



CLEVELAND, 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
18,879



Average Age
37.0



Household Income (Median)
\$32,941



Number of Households
7,084



Household Income (Average)
\$46,354

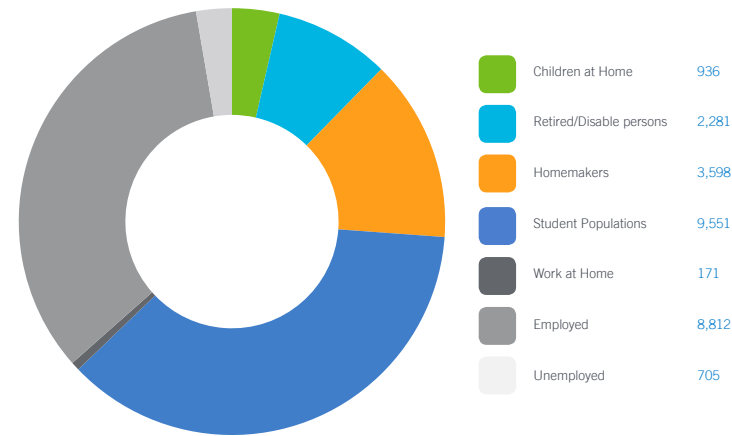
Peer Analysis

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

- Guntersville, AL 11697 Us Highway 431
- Mountain Home, AR 65 Wal Mart Dr
- Picayune, MS 235 Frontage Rd
- Brookhaven, MS 960 Brookway Blvd
- Fitzgerald, GA 120 Benjamin H Hill Dr W
- Valley, AL 3501 20Th Ave
- Talladega, AL 214 Haynes St
- Eunice, LA 1538 Highway 190
- Camden, AR 950 California Ave Sw

Daytime Population **26,055** (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 Service Restaurants



Pet Supplies



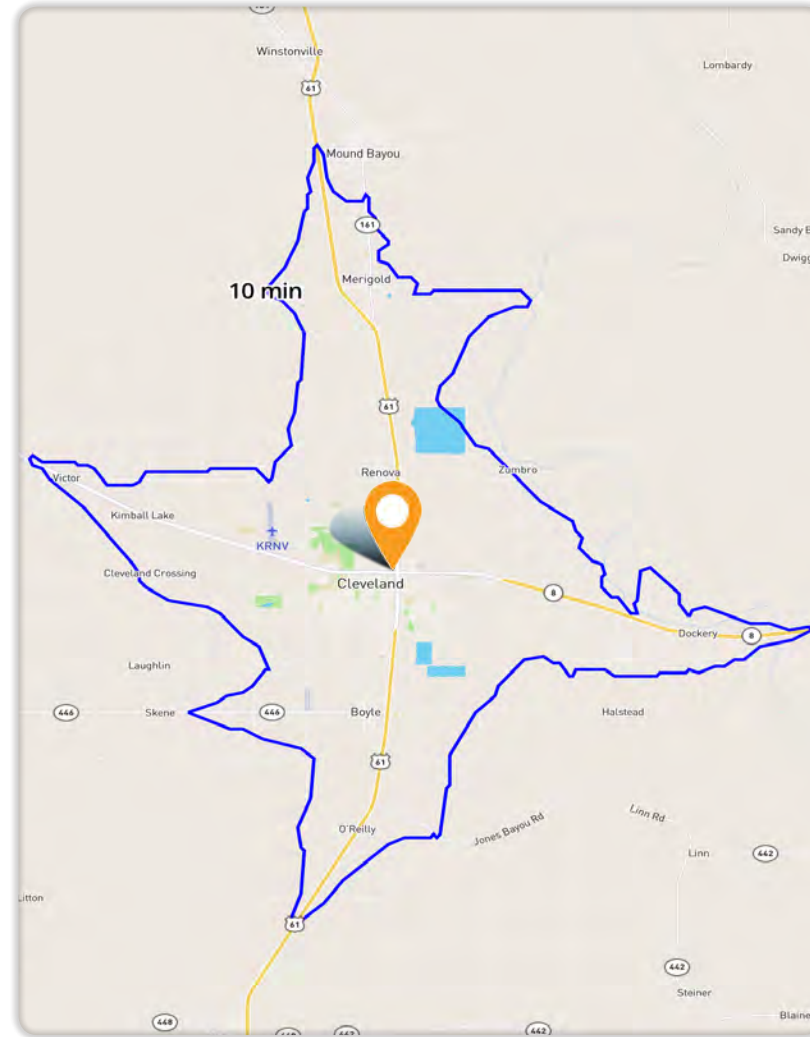
Shoes



Fast Casual Restaurants



There's a lot of potential here.



DEMOGRAPHIC PROFILE	5 Mile Radius	10 Mile Radius	15 Mile Radius
2017 Estimated Population	18,614	25,737	35,906
Daytime Population	25,852	32,886	44,625
Median HH Income	\$32,824	\$32,265	\$30,482
Number of Households	7,058	9,651	13,290

	10 Minute DT	20 Minute DT	30 Minute DT
2017 Estimated Population	18,879	32,240	43,946
Daytime Population	26,055	39,708	51,603
Median HH Income	\$32,941	\$30,345	\$29,728
Number of Households	7,084	11,997	16,081

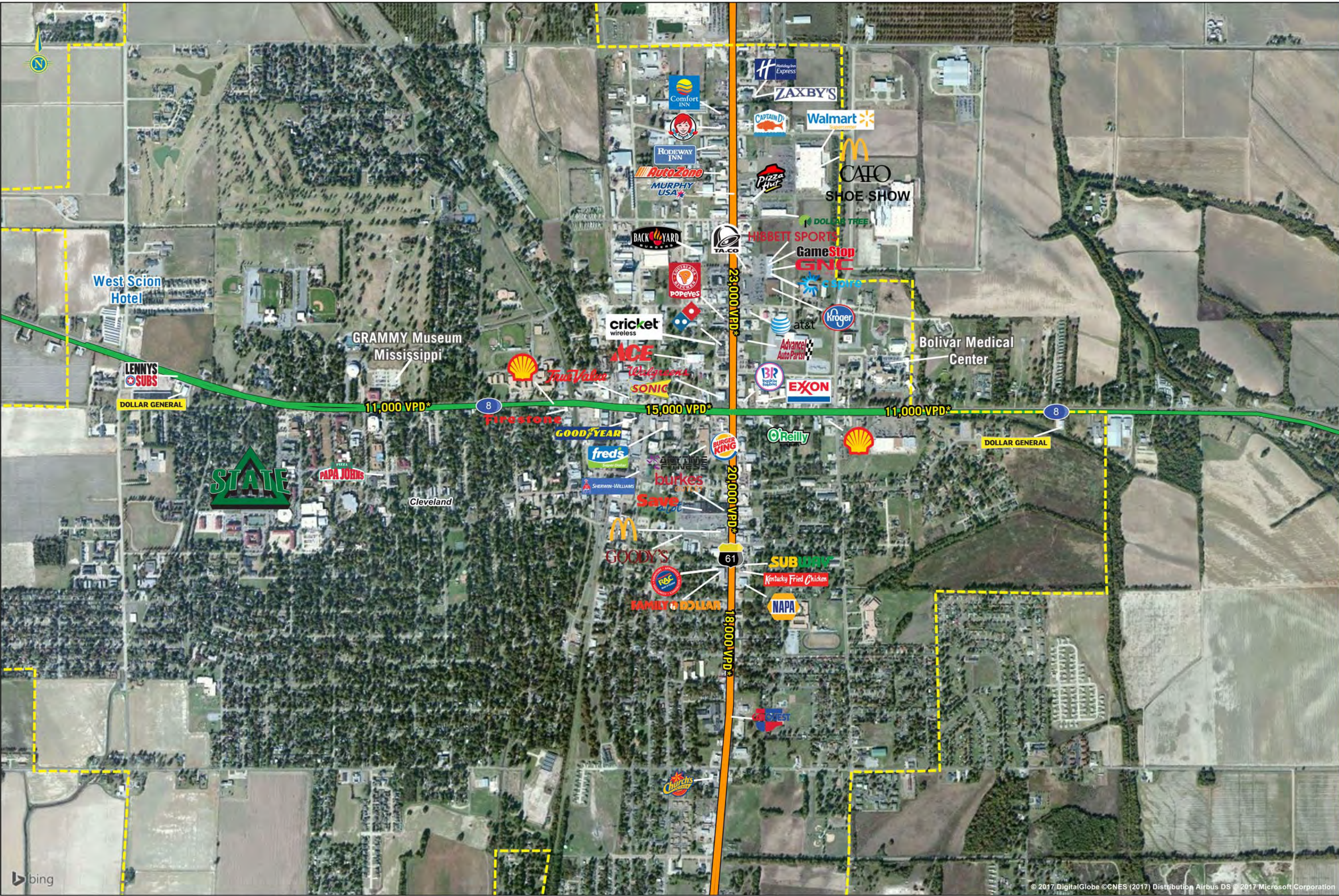


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CLEVELAND, MISSISSIPPI
 Major Retail & Restaurants

There's a lot of potential here.