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.

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Demographics
- Population: 27,153
- Average Age: 39.4
- Growth Rate: 1.89%
- Household Income (Median): $36,759
- Number of Households: 11,166
- Household Income (Average): $47,004

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:
  - Gadsden, AL
  - Brunswick, GA
  - Cookeville, TN
  - Florence, AL
  - Dothan, AL
  - Gulfport, MS

Daytime Population
40,284
(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!

- Restaurants
- Grocery
- Pet Supplies
- Sporting Goods

There's a lot of potential here.