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# HERNANDO, MISSISSIPPI

## Market Guide

### City Contact Information



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### 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.

### Demographics (10 Minute Drive Time)



Population  
**27,152**



Average Age  
**37.7**



Household Income (Median)  
**\$64,183**



Growth Rate  
**10.67%**



Number of Households  
**10,339**



Household Income (Average)  
**\$84,941**

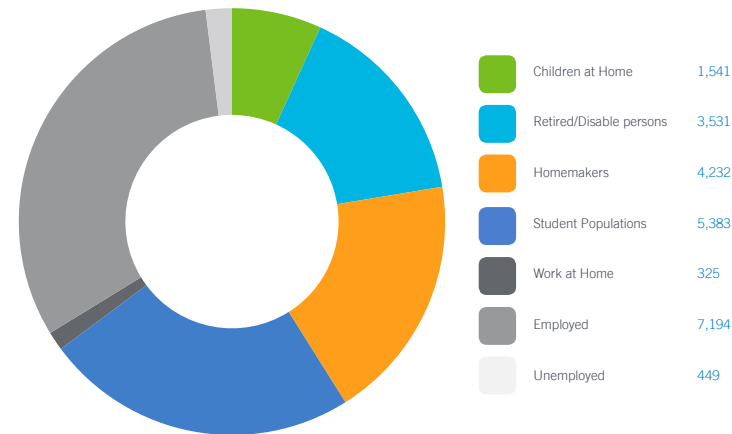
### Peer Analysis

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

- Ocean Springs, MS 3911 Bienville Blvd
- Denham Springs, LA 34025 La Highway 16
- Savannah, GA 6000 Ogeechee Rd
- Dawsonville, GA 98 Power Center Dr
- Gardendale, AL 890 Odum Rd
- Saint Marys, GA 6586 Ga Highway 40 E

### Daytime Population **22,655** (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!*



Full & Quick Service Restaurants



General Merchandise



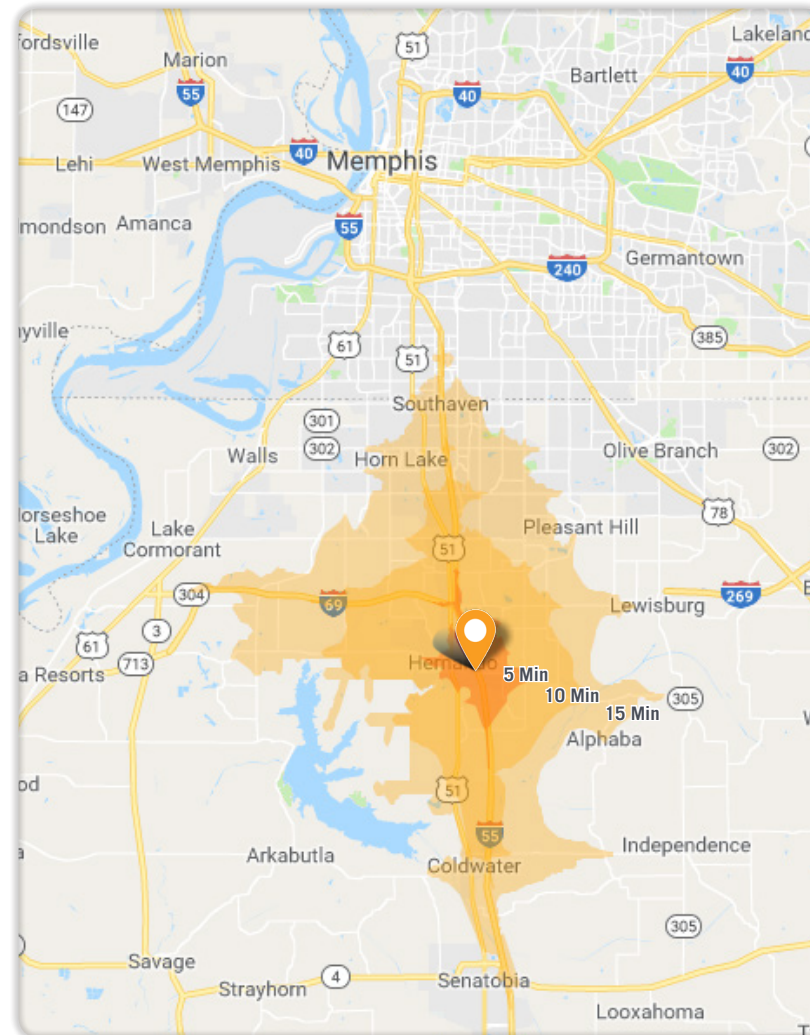
Health & Wellness



Building Materials & Garden Equipment



*There's a lot of potential here.*

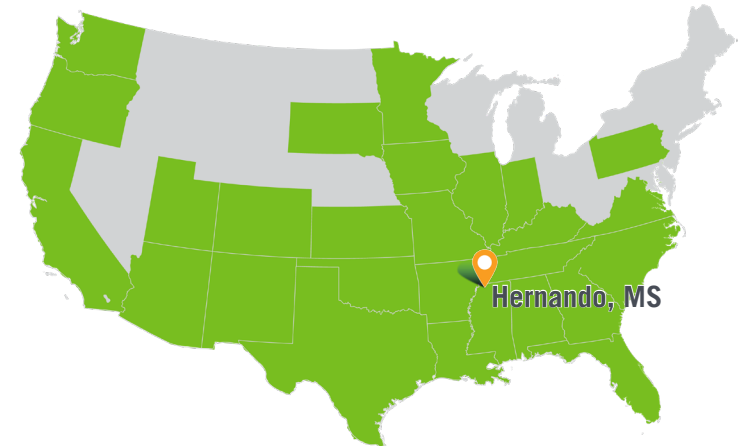


DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2018 Estimated Population	16,672	22,434	78,534
Daytime Population	15,734	19,042	66,224
Median HH Income	\$72,799	\$74,159	\$65,128
Number of Households	6,124	8,120	28,482

	5 Minute DT	10 Minute DT	15 Minute DT
2018 Estimated Population	11,193	27,152	94,789
Daytime Population	13,132	22,655	96,891
Median HH Income	\$70,933	\$64,183	\$55,885
Number of Households	4,177	10,339	34,615

\*Source: STI PopStats



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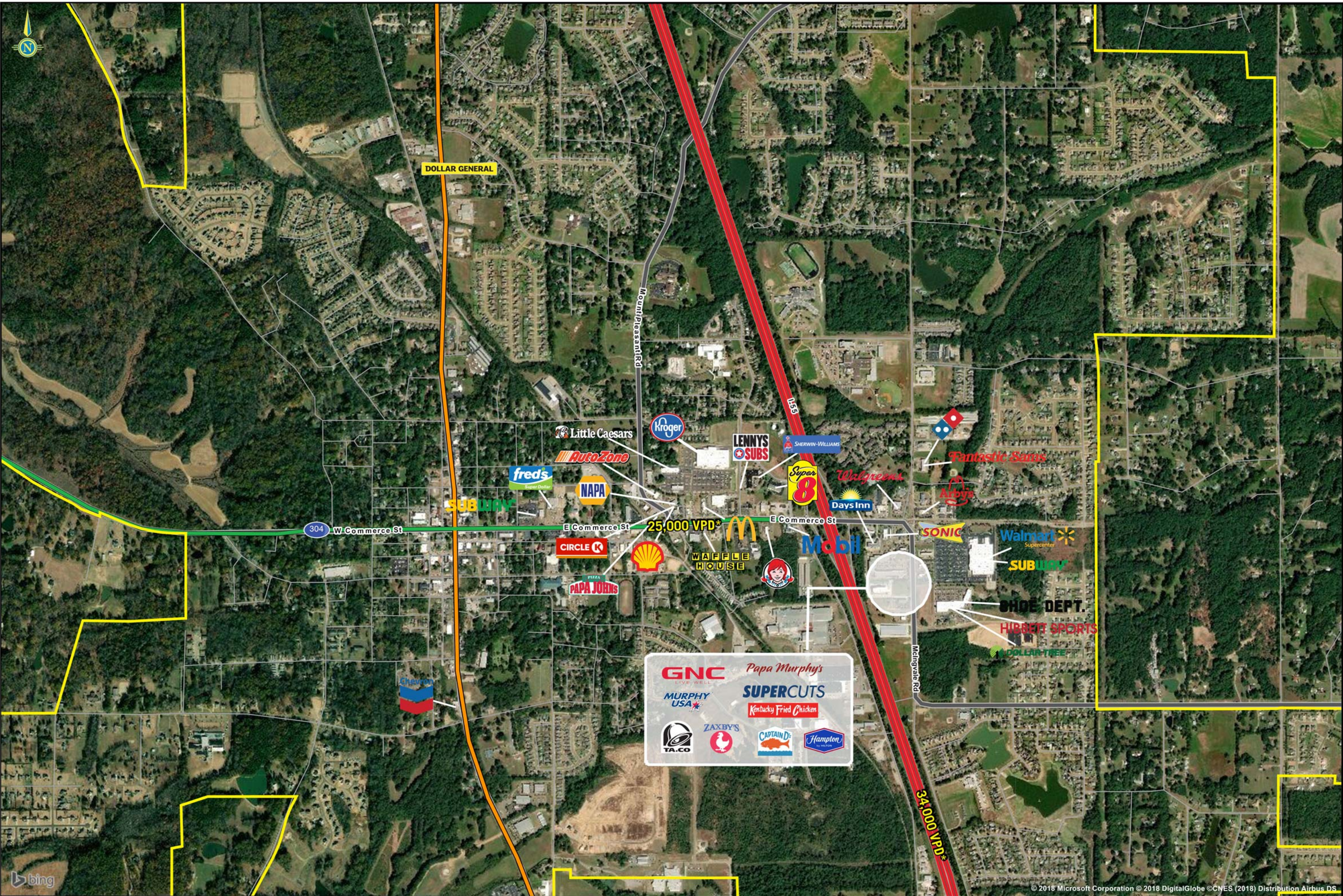


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Major Retail & Restaurants