



# BROUSSARD, LOUISIANA

## 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  
**24,917**



Average Age  
**38.1**



Growth Rate  
**2.89%**



Household Income (Median)  
**\$77,196**



Number of Households  
**9,641**



Household Income (Average)  
**\$101,486**

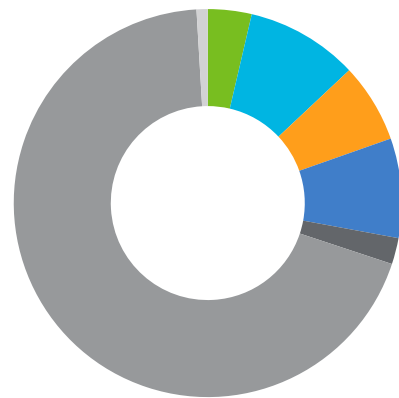
### Peer Analysis

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

- Monroe, LA 5400 Frontage Rd
- Shreveport, LA 7400 Youree Dr
- Bossier City, LA 2536 Airline Dr
- Lafayette, LA 3142 Ambassador Caffery Pkwy
- Ridgeland, MS 815 S Wheatley St
- Bossier City, LA 5700 Shed Road
- Baton Rouge, LA 11550 Coursey Blvd

### Daytime Population **36,389** (10 Minute Drive Time)



- Children at Home 1,326
- Retired/Disable persons 3,404
- Homemakers 2,405
- Student Populations 3,017
- Work at Home 796
- Employed 25,102
- Unemployed 339

### 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!*



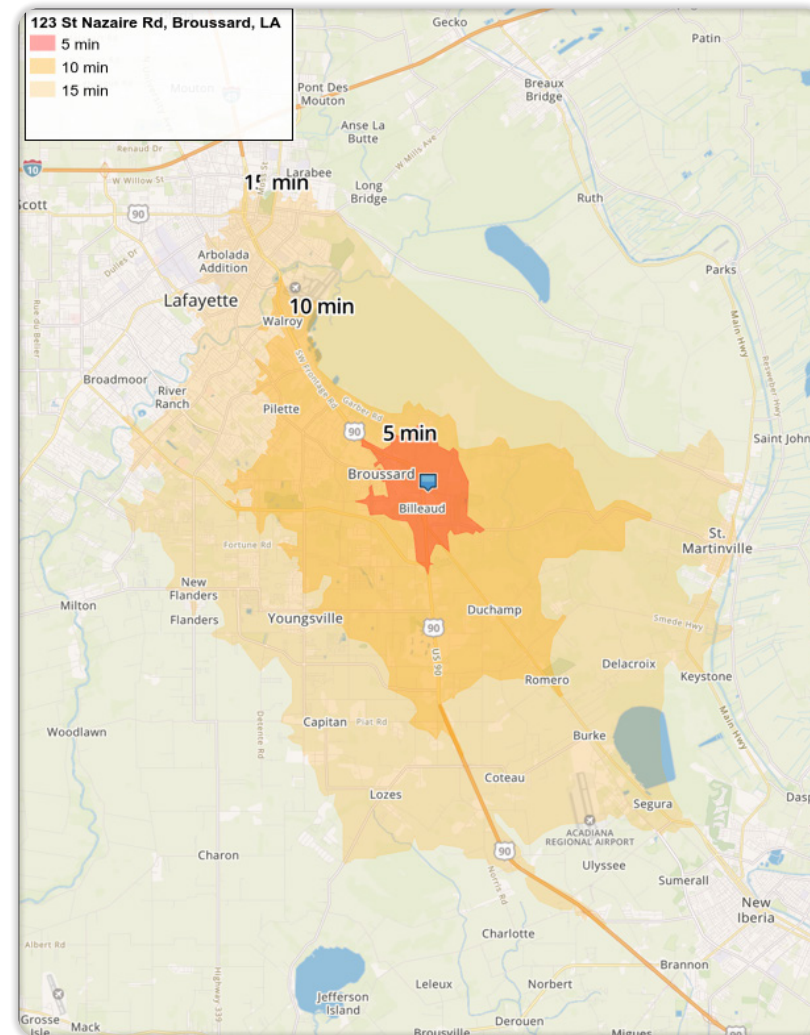
Full-Service Restaurants



Grocery



Miscellaneous



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2023 Estimated Population	16,144	50,834	224,250
Daytime Population	22,330	55,377	276,673
Median HH Income	\$77,531	\$82,405	\$62,652
Number of Households	6,128	19,558	87,803

DEMOGRAPHIC PROFILE	5 Minute DT	10 Minute DT	15 Minute DT
2023 Estimated Population	2,284	24,917	99,553
Daytime Population	8,058	36,389	143,298
Median HH Income	\$58,595	\$77,196	\$71,853
Number of Households	953	9,641	38,448

\*Source: STI PopStats

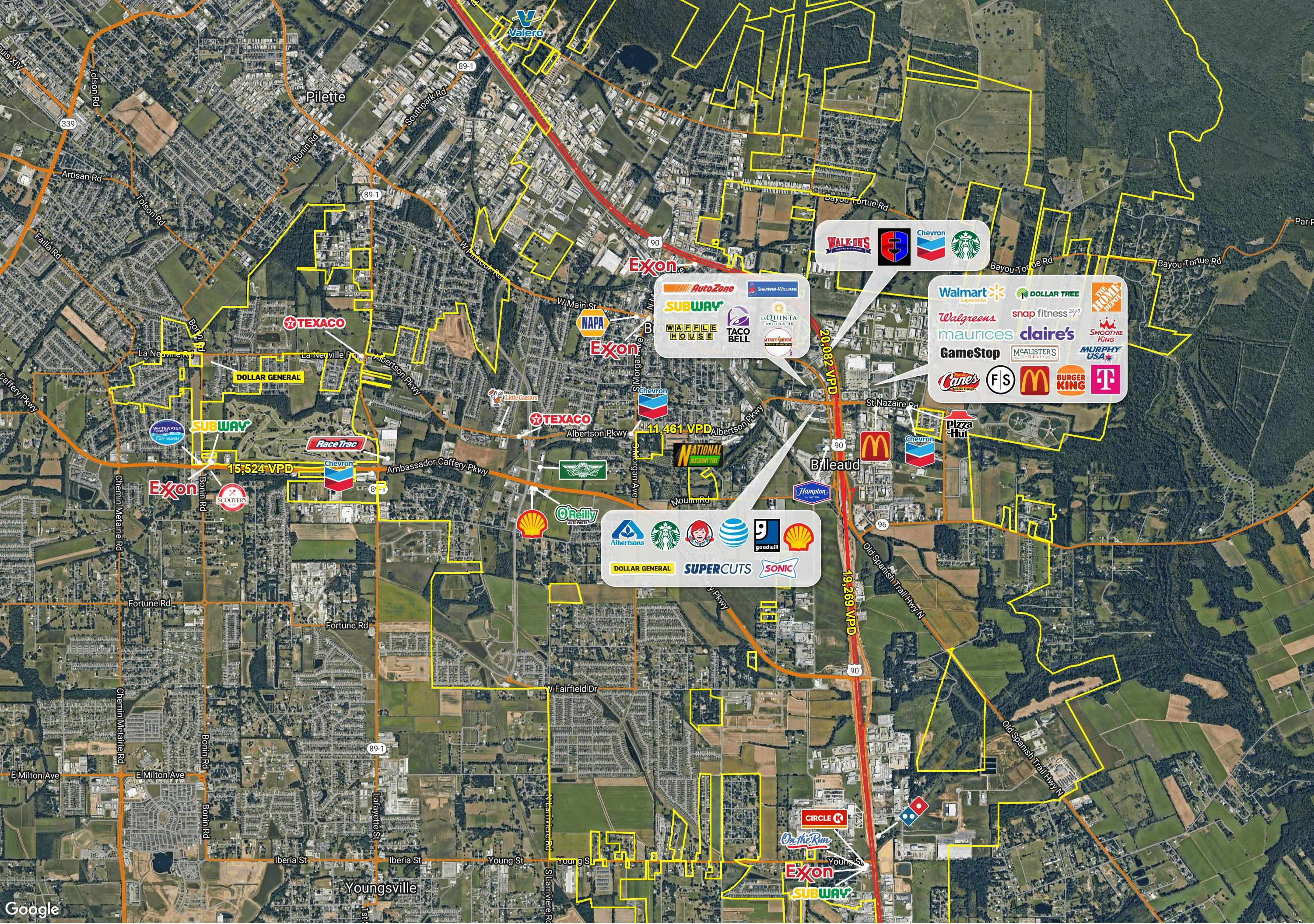


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