



# Brazos Mall

LAKE JACKSON, TEXAS





## LAKE JACKSON **GREATER HOUSTON AREA**

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Ranked the **14th best county in Texas to live**, Brazoria County is home to well over 370,000 residents and is the 8th most diverse county in Texas.

The median household income in Brazoria County is **19% higher** than the state of Texas.

Brazoria county hosts a **robust business climate**, connecting with the world through international deep-water port, Port Freeport.

Since 2013, there has been **\$31 billion** in industrial investment in Brazoria County.

Home to **one of the largest petrochemical complexes in the world**, more than **\$30 billion** has been invested here by the petrochemical industry.



 **9%**  
INCREASE IN HOME VALUES  
OVER THE PAST YEAR

 **18%**  
POPULATION GROWTH FROM  
2010-2020



# PROPERTY AERIAL

MORE THAN  
**95,051 CPD**



TX 2004  
17,926 CPD

Dillard's

Urban Air  
ADVENTURE PARK

AMC

JCPenney

ULTA  
BEAUTY

HomeGoods  
TJ-maxx

LAKE ROAD 10,179 CPD

2004

288  
TEXAS  
43,573 CPD

Nolan Ryan Expy

332  
TEXAS  
23,373 CPD

332

Linden

Oak Dr

Any Way St

Mesquite

Mistletoe St

Tamarisk Tr

Tulip Tr

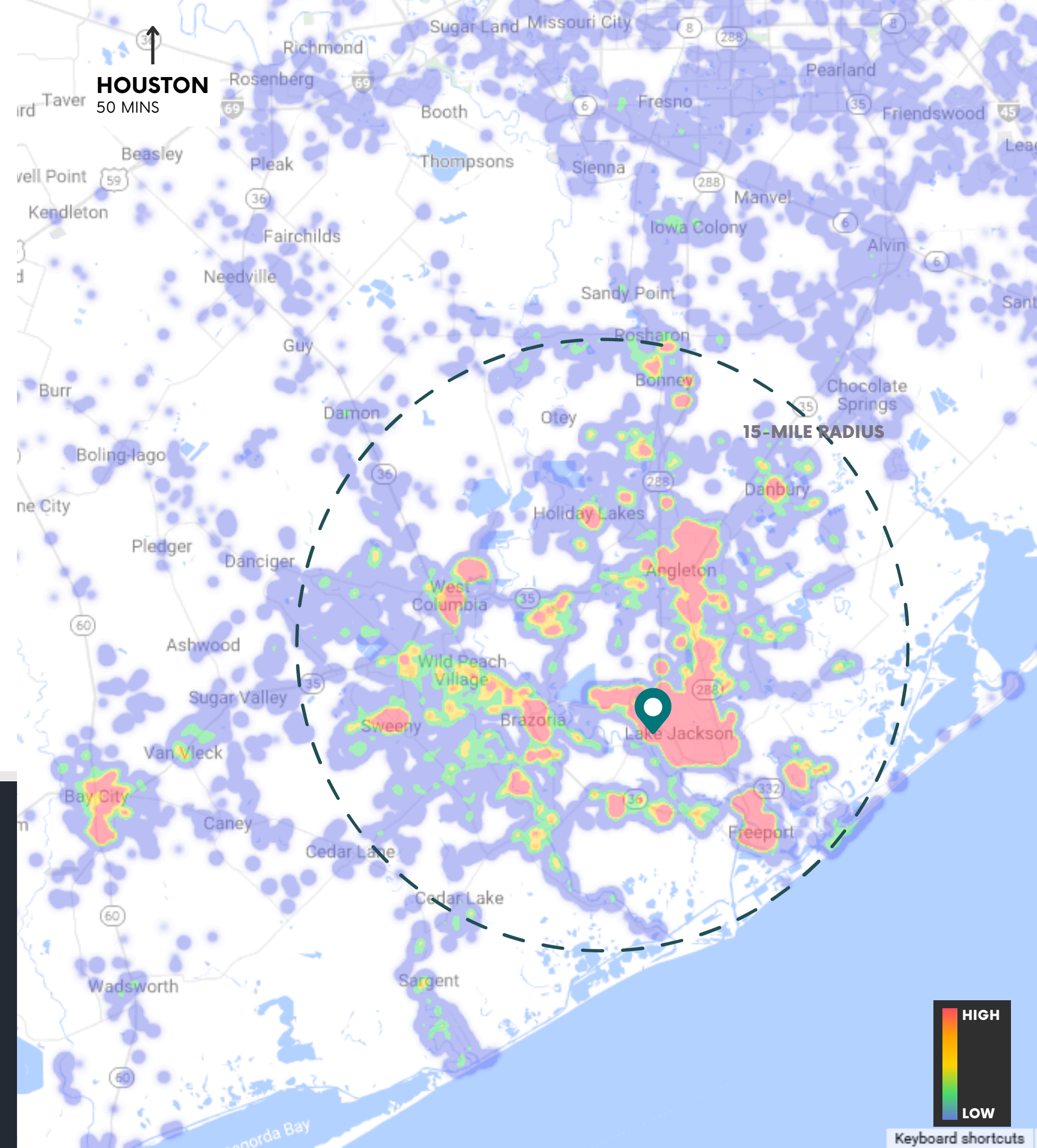
## TRAFFIC DATA

|                             |                |
|-----------------------------|----------------|
| Annual Visits               | <b>3.6M</b>    |
| Annual Avg. Visit Frequency | <b>10.76</b>   |
| Avg. Dwell Time             | <b>64 MINS</b> |

## TRUE TRADE AREA DEMOGRAPHICS

|                    |                |                   |                 |
|--------------------|----------------|-------------------|-----------------|
| Population         | <b>92,609</b>  | Average HHI       | <b>\$99,000</b> |
| Daytime Population | <b>220,472</b> | HHI \$100K-\$125K | <b>12%</b>      |
| Households         | <b>36,421</b>  | College Degree+   | <b>58%</b>      |
| Family Households  | <b>24,437</b>  |                   |                 |
| Millennials        | <b>22%</b>     |                   |                 |
| Gen X              | <b>16%</b>     |                   |                 |
| Baby Boomers       | <b>21%</b>     |                   |                 |

**2,800+ FAMILY HOUSEHOLDS**  
WITHIN A 5 MILE RADIUS OF BRAZOS MALL





# CORE CUSTOMER INSIGHTS

## SPENDING PATTERNS

|                                    |          |   |
|------------------------------------|----------|---|
| Household Income \$100K-\$150K     | 23%      | + |
| Avg. Discretionary Income          | \$63,038 | + |
| Discretionary Income \$125K-\$150K | 7%       | + |

ABOVE  
U.S. AVERAGE

## PSYCHOGRAPHICS

|   |     |
|---|-----|
| Melting Pot Families  | 20% |
| Hispanic families with lots of children working a mix of blue-collar, service, and farm-related jobs. |     |
| Wealthy Suburban Families   | 16% |
| Wealthy and diverse suburban families living children-driven lifestyles.                              |     |
| Blue Collar Suburbs   | 14% |
| Working-class singles and families in mainly blue-collar professions.                                 |     |



97% OF OUR CUSTOMER VISITS ARE LOYAL MAKING BRAZOS MALL THEIR GO-TO SHOPPING DESTINATION.





HOME TO MANY  
**BEST-IN-CLASS BRANDS**

AMERICAN EAGLE

ULTA  
BEAUTY

HomeGoods®

TJ·maxx®

Bath & Body Works®

JCPenney

amc

VS

VICTORIA'S SECRET

urbanAir  
ADVENTURE PARK

Dillard's





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**Brazos Mall**

 [SHOPBRAZOSMALL.COM](https://shopbrazosmall.com)

