



Brazos Mall

LAKE JACKSON, TEXAS

 **Centennial**
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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
84,570 CPD

TEXAS
2004
ROAD
15,262 CPD

2004

Dillard's

urban Air
ADVENTURE PARK

amc

JCPenney

ULTA
BEAUTY

HomeGoods
TJ-maxx

TEXAS
288
40,871 CPD

LAKE ROAD 6,986 CPD

Nolan Ryan Expy

TEXAS
332
21,453 CPD

332

Linden

Oak Dr

Any Way Dr

Mesquite

Mistletoe St

Tamarisk Tr

Tulip Tr

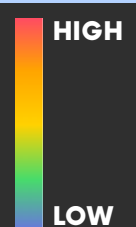
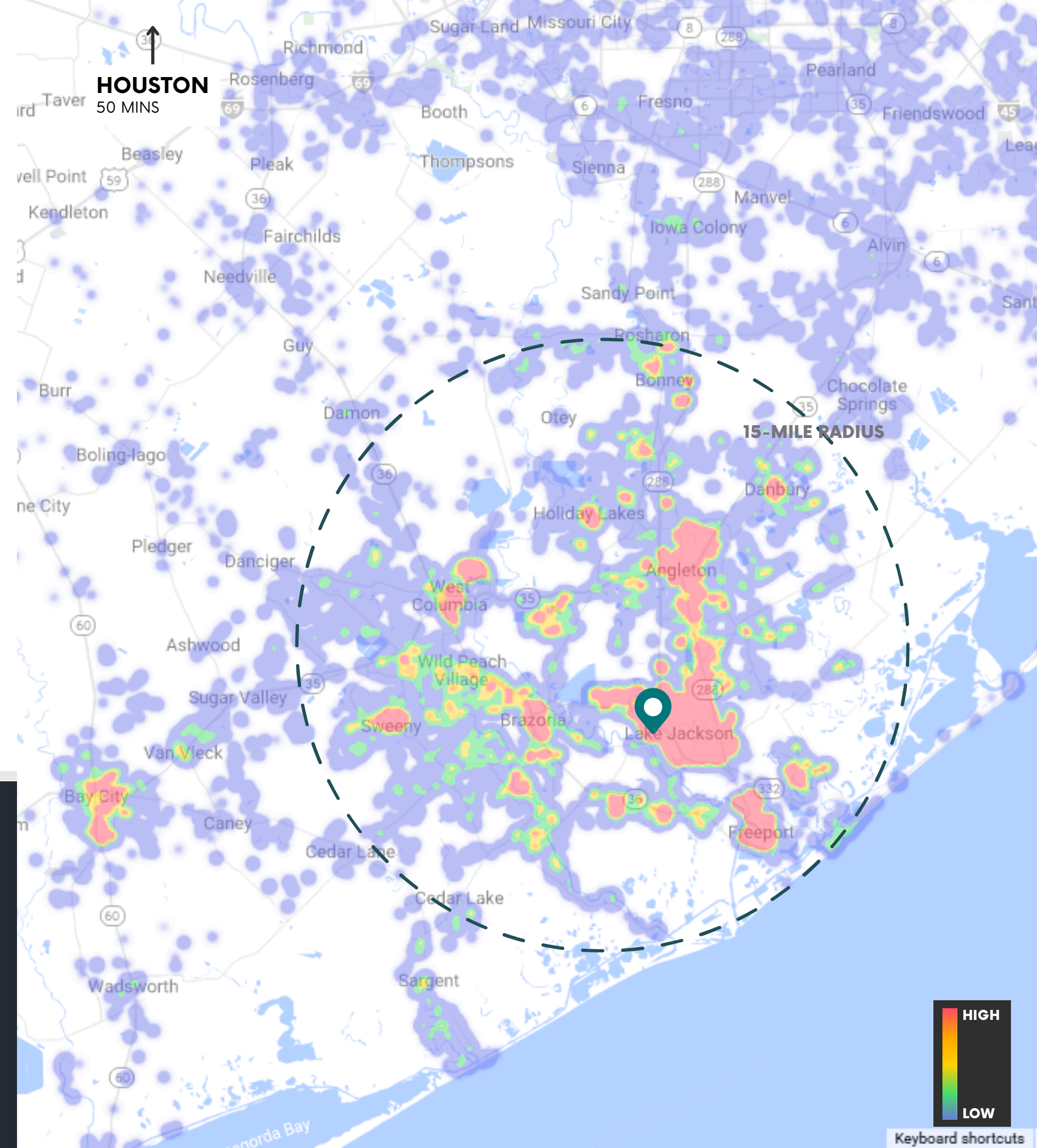
TRAFFIC DATA

Annual Visits **3.5M**
Annual Avg. Visit Frequency **10.7**
Avg. Dwell Time **65 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population	94,664	Average HHI	\$98,444
Daytime Population	106,729	HHI \$75K-\$100K	14%
Households	37,322	College Degree+	59%
Family Households	24,754		
Gen Alpha	20%		
Millennials	23%		
Baby Boomers	21%		

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



Keyboard shortcuts

CORE CUSTOMER INSIGHTS


SPENDING PATTERNS

Household Income \$100K+	12%	
Avg. Discretionary Income	\$70,087	+
Discretionary Income \$100K-\$125K	11%	+

ABOVE
U.S. AVERAGE

PSYCHOGRAPHICS

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

 **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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