

**RETAIL ATTRACTIONS, LLC**  

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**Economic Development Consulting**

**Grenada, Mississippi  
Drive Time  
4th Quarter 2024**

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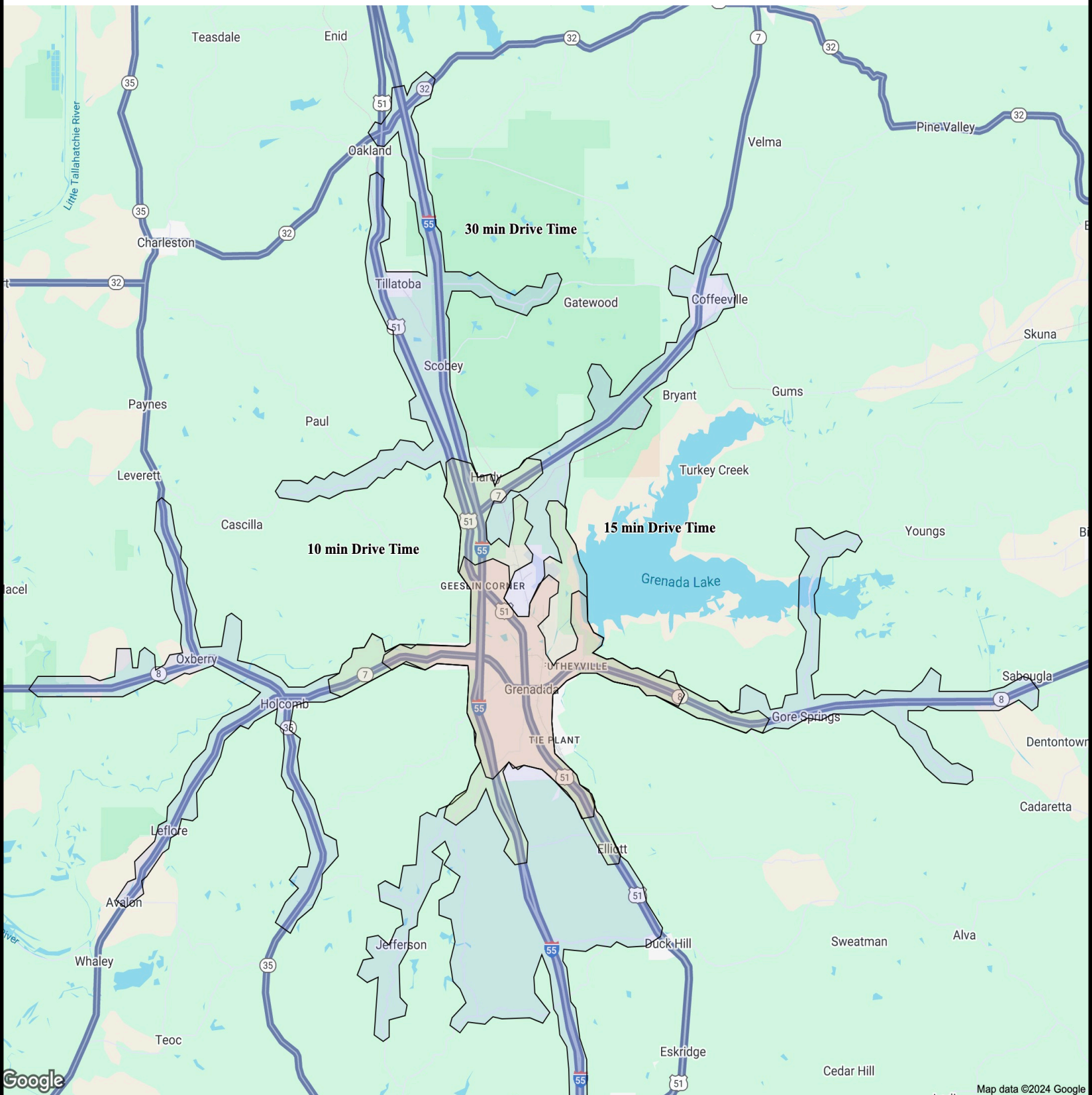
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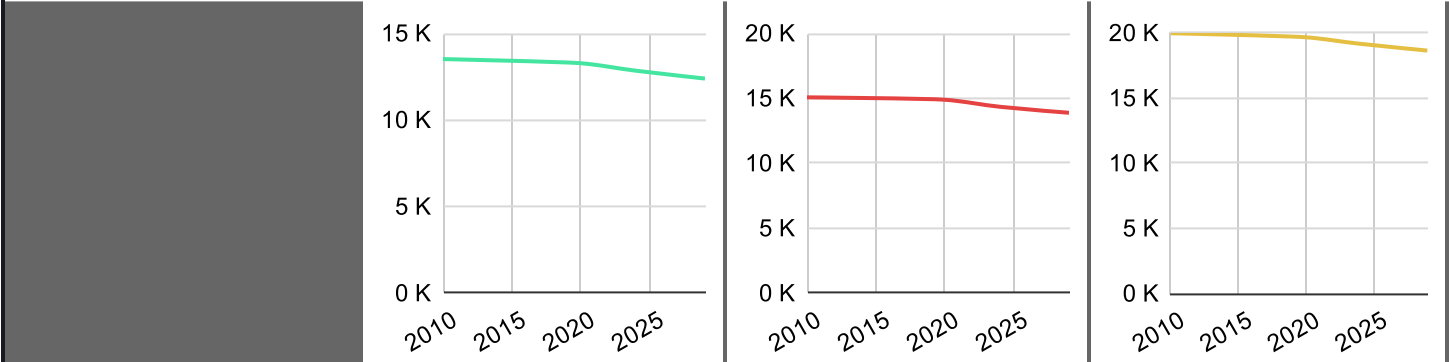
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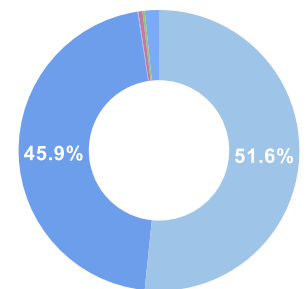
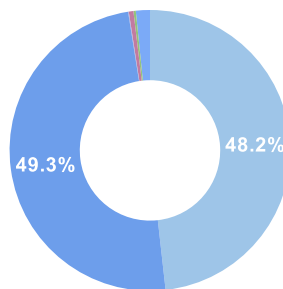
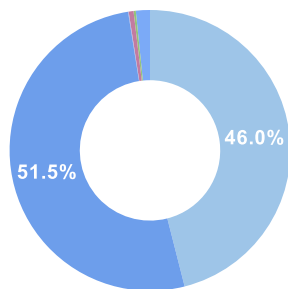
# Demographics



Grenada, Mississippi		10 min drive time		15 min drive time		30 min drive time	
Drive Time		time		time		time	
<b>Population</b>							
Estimated Population (2024)		12,845		14,350		19,181	
Projected Population (2029)		12,393		13,891		18,658	
Census Population (2020)		13,279		14,895		19,681	
Census Population (2010)		13,517		15,079		19,991	
Projected Annual Growth (2024-2029)		-453	-0.7%	-459	-0.6%	-522	-0.5%
Historical Annual Growth (2020-2024)		-433	-0.8%	-545	-0.9%	-500	-0.7%
Historical Annual Growth (2010-2020)		-238	-0.2%	-183	-0.1%	-310	-0.2%
Estimated Population Density (2024)		404 <i>psm</i>		248 <i>psm</i>		87 <i>psm</i>	
Trade Area Size		31.8 <i>sq mi</i>		57.8 <i>sq mi</i>		220.4 <i>sq mi</i>	

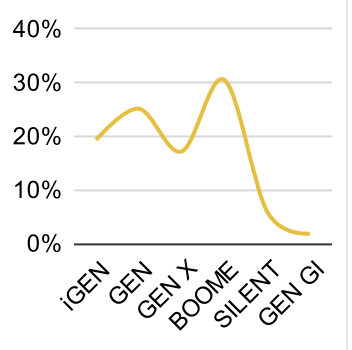
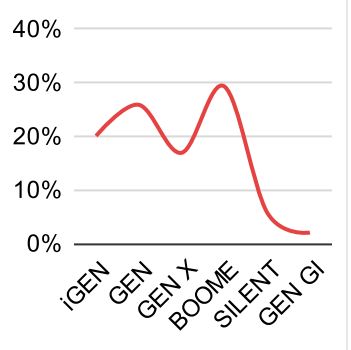
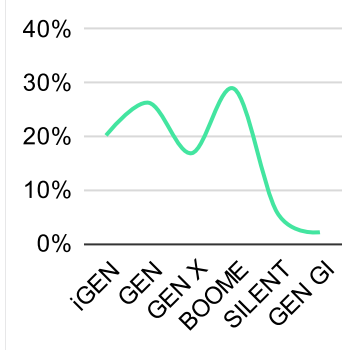


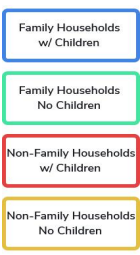
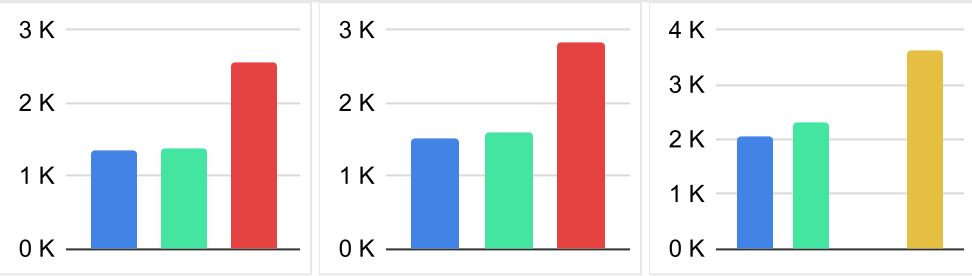

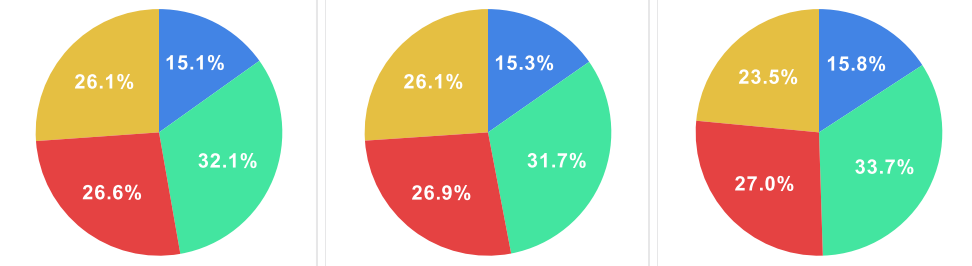
<b>Race and Ethnicity (2024)</b>							
<b>Not Hispanic or Latino Population</b>							
White		12,665	98.6%	14,142	98.5%	18,904	98.6%
Black or African American		5,852	46.2%	6,846	48.4%	9,800	51.8%
American Indian or Alaska Native		6,559	51.8%	7,016	49.6%	8,743	46.2%
Asian		5	-	6	-	11	-
Hawaiian or Pacific Islander		69	0.5%	74	0.5%	87	0.5%
Other Race		-	-	-	-	-	-
Two or More Races		8	-	9	-	11	-
Two or More Races		170	1.3%	190	1.3%	252	1.3%
<b>Hispanic or Latino Population</b>							
White		181	1.4%	209	1.5%	277	1.4%
Black or African American		61	33.7%	74	35.6%	102	36.9%
American Indian or Alaska Native		51	28.4%	55	26.4%	64	23.3%
Asian		4	2.3%	5	2.5%	7	2.4%
Hispanic Hawaiian or Pacific Islander		2	1.1%	2	1.0%	5	1.8%
Other Race		-	-	-	-	-	-
Two or More Races		25	13.7%	30	14.4%	39	14.3%
Two or More Races		37	20.8%	42	20.2%	59	21.3%



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

Grenada, Mississippi		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Age Distribution (2024)</b>							
Age Under 5 Years		775	6.0%	860	6.0%	1,115	5.8%
Age 5 to 9 Years		913	7.1%	1,017	7.1%	1,288	6.7%
Age 10 to 14 Years		903	7.0%	1,004	7.0%	1,303	6.8%
Age 15 to 19 Years		857	6.7%	961	6.7%	1,264	6.6%
Age 20 to 24 Years		733	5.7%	813	5.7%	1,085	5.7%
Age 25 to 29 Years		838	6.5%	906	6.3%	1,161	6.1%
Age 30 to 34 Years		943	7.3%	1,033	7.2%	1,313	6.8%
Age 35 to 39 Years		747	5.8%	829	5.8%	1,075	5.6%
Age 40 to 44 Years		759	5.9%	852	5.9%	1,157	6.0%
Age 45 to 49 Years		659	5.1%	748	5.2%	1,063	5.5%
Age 50 to 54 Years		749	5.8%	851	5.9%	1,192	6.2%
Age 55 to 59 Years		795	6.2%	907	6.3%	1,234	6.4%
Age 60 to 64 Years		803	6.3%	910	6.3%	1,259	6.6%
Age 65 to 69 Years		709	5.5%	803	5.6%	1,154	6.0%
Age 70 to 74 Years		647	5.0%	734	5.1%	1,015	5.3%
Age 75 to 79 Years		457	3.6%	520	3.6%	723	3.8%
Age 80 to 84 Years		286	2.2%	311	2.2%	421	2.2%
Age 85 Years or Over		272	2.1%	293	2.0%	359	1.9%
Median Age		37.5		37.9		39.1	
<b>Generation (2024)</b>							
iGeneration (Age Under 15 Years)		2,591	20.2%	2,880	20.1%	3,706	19.3%
Generation 9/11 Millennials (Age 15 to 34 Years)		3,372	26.3%	3,713	25.9%	4,823	25.1%
Gen Xers (Age 35 to 49 Years)		2,165	16.9%	2,429	16.9%	3,295	17.2%
Baby Boomers (Age 50 to 74 Years)		3,703	28.8%	4,205	29.3%	5,853	30.5%
Silent Generation (Age 75 to 84 Years)		743	5.8%	831	5.8%	1,144	6.0%
G.I. Generation (Age 85 Years or Over)		272	2.1%	293	2.0%	359	1.9%



Grenada, Mississippi		10 min drive time	15 min drive time	30 min drive time
Drive Time				
<b>Household Type (2024)</b>				
Total Households		5,297	5,934	7,999
Family Households		2,736 51.6%	3,110 52.4%	4,362 54.5%
Family Households with Children		1,361 49.7%	1,523 49.0%	2,065 47.3%
Family Households No Children		1,375 50.3%	1,587 51.0%	2,297 52.7%
Non-Family Households		2,561 48.4%	2,824 47.6%	3,637 45.5%
Non-Family Households with Children		- -	- -	1 -
Non-Family Households No Children		2,561 100.0%	2,824 100.0%	3,635 100.0%
				
<b>Education Attainment (2024)</b>				
Elementary or Some High School		1,312 15.1%	1,484 15.3%	2,076 15.8%
High School Graduate		2,780 32.1%	3,073 31.7%	4,422 33.7%
Some College or Associate Degree		2,308 26.6%	2,612 26.9%	3,544 27.0%
Bachelor or Graduate Degree		2,263 26.1%	2,528 26.1%	3,084 23.5%
				
<b>Household Income (2024)</b>				
Estimated Average Household Income		\$66,438	\$69,064	\$71,072
Estimated Median Household Income		\$47,162	\$49,478	\$50,254
HH Income Under \$10,000		566 10.7%	665 11.2%	874 10.9%
HH Income \$10,000 to \$34,999		1,655 31.2%	1,760 29.7%	2,375 29.7%
HH Income \$35,000 to \$49,999		719 13.6%	775 13.1%	976 12.2%
HH Income \$50,000 to \$74,999		971 18.3%	1,079 18.2%	1,431 17.9%
HH Income \$75,000 to \$99,999		481 9.1%	565 9.5%	781 9.8%
HH Income \$100,000 to \$149,999		435 8.2%	533 9.0%	807 10.1%
HH Income \$150,000 or More		471 8.9%	556 9.4%	755 9.4%



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<b>Drive Time</b>			
<b>Population</b>			
Estimated Population (2024)	12,845	14,350	19,181
Projected Population (2029)	12,393	13,891	18,658
Census Population (2020)	13,279	14,895	19,681
Census Population (2010)	13,517	15,079	19,991
Projected Annual Growth (2024-2029)	-453 -0.7%	-459 -0.6%	-522 -0.5%
Historical Annual Growth (2020-2024)	-433 -	-545 -0.9%	-500 -0.6%
Historical Annual Growth (2010-2020)	-238 -0.2%	-183 -0.1%	-310 -0.2%
Estimated Population Density (2024)	404 <i>psm</i>	248 <i>psm</i>	87 <i>psm</i>
Trade Area Size	31.8 <i>sq mi</i>	57.8 <i>sq mi</i>	220.4 <i>sq mi</i>
<b>Households</b>			
Estimated Households (2024)	5,297	5,934	7,999
Projected Households (2029)	5,045	5,671	7,675
Census Households (2020)	5,548	6,214	8,274
Census Households (2010)	5,461	6,079	8,069
Projected Annual Growth (2024-2029)	-252 -1.0%	-263 -0.9%	-324 -0.8%
Historical Annual Change (2010-2024)	-164 -0.2%	-145 -0.2%	-70 -
<b>Average Household Income</b>			
Estimated Average Household Income (2024)	\$66,438	\$69,064	\$71,072
Projected Average Household Income (2029)	\$67,945	\$70,720	\$72,861
Census Average Household Income (2010)	\$43,004	\$44,064	\$43,703
Census Average Household Income (2000)	\$36,000	\$35,959	\$36,005
Projected Annual Change (2024-2029)	\$1,507 0.5%	\$1,656 0.5%	\$1,789 0.5%
Historical Annual Change (2000-2024)	\$30,438 3.5%	\$33,105 3.8%	\$35,067 4.1%
<b>Median Household Income</b>			
Estimated Median Household Income (2024)	\$47,162	\$49,478	\$50,254
Projected Median Household Income (2029)	\$47,910	\$50,252	\$51,002
Census Median Household Income (2010)	\$32,992	\$33,538	\$33,403
Census Median Household Income (2000)	\$26,469	\$26,840	\$27,211
Projected Annual Change (2024-2029)	\$748 0.3%	\$774 0.3%	\$748 0.3%
Historical Annual Change (2000-2024)	\$20,693 3.3%	\$22,637 3.5%	\$23,042 3.5%
<b>Per Capita Income</b>			
Estimated Per Capita Income (2024)	\$27,480	\$28,630	\$29,694
Projected Per Capita Income (2029)	\$27,746	\$28,946	\$30,029
Census Per Capita Income (2010)	\$17,372	\$17,759	\$17,636
Census Per Capita Income (2000)	\$13,591	\$13,588	\$13,636
Projected Annual Change (2024-2029)	\$266 0.2%	\$316 0.2%	\$335 0.2%
Historical Annual Change (2000-2024)	\$13,890 4.3%	\$15,042 4.6%	\$16,058 4.9%
Estimated Average Household Net Worth (2024)	\$672,714	\$718,473	\$769,406



Grenada, Mississippi		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Race and Ethnicity</b>							
Total Population (2024)		12,845		14,350		19,181	
White (2024)		5,913	46.0%	6,921	48.2%	9,902	51.6%
Black or African American (2024)		6,611	51.5%	7,071	49.3%	8,807	45.9%
American Indian or Alaska Native (2024)		9	-	12	-	18	-
Asian (2024)		71	0.6%	76	0.5%	92	0.5%
Hawaiian or Pacific Islander (2024)		-	-	-	-	-	-
Other Race (2024)		33	0.3%	39	0.3%	50	0.3%
Two or More Races (2024)		208	1.6%	232	1.6%	311	1.6%
Population < 18 (2024)		3,119	24.3%	3,478	24.2%	4,501	23.5%
White Not Hispanic		1,161	37.2%	1,389	39.9%	1,974	43.9%
Black or African American		1,814	58.2%	1,922	55.3%	2,304	51.2%
Asian		12	0.4%	13	0.4%	16	0.4%
Other Race Not Hispanic		86	2.8%	98	2.8%	129	2.9%
Hispanic		46	1.5%	57	1.6%	78	1.7%
Not Hispanic or Latino Population (2024)		12,665	98.6%	14,142	98.5%	18,904	98.6%
Not Hispanic White		5,852	46.2%	6,846	48.4%	9,800	51.8%
Not Hispanic Black or African American		6,559	51.8%	7,016	49.6%	8,743	46.2%
Not Hispanic American Indian or Alaska Native		5	-	6	-	11	-
Not Hispanic Asian		69	0.5%	74	0.5%	87	0.5%
Not Hispanic Hawaiian or Pacific Islander		-	-	-	-	-	-
Not Hispanic Other Race		8	-	9	-	11	-
Not Hispanic Two or More Races		170	1.3%	190	1.3%	252	1.3%
Hispanic or Latino Population (2024)		181	1.4%	209	1.5%	277	1.4%
Hispanic White		61	33.7%	74	35.6%	102	36.9%
Hispanic Black or African American		51	28.4%	55	26.4%	64	23.3%
Hispanic American Indian or Alaska Native		4	2.3%	5	2.5%	7	2.4%
Hispanic Asian		2	1.1%	2	1.0%	5	1.8%
Hispanic Hawaiian or Pacific Islander		-	-	-	-	-	-
Hispanic Other Race		25	13.7%	30	14.4%	39	14.3%
Hispanic Two or More Races		37	20.8%	42	20.2%	59	21.3%
Not Hispanic or Latino Population (2020)		13,087	98.6%	14,675	98.5%	19,403	98.6%
Hispanic or Latino Population (2020)		191	1.4%	220	1.5%	278	1.4%
Not Hispanic or Latino Population (2010)		13,391	99.1%	14,936	99.1%	19,806	99.1%
Hispanic or Latino Population (2010)		126	0.9%	143	0.9%	185	0.9%
Not Hispanic or Latino Population (2029)		12,185	98.3%	13,651	98.3%	18,320	98.2%
Hispanic or Latino Population (2029)		208	1.7%	240	1.7%	338	1.8%
Projected Annual Growth (2024-2029)		27	3.0%	31	3.0%	62	4.5%
Historical Annual Growth (2010-2020)		66	5.2%	77	5.4%	93	5.0%

Grenada, Mississippi		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
<b>Total Age Distribution (2024)</b>							
Total Population		12,845		14,350		19,181	
Age Under 5 Years		775	6.0%	860	6.0%	1,115	5.8%
Age 5 to 9 Years		913	7.1%	1,017	7.1%	1,288	6.7%
Age 10 to 14 Years		903	7.0%	1,004	7.0%	1,303	6.8%
Age 15 to 19 Years		857	6.7%	961	6.7%	1,264	6.6%
Age 20 to 24 Years		733	5.7%	813	5.7%	1,085	5.7%
Age 25 to 29 Years		838	6.5%	906	6.3%	1,161	6.1%
Age 30 to 34 Years		943	7.3%	1,033	7.2%	1,313	6.8%
Age 35 to 39 Years		747	5.8%	829	5.8%	1,075	5.6%
Age 40 to 44 Years		759	5.9%	852	5.9%	1,157	6.0%
Age 45 to 49 Years		659	5.1%	748	5.2%	1,063	5.5%
Age 50 to 54 Years		749	5.8%	851	5.9%	1,192	6.2%
Age 55 to 59 Years		795	6.2%	907	6.3%	1,234	6.4%
Age 60 to 64 Years		803	6.3%	910	6.3%	1,259	6.6%
Age 65 to 69 Years		709	5.5%	803	5.6%	1,154	6.0%
Age 70 to 74 Years		647	5.0%	734	5.1%	1,015	5.3%
Age 75 to 79 Years		457	3.6%	520	3.6%	723	3.8%
Age 80 to 84 Years		286	2.2%	311	2.2%	421	2.2%
Age 85 Years or Over		272	2.1%	293	2.0%	359	1.9%
Median Age		37.5		37.9		39.1	
Age 19 Years or Less		3,448	26.8%	3,841	26.8%	4,970	25.9%
Age 20 to 64 Years		7,027	54.7%	7,848	54.7%	10,539	54.9%
Age 65 Years or Over		2,371	18.5%	2,661	18.5%	3,672	19.1%
<b>Female Age Distribution (2024)</b>							
Female Population		6,817	53.1%	7,594	52.9%	10,096	52.6%
Age Under 5 Years		367	5.4%	407	5.4%	532	5.3%
Age 5 to 9 Years		448	6.6%	501	6.6%	630	6.2%
Age 10 to 14 Years		467	6.8%	518	6.8%	663	6.6%
Age 15 to 19 Years		413	6.1%	463	6.1%	611	6.0%
Age 20 to 24 Years		388	5.7%	429	5.7%	559	5.5%
Age 25 to 29 Years		431	6.3%	464	6.1%	595	5.9%
Age 30 to 34 Years		540	7.9%	586	7.7%	738	7.3%
Age 35 to 39 Years		397	5.8%	442	5.8%	577	5.7%
Age 40 to 44 Years		409	6.0%	455	6.0%	612	6.1%
Age 45 to 49 Years		368	5.4%	415	5.5%	585	5.8%
Age 50 to 54 Years		411	6.0%	466	6.1%	646	6.4%
Age 55 to 59 Years		429	6.3%	486	6.4%	655	6.5%
Age 60 to 64 Years		436	6.4%	494	6.5%	672	6.7%
Age 65 to 69 Years		394	5.8%	442	5.8%	621	6.2%
Age 70 to 74 Years		366	5.4%	411	5.4%	558	5.5%
Age 75 to 79 Years		253	3.7%	285	3.8%	394	3.9%
Age 80 to 84 Years		155	2.3%	170	2.2%	240	2.4%
Age 85 Years or Over		144	2.1%	159	2.1%	206	2.0%
Female Median Age		38.7		39.0		40.2	
Age 19 Years or Less		1,695	24.9%	1,889	24.9%	2,436	24.1%
Age 20 to 64 Years		3,809	55.9%	4,237	55.8%	5,640	55.9%
Age 65 Years or Over		1,313	19.3%	1,467	19.3%	2,020	20.0%

Grenada, Mississippi		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
<b>Male Age Distribution (2024)</b>							
Male Population		6,028	46.9%	6,757	47.1%	9,085	47.4%
Age Under 5 Years		408	6.8%	452	6.7%	583	6.4%
Age 5 to 9 Years		464	7.7%	516	7.6%	658	7.2%
Age 10 to 14 Years		437	7.2%	485	7.2%	640	7.0%
Age 15 to 19 Years		444	7.4%	498	7.4%	653	7.2%
Age 20 to 24 Years		346	5.7%	383	5.7%	527	5.8%
Age 25 to 29 Years		408	6.8%	442	6.5%	566	6.2%
Age 30 to 34 Years		404	6.7%	448	6.6%	575	6.3%
Age 35 to 39 Years		350	5.8%	387	5.7%	498	5.5%
Age 40 to 44 Years		350	5.8%	396	5.9%	545	6.0%
Age 45 to 49 Years		291	4.8%	333	4.9%	478	5.3%
Age 50 to 54 Years		337	5.6%	385	5.7%	545	6.0%
Age 55 to 59 Years		366	6.1%	421	6.2%	579	6.4%
Age 60 to 64 Years		367	6.1%	416	6.2%	586	6.5%
Age 65 to 69 Years		314	5.2%	361	5.3%	533	5.9%
Age 70 to 74 Years		282	4.7%	323	4.8%	456	5.0%
Age 75 to 79 Years		204	3.4%	235	3.5%	329	3.6%
Age 80 to 84 Years		130	2.2%	141	2.1%	181	2.0%
Age 85 Years or Over		128	2.1%	134	2.0%	152	1.7%
Male Median Age		36.1		36.5		37.8	
Age 19 Years or Less		1,753	29.1%	1,952	28.9%	2,534	27.9%
Age 20 to 64 Years		3,217	53.4%	3,611	53.4%	4,899	53.9%
Age 65 Years or Over		1,058	17.5%	1,194	17.7%	1,652	18.2%
<b>Males per 100 Females (2024)</b>							
Overall Comparison		88		89		90	
Age Under 5 Years		111	52.6%	111	52.6%	110	52.3%
Age 5 to 9 Years		104	50.9%	103	50.8%	104	51.1%
Age 10 to 14 Years		94	48.3%	94	48.3%	96	49.1%
Age 15 to 19 Years		108	51.8%	108	51.9%	107	51.7%
Age 20 to 24 Years		89	47.1%	89	47.2%	94	48.5%
Age 25 to 29 Years		95	48.6%	95	48.8%	95	48.8%
Age 30 to 34 Years		75	42.8%	76	43.3%	78	43.8%
Age 35 to 39 Years		88	46.9%	87	46.7%	86	46.3%
Age 40 to 44 Years		86	46.1%	87	46.6%	89	47.1%
Age 45 to 49 Years		79	44.1%	80	44.5%	82	45.0%
Age 50 to 54 Years		82	45.1%	83	45.2%	84	45.8%
Age 55 to 59 Years		85	46.0%	87	46.4%	88	46.9%
Age 60 to 64 Years		84	45.7%	84	45.7%	87	46.6%
Age 65 to 69 Years		80	44.3%	82	44.9%	86	46.2%
Age 70 to 74 Years		77	43.5%	78	44.0%	82	45.0%
Age 75 to 79 Years		81	44.7%	82	45.2%	84	45.5%
Age 80 to 84 Years		84	45.6%	83	45.4%	76	43.0%
Age 85 Years or Over		88	46.9%	84	45.7%	74	42.4%
Age 19 Years or Less		103	50.8%	103	50.8%	104	51.0%
Age 20 to 39 Years		86	46.2%	86	46.3%	88	46.7%
Age 40 to 64 Years		83	45.4%	84	45.7%	86	46.3%
Age 65 Years or Over		81	44.6%	81	44.9%	82	45.0%

Grenada, Mississippi		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Household Type (2024)</b>							
Total Households		5,297		5,934		7,999	
Households with Children		1,361	25.7%	1,523	25.7%	2,066	25.8%
Average Household Size		2.4		2.4		2.4	
Household Density per Square Mile		166		103		36	
Population Family		9,088	70.7%	10,259	71.5%	14,093	73.5%
Population Non-Family		3,446	26.8%	3,780	26.3%	4,775	24.9%
Population Group Quarters		311	2.4%	312	2.2%	313	1.6%
Family Households		2,736	51.6%	3,110	52.4%	4,362	54.5%
Married Couple Households		1,446	52.9%	1,675	53.9%	2,448	56.1%
Other Family Households with Children		1,290	47.1%	1,435	46.1%	1,914	43.9%
Family Households with Children		1,361	49.7%	1,523	49.0%	2,065	47.3%
Married Couple with Children		629	46.2%	722	47.4%	1,029	49.8%
Other Family Households with Children		732	53.8%	802	52.6%	1,037	50.2%
Family Households No Children		1,375	50.3%	1,587	51.0%	2,297	52.7%
Married Couple No Children		817	59.4%	953	60.1%	1,420	61.8%
Other Family Households No Children		558	40.6%	633	39.9%	877	38.2%
Non-Family Households		2,561	48.4%	2,824	47.6%	3,637	45.5%
Non-Family Households with Children		-	-	-	-	1	-
Non-Family Households No Children		2,561	100.0%	2,824	100.0%	3,635	100.0%
Average Family Household Size		3.3		3.3		3.2	
Average Family Income		\$91,027		\$94,013		\$96,728	
Median Family Income		\$70,892		\$71,945		\$73,245	
Average Non-Family Household Size		1.3		1.3		1.3	
<b>Marital Status (2024)</b>							
Population Age 15 Years or Over		10,254		11,470		15,475	
Never Married		3,661	35.7%	3,934	34.3%	5,053	32.7%
Currently Married		3,526	34.4%	4,124	36.0%	5,876	38.0%
Previously Married		3,067	29.9%	3,412	29.7%	4,545	29.4%
Separated		635	20.7%	728	21.3%	1,078	23.7%
Widowed		1,006	32.8%	1,084	31.8%	1,464	32.2%
Divorced		1,427	46.5%	1,601	46.9%	2,004	44.1%
<b>Educational Attainment (2024)</b>							
Adult Population Age 25 Years or Over		8,664		9,697		13,126	
Elementary (Grade Level 0 to 8)		405	4.7%	433	4.5%	606	4.6%
Some High School (Grade Level 9 to 11)		907	10.5%	1,050	10.8%	1,470	11.2%
High School Graduate		2,780	32.1%	3,073	31.7%	4,422	33.7%
Some College		1,519	17.5%	1,668	17.2%	2,248	17.1%
Associate Degree Only		789	9.1%	944	9.7%	1,296	9.9%
Bachelor Degree Only		1,308	15.1%	1,492	15.4%	1,819	13.9%
Graduate Degree		955	11.0%	1,035	10.7%	1,264	9.6%
Any College (Some College or Higher)		4,572	52.8%	5,140	53.0%	6,628	50.5%
College Degree + (Bachelor Degree or Higher)		2,263	26.1%	2,528	26.1%	3,084	23.5%

Grenada, Mississippi	10 min drive	15 min drive	30 min drive
Drive Time	time	time	time
<b>Housing</b>			
Total Housing Units (2024)	6,330	7,081	9,619
Total Housing Units (2020)	6,384	7,124	9,537
Historical Annual Growth (2020-2024)	-54 -	-43 -	83 -
Housing Units Occupied (2024)	5,297 83.7%	5,934 83.8%	7,999 83.2%
Housing Units Owner-Occupied	2,907 54.9%	3,360 56.6%	4,908 61.4%
Housing Units Renter-Occupied	2,390 45.1%	2,574 43.4%	3,090 38.6%
Housing Units Vacant (2024)	1,033 16.3%	1,147 16.2%	1,620 16.8%
<b>Household Size (2024)</b>			
Total Households	5,297	5,934	7,999
1 Person Households	2,461 46.5%	2,702 45.5%	3,449 43.1%
2 Person Households	1,645 31.1%	1,860 31.3%	2,642 33.0%
3 Person Households	579 10.9%	661 11.1%	915 11.4%
4 Person Households	368 6.9%	428 7.2%	579 7.2%
5 Person Households	147 2.8%	172 2.9%	248 3.1%
6 Person Households	64 1.2%	74 1.2%	110 1.4%
7 or More Person Households	33 0.6%	36 0.6%	57 0.7%
<b>Household Income Distribution (2024)</b>			
HH Income \$200,000 or More	227 4.3%	281 4.7%	393 4.9%
HH Income \$150,000 to \$199,999	244 4.6%	275 4.6%	362 4.5%
HH Income \$125,000 to \$149,999	214 4.0%	278 4.7%	393 4.9%
HH Income \$100,000 to \$124,999	220 4.2%	255 4.3%	413 5.2%
HH Income \$75,000 to \$99,999	481 9.1%	565 9.5%	781 9.8%
HH Income \$50,000 to \$74,999	971 18.3%	1,079 18.2%	1,431 17.9%
HH Income \$35,000 to \$49,999	719 13.6%	775 13.1%	976 12.2%
HH Income \$25,000 to \$34,999	683 12.9%	751 12.6%	995 12.4%
HH Income \$15,000 to \$24,999	534 10.1%	559 9.4%	795 9.9%
HH Income \$10,000 to \$14,999	438 8.3%	451 7.6%	584 7.3%
HH Income Under \$10,000	566 10.7%	665 11.2%	874 10.9%
<b>Household Vehicles (2024)</b>			
Households 0 Vehicles Available	497 9.4%	523 8.8%	645 8.1%
Households 1 Vehicle Available	1,909 36.0%	2,028 34.2%	2,612 32.7%
Households 2 Vehicles Available	1,993 37.6%	2,269 38.2%	3,093 38.7%
Households 3 or More Vehicles Available	898 17.0%	1,112 18.7%	1,649 20.6%
Total Vehicles Available	8,915	10,335	14,530
Average Vehicles per Household	1.7	1.7	1.8
Owner-Occupied Household Vehicles	5,585 62.6%	6,652 64.4%	10,057 69.2%
Average Vehicles per Owner-Occupied Household	1.9	2.0	2.0
Renter-Occupied Household Vehicles	3,330 37.4%	3,683 35.6%	4,474 30.8%
Average Vehicles per Renter-Occupied Household	1.4	1.4	1.4
<b>Travel Time (2024)</b>			
Worker Base Age 16 years or Over	5,006	5,517	7,260
Travel to Work in 14 Minutes or Less	3,114 62.2%	3,322 60.2%	3,763 51.8%
Travel to Work in 15 to 29 Minutes	944 18.9%	1,074 19.5%	1,652 22.8%
Travel to Work in 30 to 59 Minutes	604 12.1%	717 13.0%	1,184 16.3%
Travel to Work in 60 Minutes or More	253 5.0%	306 5.5%	538 7.4%
Work at Home	91 1.8%	98 1.8%	124 1.7%
Average Minutes Travel to Work	11.5	12.1	14.7

Grenada, Mississippi		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Transportation To Work (2024)</b>							
Worker Base Age 16 years or Over		5,006		5,517		7,260	
Drive to Work Alone		4,437	88.6%	4,886	88.6%	6,449	88.8%
Drive to Work in Carpool		359	7.2%	408	7.4%	536	7.4%
Travel to Work by Public Transportation		1	-	1	-	2	-
Drive to Work on Motorcycle		-	-	-	-	-	-
Bicycle to Work		-	-	-	-	-	-
Walk to Work		26	0.5%	28	0.5%	37	0.5%
Other Means		92	1.8%	96	1.7%	111	1.5%
Work at Home		91	1.8%	98	1.8%	124	1.7%
<b>Daytime Demographics (2024)</b>							
Total Businesses		723		752		888	
Total Employees		9,138		9,488		13,746	
Company Headquarter Businesses		20	2.8%	20	2.7%	26	2.9%
Company Headquarter Employees		2,857	31.3%	2,988	31.5%	3,989	29.0%
Employee Population per Business		12.6 to 1		12.6 to 1		15.5 to 1	
Residential Population per Business		17.8 to 1		19.1 to 1		21.6 to 1	
Adj. Daytime Demographics Age 16 Years or Over		14,196		15,233		21,652	
<b>Labor Force</b>							
Labor Population Age 16 Years or Over (2024)		10,073		11,262		15,195	
Labor Force Total Males (2024)		4,620	45.9%	5,188	46.1%	7,049	46.4%
Male Civilian Employed		2,496	54.0%	2,759	53.2%	3,651	51.8%
Male Civilian Unemployed		98	2.1%	102	2.0%	138	2.0%
Males in Armed Forces		-	-	-	-	-	-
Males Not in Labor Force		2,026	43.8%	2,328	44.9%	3,260	46.2%
Labor Force Total Females (2024)		5,453	54.1%	6,074	53.9%	8,146	53.6%
Female Civilian Employed		2,520	46.2%	2,758	45.4%	3,637	44.6%
Female Civilian Unemployed		155	2.8%	155	2.5%	175	2.1%
Females in Armed Forces		-	-	-	-	-	-
Females Not in Labor Force		2,779	51.0%	3,161	52.0%	4,334	53.2%
Unemployment Rate		253	2.5%	257	2.3%	313	2.1%
<b>Occupation (2024)</b>							
Occupation Population Age 16 Years or Over		5,006		5,517		7,260	
Occupation Total Males		2,495	49.8%	2,764	50.1%	3,638	50.1%
Occupation Total Females		2,512	50.2%	2,753	49.9%	3,622	49.9%
Management, Business, Financial Operations		513	10.2%	601	10.9%	816	11.2%
Professional, Related		1,357	27.1%	1,493	27.1%	1,835	25.3%
Service		628	12.5%	668	12.1%	887	12.2%
Sales, Office		927	18.5%	1,038	18.8%	1,403	19.3%
Farming, Fishing, Forestry		25	0.5%	28	0.5%	46	0.6%
Construction, Extraction, Maintenance		545	10.9%	629	11.4%	859	11.8%
Production, Transport, Material Moving		1,012	20.2%	1,060	19.2%	1,414	19.5%
White Collar Workers		2,796	55.9%	3,133	56.8%	4,054	55.8%
Blue Collar Workers		2,210	44.1%	2,384	43.2%	3,206	44.2%

Grenada, Mississippi	10 min drive time		15 min drive time		30 min drive time	
Drive Time						
<b>Units In Structure (2024)</b>						
Total Units	5,297		5,934		7,999	
1 Detached Unit	3,707	70.0%	4,190	70.6%	5,619	70.3%
1 Attached Unit	40	0.8%	49	0.8%	81	1.0%
2 Units	230	4.3%	242	4.1%	265	3.3%
3 to 4 Units	389	7.3%	396	6.7%	444	5.5%
5 to 9 Units	217	4.1%	221	3.7%	253	3.2%
10 to 19 Units	129	2.4%	132	2.2%	140	1.7%
20 to 49 Units	4	-	4	-	7	-
50 or More Units	215	4.1%	221	3.7%	235	2.9%
Mobile Home or Trailer	357	6.7%	464	7.8%	919	11.5%
Other Structure	10	0.2%	15	0.2%	37	0.5%
<b>Homes Built By Year (2024)</b>						
Homes Built 2020 or later	3	-	3	-	11	0.1%
Homes Built 2010 to 2019	400	6.3%	439	6.2%	635	6.6%
Homes Built 2000 to 2009	390	6.2%	519	7.3%	872	9.1%
Homes Built 1990 to 1999	457	7.2%	533	7.5%	899	9.3%
Homes Built 1980 to 1989	1,003	15.8%	1,099	15.5%	1,403	14.6%
Homes Built 1970 to 1979	1,261	19.9%	1,421	20.1%	1,817	18.9%
Homes Built 1960 to 1969	743	11.7%	797	11.3%	954	9.9%
Homes Built 1950 to 1959	641	10.1%	682	9.6%	828	8.6%
Homes Built 1940 to 1949	65	1.0%	67	0.9%	99	1.0%
Homes Built Before 1939	336	5.3%	373	5.3%	481	5.0%
Median Age of Homes	47.9 yrs		47.2 yrs		45.5 yrs	
<b>Home Values (2024)</b>						
Owner Specified Housing Units	2,907		3,360		4,908	
Home Values \$1,000,000 or More	13	0.4%	13	0.4%	16	0.3%
Home Values \$750,000 to \$999,999	17	0.6%	18	0.5%	36	0.7%
Home Values \$500,000 to \$749,999	60	2.1%	75	2.2%	124	2.5%
Home Values \$400,000 to \$499,999	32	1.1%	49	1.5%	85	1.7%
Home Values \$300,000 to \$399,999	152	5.2%	186	5.5%	250	5.1%
Home Values \$250,000 to \$299,999	212	7.3%	238	7.1%	365	7.4%
Home Values \$200,000 to \$249,999	439	15.1%	506	15.1%	610	12.4%
Home Values \$175,000 to \$199,999	103	3.5%	131	3.9%	181	3.7%
Home Values \$150,000 to \$174,999	301	10.4%	322	9.6%	434	8.8%
Home Values \$125,000 to \$149,999	250	8.6%	308	9.2%	381	7.8%
Home Values \$100,000 to \$124,999	249	8.6%	288	8.6%	506	10.3%
Home Values \$90,000 to \$99,999	161	5.5%	170	5.1%	237	4.8%
Home Values \$80,000 to \$89,999	217	7.5%	238	7.1%	319	6.5%
Home Values \$70,000 to \$79,999	126	4.3%	143	4.2%	230	4.7%
Home Values \$60,000 to \$69,999	19	0.7%	19	0.6%	65	1.3%
Home Values \$50,000 to \$59,999	232	8.0%	276	8.2%	382	7.8%
Home Values \$35,000 to \$49,999	134	4.6%	152	4.5%	216	4.4%
Home Values \$25,000 to \$34,999	51	1.8%	57	1.7%	138	2.8%
Home Values \$10,000 to \$24,999	108	3.7%	136	4.1%	235	4.8%
Home Values Under \$10,000	31	1.1%	33	1.0%	99	2.0%
Owner-Occupied Median Home Value	\$147,454		\$151,548		\$143,770	
Renter-Occupied Median Rent	\$546		\$549		\$547	



Grenada, Mississippi		10 min drive	15 min drive	30 min drive
Drive Time		time	time	time
<b>Total Annual Consumer Expenditure (2024)</b>				
Total Household Expenditure		\$292.85 M	\$335.33 M	\$448.86 M
Total Non-Retail Expenditure		\$155.34 M	\$177.79 M	\$237.85 M
Total Retail Expenditure		\$137.51 M	\$157.54 M	\$211.02 M
Apparel		\$10.14 M	\$11.62 M	\$15.54 M
Contributions		\$9.4 M	\$10.8 M	\$14.52 M
Education		\$8.4 M	\$9.67 M	\$12.95 M
Entertainment		\$16.21 M	\$18.6 M	\$24.95 M
Food and Beverages		\$43.32 M	\$49.57 M	\$66.3 M
Furnishings and Equipment		\$10.07 M	\$11.56 M	\$15.51 M
Gifts		\$7.04 M	\$8.1 M	\$10.86 M
Health Care		\$25.19 M	\$28.8 M	\$38.63 M
Household Operations		\$11.42 M	\$13.08 M	\$17.54 M
Miscellaneous Expenses		\$5.54 M	\$6.34 M	\$8.49 M
Personal Care		\$3.92 M	\$4.49 M	\$6.01 M
Personal Insurance		\$1.96 M	\$2.26 M	\$3.05 M
Reading		\$641.38 K	\$734.28 K	\$984.26 K
Shelter		\$62.67 M	\$71.66 M	\$95.66 M
Tobacco		\$1.94 M	\$2.21 M	\$2.93 M
Transportation		\$52.68 M	\$60.4 M	\$80.92 M
Utilities		\$22.3 M	\$25.45 M	\$34.03 M
<b>Monthly Household Consumer Expenditure (2024)</b>				
Total Household Expenditure		\$4,607	\$4,710	\$4,676
Total Non-Retail Expenditure		\$2,444 53.0%	\$2,497 53.0%	\$2,478 53.0%
Total Retail Expenditures		\$2,163 47.0%	\$2,213 47.0%	\$2,198 47.0%
Apparel		\$160 3.5%	\$163 3.5%	\$162 3.5%
Contributions		\$148 3.2%	\$152 3.2%	\$151 3.2%
Education		\$132 2.9%	\$136 2.9%	\$135 2.9%
Entertainment		\$255 5.5%	\$261 5.5%	\$260 5.6%
Food and Beverages		\$681 14.8%	\$696 14.8%	\$691 14.8%
Furnishings and Equipment		\$158 3.4%	\$162 3.4%	\$162 3.5%
Gifts		\$111 2.4%	\$114 2.4%	\$113 2.4%
Health Care		\$396 8.6%	\$405 8.6%	\$402 8.6%
Household Operations		\$180 3.9%	\$184 3.9%	\$183 3.9%
Miscellaneous Expenses		\$87 1.9%	\$89 1.9%	\$88 1.9%
Personal Care		\$62 1.3%	\$63 1.3%	\$63 1.3%
Personal Insurance		\$31 0.7%	\$32 0.7%	\$32 0.7%
Reading		\$10 0.2%	\$10 0.2%	\$10 0.2%
Shelter		\$986 21.4%	\$1,006 21.4%	\$997 21.3%
Tobacco		\$31 0.7%	\$31 0.7%	\$31 0.7%
Transportation		\$829 18.0%	\$848 18.0%	\$843 18.0%
Utilities		\$351 7.6%	\$357 7.6%	\$355 7.6%



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# OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

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## **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 Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$6.17 M / \$8.49 M	-27	\$7.08 M / \$8.52 M	-17	\$9.47 M / \$8.67 M	8
Men's Clothing Stores	\$218.34 K / \$227.56 K	-4	\$250.33 K / \$254.65 K	-2	\$334.96 K / \$254.65 K	24
Women's Clothing Stores	\$950.81 K / \$4.64 M	-79	\$1.09 M / \$4.64 M	-76	\$1.46 M / \$4.64 M	-69
Children's, Infants' Clothing Stores	\$401.56 K / \$946.72 K	-58	\$460.22 K / \$946.72 K	-51	\$614.92 K / \$946.72 K	-35
Family Clothing Stores	\$2.52 M / \$704.02 K	72	\$2.89 M / \$704.02 K	76	\$3.87 M / \$857.43 K	78
Clothing Accessory Stores	\$204.14 K / -	100	\$234.09 K / -	100	\$313.23 K / -	100
Other Apparel Stores	\$309.34 K / \$178.6 K	42	\$354.56 K / \$178.6 K	50	\$474.73 K / \$178.6 K	62
Shoe Stores	\$1.03 M / \$1.8 M	-43	\$1.18 M / \$1.8 M	-34	\$1.58 M / \$1.8 M	-12
Jewelry Stores	\$491.36 K / -	100	\$564.05 K / -	100	\$754.19 K / -	100
Luggage Stores	\$39.66 K / -	100	\$45.4 K / -	100	\$60.69 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$3 M / \$3.2 M	-6	\$3.44 M / \$3.26 M	5	\$4.62 M / \$3.56 M	23
Furniture Stores	\$1.84 M / \$3.2 M	-42	\$2.12 M / \$3.26 M	-35	\$2.84 M / \$3.56 M	-20
Floor Covering Stores	\$315.01 K / -	100	\$361.84 K / -	100	\$487.65 K / -	100
Other Home Furnishing Stores	\$841.49 K / -	100	\$965.48 K / -	100	\$1.29 M / -	100
<b>Electronics, Appliance Stores</b>	\$2.29 M / \$1.57 M	31	\$2.63 M / \$1.72 M	35	\$3.53 M / \$1.72 M	51
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$7.43 M / \$19 M	-61	\$8.53 M / \$21.59 M	-60	\$11.47 M / \$27.34 M	-58
Home Centers	\$3.49 M / \$1.94 M	44	\$4.01 M / \$2.75 M	31	\$5.39 M / \$4.49 M	17
Paint, Wallpaper Stores	\$254.46 K / \$310.89 K	-18	\$292.12 K / \$505.85 K	-42	\$393.55 K / \$785.7 K	-50
Hardware Stores	\$321.63 K / \$590.76 K	-46	\$369 K / \$961.23 K	-62	\$495.35 K / \$1.49 M	-67
Other Building Materials Stores	\$2.48 M / \$15.12 M	-84	\$2.85 M / \$15.24 M	-81	\$3.83 M / \$16.98 M	-77
Outdoor Power Equipment Stores	\$117.27 K / -	100	\$134.81 K / -	100	\$181.15 K / -	100
Nursery, Garden Stores	\$764.22 K / \$1.03 M	-26	\$877.75 K / \$2.14 M	-59	\$1.18 M / \$3.59 M	-67
<b>Food, Beverage Stores</b>	\$20.46 M / \$24.03 M	-15	\$23.39 M / \$26.45 M	-12	\$31.28 M / \$28.65 M	8
Grocery Stores	\$18.29 M / \$20.81 M	-12	\$20.9 M / \$22.55 M	-7	\$27.95 M / \$24.12 M	14
Convenience Stores	\$712.95 K / \$1.04 M	-31	\$814.38 K / \$1.62 M	-50	\$1.09 M / \$2.07 M	-47
Meat Markets	\$210.11 K / \$721.81 K	-71	\$240.06 K / \$721.81 K	-67	\$320.9 K / \$721.81 K	-56
Fish, Seafood Markets	\$75.65 K / \$644.49 K	-88	\$86.35 K / \$644.49 K	-87	\$115.31 K / \$644.49 K	-82
Fruit, Vegetable Markets	\$127.47 K / -	100	\$145.55 K / -	100	\$194.41 K / -	100
Other Specialty Food Markets	\$219.96 K / \$122.05 K	45	\$251.32 K / \$126.58 K	50	\$336.12 K / \$150.21 K	55
Liquor Stores	\$829.82 K / \$691.52 K	17	\$951.96 K / \$794.37 K	17	\$1.27 M / \$942.59 K	26

Grenada, Mississippi						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$5.03 M / \$27.03 M	-81	\$5.76 M / \$27.8 M	-79	\$7.71 M / \$29.81 M	-74
Pharmacy, Drug Stores	\$4.22 M / \$26.42 M	-84	\$4.82 M / \$27.18 M	-82	\$6.46 M / \$29.2 M	-78
Cosmetics, Beauty Stores	\$246.51 K / \$305.65 K	-19	\$281.86 K / \$305.65 K	-8	\$377.84 K / \$305.65 K	19
Optical Goods Stores	\$281.66 K / \$168.6 K	40	\$322.18 K / \$168.61 K	48	\$432.08 K / \$168.61 K	61
Other Health, Personal Care Stores	\$289.04 K / \$141.13 K	51	\$330.51 K / \$141.13 K	57	\$442.43 K / \$141.13 K	68
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$2.28 M / \$4.39 M	-48	\$2.62 M / \$4.88 M	-46	\$3.52 M / \$5.07 M	-31
Sporting Goods Stores	\$1.23 M / \$3.66 M	-66	\$1.41 M / \$4.14 M	-66	\$1.9 M / \$4.33 M	-56
Hobby, Toy, Game Stores	\$367.39 K / \$594.33 K	-38	\$421.55 K / \$594.33 K	-29	\$564.24 K / \$594.33 K	-5
Sewing, Needlecraft Stores	\$116.93 K / -	100	\$134 K / -	100	\$179.18 K / -	100
Musical Instrument Stores	\$107.92 K / -	100	\$123.38 K / -	100	\$164.95 K / -	100
Book Stores	\$462.93 K / \$139.65 K	70	\$531.29 K / \$139.65 K	74	\$711.69 K / \$139.65 K	80
<b>General Merchandise Stores</b>	\$19.87 M / \$27.63 M	-28	\$22.74 M / \$28.37 M	-20	\$30.44 M / \$32.14 M	-5
Department Stores	\$5.09 M / \$5.58 M	-9	\$5.83 M / \$5.63 M	4	\$7.81 M / \$5.63 M	28
Warehouse Superstores	\$12.84 M / -	100	\$14.69 M / -	100	\$19.66 M / -	100
Other General Merchandise Stores	\$1.94 M / \$22.05 M	-91	\$2.22 M / \$22.74 M	-90	\$2.98 M / \$26.52 M	-89
<b>Miscellaneous Store Retailers</b>	\$2.7 M / \$2.53 M	6	\$3.1 M / \$2.64 M	15	\$4.15 M / \$3.25 M	22
Florists	\$94.4 K / \$145.77 K	-35	\$108.4 K / \$179.63 K	-40	\$145.72 K / \$179.63 K	-19
Office, Stationary Stores	\$266.41 K / \$1.27 M	-79	\$305.35 K / \$1.27 M	-76	\$409.2 K / \$1.74 M	-77
Gift, Souvenir Stores	\$322.63 K / \$157.24 K	51	\$369.66 K / \$218.95 K	41	\$494.98 K / \$253.77 K	49
Used Merchandise Stores	\$186.72 K / \$248.82 K	-25	\$213.93 K / \$248.82 K	-14	\$286.88 K / \$255.27 K	11
Pet, Pet Supply Stores	\$1.09 M / -	100	\$1.25 M / -	100	\$1.67 M / -	100
Art Dealers	\$88.43 K / -	100	\$101.23 K / -	100	\$135.57 K / -	100
Mobile Home Dealers	\$161.03 K / \$174.9 K	-8	\$184.76 K / \$174.9 K	5	\$248.64 K / \$174.91 K	30
Other Miscellaneous Retail Stores	\$495.97 K / \$532.92 K	-7	\$566.02 K / \$542.27 K	4	\$756.02 K / \$644.43 K	15
<b>Non-Store Retailers</b>	\$9.09 M / \$538.07 K	94	\$10.41 M / \$538.07 K	95	\$13.96 M / \$569.21 K	96
Mail Order, Catalog Stores	\$7.54 M / -	100	\$8.64 M / -	100	\$11.57 M / -	100
Vending Machines	\$210.11 K / \$394.74 K	-47	\$240.27 K / \$394.74 K	-39	\$321.38 K / \$394.74 K	-19
Fuel Dealers	\$759.55 K / -	100	\$869 K / -	100	\$1.17 M / \$11.53 K	99
Other Direct Selling Establishments	\$581.29 K / \$143.33 K	75	\$665.75 K / \$143.33 K	78	\$891.44 K / \$162.95 K	82

Grenada, Mississippi						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$17.34 M / \$40.72 M	-57	\$19.89 M / \$41.26 M	-52	\$26.62 M / \$43.79 M	-39
Hotels, Other Travel Accommodations	\$955.13 K / \$2.3 M	-58	\$1.1 M / \$2.32 M	-53	\$1.47 M / \$2.42 M	-39
RV Parks	\$9.19 K / \$1.13 K	88	\$10.61 K / \$2.34 K	78	\$14.52 K / \$3.93 K	73
Rooming, Boarding Houses	\$6.79 K / -	100	\$7.68 K / -	100	\$10.24 K / -	100
Full Service Restaurants	\$10.15 M / \$11.47 M	-12	\$11.64 M / \$12.01 M	-3	\$15.58 M / \$14.22 M	9
Limited Service Restaurants	\$4.71 M / \$26.72 M	-82	\$5.41 M / \$26.76 M	-80	\$7.24 M / \$27.08 M	-73
Special Food Services, Catering	\$1.51 M / \$595.58 K	60	\$1.73 M / \$595.58 K	66	\$2.31 M / \$595.58 K	74
Drinking Places	\$432.88 K / \$70.39 K	84	\$496.65 K / \$75.17 K	85	\$664.9 K / \$132.05 K	80
<b>Gasoline Stations</b>	\$14.87 M / \$23.82 M	-38	\$17 M / \$25.87 M	-34	\$22.74 M / \$46.87 M	-51
<b>Motor Vehicle, Parts Dealers</b>	\$26.54 M / \$85 M	-69	\$30.46 M / \$92.03 M	-67	\$40.85 M / \$112.87 M	-64
New Car Dealers	\$20.32 M / \$73.68 M	-72	\$23.32 M / \$80.34 M	-71	\$31.28 M / \$98.44 M	-68
Used Car Dealers	\$2.09 M / \$2.08 M	1	\$2.4 M / \$2.32 M	3	\$3.22 M / \$2.58 M	20
Recreational Vehicle Dealers	\$413.87 K / -	100	\$477.52 K / -	100	\$643.86 K / -	100
Motorcycle, Boat Dealers	\$908.33 K / -	100	\$1.05 M / -	100	\$1.41 M / -	100
Auto Parts, Accessories	\$1.68 M / \$5.08 M	-67	\$1.93 M / \$5.2 M	-63	\$2.58 M / \$7.68 M	-66
Tire Dealers	\$1.13 M / \$4.17 M	-73	\$1.29 M / \$4.17 M	-69	\$1.72 M / \$4.17 M	-59
2024 Population	12,845		14,350		19,181	
2029 Population	12,393		13,891		18,658	
% Population Change 2024-2029	-3.5%		-3.2%		-2.7%	
2024 Adult Population Age 18+	9,727		10,872		14,680	
2024 Population Male	6,028		6,757		9,085	
2024 Population Female	6,817		7,594		10,096	
2024 Households	5,297		5,934		7,999	
2024 Median Household Income	47,162		49,478		50,254	
2024 Average Household Income	66,438		69,064		71,072	

# **Retail Potential**

# Retail Potential Profile



<b>Grenada, Mississippi</b>	<b>10 min</b>	<b>15 min</b>	<b>30 min</b>
<b>Drive Time</b>	<b>drive time</b>	<b>drive time</b>	<b>drive time</b>
2024 Population	12,845	14,350	19,181
2029 Population	12,393	13,891	18,658
% Population Change 2020-2024	-3.3%	-3.7%	-2.5%
2024 Adult Population Age 18+	\$9,727	\$10,872	\$14,680
2024 Population Male	\$6,028	\$6,757	\$9,085
2024 Population Female	\$6,817	\$7,594	\$10,096
2024 Households	\$5,297	\$5,934	\$7,999
2024 Median Household Income	\$47,162	\$49,478	\$50,254
2024 Average Household Income	\$66,438	\$69,064	\$71,072
<b>Clothing, Clothing Accessories Stores</b>	\$6.17 M	\$7.08 M	\$9.47 M
Men's Clothing Stores	\$218.34 K	\$250.33 K	\$334.96 K
Women's Clothing Stores	\$950.81 K	\$1.09 M	\$1.46 M
Children's, Infants' Clothing Stores	\$401.56 K	\$460.22 K	\$614.92 K
Family Clothing Stores	\$2.52 M	\$2.89 M	\$3.87 M
Clothing Accessory Stores	\$204.14 K	\$234.09 K	\$313.23 K
Other Apparel Stores	\$309.34 K	\$354.56 K	\$474.73 K
Shoe Stores	\$1.03 M	\$1.18 M	\$1.58 M
Jewelry Stores	\$491.36 K	\$564.05 K	\$754.19 K
Luggage Stores	\$39.66 K	\$45.4 K	\$60.69 K
<b>Furniture, Home Furnishings Stores</b>	\$3 M	\$3.44 M	\$4.62 M
Furniture Stores	\$1.84 M	\$2.12 M	\$2.84 M
Floor Covering Stores	\$315.01 K	\$361.84 K	\$487.65 K
Other Home Furnishing Stores	\$841.49 K	\$965.48 K	\$1.29 M
<b>Electronics, Appliance Stores</b>	\$2.29 M	\$2.63 M	\$3.53 M
<b>Gasoline Stations</b>	\$14.87 M	\$17 M	\$22.74 M
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$7.43 M	\$8.53 M	\$11.47 M
Home Centers	\$3.49 M	\$4.01 M	\$5.39 M
Paint, Wallpaper Stores	\$254.46 K	\$292.12 K	\$393.55 K
Hardware Stores	\$321.63 K	\$369 K	\$495.35 K
Other Building Materials Stores	\$2.48 M	\$2.85 M	\$3.83 M
Outdoor Power Equipment Stores	\$117.27 K	\$134.81 K	\$181.15 K
Nursery, Garden Stores	\$764.22 K	\$877.75 K	\$1.18 M
<b>Food, Beverage Stores</b>	\$20.46 M	\$23.39 M	\$31.28 M
Grocery Stores	\$18.29 M	\$20.9 M	\$27.95 M
Convenience Stores	\$712.95 K	\$814.38 K	\$1.09 M
Meat Markets	\$210.11 K	\$240.06 K	\$320.9 K
Fish, Seafood Markets	\$75.65 K	\$86.35 K	\$115.31 K
Fruit, Vegetable Markets	\$127.47 K	\$145.55 K	\$194.41 K
Other Specialty Food Markets	\$219.96 K	\$251.32 K	\$336.12 K
Liquor Stores	\$829.82 K	\$951.96 K	\$1.27 M

# Retail Potential Profile



<b>Grenada, Mississippi</b>	<b>10 min</b>	<b>15 min</b>	<b>30 min</b>
<b>Drive Time</b>	<b>drive time</b>	<b>drive time</b>	<b>drive time</b>
<b>Health, Personal Care Stores</b>	\$5.03 M	\$5.76 M	\$7.71 M
Pharmacy, Drug Stores	\$4.22 M	\$4.82 M	\$6.46 M
Cosmetics, Beauty Stores	\$246.51 K	\$281.86 K	\$377.84 K
Optical Goods Stores	\$281.66 K	\$322.18 K	\$432.08 K
Other Health, Personal Care Stores	\$289.04 K	\$330.51 K	\$442.43 K
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$2.28 M	\$2.62 M	\$3.52 M
Sporting Goods Stores	\$1.23 M	\$1.41 M	\$1.9 M
Hobby, Toy, Game Stores	\$367.39 K	\$421.55 K	\$564.24 K
Sewing, Needlecraft Stores	\$116.93 K	\$134 K	\$179.18 K
Musical Instrument Stores	\$107.92 K	\$123.38 K	\$164.95 K
Book Stores	\$462.93 K	\$531.29 K	\$711.69 K
<b>General Merchandise Stores</b>	\$19.87 M	\$22.74 M	\$30.44 M
Department Stores	\$5.09 M	\$5.83 M	\$7.81 M
Warehouse Superstores	\$12.84 M	\$14.69 M	\$19.66 M
Other General Merchandise Stores	\$1.94 M	\$2.22 M	\$2.98 M
<b>Miscellaneous Store Retailers</b>	\$2.7 M	\$3.1 M	\$4.15 M
Florists	\$94.4 K	\$108.4 K	\$145.72 K
Office, Stationary Stores	\$266.41 K	\$305.35 K	\$409.2 K
Gift, Souvenir Stores	\$322.63 K	\$369.66 K	\$494.98 K
Used Merchandise Stores	\$186.72 K	\$213.93 K	\$286.88 K
Pet, Pet Supply Stores	\$1.09 M	\$1.25 M	\$1.67 M
Art Dealers	\$88.43 K	\$101.23 K	\$135.57 K
Mobile Home Dealers	\$161.03 K	\$184.76 K	\$248.64 K
Other Miscellaneous Retail Stores	\$495.97 K	\$566.02 K	\$756.02 K
<b>Non-Store Retailers</b>	\$9.09 M	\$10.41 M	\$13.96 M
Mail Order, Catalog Stores	\$7.54 M	\$8.64 M	\$11.57 M
Vending Machines	\$210.11 K	\$240.27 K	\$321.38 K
Fuel Dealers	\$759.55 K	\$869 K	\$1.17 M
Other Direct Selling Establishments	\$581.29 K	\$665.75 K	\$891.44 K
<b>Accommodation, Food Services</b>	\$17.77 M	\$20.38 M	\$27.28 M
Hotels, Other Travel Accommodations	\$955.13 K	\$1.1 M	\$1.47 M
RV Parks	\$9.19 K	\$10.61 K	\$14.52 K
Rooming, Boarding Houses	\$6.79 K	\$7.68 K	\$10.24 K
Full Service Restaurants	\$10.15 M	\$11.64 M	\$15.58 M
Limited Service Restaurants	\$4.71 M	\$5.41 M	\$7.24 M
Special Food Services, Catering	\$1.51 M	\$1.73 M	\$2.31 M
Drinking Places	\$432.88 K	\$496.65 K	\$664.9 K
<b>Motor Vehicle, Parts Dealers</b>	\$26.54 M	\$30.46 M	\$40.85 M
New Car Dealers	\$20.32 M	\$23.32 M	\$31.28 M
Used Car Dealers	\$2.09 M	\$2.4 M	\$3.22 M
Recreational Vehicle Dealers	\$413.87 K	\$477.52 K	\$643.86 K
Motorcycle, Boat Dealers	\$908.33 K	\$1.05 M	\$1.41 M
Auto Parts, Accessories	\$1.68 M	\$1.93 M	\$2.58 M
Tire Dealers	\$1.13 M	\$1.29 M	\$1.72 M

# **Income Summary**



# Income Summary Report



<b>Grenada, Mississippi</b>		<b>10 min drive time</b>		<b>15 min drive time</b>		<b>30 min drive time</b>	
<b>Drive Time</b>							
<b>Population</b>							
Estimated Population (2024)		12,845		14,350		19,181	
Projected Population (2029)		12,393		13,891		18,658	
Census Population (2020)		13,279		14,895		19,681	
Census Population (2010)		13,517		15,079		19,991	
<i>Projected Annual Growth (2024 to 2029)</i>		-453	-0.7%	-459	-0.6%	-522	-0.5%
<i>Historical Annual Growth (2020 to 2024)</i>		-433	-0.8%	-545	-0.9%	-500	-0.7%
<i>Historical Annual Growth (2010 to 2020)</i>		-238	-0.2%	-183	-0.1%	-310	-0.2%
<b>Households</b>							
Estimated Households (2024)		5,297		5,934		7,999	
Projected Households (2029)		5,045		5,671		7,675	
Census Households (2020)		5,548		6,214		8,274	
Census Households (2010)		5,461		6,079		8,069	
<i>Projected Annual Growth (2024 to 2029)</i>		-252	-1.0%	-263	-0.9%	-324	-0.8%
<i>Historical Annual Growth (2020 to 2024)</i>		-251	-1.1%	-281	-1.1%	-275	-0.8%
<i>Historical Annual Growth (2010 to 2020)</i>		87	0.2%	135	0.2%	205	0.3%
<b>Average Household Income</b>							
Estimated Average Household Income (2024)		\$66,438		\$69,064		\$71,072	
Projected Average Household Income (2029)		\$67,945		\$70,720		\$72,861	
Census Average Household Income (2020)		\$43,004		\$44,064		\$43,703	
Census Average Household Income (2010)		\$36,000		\$35,959		\$36,005	
<i>Projected Annual Growth (2024 to 2029)</i>		\$1,507	0.5%	\$1,656	0.5%	\$1,789	0.5%
<i>Historical Annual Growth (2020 to 2024)</i>		\$23,433	3.9%	\$25,000	4.1%	\$27,369	4.5%
<i>Historical Annual Growth (2010 to 2020)</i>		\$7,004	1.9%	\$8,105	2.3%	\$7,698	2.1%
<b>Median Household Income</b>							
Estimated Median Household Income (2024)		\$47,162		\$49,478		\$50,254	
Projected Median Household Income (2029)		\$47,910		\$50,252		\$51,002	
Census Median Household Income (2020)		\$32,992		\$33,538		\$33,403	
Census Median Household Income (2010)		\$26,469		\$26,840		\$27,211	
<i>Projected Annual Growth (2024 to 2029)</i>		\$748	0.3%	\$774	0.3%	\$748	0.3%
<i>Historical Annual Growth (2020 to 2024)</i>		\$14,170	3.1%	\$15,939	3.4%	\$16,851	3.6%
<i>Historical Annual Growth (2010 to 2020)</i>		\$6,523	2.5%	\$6,698	2.5%	\$6,192	2.3%
<b>Per Capita Income</b>							
Estimated Per Capita Income (2024)		\$27,480		\$28,630		\$29,694	
Projected Per Capita Income (2029)		\$27,746		\$28,946		\$30,029	
Census Per Capita Income (2020)		\$17,372		\$17,759		\$17,636	
Census Per Capita Income (2010)		\$13,591		\$13,588		\$13,636	
<i>Projected Annual Growth (2024 to 2029)</i>		\$266	0.2%	\$316	0.2%	\$335	0.2%
<i>Historical Annual Growth (2020 to 2024)</i>		\$10,109	4.2%	\$10,870	4.4%	\$12,058	4.9%
<i>Historical Annual Growth (2010 to 2020)</i>		\$3,781	2.8%	\$4,172	3.1%	\$4,000	2.9%
<b>Other Income</b>							
Estimated Families (2024)		2,736		3,110		4,362	
Estimated Average Family Income (2024)		\$91,027		\$94,013		\$96,728	
Estimated Median Family Income (2024)		\$70,892		\$71,945		\$73,245	
Estimated Average Household Net Worth (2024)		\$672,714		\$718,473		\$769,406	

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



<b>Grenada, Mississippi</b>						
<b>Drive Time</b>	<b>10 min drive time</b>	<b>15 min drive time</b>	<b>15 min drive time</b>	<b>15 min drive time</b>	<b>30 min drive time</b>	<b>30 min drive time</b>
Estimated Population		12,845		14,350		19,181
Estimated Households		5,297		5,934		7,999
<b>Household Expenditure</b>		<b>\$292.85 M</b>		<b>\$335.33 M</b>		<b>\$448.86 M</b>
Per Household ~ Per Capita	\$55,283	\$22,798	\$56,514	\$23,367	\$56,116	\$23,402
Non-Retail Expenditures	\$155.34 M	53.0%	\$177.79 M	53.0%	\$237.85 M	53.0%
Per Household ~ Per Capita	\$29,324	\$12,093	\$29,963	\$12,389	\$29,735	\$12,400
Retail Expenditures	\$137.51 M	47.0%	\$157.54 M	47.0%	\$211.02 M	47.0%
Per Household ~ Per Capita	\$25,959	\$10,705	\$26,551	\$10,978	\$26,381	\$11,001
Apparel	\$10.14 M	3.5%	\$11.62 M	3.5%	\$15.54 M	3.5%
Per Household ~ Per Capita	\$1,914	\$789	\$1,958	\$810	\$1,943	\$810
Contributions	\$9.4 M	3.2%	\$10.8 M	3.2%	\$14.52 M	3.2%
Per Household ~ Per Capita	\$1,775	\$732	\$1,820	\$753	\$1,815	\$757
Education	\$8.4 M	2.9%	\$9.67 M	2.9%	\$12.95 M	2.9%
Per Household ~ Per Capita	\$1,586	\$654	\$1,630	\$674	\$1,619	\$675
Entertainment	\$16.21 M	5.5%	\$18.6 M	5.5%	\$24.95 M	5.6%
Per Household ~ Per Capita	\$3,059	\$1,262	\$3,135	\$1,296	\$3,119	\$1,301
Food, Beverages	\$43.32 M	14.8%	\$49.57 M	14.8%	\$66.3 M	14.8%
Per Household ~ Per Capita	\$8,177	\$3,372	\$8,353	\$3,454	\$8,289	\$3,457
Furnishings, Equipment	\$10.07 M	3.4%	\$11.56 M	3.4%	\$15.51 M	3.5%
Per Household ~ Per Capita	\$1,901	\$784	\$1,949	\$806	\$1,939	\$808
Gifts	\$7.04 M	2.4%	\$8.1 M	2.4%	\$10.86 M	2.4%
Per Household ~ Per Capita	\$1,329	\$548	\$1,365	\$564	\$1,358	\$566
Health Care	\$25.19 M	8.6%	\$28.8 M	8.6%	\$38.63 M	8.6%
Per Household ~ Per Capita	\$4,756	\$1,961	\$4,854	\$2,007	\$4,830	\$2,014
Household Operations	\$11.42 M	3.9%	\$13.08 M	3.9%	\$17.54 M	3.9%
Per Household ~ Per Capita	\$2,156	\$889	\$2,205	\$912	\$2,193	\$915
Miscellaneous Expenses	\$5.54 M	1.9%	\$6.34 M	1.9%	\$8.49 M	1.9%
Per Household ~ Per Capita	\$1,045	\$431	\$1,069	\$442	\$1,061	\$443
Personal Care	\$3.92 M	1.3%	\$4.49 M	1.3%	\$6.01 M	1.3%
Per Household ~ Per Capita	\$740	\$305	\$756	\$313	\$751	\$313
Personal Insurance	\$1.96 M	0.7%	\$2.26 M	0.7%	\$3.05 M	0.7%
Per Household ~ Per Capita	\$371	\$153	\$381	\$158	\$381	\$159
Reading	\$641.38 K	0.2%	\$734.28 K	0.2%	\$984.26 K	0.2%
Per Household ~ Per Capita	\$121	\$50	\$124	\$51	\$123	\$51
Shelter	\$62.67 M	21.4%	\$71.66 M	21.4%	\$95.66 M	21.3%
Per Household ~ Per Capita	\$11,830	\$4,878	\$12,076	\$4,993	\$11,959	\$4,987
Tobacco	\$1.94 M	0.7%	\$2.21 M	0.7%	\$2.93 M	0.7%
Per Household ~ Per Capita	\$367	\$151	\$372	\$154	\$367	\$153
Transportation	\$52.68 M	18.0%	\$60.4 M	18.0%	\$80.92 M	18.0%
Per Household ~ Per Capita	\$9,945	\$4,101	\$10,179	\$4,209	\$10,116	\$4,219
Utilities	\$22.3 M	7.6%	\$25.45 M	7.6%	\$34.03 M	7.6%
Per Household ~ Per Capita	\$4,210	\$1,736	\$4,288	\$1,773	\$4,254	\$1,774

# Consumer Expenditure Trend



Grenada, Mississippi		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Population / Households (2024)</b>							
Estimated Population		12,845		14,350		19,181	
Estimated Households		5,297		5,934		7,999	
<b>Total Annual Consumer Expenditure (2024)</b>							
Total Household Expenditure		\$292.85 M		\$335.33 M		\$448.86 M	
Total Non-Retail Expenditure		\$155.34 M		\$177.79 M		\$237.85 M	
Total Retail Expenditure		\$137.51 M		\$157.54 M		\$211.02 M	
Apparel		\$10.14 M		\$11.62 M		\$15.54 M	
Contributions		\$9.4 M		\$10.8 M		\$14.52 M	
Education		\$8.4 M		\$9.67 M		\$12.95 M	
Entertainment		\$16.21 M		\$18.6 M		\$24.95 M	
Food and Beverages		\$43.32 M		\$49.57 M		\$66.3 M	
Furnishings and Equipment		\$10.07 M		\$11.56 M		\$15.51 M	
Gifts		\$7.04 M		\$8.1 M		\$10.86 M	
Health Care		\$25.19 M		\$28.8 M		\$38.63 M	
Household Operations		\$11.42 M		\$13.08 M		\$17.54 M	
Miscellaneous Expenses		\$5.54 M		\$6.34 M		\$8.49 M	
Personal Care		\$3.92 M		\$4.49 M		\$6.01 M	
Personal Insurance		\$1.96 M		\$2.26 M		\$3.05 M	
Reading		\$641.38 K		\$734.28 K		\$984.26 K	
Shelter		\$62.67 M		\$71.66 M		\$95.66 M	
Tobacco		\$1.94 M		\$2.21 M		\$2.93 M	
Transportation		\$52.68 M		\$60.4 M		\$80.92 M	
Utilities		\$22.3 M		\$25.45 M		\$34.03 M	
<b>Monthly Household Consumer Expenditure (2024)</b>							
Total Household Expenditure		\$4,607		\$4,710		\$4,676	
Total Non-Retail Expenditure		\$2,444 53.0%		\$2,497 53.0%		\$2,478 53.0%	
Total Retail Expenditure		\$2,163 47.0%		\$2,213 47.0%		\$2,198 47.0%	
Apparel		\$160 3.5%		\$163 3.5%		\$162 3.5%	
Contributions		\$148 3.2%		\$152 3.2%		\$151 3.2%	
Education		\$132 2.9%		\$136 2.9%		\$135 2.9%	
Entertainment		\$255 5.5%		\$261 5.5%		\$260 5.6%	
Food and Beverages		\$681 14.8%		\$696 14.8%		\$691 14.8%	
Furnishings and Equipment		\$158 3.4%		\$162 3.4%		\$162 3.5%	
Gifts		\$111 2.4%		\$114 2.4%		\$113 2.4%	
Health Care		\$396 8.6%		\$405 8.6%		\$402 8.6%	
Household Operations		\$180 3.9%		\$184 3.9%		\$183 3.9%	
Miscellaneous Expenses		\$87 1.9%		\$89 1.9%		\$88 1.9%	
Personal Care		\$62 1.3%		\$63 1.3%		\$63 1.3%	
Personal Insurance		\$31 0.7%		\$32 0.7%		\$32 0.7%	
Reading		\$10 0.2%		\$10 0.2%		\$10 0.2%	
Shelter		\$986 21.4%		\$1,006 21.4%		\$997 21.3%	
Tobacco		\$31 0.7%		\$31 0.7%		\$31 0.7%	
Transportation		\$829 18.0%		\$848 18.0%		\$843 18.0%	
Utilities		\$351 7.6%		\$357 7.6%		\$355 7.6%	

# Consumer Expenditure Trend



<b>Grenada, Mississippi</b>		<b>10 min drive</b>	<b>15 min drive</b>	<b>30 min drive</b>
<b>Drive Time</b>		<b>time</b>	<b>time</b>	<b>time</b>
<b>Population / Households (2029)</b>				
Projected Population		12,393	13,891	18,658
Projected Households		5,045	5,671	7,675
<b>Total Annual Consumer Expenditure (2029)</b>				
Total Household Expenditure		\$298.39 M	\$341.99 M	\$458.21 M
Total Non-Retail Expenditure		\$158.32 M	\$181.37 M	\$242.86 M
Total Retail Expenditure		\$140.07 M	\$160.62 M	\$215.36 M
Apparel		\$10.35 M	\$11.87 M	\$15.9 M
Contributions		\$9.58 M	\$11.01 M	\$14.8 M
Education		\$8.61 M	\$9.91 M	\$13.28 M
Entertainment		\$16.51 M	\$18.97 M	\$25.46 M
Food and Beverages		\$44.15 M	\$50.57 M	\$67.71 M
Furnishings and Equipment		\$10.26 M	\$11.78 M	\$15.82 M
Gifts		\$7.18 M	\$8.27 M	\$11.09 M
Health Care		\$25.61 M	\$29.31 M	\$39.34 M
Household Operations		\$11.64 M	\$13.34 M	\$17.91 M
Miscellaneous Expenses		\$5.64 M	\$6.46 M	\$8.66 M
Personal Care		\$3.99 M	\$4.58 M	\$6.13 M
Personal Insurance		\$2 M	\$2.31 M	\$3.11 M
Reading		\$653 K	\$748.03 K	\$1 M
Shelter		\$63.89 M	\$73.14 M	\$97.75 M
Tobacco		\$1.98 M	\$2.25 M	\$2.99 M
Transportation		\$53.65 M	\$61.56 M	\$82.56 M
Utilities		\$22.7 M	\$25.92 M	\$34.71 M
<b>Consumer Expenditure Growth (2024 to 2029)</b>				
Total Household Expenditure		\$5.54 M	\$6.65 M	\$9.35 M
Total Non-Retail Expenditure		\$2.98 M	\$3.58 M	\$5.01 M
Total Retail Expenditure		\$2.56 M	\$3.08 M	\$4.34 M
Apparel		\$210.53 K	\$253.64 K	\$356.47 K
Contributions		\$177.68 K	\$207.16 K	\$282.72 K
Education		\$207.91 K	\$244.83 K	\$330.35 K
Entertainment		\$306.79 K	\$365.44 K	\$510.64 K
Food and Beverages		\$826.87 K	\$999.12 K	\$1.41 M
Furnishings and Equipment		\$185.46 K	\$220.88 K	\$309.35 K
Gifts		\$141.53 K	\$167.5 K	\$229 K
Health Care		\$421.14 K	\$502.25 K	\$707.39 K
Household Operations		\$218.62 K	\$261.13 K	\$364.97 K
Miscellaneous Expenses		\$101.49 K	\$121.04 K	\$168.36 K
Personal Care		\$73.78 K	\$88.46 K	\$124.38 K
Personal Insurance		\$37.67 K	\$43.67 K	\$59.33 K
Reading		\$11.63 K	\$13.75 K	\$19.15 K
Shelter		\$1.23 M	\$1.48 M	\$2.09 M
Tobacco		\$33.03 K	\$40.86 K	\$58.91 K
Transportation		\$967.91 K	\$1.16 M	\$1.64 M
Utilities		\$393.64 K	\$478.17 K	\$680.86 K

# **Crime Risk**

Grenada, Mississippi		10 min drive time	15 min drive time	30 min drive time
Drive Time				
<b>Demographics</b>				
Population		12,845	14,350	19,181
Census Population		13,279	14,895	19,681
Households		5,297	5,934	7,999
Average Household Income		\$66,438	\$69,064	\$71,072
Median Household Income		\$47,162	\$49,478	\$50,254
Per Capita Income		\$27,480	\$28,630	\$29,694
<b>Total Crime</b>				
Crime Index		148	143	129
Crime Level		Above Average	Above Average	Above Average
<b>Personal Crime</b>				
Crime Index		95	89	83
Crime Level		Average	Below Average	Below Average
<b>Murder</b>				
Crime Index		224	209	186
Crime Level		Very High	Very High	Very High
<b>Rape</b>				
Crime Index		117	111	111
Crime Level		Average	Average	Average
<b>Robbery</b>				
Crime Index		67	63	55
Crime Level		Below Average	Below Average	Low Risk
<b>Assault</b>				
Crime Index		97	91	85
Crime Level		Average	Average	Below Average
<b>Property Crime</b>				
Crime Index		159	153	138
Crime Level		High Risk	High Risk	Above Average
<b>Burglary</b>				
Crime Index		253	240	223
Crime Level		Very High	Very High	Very High
<b>Larceny</b>				
Crime Index		150	145	129
Crime Level		High Risk	Above Average	Above Average
<b>Motor Vehicle Theft</b>				
Crime Index		87	84	78
Crime Level		Below Average	Below Average	Below Average

\* Crime Index: 100 = National Average Adjusted for Population

# Void Analysis



Grenada, Mississippi	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
<b>Auto Parts Tires</b>			
Advance Auto Parts	1 / 1	9,400	
AutoZone	1 / 1	6,600	
CARQUEST	1 / 1	12,300	
NAPA	2 / 1	6,200	
O'Reilly	1 / 1	8,500	
Quick Lane	1 / 1	7,400	
<b>Banks</b>			
Bankplus	1 / 1	4,700	
Regions Bank	2 / 2	5,100	
Renasant Bank	2 / 2	4,100	
Woodforest National Bank	1 / 1	3,500	
<b>Banks Minor</b>			
Bank	3 / 3		
<b>Car Washes</b>			
Carwash USA Express	1 / 1	4,400	
Take 5 Car Wash	1 / 1	5,900	
<b>Clothing Apparel</b>			
Cato	1 / 1	5,000	
Citi Trends	1 / 1	14,600	
<b>Convenience Stores</b>			
Chevron	2 / 1	1,700	
Circle K	1 / 1	3,200	
Citgo	1 / 0	2,300	
Exxon	5 / 3	2,600	
Marathon	3 / 1	2,500	
Pilot Travel Centers	1 / 0	3,200	
Shell	4 / 3	1,800	
<b>Dealerships</b>			
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		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	RAM	1 / 1		
	Toyota	1 / 1		
<b>Discount Department Stores</b>				
	Roses	2 / 1	37,900	
	Wal-Mart Supercenter	1 / 1	189,700	
<b>Dollar Stores</b>				
	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	
<b>Drug Stores</b>				
	CVS	1 / 1	13,400	
	GNC	1 / 1	1,700	
	Walgreens	1 / 1	14,800	
<b>Education</b>				
	Cosmetology and Barber	1 / 1		
	Day Care	10 / 9		
	High School	2 / 2		
	PK - 8	4 / 3		
	PK - 8 (Private)	1 / 1		
<b>Entertainment</b>				
	Theatres	1 / 1		
<b>EV Charging Stations</b>				
	ChargePoint	1 / 1		
	Independent	1 / 1		
	Tesla	2 / 1		
<b>Fitness</b>				
	Anytime Fitness	1 / 1	5,100	
	Snap Fitness	1 / 1	4,900	
<b>Furniture Household</b>				
	Aarons	1 / 1	9,000	
	Ashley Furniture	1 / 1	42,700	
	Rent A Center	1 / 1	5,700	
<b>Grocery Stores</b>				
	Piggly Wiggly	1 / 0	21,600	
<b>Health Beauty</b>				
	Sally Beauty Supply	1 / 1	2,300	

Grenada, Mississippi		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
<b>Health Care</b>				
	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	1 / 1		
	Emergency Medicine	1 / 1		
	Family Practice	4 / 4		
	General Surgery	2 / 2		
	Hematology and Oncology	2 / 2		
	Hospitalist	2 / 2		
	Internal Medicine	4 / 4		
	Interventional Cardiology	1 / 1		
	Interventional Radiology	1 / 1		
	Medical Oncology	1 / 1		
	Medical Toxicology	1 / 1		
	Nephrology	2 / 2		
	Neurology	2 / 2		
	Nuclear Medicine	2 / 2		
	Nurse Practitioner	10 / 10		
	Obstetrics and Gynecology	1 / 1		
	Ophthalmology	1 / 1		
	Optometry	3 / 3		
	Orthopedic Surgery	2 / 2		
	Osteopathic Manipulative Medicine	1 / 1		
	Pediatric Medicine	1 / 1		
	Physical Therapy	1 / 1		
	Pulmonary Disease	1 / 1		
	Rheumatology	1 / 1		
	Urgent Care	1 / 1		
	Urology	2 / 2		
<b>Home Improvement</b>				
	Harbor Freight Tools	1 / 1	17,100	
	Sherwin-Williams	1 / 1	7,300	
	Tractor Supply Company	1 / 1	26,300	

<b>Grenada, Mississippi</b>		<b>Site / Market Locations</b>	<b>Avg Square Footage</b>	<b>Closest Location</b>
<b>Drive Time</b>				
	True Value	1 / 1	12,800	
<b>Hotels</b>				
	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	
<b>Restaurants Casual</b>				
	Applebee's	1 / 1	5,400	
	Waffle House	1 / 1	2,000	
<b>Restaurants Fast Food Major</b>				
	Burger King	1 / 1	4,000	
	KFC	1 / 1	3,100	
	McDonald's	1 / 1	4,600	
	Sonic	1 / 1	2,800	
	Taco Bell	2 / 1	2,500	
	Wendy's	1 / 1	3,300	
<b>Restaurants Fast Food Minor</b>				
	Captain D's Seafood	1 / 1	3,200	
	Jacks	1 / 1	3,200	
	Popeyes	1 / 1	2,700	
	Zaxby's	1 / 1	3,600	
<b>Restaurants Ice Cream Smoothie</b>				
	Baskin-Robbins	2 / 1	2,200	
<b>Restaurants Pizza</b>				
	Domino's Pizza	1 / 1	2,100	
	Pizza Hut	1 / 1	2,800	
	Pizza Inn	1 / 1	3,600	
<b>Restaurants Sandwich</b>				
	McAlister's Deli	1 / 1	5,000	
	Subway	1 / 1	1,700	
<b>Shoes Footwear</b>				
	Shoe Show	1 / 1	4,800	
<b>Specialty</b>				
	GameStop	1 / 1	1,700	
<b>Sporting Goods</b>				

Grenada, Mississippi		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Hibbett Sports	1 / 1	7,600	
<b>Wireless Stores</b>				
	AT&T	1 / 1	3,500	
	Cricket	1 / 1	1,600	
	T-Mobile	1 / 1	1,800	
<b>Worship</b>				
	Baptist	8 / 8		
	Methodist	2 / 0		
	Methodist Episcopal	7 / 5		
	Presbyterian	1 / 1		