

RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Grenada, Mississippi
20mi Radius
4th Quarter 2024**

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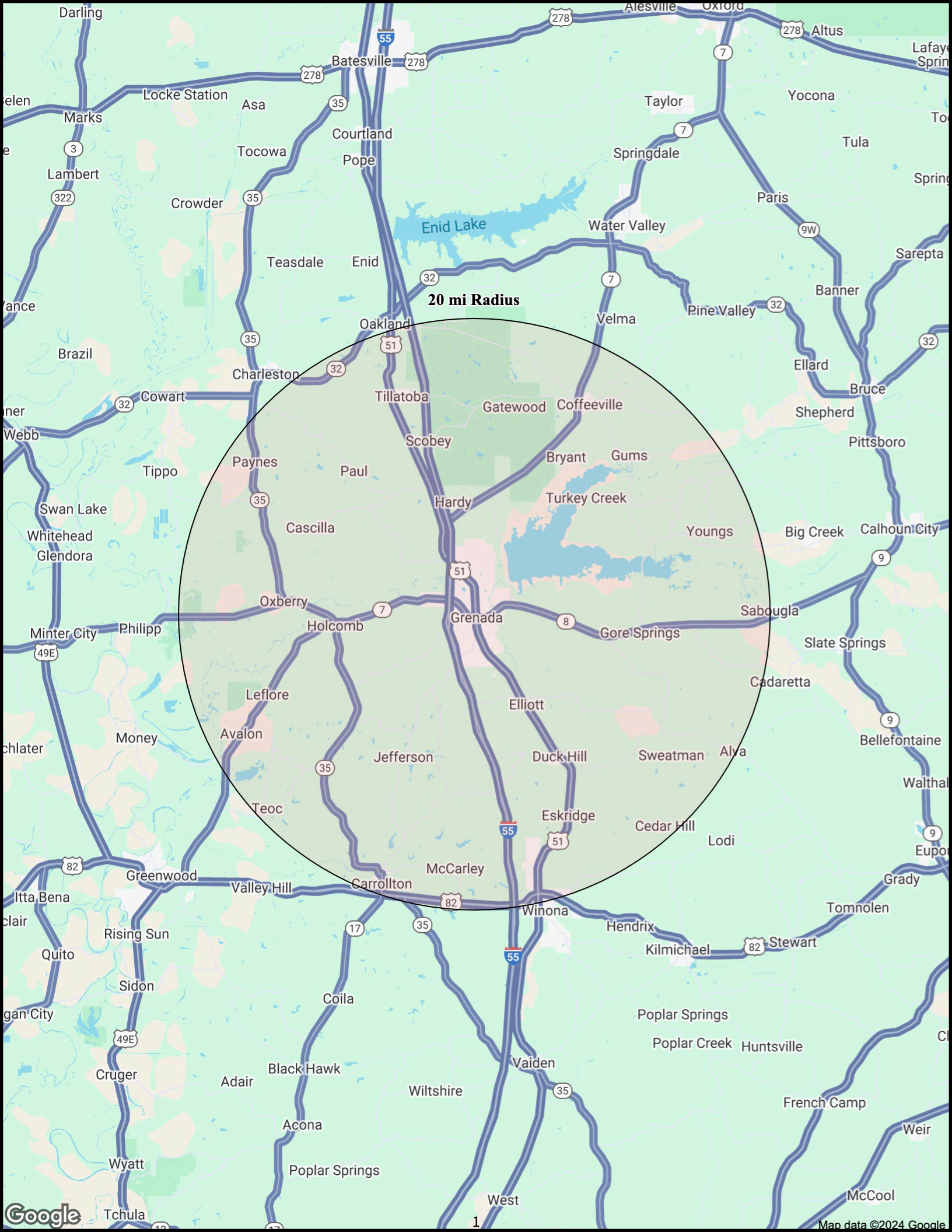
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Demographics

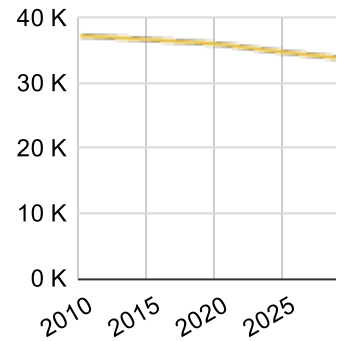


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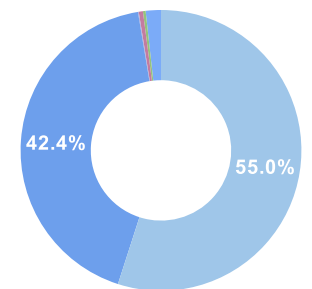
Population

Estimated Population (2024)	34,975
Projected Population (2029)	33,847
Census Population (2020)	35,967
Census Population (2010)	37,215
Projected Annual Growth (2024-2029)	-1,128 -0.6%
Historical Annual Growth (2020-2024)	-992 -0.7%
Historical Annual Growth (2010-2020)	-1,249 -3.3%
Estimated Population Density (2024)	psm
Trade Area Size	1,256.5 sq mi



Race and Ethnicity (2024)

Not Hispanic or Latino Population		Count	Percentage
White		19,018	55.2%
Black or African American		14,738	42.8%
American Indian or Alaska Native		19	-
Asian		156	0.5%
Hawaiian or Pacific Islander		-	-
Other Race		18	-
Two or More Races		474	1.4%
Hispanic or Latino Population		Count	Percentage
White		204	37.0%
Black or African American		94	17.0%
American Indian or Alaska Native		13	2.4%
Asian		10	1.8%
Hispanic Hawaiian or Pacific Islander		2	0.3%
Other Race		90	16.4%
Two or More Races		139	25.1%



- White
- Black or African American
- American Indian or Alaskan Native
- Asian
- Hawaiian or Pacific Islander
- Other Race
- 2+ Races



Grenada, Mississippi

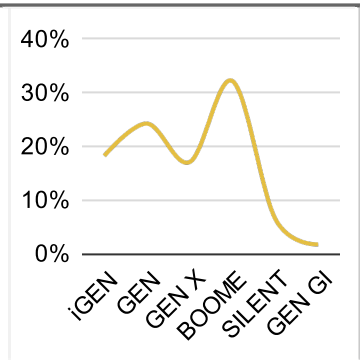
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Age Distribution (2024)

Age Under 5 Years	1,977	5.7%
Age 5 to 9 Years	2,165	6.2%
Age 10 to 14 Years	2,241	6.4%
Age 15 to 19 Years	2,221	6.4%
Age 20 to 24 Years	1,962	5.6%
Age 25 to 29 Years	2,011	5.8%
Age 30 to 34 Years	2,267	6.5%
Age 35 to 39 Years	1,862	5.3%
Age 40 to 44 Years	2,091	6.0%
Age 45 to 49 Years	2,027	5.8%
Age 50 to 54 Years	2,192	6.3%
Age 55 to 59 Years	2,305	6.6%
Age 60 to 64 Years	2,423	6.9%
Age 65 to 69 Years	2,295	6.6%
Age 70 to 74 Years	1,994	5.7%
Age 75 to 79 Years	1,453	4.2%
Age 80 to 84 Years	845	2.4%
Age 85 Years or Over	645	1.8%
Median Age	41.1	

Generation (2024)

iGeneration (Age Under 15 Years)	6,383	18.2%
Generation 9/11 Millennials (Age 15 to 34 Years)	8,460	24.2%
Gen Xers (Age 35 to 49 Years)	5,980	17.1%
Baby Boomers (Age 50 to 74 Years)	11,208	32.0%
Silent Generation (Age 75 to 84 Years)	2,299	6.6%
G.I. Generation (Age 85 Years or Over)	645	1.8%



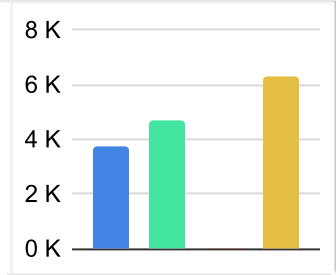


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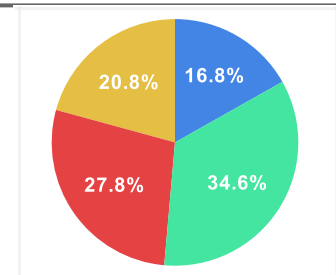
Household Type (2024)

Total Households	14,737
Family Households	8,416 57.1%
Family Households with Children	3,720 44.2%
Family Households No Children	4,696 55.8%
Non-Family Households	6,322 42.9%
Non-Family Households with Children	5 -
Non-Family Households No Children	6,317 99.9%



Education Attainment (2024)

Elementary or Some High School	4,107 16.8%
High School Graduate	8,437 34.6%
Some College or Associate Degree	6,797 27.8%
Bachelor or Graduate Degree	5,067 20.8%



Household Income (2024)

Estimated Average Household Income	\$71,174
Estimated Median Household Income	\$50,189
HH Income Under \$10,000	1,343 9.1%
HH Income \$10,000 to \$34,999	4,570 31.0%
HH Income \$35,000 to \$49,999	1,797 12.2%
HH Income \$50,000 to \$74,999	2,564 17.4%
HH Income \$75,000 to \$99,999	1,543 10.5%
HH Income \$100,000 to \$149,999	1,519 10.3%
HH Income \$150,000 or More	1,401 9.5%



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Population

Estimated Population (2024)	34,975
Projected Population (2029)	33,847
Census Population (2020)	35,967
Census Population (2010)	37,215
Projected Annual Growth (2024-2029)	-1,128 -0.6%
Historical Annual Growth (2020-2024)	-992 -0.7%
Historical Annual Growth (2010-2020)	-1,249 -0.3%
Estimated Population Density (2024)	28 psm
Trade Area Size	1,256.5 sq mi

Households

Estimated Households (2024)	14,737
Projected Households (2029)	14,062
Census Households (2020)	15,245
Census Households (2010)	15,035
Projected Annual Growth (2024-2029)	-675 -0.9%
Historical Annual Change (2010-2024)	-297 -0.1%

Average Household Income

Estimated Average Household Income (2024)	\$71,174
Projected Average Household Income (2029)	\$72,949
Census Average Household Income (2010)	\$42,468
Census Average Household Income (2000)	\$35,968
Projected Annual Change (2024-2029)	\$1,775 0.5%
Historical Annual Change (2000-2024)	\$35,207 4.1%

Median Household Income

Estimated Median Household Income (2024)	\$50,189
Projected Median Household Income (2029)	\$50,688
Census Median Household Income (2010)	\$33,043
Census Median Household Income (2000)	\$27,890
Projected Annual Change (2024-2029)	\$499 0.2%
Historical Annual Change (2000-2024)	\$22,299 3.3%

Per Capita Income

Estimated Per Capita Income (2024)	\$30,024
Projected Per Capita Income (2029)	\$30,343
Census Per Capita Income (2010)	\$17,157
Census Per Capita Income (2000)	\$13,664
Projected Annual Change (2024-2029)	\$318 0.2%
Historical Annual Change (2000-2024)	\$16,361 5.0%
Estimated Average Household Net Worth (2024)	\$790,528



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Race and Ethnicity

Total Population (2024)	34,975	
White (2024)	19,222	55.0%
Black or African American (2024)	14,831	42.4%
American Indian or Alaska Native (2024)	33	-
Asian (2024)	166	0.5%
Hawaiian or Pacific Islander (2024)	3	-
Other Race (2024)	108	0.3%
Two or More Races (2024)	612	1.8%
Population < 18 (2024)	7,779	22.2%
White Not Hispanic	3,708	47.7%
Black or African American	3,662	47.1%
Asian	27	0.4%
Other Race Not Hispanic	223	2.9%
Hispanic	159	2.0%
Not Hispanic or Latino Population (2024)	34,424	98.4%
Not Hispanic White	19,018	55.2%
Not Hispanic Black or African American	14,738	42.8%
Not Hispanic American Indian or Alaska Native	19	-
Not Hispanic Asian	156	0.5%
Not Hispanic Hawaiian or Pacific Islander	-	-
Not Hispanic Other Race	18	-
Not Hispanic Two or More Races	474	1.4%
Hispanic or Latino Population (2024)	551	1.6%
Hispanic White	204	37.0%
Hispanic Black or African American	94	17.0%
Hispanic American Indian or Alaska Native	13	2.4%
Hispanic Asian	10	1.8%
Hispanic Hawaiian or Pacific Islander	2	0.3%
Hispanic Other Race	90	16.4%
Hispanic Two or More Races	139	25.1%
Not Hispanic or Latino Population (2020)	35,494	98.7%
Hispanic or Latino Population (2020)	473	1.3%
Not Hispanic or Latino Population (2010)	36,881	99.1%
Hispanic or Latino Population (2010)	335	0.9%
Not Hispanic or Latino Population (2029)	33,141	97.9%
Hispanic or Latino Population (2029)	706	2.1%
Projected Annual Growth (2024-2029)	155	5.6%
Historical Annual Growth (2010-2020)	139	4.1%



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Total Age Distribution (2024)

Total Population	34,975
Age Under 5 Years	1,977 5.7%
Age 5 to 9 Years	2,165 6.2%
Age 10 to 14 Years	2,241 6.4%
Age 15 to 19 Years	2,221 6.4%
Age 20 to 24 Years	1,962 5.6%
Age 25 to 29 Years	2,011 5.8%
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Age 40 to 44 Years	2,091 6.0%
Age 45 to 49 Years	2,027 5.8%
Age 50 to 54 Years	2,192 6.3%
Age 55 to 59 Years	2,305 6.6%
Age 60 to 64 Years	2,423 6.9%
Age 65 to 69 Years	2,295 6.6%
Age 70 to 74 Years	1,994 5.7%
Age 75 to 79 Years	1,453 4.2%
Age 80 to 84 Years	1,453 4.2%
Age 85 Years or Over	845 2.4%
Median Age	64.5
Age 19 Years or Less	8,804 24.6%
Age 20 to 64 Years	19,199 54.6%
Age 65 Years or Over	7,072 20.7%

Female Age Distribution (2024)

Female Population	18,080 51.9%
Age Under 5 Years	981 5.4%
Age 5 to 9 Years	1,064 5.9%
Age 10 to 14 Years	1,121 6.0%
Age 15 to 19 Years	1,081 6.0%
Age 20 to 24 Years	1,160 6.4%
Age 25 to 29 Years	677 3.8%
Age 30 to 34 Years	677 3.8%
Age 35 to 39 Years	1,213 6.7%
Age 40 to 44 Years	1,213 6.7%
Age 45 to 49 Years	1,095 6.0%
Age 50 to 54 Years	1,095 6.0%
Age 55 to 59 Years	1,217 6.7%
Age 60 to 64 Years	1,274 7.0%
Age 65 to 69 Years	1,183 6.5%
Age 70 to 74 Years	1,070 5.9%
Age 75 to 79 Years	795 4.4%
Age 80 to 84 Years	388 2.1%
Age 85 Years or Over	388 2.1%
Female Median Age	42.2
Age 19 Years or Less	4,208 23.2%
Age 20 to 64 Years	10,011 55.1%
Age 65 Years or Over	3,943 21.7%



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Male Age Distribution (2024)

Male Population	16,814	48.1%
Age Under 5 Years	1,025	6.1%
Age 5 to 9 Years	1,101	6.5%
Age 10 to 14 Years	1,120	6.7%
Age 15 to 19 Years	1,150	6.8%
Age 20 to 24 Years	981	5.8%
Age 25 to 29 Years	991	5.9%
Age 30 to 34 Years	1,053	6.3%
Age 35 to 39 Years	892	5.3%
Age 40 to 44 Years	997	5.9%
Age 45 to 49 Years	946	5.6%
Age 50 to 54 Years	1,032	6.1%
Age 55 to 59 Years	1,088	6.5%
Age 60 to 64 Years	1,149	6.8%
Age 65 to 69 Years	1,112	6.6%
Age 70 to 74 Years	924	5.5%
Age 75 to 79 Years	658	3.9%
Age 80 to 84 Years	338	2.0%
Age 85 Years or Over	257	1.5%
Male Median Age	39.8	
Age 19 Years or Less	4,396	26.1%
Age 20 to 64 Years	9,129	54.3%
Age 65 Years or Over	3,289	19.6%

Males per 100 Females (2024)

Overall Comparison	93	
Age Under 5 Years	108	51.9%
Age 5 to 9 Years	103	50.8%
Age 10 to 14 Years	100	50.0%
Age 15 to 19 Years	107	51.8%
Age 20 to 24 Years	100	50.0%
Age 25 to 29 Years	97	49.3%
Age 30 to 34 Years	87	46.5%
Age 35 to 39 Years	92	47.9%
Age 40 to 44 Years	91	47.7%
Age 45 to 49 Years	87	46.7%
Age 50 to 54 Years	89	47.1%
Age 55 to 59 Years	89	47.2%
Age 60 to 64 Years	90	47.4%
Age 65 to 69 Years	94	48.5%
Age 70 to 74 Years	86	46.3%
Age 75 to 79 Years	83	45.3%
Age 80 to 84 Years	67	39.9%
Age 85 Years or Over	66	39.8%
Age 19 Years or Less	104	51.1%
Age 20 to 39 Years	94	48.4%
Age 40 to 64 Years	89	47.2%
Age 65 Years or Over	83	45.5%



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Household Type (2024)

Total Households	14,737	
Households with Children	3,725	25.3%
Average Household Size	2.3	
Household Density per Square Mile	12	
Population Family	26,338	75.3%
Population Non-Family	8,101	23.2%
Population Group Quarters	536	1.5%
Family Households	8,416	57.1%
Married Couple Households	5,078	60.3%
Other Family Households with Children	3,338	39.7%
Family Households with Children	3,720	44.2%
Married Couple with Children	2,011	54.0%
Other Family Households with Children	1,709	46.0%
Family Households No Children	4,696	55.8%
Married Couple No Children	3,067	65.3%
Other Family Households No Children	1,629	34.7%
Non-Family Households	6,322	42.9%
Non-Family Households with Children	5	-
Non-Family Households No Children	6,317	99.9%
Average Family Household Size	3.1	
Average Family Income	\$95,516	
Median Family Income	\$71,967	
Average Non-Family Household Size	1.3	

Marital Status (2024)

Population Age 15 Years or Over	28,592	
Never Married	8,958	31.3%
Currently Married	11,500	40.2%
Previously Married	8,134	28.4%
Separated	1,745	21.5%
Widowed	2,574	31.6%
Divorced	3,815	46.9%

Educational Attainment (2024)

Adult Population Age 25 Years or Over	24,409	
Elementary (Grade Level 0 to 8)	1,138	4.7%
Some High School (Grade Level 9 to 11)	2,970	12.2%
High School Graduate	8,437	34.6%
Some College	4,344	17.8%
Associate Degree Only	2,453	10.1%
Bachelor Degree Only	3,087	12.6%
Graduate Degree	1,981	8.1%
Any College (Some College or Higher)	11,865	48.6%
College Degree + (Bachelor Degree or Higher)	5,067	20.8%



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Housing

Total Housing Units (2024)	18,205	
Total Housing Units (2020)	17,855	
Historical Annual Growth (2020-2024)	349	-
Housing Units Occupied (2024)	14,737	81.0%
Housing Units Owner-Occupied	9,980	67.7%
Housing Units Renter-Occupied	4,758	32.3%
Housing Units Vacant (2024)	3,467	19.0%

Household Size (2024)

Total Households	14,737	12.0%
1 Person Households	5,946	40.3%
2 Person Households	5,076	34.4%
3 Person Households	1,768	7.7%
4 Person Households	1,137	
5 Person Households	469	3.2%
6 Person Households	222	1.5%
7 or More Person Households	119	0.8%

Household Income Distribution (2024)

HH Income \$200,000 or More	670	4.5%
HH Income \$150,000 to \$199,999	731	5.0%
HH Income \$125,000 to \$149,999	677	4.6%
HH Income \$100,000 to \$124,999	843	5.7%
HH Income \$75,000 to \$99,999	1,543	10.5%
HH Income \$50,000 to \$74,999	2,564	17.4%
HH Income \$35,000 to \$49,999	1,797	12.2%
HH Income \$25,000 to \$34,999	1,840	12.5%
HH Income \$15,000 to \$24,999	1,665	11.3%
HH Income \$10,000 to \$14,999	1,064	7.2%
HH Income Under \$10,000	1,343	9.1%

Household Vehicles (2024)

Households 0 Vehicles Available	1,043	7.1%
Households 1 Vehicle Available	4,710	32.0%
Households 2 Vehicles Available	5,533	37.5%
Households 3 or More Vehicles Available	3,451	23.4%
Total Vehicles Available	27,796	
Average Vehicles per Household	1.9	
Owner-Occupied Household Vehicles	20,883	75.1%
Average Vehicles per Owner-Occupied Household	2.1	6,913
Renter-Occupied Household Vehicles		24.9%
Average Vehicles per Renter-Occupied Household	1.5	

Travel Time (2024)

Worker Base Age 16 years or Over	13,189	
Travel to Work in 14 Minutes or Less	5,047	38.3%
Travel to Work in 15 to 29 Minutes	3,643	27.6%
Travel to Work in 30 to 59 Minutes	2,957	22.4%
Travel to Work in 60 Minutes or More	1,202	9.1%
Work at Home	340	2.6%
Average Minutes Travel to Work	18.7	



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Transportation To Work (2024)

Worker Base Age 16 years or Over	13,189	
Drive to Work Alone	11,378	86.3%
Drive to Work in Carpool	1,112	8.4%
Travel to Work by Public Transportation	6	-167 -
Drive to Work on Motorcycle	1.3%	-
Bicycle to Work		-
Walk to Work	185	1.4%
Other Means		
Work at Home	340	2.6%

Daytime Demographics (2024)

Total Businesses	1,162	
Total Employees	15,513	
Company Headquarter Businesses	33	2.9%
Company Headquarter Employees	4,227	27.2%
Employee Population per Business	13.3	to 1
Residential Population per Business	30.1	to 1
Adj. Daytime Demographics Age 16 Years or Over	30,383	

Labor Force

Labor Population Age 16 Years or Over (2024)	28,116	
Labor Force Total Males (2024)	13,301	47.3%
Male Civilian Employed	6,692	50.3%
Male Civilian Unemployed	219	1.6%
Males in Armed Forces	-	-
Males Not in Labor Force	6,390	48.0%
Labor Force Total Females (2024)	14,815	52.7%
Female Civilian Employed	6,553	44.2%
Female Civilian Unemployed	224	1.5%
Females in Armed Forces	-	-
Females Not in Labor Force	8,037	54.3%
Unemployment Rate	443	1.6%

Occupation (2024)

Occupation Population Age 16 Years or Over	13,189	
Occupation Total Males	6,668	50.6%
Occupation Total Females	6,521	49.4%
Management, Business, Financial Operations	1,493	11.3%
Professional, Related	3,033	23.0%
Service	1,748	13.3%
Sales, Office	2,526	19.2%
Farming, Fishing, Forestry	112	0.9%
Construction, Extraction, Maintenance	1,623	12.3%
Production, Transport, Material Moving	2,654	20.1%
White Collar Workers	7,052	53.5%
Blue Collar Workers	6,137	46.5%

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Units In Structure (2024)

Total Units	14,737	
1 Detached Unit	10,488	71.2%
1 Attached Unit	139	0.9%
2 Units	322	2.2%
3 to 4 Units	558	3.8%
5 to 9 Units	285	1.9%
10 to 19 Units	182	1.2%
20 to 49 Units	14	-
50 or More Units	328	2.2%
Mobile Home or Trailer	2,335	15.8%
Other Structure	87	0.6%

Homes Built By Year (2024)

Homes Built 2020 or later	28	0.2%
Homes Built 2010 to 2019	1,150	6.3%
Homes Built 2000 to 2009	1,802	9.9%
Homes Built 1990 to 1999	1,987	10.9%
Homes Built 1980 to 1989	2,549	14.0%
Homes Built 1970 to 1979	3,009	16.5%
Homes Built 1960 to 1969	1,666	9.2%
Homes Built 1950 to 1959	1,281	7.0%
Homes Built 1940 to 1949	282	1.5%
Homes Built Before 1939	983	5.4%
Median Age of Homes	44.8	yrs

Home Values (2024)

Owner Specified Housing Units	9,980	
Home Values \$1,000,000 or More	22	0.2%
Home Values \$750,000 to \$999,999	66	0.7%
Home Values \$500,000 to \$749,999	242	2.4%
Home Values \$400,000 to \$499,999	187	1.9%
Home Values \$300,000 to \$399,999	497	5.0%
Home Values \$250,000 to \$299,999	708	7.1%
Home Values \$200,000 to \$249,999	1,022	10.2%
Home Values \$175,000 to \$199,999	317	3.2%
Home Values \$150,000 to \$174,999	749	7.5%
Home Values \$125,000 to \$149,999	675	6.8%
Home Values \$100,000 to \$124,999	1,176	11.8%
Home Values \$90,000 to \$99,999	412	4.1%
Home Values \$80,000 to \$89,999	585	5.9%
Home Values \$70,000 to \$79,999	597	6.0%
Home Values \$60,000 to \$69,999	218	2.2%
Home Values \$50,000 to \$59,999	704	7.1%
Home Values \$35,000 to \$49,999	620	6.2%
Home Values \$25,000 to \$34,999	347	3.5%
Home Values \$10,000 to \$24,999	512	5.1%
Home Values Under \$10,000	324	3.3%
Owner-Occupied Median Home Value	\$127,828	
Renter-Occupied Median Rent	\$533	



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Total Annual Consumer Expenditure (2024)

Total Household Expenditure	\$813.29 M
Total Non-Retail Expenditure	\$430.59 M
Total Retail Expenditure	\$382.71 M
Apparel	\$28.11 M
Contributions	\$26.36 M
Education	\$23.26 M
Entertainment	\$45.28 M
Food and Beverages	\$120.11 M
Furnishings and Equipment	\$28.13 M
Gifts	\$19.53 M
Health Care	\$70.38 M
Household Operations	\$31.85 M
Miscellaneous Expenses	\$15.39 M
Personal Care	\$10.89 M
Personal Insurance	\$5.55 M
Reading	\$1.79 M
Shelter	\$172.74 M
Tobacco	\$5.3 M
Transportation	\$146.81 M
Utilities	\$61.82 M

Monthly Household Consumer Expenditure (2024)

Total Household Expenditure	\$4,599
Total Non-Retail Expenditure	\$2,435 52.9%
Total Retail Expenditures	\$2,164 47.1%
Apparel	\$159 3.5%
Contributions	\$149 3.2%
Education	\$132 2.9%
Entertainment	\$256 5.6%
Food and Beverages	\$679 14.8%
Furnishings and Equipment	\$159 3.5%
Gifts	\$110 2.4%
Health Care	\$398 8.7%
Household Operations	\$180 3.9%
Miscellaneous Expenses	\$87 1.9%
Personal Care	1.3%\$62
Personal Insurance	\$31 0.7%
Reading	\$10 0.2%
Shelter	\$977 21.2%
Tobacco	0.7%\$30
Transportation	\$830 \$350 18.1%
Utilities	7.6%

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers

New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

Furniture and Home Furnishings Stores

Furniture stores, home furnishing stores, home decorating stores and floor covering stores

Electronics and Appliance Stores

Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

Building Materials and Garden Supply Stores

Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores and nursery and garden centers

Food and Beverage Stores

Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine, and liquor stores

Health and Personal Care Stores

Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

Men's clothing stores, women's clothing stores, children's and infants clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

Sporting Goods and Hobby Stores

Sporting goods stores, hobby stores, toy stores, sewing and needlepoint stores, musical instrument and supply stores, book stores, newsstands, music stores

General Merchandise Stores

Department stores and other general merchandise stores

Miscellaneous Store Retailers

Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

Foodservice and Drinking Places

Full-service restaurants, limited service eating places, special foodservices, taverns and bars

Grenada, Mississippi		20 mi radius	
20mi Radius		Potential / Sales	Index
Clothing, Clothing Accessories Stores		\$17.12 M / \$9.17 M	46
Men's Clothing Stores		\$604.41 K / \$332.7 K	45
Women's Clothing Stores		\$2.64 M / \$4.68 M	-44
Children's, Infants' Clothing Stores		\$1.11 M / \$946.72 K	15
Family Clothing Stores		\$7.01 M / \$1.23 M	82
Clothing Accessory Stores		\$565.58 K / -	100
Other Apparel Stores		\$858.81 K / \$178.6 K	79
Shoe Stores		\$2.87 M / \$1.8 M	37
Jewelry Stores		\$1.36 M / -	100
Luggage Stores		\$109.09 K / -	100
Furniture, Home Furnishings Stores		\$8.38 M / \$4.45 M	47
Furniture Stores		\$5.14 M / \$4.45 M	13
Floor Covering Stores		\$890.54 K / -	100
Other Home Furnishing Stores		\$2.35 M / -	100
Electronics, Appliance Stores		\$6.4 M / \$6.32 M	1
Building Material, Garden Equipment, Supplies Dealers		\$20.89 M / \$36.47 M	-43
Home Centers		\$9.82 M / \$7.35 M	25
Paint, Wallpaper Stores		\$720.02 K / \$1.07 M	-33
Hardware Stores		\$900.44 K / \$2.05 M	-56
Other Building Materials Stores		\$6.98 M / \$20.72 M	-66
Outdoor Power Equipment Stores		\$329.04 K / \$448.72 K	-27
Nursery, Garden Stores		\$2.14 M / \$4.82 M	-56
Food, Beverage Stores		\$56.72 M / \$38.04 M	33
Grocery Stores		\$50.69 M / \$29.76 M	41
Convenience Stores		\$1.97 M / \$5.45 M	-64
Meat Markets		\$581.27 K / \$764.36 K	-24
Fish, Seafood Markets		\$210.25 K / \$644.49 K	-67
Fruit, Vegetable Markets		\$353.05 K / -	100
Other Specialty Food Markets		\$609.88 K / \$193.63 K	68
Liquor Stores		\$2.3 M / \$1.22 M	47

Grenada, Mississippi

20mi Radius

	Potential / Sales	Index
Health, Personal Care Stores	\$14 M / \$33.2 M	-58
Pharmacy, Drug Stores	\$11.72 M / \$32.58 M	-64
Cosmetics, Beauty Stores	\$686.38 K / \$305.65 K	55
Optical Goods Stores	\$786.44 K / \$168.61 K	79
Other Health, Personal Care Stores	\$802.95 K / \$141.13 K	82
Sporting Goods, Hobby, Book, Music Stores	\$6.37 M / \$6.01 M	6
Sporting Goods Stores	\$3.45 M / \$4.99 M	-31
Hobby, Toy, Game Stores	\$1.02 M / \$594.33 K	42
Sewing, Needlecraft Stores	\$323.46 K / -	100
Musical Instrument Stores	\$297.81 K / -	100
Book Stores	\$1.29 M / \$427.36 K	67
General Merchandise Stores	\$55.21 M / \$36.33 M	34
Department Stores	\$14.15 M / \$5.75 M	59
Warehouse Superstores	\$35.65 M / -	100
Other General Merchandise Stores	\$5.4 M / \$30.58 M	-82
Miscellaneous Store Retailers	\$7.54 M / \$5.4 M	28
Florists	\$265.02 K / \$293.35 K	-10
Office, Stationary Stores	\$742.53 K / \$2.89 M	-74
Gift, Souvenir Stores	\$896.7 K / \$300.46 K	66
Used Merchandise Stores	\$520.28 K / \$357.46 K	31
Pet, Pet Supply Stores	\$3.05 M / -	100
Art Dealers	\$245.92 K / -	100
Mobile Home Dealers	\$452.92 K / \$174.91 K	61
Other Miscellaneous Retail Stores	\$1.37 M / \$1.39 M	-1
Non-Store Retailers	\$25.32 M / \$725.51 K	97
Mail Order, Catalog Stores	\$20.99 M / -	100
Vending Machines	\$582.95 K / \$394.74 K	32
Fuel Dealers	\$2.13 M / \$105.72 K	95
Other Direct Selling Establishments	\$1.62 M / \$225.04 K	86

Grenada, Mississippi

20mi Radius

	Potential / Sales	Index
Accommodation, Food Services	\$48.16 M / \$54.87 M	-12
Hotels, Other Travel Accommodations	\$2.65 M / \$3.21 M	-17
RV Parks	\$26.05 K / \$5.11 K	80
Rooming, Boarding Houses	\$18.56 K / -	100
Full Service Restaurants	\$28.19 M / \$18.12 M	36
Limited Service Restaurants	\$13.09 M / \$33.86 M	-61
Special Food Services, Catering	\$4.18 M / \$595.58 K	86
Drinking Places	\$1.2 M / \$274.9 K	77
Gasoline Stations	\$41.25 M / \$90.01 M	-54
Motor Vehicle, Parts Dealers	\$74.15 M / \$150.58 M	-51
New Car Dealers	\$56.77 M / \$132.91 M	-57
Used Car Dealers	\$5.85 M / \$3.78 M	35
Recreational Vehicle Dealers	\$1.17 M / -	100
Motorcycle, Boat Dealers	\$2.55 M / -	100
Auto Parts, Accessories	\$4.68 M / \$9.6 M	-51
Tire Dealers	\$3.13 M / \$4.29 M	-27
2024 Population		34,975
2029 Population		33,847
% Population Change 2024-2029		-3.2%
2024 Adult Population Age 18+		27,196
2024 Population Male		16,814
2024 Population Female		18,161
2024 Households		14,737
2024 Median Household Income		50,189
2024 Average Household Income		71,174

Retail Potential

Retail Potential Profile



Grenada, Mississippi	
20mi Radius	
2024 Population	34,975
2029 Population	33,847
% Population Change 2020-2024	-2.8%
2024 Adult Population Age 18+	\$27,196
2024 Population Male	\$16,814
2024 Population Female	\$18,161
2024 Households	\$14,737
2024 Median Household Income	\$50,189
2024 Average Household Income	\$71,174
Clothing, Clothing Accessories Stores	\$17.12 M
Men's Clothing Stores	\$604.41 K
Women's Clothing Stores	\$2.64 M
Children's, Infants' Clothing Stores	\$1.11 M
Family Clothing Stores	\$7.01 M
Clothing Accessory Stores	\$565.58 K
Other Apparel Stores	\$858.81 K
Shoe Stores	\$2.87 M
Jewelry Stores	\$1.36 M
Luggage Stores	\$109.09 K
Furniture, Home Furnishings Stores	\$8.38 M
Furniture Stores	\$5.14 M
Floor Covering Stores	\$890.54 K
Other Home Furnishing Stores	\$2.35 M
Electronics, Appliance Stores	\$6.4 M
Gasoline Stations	\$41.25 M
Building Material, Garden Equipment, Supplies Dealers	\$20.89 M
Home Centers	\$9.82 M
Paint, Wallpaper Stores	\$720.02 K
Hardware Stores	\$900.44 K
Other Building Materials Stores	\$6.98 M
Outdoor Power Equipment Stores	\$329.04 K
Nursery, Garden Stores	\$2.14 M
Food, Beverage Stores	\$56.72 M
Grocery Stores	\$50.69 M
Convenience Stores	\$1.97 M
Meat Markets	\$581.27 K
Fish, Seafood Markets	\$210.25 K
Fruit, Vegetable Markets	\$353.05 K
Other Specialty Food Markets	\$609.88 K
Liquor Stores	\$2.3 M

Grenada, Mississippi	
20mi Radius	
Health, Personal Care Stores	\$14 M
Pharmacy, Drug Stores	\$11.72 M
Cosmetics, Beauty Stores	\$686.38 K
Optical Goods Stores	\$786.44 K
Other Health, Personal Care Stores	\$802.95 K
Sporting Goods, Hobby, Book, Music Stores	\$6.37 M
Sporting Goods Stores	\$3.45 M
Hobby, Toy, Game Stores	\$1.02 M
Sewing, Needlecraft Stores	\$323.46 K
Musical Instrument Stores	\$297.81 K
Book Stores	\$1.29 M
General Merchandise Stores	\$55.21 M
Department Stores	\$14.15 M
Warehouse Superstores	\$35.65 M
Other General Merchandise Stores	\$5.4 M
Miscellaneous Store Retailers	\$7.54 M
Florists	\$265.02 K
Office, Stationary Stores	\$742.53 K
Gift, Souvenir Stores	\$896.7 K
Used Merchandise Stores	\$520.28 K
Pet, Pet Supply Stores	\$3.05 M
Art Dealers	\$245.92 K
Mobile Home Dealers	\$452.92 K
Other Miscellaneous Retail Stores	\$1.37 M
Non-Store Retailers	\$25.32 M
Mail Order, Catalog Stores	\$20.99 M
Vending Machines	\$582.95 K
Fuel Dealers	\$2.13 M
Other Direct Selling Establishments	\$1.62 M
Accommodation, Food Services	\$49.36 M
Hotels, Other Travel Accommodations	\$2.65 M
RV Parks	\$26.05 K
Rooming, Boarding Houses	\$18.56 K
Full Service Restaurants	\$28.19 M
Limited Service Restaurants	\$13.09 M
Special Food Services, Catering	\$4.18 M
Drinking Places	\$1.2 M
Motor Vehicle, Parts Dealers	\$74.15 M
New Car Dealers	\$56.77 M
Used Car Dealers	\$5.85 M
Recreational Vehicle Dealers	\$1.17 M
Motorcycle, Boat Dealers	\$2.55 M
Auto Parts, Accessories	\$4.68 M
Tire Dealers	\$3.13 M

Income Summary

Grenada, Mississippi			
20mi Radius			
Population			
Estimated Population (2024)			34,975
Projected Population (2029)			33,847
Census Population (2020)			35,967
Census Population (2010)			37,215
Projected Annual Growth (2024 to 2029)		-1,128	-0.6%
Historical Annual Growth (2020 to 2024)		-992	-0.7%
Historical Annual Growth (2010 to 2020)		-1,249	-0.3%
Households			
Estimated Households (2024)			14,737
Projected Households (2029)			14,062
Census Households (2020)			15,245
Census Households (2010)			15,035
Projected Annual Growth (2024 to 2029)		-675	-0.9%
Historical Annual Growth (2020 to 2024)		-508	-0.8%
Historical Annual Growth (2010 to 2020)		210	0.1%
Average Household Income			
Estimated Average Household Income (2024)			\$71,174
Projected Average Household Income (2029)			\$72,949
Census Average Household Income (2020)			\$42,468
Census Average Household Income (2010)			\$35,968
Projected Annual Growth (2024 to 2029)		\$1,775	0.5%
Historical Annual Growth (2020 to 2024)		\$28,706	4.8%
Historical Annual Growth (2010 to 2020)		\$6,501	1.8%
Median Household Income			
Estimated Median Household Income (2024)			\$50,189
Projected Median Household Income (2029)			\$50,688
Census Median Household Income (2020)			\$33,043
Census Median Household Income (2010)			\$27,890
Projected Annual Growth (2024 to 2029)		\$499	0.2%
Historical Annual Growth (2020 to 2024)		\$17,146	3.7%
Historical Annual Growth (2010 to 2020)		\$5,153	1.8%
Per Capita Income			
Estimated Per Capita Income (2024)			\$30,024
Projected Per Capita Income (2029)			\$30,343
Census Per Capita Income (2020)			\$17,157
Census Per Capita Income (2010)			\$13,664
Projected Annual Growth (2024 to 2029)		\$318	0.2%
Historical Annual Growth (2020 to 2024)		\$12,868	5.4%
Historical Annual Growth (2010 to 2020)		\$3,493	2.6%
Other Income			
Estimated Families (2024)			8,416
Estimated Average Family Income (2024)			\$95,516
Estimated Median Family Income (2024)			\$71,967
Estimated Average Household Net Worth (2024)			\$790,528

Consumer Expenditure Summary

Consumer Expenditure Summary



Grenada, Mississippi		
20mi Radius		
Estimated Population		34,975
Estimated Households		14,737
Household Expenditure		\$813.29 M
Per Household ~ Per Capita	\$55,185	\$23,254
Non-Retail Expenditures	\$430.59 M	52.9%
Per Household ~ Per Capita	\$29,217	\$12,311
Retail Expenditures	\$382.71 M	47.1%
Per Household ~ Per Capita	\$25,968	\$10,942
Apparel	\$28.11 M	3.5%
Per Household ~ Per Capita	\$1,907	\$804
Contributions	\$26.36 M	3.2%
Per Household ~ Per Capita	\$1,788	\$754
Education	\$23.26 M	2.9%
Per Household ~ Per Capita	\$1,578	\$665
Entertainment	\$45.28 M	5.6%
Per Household ~ Per Capita	\$3,072	\$1,295
Food, Beverages	\$120.11 M	14.8%
Per Household ~ Per Capita	\$8,150	\$3,434
Furnishings, Equipment	\$28.13 M	3.5%
Per Household ~ Per Capita	\$1,909	\$804
Gifts	\$19.53 M	2.4%
Per Household ~ Per Capita	\$1,325	\$558
Health Care	\$70.38 M	8.7%
Per Household ~ Per Capita	\$4,776	\$2,012
Household Operations	\$31.85 M	3.9%
Per Household ~ Per Capita	\$2,161	\$911
Miscellaneous Expenses	\$15.39 M	1.9%
Per Household ~ Per Capita	\$1,044	\$440
Personal Care	\$10.89 M	1.3%
Per Household ~ Per Capita	\$739	\$311
Personal Insurance	\$5.55 M	0.7%
Per Household ~ Per Capita	\$377	\$159
Reading	\$1.79 M	0.2%
Per Household ~ Per Capita	\$121	\$51
Shelter	\$172.74 M	21.2%
Per Household ~ Per Capita	\$11,721	\$4,939
Tobacco	\$5.3 M	0.7%
Per Household ~ Per Capita	\$360	\$152
Transportation	\$146.81 M	18.1%
Per Household ~ Per Capita	\$9,961	\$4,197
Utilities	\$61.82 M	7.6%
Per Household ~ Per Capita	\$4,195	\$1,768

Grenada, Mississippi		
20mi Radius		
Population / Households (2024)		
Estimated Population		34,975
Estimated Households		14,737
Total Annual Consumer Expenditure (2024)		
Total Household Expenditure		\$813.29 M
Total Non-Retail Expenditure		\$430.59 M
Total Retail Expenditure		\$382.71 M
Apparel		\$28.11 M
Contributions		\$26.36 M
Education		\$23.26 M
Entertainment		\$45.28 M
Food and Beverages		\$120.11 M
Furnishings and Equipment		\$28.13 M
Gifts		\$19.53 M
Health Care		\$70.38 M
Household Operations		\$31.85 M
Miscellaneous Expenses		\$15.39 M
Personal Care		\$10.89 M
Personal Insurance		\$5.55 M
Reading		\$1.79 M
Shelter		\$172.74 M
Tobacco		\$5.3 M
Transportation		\$146.81 M
Utilities		\$61.82 M
Monthly Household Consumer Expenditure (2024)		
Total Household Expenditure		\$4,599
Total Non-Retail Expenditure		\$2,435 52.9%
Total Retail Expenditure		\$2,164 47.1%
Apparel		\$159 3.5%
Contributions		\$149 3.2%
Education		\$132 2.9%
Entertainment		\$256 5.6%
Food and Beverages		\$679 14.8%
Furnishings and Equipment		\$159 3.5%
Gifts		\$110 2.4%
Health Care		\$398 8.7%
Household Operations		\$180 3.9%
Miscellaneous Expenses		\$87 1.9%
Personal Care		\$62 1.3%
Personal Insurance		\$31 0.7%
Reading		\$10 0.2%
Shelter		\$977 21.2%
Tobacco		\$30 0.7%
Transportation		\$830 18.1%
Utilities		\$350 7.6%

Grenada, Mississippi	
20mi Radius	
Population / Households (2029)	
Projected Population	33,847
Projected Households	14,062
Total Annual Consumer Expenditure (2029)	
Total Household Expenditure	\$830.58 M
Total Non-Retail Expenditure	\$439.85 M
Total Retail Expenditure	\$390.73 M
Apparel	\$28.77 M
Contributions	\$26.89 M
Education	\$23.87 M
Entertainment	\$46.23 M
Food and Beverages	\$122.71 M
Furnishings and Equipment	\$28.71 M
Gifts	\$19.97 M
Health Care	\$71.69 M
Household Operations	\$32.52 M
Miscellaneous Expenses	\$15.7 M
Personal Care	\$11.12 M
Personal Insurance	\$5.66 M
Reading	\$1.82 M
Shelter	\$176.6 M
Tobacco	\$5.4 M
Transportation	\$149.85 M
Utilities	\$63.06 M
Consumer Expenditure Growth (2024 to 2029)	
Total Household Expenditure	\$17.28 M
Total Non-Retail Expenditure	\$9.26 M
Total Retail Expenditure	\$8.02 M
Apparel	\$658.55 K
Contributions	\$532.25 K
Education	\$608.78 K
Entertainment	\$950.95 K
Food and Beverages	\$2.6 M
Furnishings and Equipment	\$578.86 K
Gifts	\$437.44 K
Health Care	\$1.31 M
Household Operations	\$678.25 K
Miscellaneous Expenses	\$310.66 K
Personal Care	\$229.91 K
Personal Insurance	\$110.65 K
Reading	\$35.85 K
Shelter	\$3.86 M
Tobacco	\$104.39 K
Transportation	\$3.05 M
Utilities	\$1.24 M

Crime Risk

Grenada, Mississippi	
20mi Radius	
Demographics	
Population	34,975
Census Population	35,967
Households	14,737
Average Household Income	\$71,174
Median Household Income	\$50,189
Per Capita Income	\$30,024
Total Crime	
Crime Index	104
Crime Level	Average
Personal Crime	
Crime Index	70
Crime Level	Below Average
Murder	
Crime Index	147
Crime Level	Above Average
Rape	
Crime Index	105
Crime Level	Average
Robbery	
Crime Index	39
Crime Level	Low Risk
Assault	
Crime Index	72
Crime Level	Below Average
Property Crime	
Crime Index	111
Crime Level	Average
Burglary	
Crime Index	193
Crime Level	Very High
Larceny	
Crime Index	101
Crime Level	Average
Motor Vehicle Theft	
Crime Index	66
Crime Level	Below Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Grenada, Mississippi 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
Advance Auto Parts	1 / 1	9,400	
AutoZone	1 / 1	6,600	
CARQUEST	1 / 1	12,300	
NAPA	3 / 1	6,200	
O'Reilly	1 / 1	8,500	
Quick Lane	1 / 1	7,400	
Banks			
Bankplus	1 / 1	4,700	
Regions Bank	3 / 2	5,100	
Renasant Bank	2 / 2	4,100	
Woodforest National Bank	1 / 1	3,500	
Banks Minor			
Bank	6 / 3		
Car Washes			
Carwash USA Express	1 / 1	4,400	
Take 5 Car Wash	1 / 1	5,900	
Clothing Apparel			
Cato	1 / 1	5,000	
Citi Trends	1 / 1	14,600	
Convenience Stores			
BP	1 / 0	4,200	
Chevron	3 / 1	1,700	
Circle K	2 / 1	3,200	
Exxon	6 / 3	2,600	
Marathon	3 / 1	2,500	
Pilot Travel Centers	1 / 0	3,200	
Shell	3 / 3	1,800	
Dealerships			
Chevrolet	1 / 1		
Chrysler	1 / 1		
Dodge	1 / 1		
Ford	1 / 1		
GMC	1 / 1		
Jeep	1 / 1		
Lincoln	1 / 1		
Nissan	1 / 1		

Grenada, Mississippi 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
RAM	1 / 1		
Toyota	1 / 1		
Discount Department Stores			
Roses	2 / 1	37,900	
Wal-Mart Supercenter	1 / 1	189,700	
Dollar Stores			
Dollar General	10 / 4	9,600	
Dollar Tree	1 / 1	11,800	
Family Dollar	2 / 2	9,400	
Family Dollar Dollar Tree	1 / 0	12,100	
Drug Stores			
CVS	1 / 1	13,400	
GNC	1 / 1	1,700	
Walgreens	1 / 1	14,800	
Education			
Cosmetology and Barber	1 / 1		
Day Care	14 / 9		
High School	2 / 2		
PK - 8	9 / 3		
PK - 8 (Private)	2 / 1		
Entertainment			
Theatres	1 / 1		
EV Charging Stations			
ChargePoint	1 / 1		
Independent	1 / 1		
Shell Recharge	1 / 0		
Tesla	2 / 1		
Fitness			
Anytime Fitness	1 / 1	5,100	
Snap Fitness	1 / 1	4,900	
Furniture Household			
Aarons	1 / 1	9,000	
Ashley Furniture	1 / 1	42,700	
Rent A Center	1 / 1	5,700	
Grocery Stores			
Piggly Wiggly	1 / 0	21,600	
Health Beauty			

Grenada, Mississippi 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Sally Beauty Supply	1 / 1	2,300	
Health Care			
Anesthesiology	2 / 2		
Cardiovascular Disease	2 / 2		
Certified Registered Nurse Anesthetist	1 / 1		
Chiropractic	1 / 1		
Dermatology	2 / 2		
Diagnostic Radiology	2 / 2		
Dialysis Centers	2 / 1		
Emergency Medicine	2 / 1		
Family Practice	8 / 4		
General Surgery	3 / 2		
Hematology and Oncology	2 / 2		
Hospitalist	2 / 2		
Internal Medicine	5 / 4		
Interventional Cardiology	1 / 1		
Interventional Radiology	1 / 1		
Medical Oncology	1 / 1		
Medical Toxicology	1 / 1		
Nephrology	3 / 2		
Neurology	2 / 2		
Nuclear Medicine	2 / 2		
Nurse Practitioner	14 / 10		
Obstetrics and Gynecology	1 / 1		
Ophthalmology	1 / 1		
Optometry	4 / 3		
Orthopedic Surgery	2 / 2		
Osteopathic Manipulative Medicine	1 / 1		
Pediatric Medicine	1 / 1		
Physical Therapy	2 / 1		
Pulmonary Disease	1 / 1		
Rheumatology	1 / 1		
Urgent Care	1 / 1		
Urology	2 / 2		
Home Improvement			
Harbor Freight Tools	1 / 1	17,100	
Sherwin-Williams	2 / 1	7,300	

Grenada, Mississippi 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Tractor Supply Company	1 / 1	26,300	
True Value	1 / 1	12,800	
Hotels			
Americas Best Value Inn	2 / 1	15,000	
Baymont Inn & Suites	1 / 1	21,100	
Comfort	1 / 1	14,500	
Econo Lodge	1 / 1	17,400	
Hampton Inn	1 / 1	18,300	
Holiday Inn Express	2 / 1	16,400	
Restaurants Casual			
Applebee's	1 / 1	5,400	
Waffle House	2 / 1	2,000	
Restaurants Fast Food Major			
Burger King	2 / 1	4,000	
KFC	2 / 1	3,100	
McDonald's	2 / 1	4,600	
Sonic	2 / 1	2,800	
Taco Bell	2 / 1	2,500	
Wendy's	1 / 1	3,300	
Restaurants Fast Food Minor			
Captain D's Seafood	1 / 1	3,200	
Jacks	1 / 1	3,200	
Popeyes	1 / 1	2,700	
Zaxby's	1 / 1	3,600	
Restaurants Ice Cream Smoothie			
Baskin-Robbins	1 / 1	2,200	
Restaurants Pizza			
Domino's Pizza	1 / 1	2,100	
Little Caesars	1 / 0	1,800	
Pizza Hut	1 / 1	2,800	
Pizza Inn	1 / 1	3,600	
Restaurants Sandwich			
McAlister's Deli	1 / 1	5,000	
Subway	2 / 1	1,700	
Shoes Footwear			
Shoe Show	1 / 1	4,800	
Specialty			

Grenada, Mississippi	Site / Market Locations	Avg Square Footage	Closest Location
20mi Radius			
GameStop	1 / 1	1,700	
Sporting Goods			
Hibbett Sports	1 / 1	7,600	
Wireless Stores			
AT&T	1 / 1	3,500	
Cricket	1 / 1	1,600	
T-Mobile	1 / 1	1,800	
Worship			
Baptist	12 / 8		
Christian	1 / 0		
Methodist	2 / 0		
Methodist Episcopal	9 / 5		
Presbyterian	2 / 1		