



Brazos Mall

LAKE JACKSON, TEXAS



LAKE JACKSON **GREATER HOUSTON AREA**

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



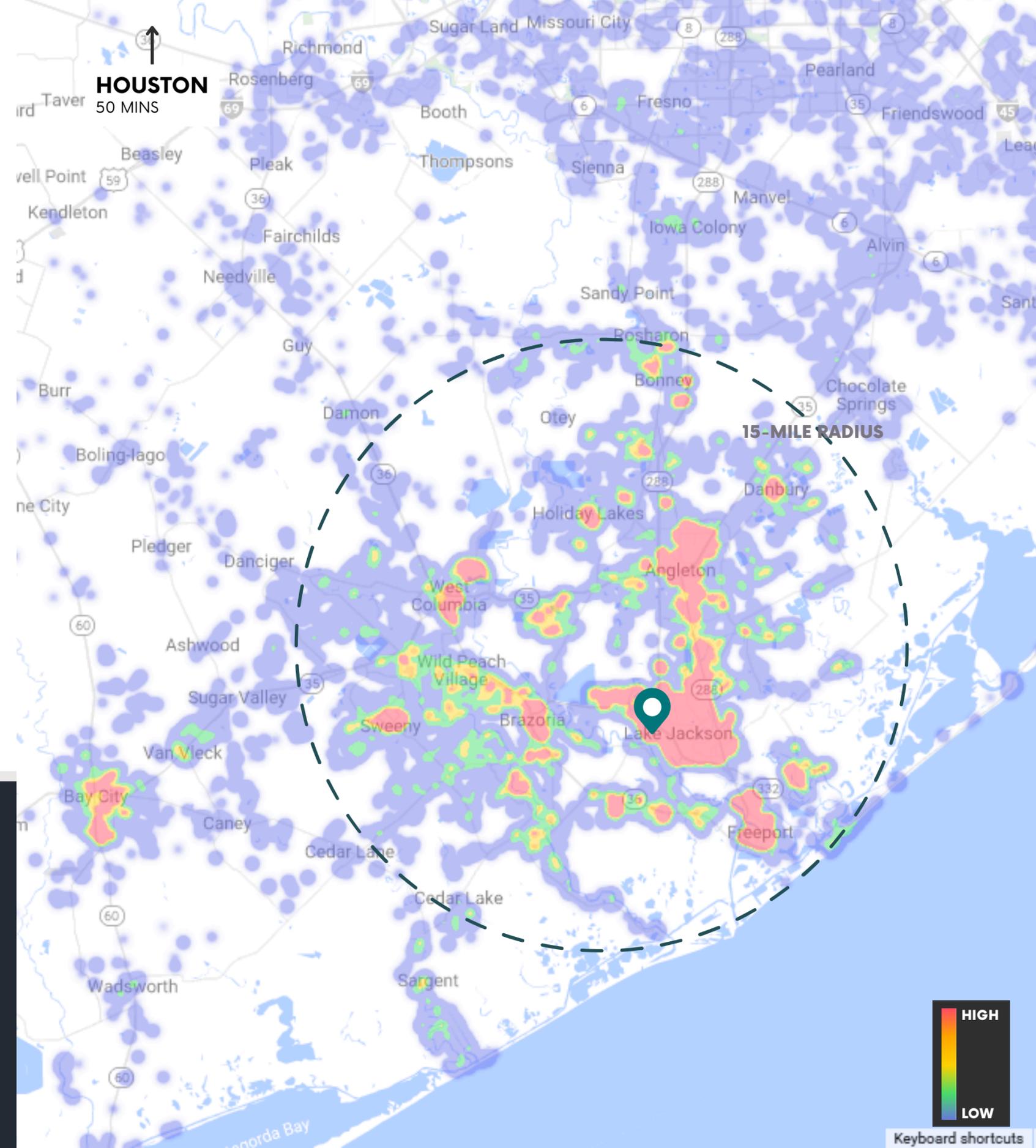
TRAFFIC DATA

Annual Visits **3.6M**
Annual Avg. Visit Frequency **10.8**
Avg. Dwell Time **65 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population	94,546	Average HHI	\$100,000
Daytime Population	107,430	HHI \$100K-\$125K	12%
Households	37,030	College Degree+	58%
Family Households	24,979		
Gen Alpha	20%		
Millennials	22%		
Baby Boomers	21%		

12,800+ FAMILY HOUSEHOLDS
WITHIN A 5 MILE RADIUS OF BRAZOS MALL



CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Household Income \$100K-\$150K	22%	+
Avg. Discretionary Income	\$63,716	+
Discretionary Income \$125K-\$150K	7%	+

ABOVE
U.S. AVERAGE

PSYCHOGRAPHICS

Melting Pot Families Hispanic families with lots of children working a mix of blue-collar, service, and farm-related jobs.	20%
Wealthy Suburban Families Wealthy and diverse suburban families living children-driven lifestyles.	16%
Blue Collar Suburbs Working-class singles and families in mainly blue-collar professions.	15%



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



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BEST-IN-CLASS BRANDS

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ULTA
BEAUTY

HomeGoods®

TJ-maxx

Bath & Body Works®

JCPenney

amc

VS

VICTORIA'S SECRET

urbanAir
ADVENTURE PARK

Dillard's



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