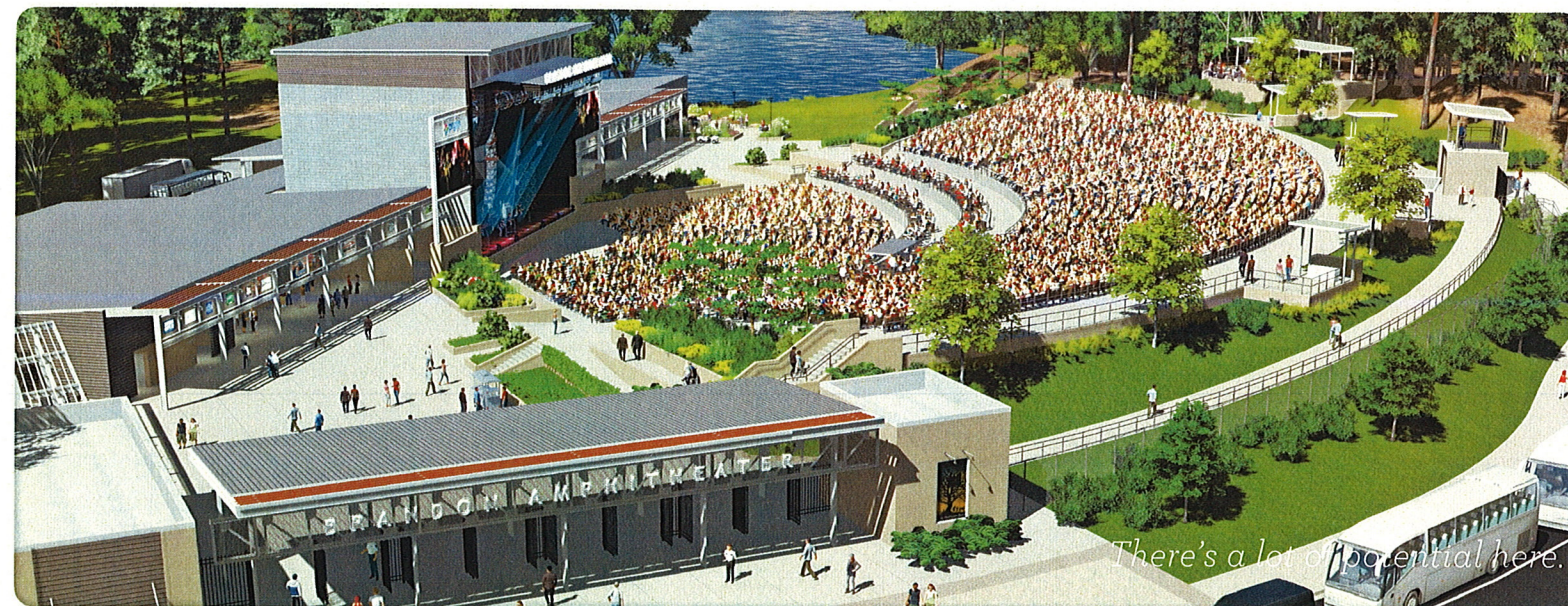
601.825.5021 office

cityofbrandon.net

### Focus Properties

Retail Strategies has a catalogue of retail commercial real estate properties in this market.

For more information, please contact the Portfolio Director and/or Retail Development Director listed on the front of this guide.



There's a lot of potential here.

### Demographics (10 Minute Drive Time)



Population  
**53,761**



Average Age  
**38.5**



Household Income (Median)  
**\$54,967**



Growth Rate  
**5.71%**



Number of Households  
**19,323**



Household Income (Average)  
**\$70,645**

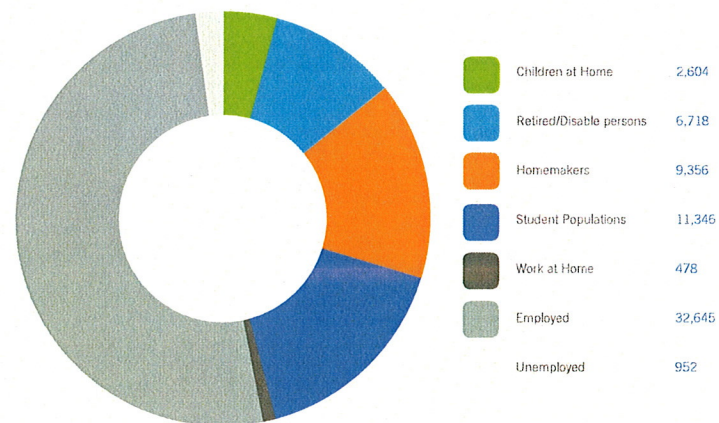
### Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

#### Peer Trade Areas

- Hixson, TN 5764 Highway 153
- Slidell, LA 167 Northshore Blvd
- Macon, GA 5955 Zebulon Rd
- Clarksville, TN 2315 Madison St
- Ellenwood, GA 2940 Anvil Block Rd
- Osprey, FL 13140 South Tamiami Trail

### Daytime Population 64,100 (10 Minute Drive Time)



### Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, Retail Strategies' efforts are inclusive beyond the defined list. Let us know how we can help you find a site!



Restaurant



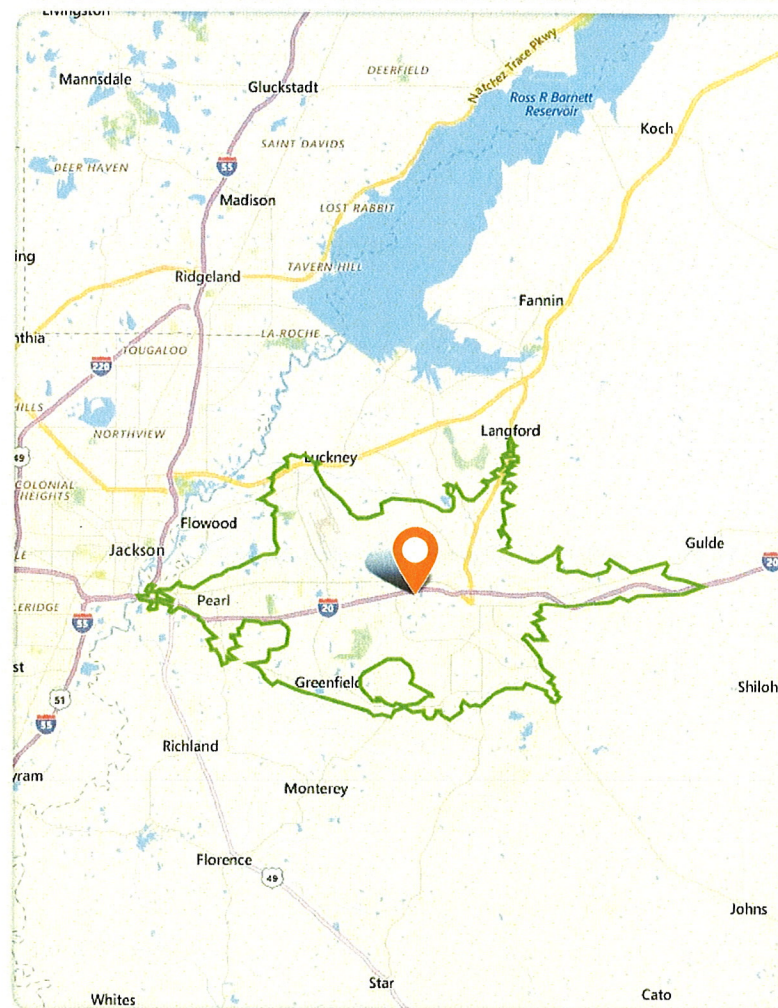
Grocery



Shoes



Department Stores



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2018 Estimated Population	28,416	58,056	174,717
Daytime Population	29,562	59,648	240,004
Median HH Income	\$64,120	\$65,217	\$57,737
Number of Households	11,221	20,974	68,874

	5 Minute DT	10 Minute DT	20 Minute DT
2018 Estimated Population	13,508	53,761	228,184
Daytime Population	19,782	64,100	236,024
Median HH Income	\$64,292	\$54,967	\$47,565
Number of Households	5,700	19,323	85,080



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