



**RETAIL ATTRACTIONS, LLC**  

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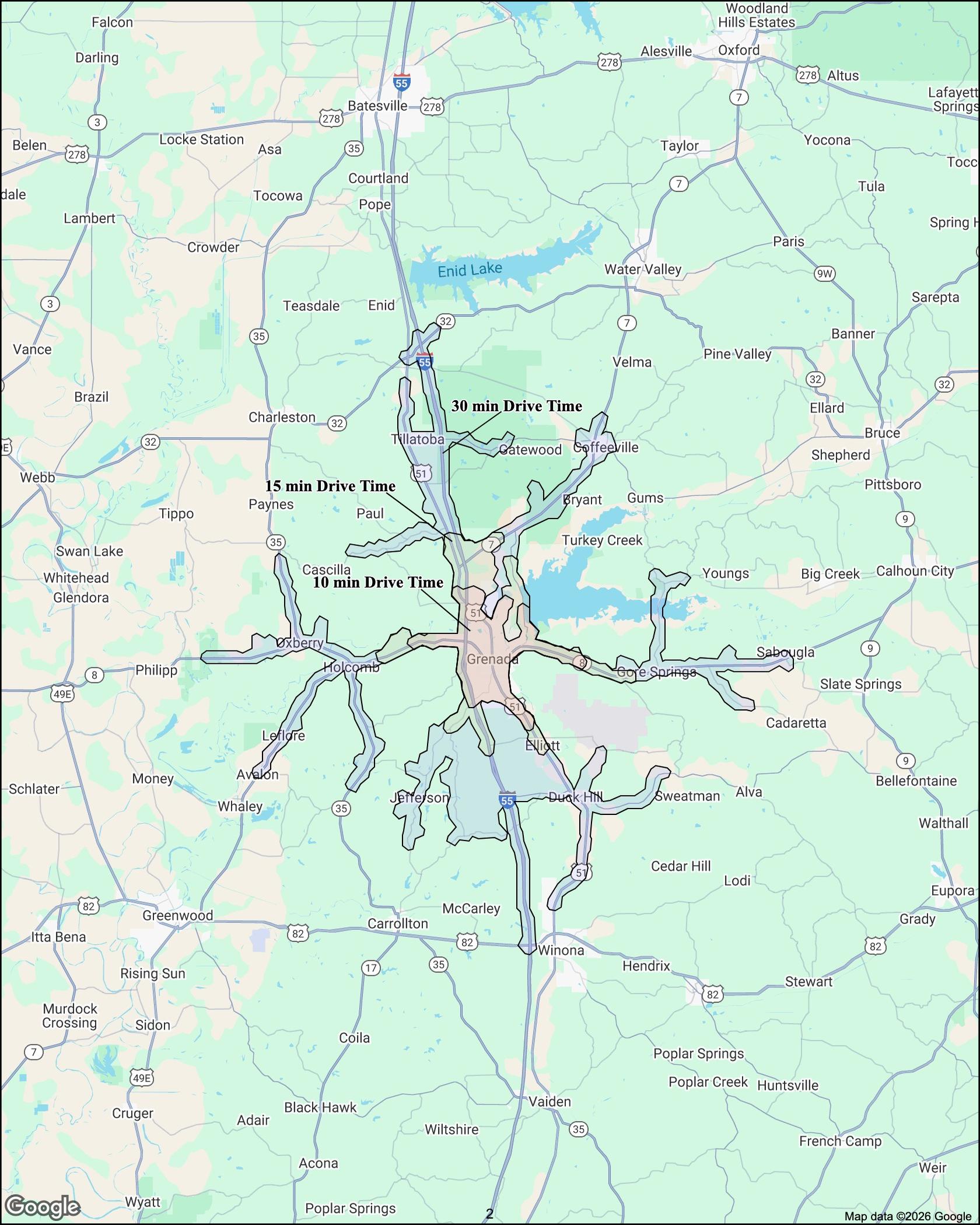
**Economic Development Consulting**

**Grenada, Mississippi  
Drive Time  
1st Quarter 2026**

# Table Of Contents

- 1. Demographics**
- 15. Opportunity Gap**
- 19. Retail Potential**
- 22. Income Summary**
- 24. Consumer Expenditure Summary**
- 28. Crime Risk**
- 30. Void Analysis**

# Demographics



Enid Lake

**30 min Drive Time**

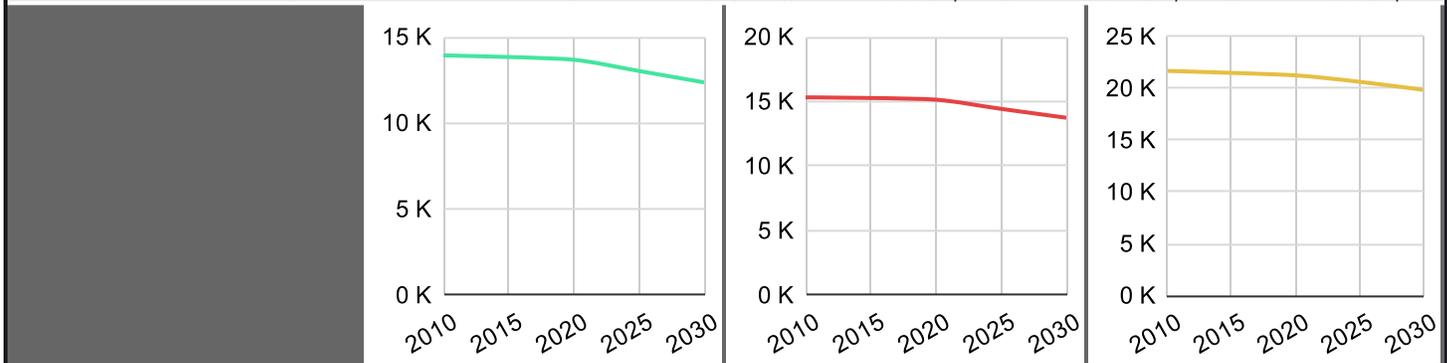
**15 min Drive Time**

**10 min Drive Time**

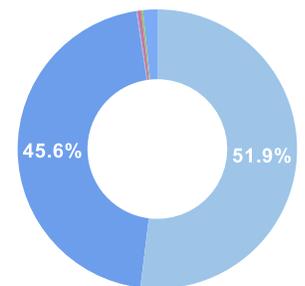
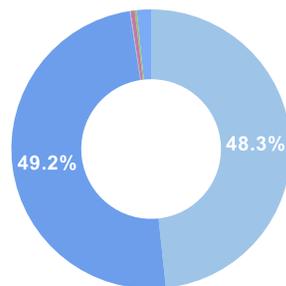
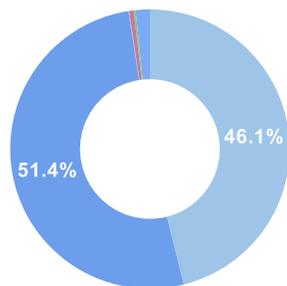


**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

Grenada, Mississippi		10 min drive time		15 min drive time		30 min drive time	
Drive Time		time		time		time	
<b>Population</b>							
Estimated Population (2025)		13,024		14,431		20,646	
Projected Population (2030)		12,360		13,744		19,864	
Census Population (2020)		13,674		15,144		21,262	
Census Population (2010)		13,927		15,322		21,691	
Projected Annual Growth (2025-2030)		-664	-1.0%	-687	-1.0%	-783	-0.8%
Historical Annual Growth (2020-2025)		-650	-1.0%	-712	-1.0%	-616	-0.6%
Historical Annual Growth (2010-2020)		-253	-0.2%	-178	-0.1%	-429	-0.2%
Estimated Population Density (2025)		356 <i>psm</i>		213 <i>psm</i>		77 <i>psm</i>	
Trade Area Size		36.6 <i>sq mi</i>		67.6 <i>sq mi</i>		268.3 <i>sq mi</i>	

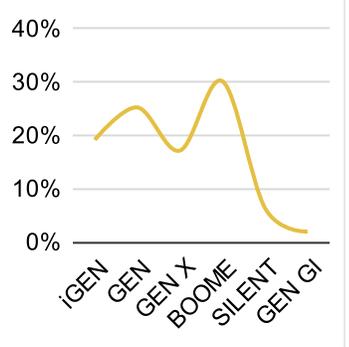
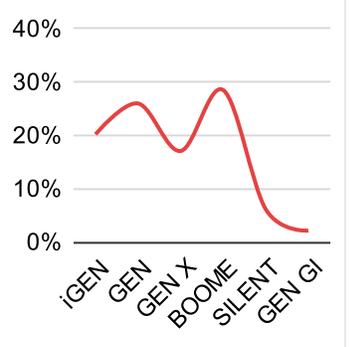
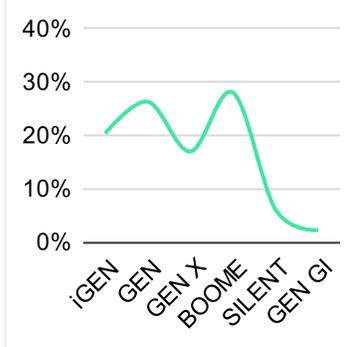


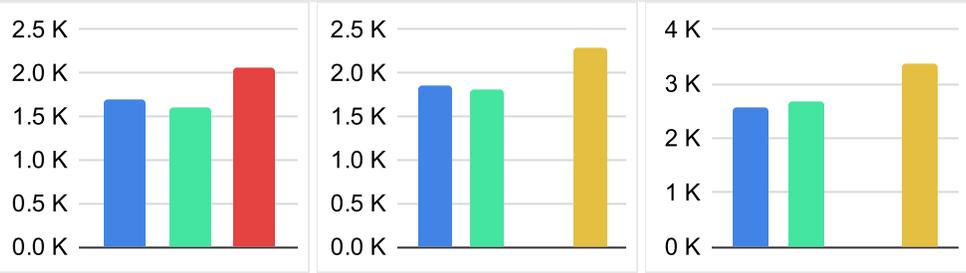
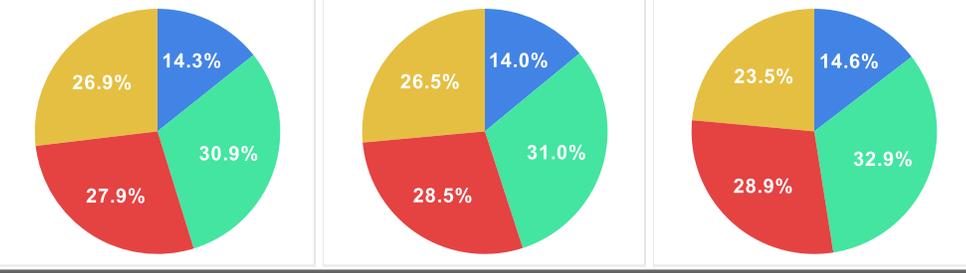
<b>Race and Ethnicity (2025)</b>							
<b>Not Hispanic or Latino Population</b>							
White		12,845	98.6%	14,227	98.6%	20,365	98.6%
Black or African American		5,940	46.2%	6,895	48.5%	10,616	52.1%
American Indian or Alaska Native		6,643	51.7%	7,047	49.5%	9,356	45.9%
Asian		11	-	13	-	19	-
Hawaiian or Pacific Islander		68	0.5%	72	0.5%	88	0.4%
Other Race		-	-	-	-	-	-
Two or More Races		9	-	9	-	13	-
Hispanic or Latino Population		174	1.4%	192	1.3%	273	1.3%
White		179	1.4%	205	1.4%	281	1.4%
Black or African American		64	35.9%	76	37.2%	108	38.3%
American Indian or Alaska Native		53	29.9%	58	28.1%	67	24.0%
Asian		-	-	1	0.5%	3	1.0%
Hispanic Hawaiian or Pacific Islander		-	-	-	-	-	-
Other Race		-	-	-	-	-	-
Two or More Races		21	11.6%	25	12.1%	33	11.7%
		40	22.1%	45	21.9%	66	23.5%



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 (2025)</b>							
Age Under 5 Years		832	6.4%	906	6.3%	1,227	5.9%
Age 5 to 9 Years		917	7.0%	1,013	7.0%	1,373	6.7%
Age 10 to 14 Years		904	6.9%	995	6.9%	1,356	6.6%
Age 15 to 19 Years		892	6.8%	994	6.9%	1,388	6.7%
Age 20 to 24 Years		714	5.5%	786	5.4%	1,133	5.5%
Age 25 to 29 Years		844	6.5%	908	6.3%	1,265	6.1%
Age 30 to 34 Years		976	7.5%	1,062	7.4%	1,424	6.9%
Age 35 to 39 Years		785	6.0%	866	6.0%	1,183	5.7%
Age 40 to 44 Years		746	5.7%	831	5.8%	1,183	5.7%
Age 45 to 49 Years		681	5.2%	767	5.3%	1,174	5.7%
Age 50 to 54 Years		711	5.5%	800	5.5%	1,236	6.0%
Age 55 to 59 Years		816	6.3%	920	6.4%	1,340	6.5%
Age 60 to 64 Years		745	5.7%	839	5.8%	1,274	6.2%
Age 65 to 69 Years		735	5.6%	832	5.8%	1,283	6.2%
Age 70 to 74 Years		641	4.9%	722	5.0%	1,091	5.3%
Age 75 to 79 Years		491	3.8%	558	3.9%	837	4.1%
Age 80 to 84 Years		302	2.3%	326	2.3%	475	2.3%
Age 85 Years or Over		290	2.2%	308	2.1%	402	1.9%
Median Age		37.2		37.6		39.2	
<b>Generation (2025)</b>							
iGeneration (Age Under 15 Years)		2,654	20.4%	2,915	20.2%	3,957	19.2%
Generation 9/11 Millennials (Age 15 to 34 Years)		3,426	26.3%	3,749	26.0%	5,211	25.2%
Gen Xers (Age 35 to 49 Years)		2,212	17.0%	2,463	17.1%	3,540	17.1%
Baby Boomers (Age 50 to 74 Years)		3,649	28.0%	4,112	28.5%	6,224	30.1%
Silent Generation (Age 75 to 84 Years)		794	6.1%	884	6.1%	1,312	6.4%
G.I. Generation (Age 85 Years or Over)		290	2.2%	308	2.1%	402	1.9%



Grenada, Mississippi		10 min drive time	15 min drive time	30 min drive time
Drive Time				
<b>Household Type (2025)</b>				
Total Households		5,362	5,953	8,629
Family Households		3,308 61.7%	3,666 61.6%	5,263 61.0%
Family Households with Children		1,695 51.2%	1,855 50.6%	2,568 48.8%
Family Households No Children		1,613 48.8%	1,811 49.4%	2,695 51.2%
Non-Family Households		2,054 38.3%	2,287 38.4%	3,366 39.0%
Non-Family Households with Children		- -	1 -	3 0.1%
Non-Family Households No Children		2,053 100.0%	2,286 100.0%	3,362 99.9%
				
<b>Education Attainment (2025)</b>				
Elementary or Some High School		1,253 14.3%	1,366 14.0%	2,068 14.6%
High School Graduate		2,710 30.9%	3,015 31.0%	4,664 32.9%
Some College or Associate Degree		2,443 27.9%	2,779 28.5%	4,100 28.9%
Bachelor or Graduate Degree		2,358 26.9%	2,577 26.5%	3,336 23.5%
				
<b>Household Income (2025)</b>				
Estimated Average Household Income		\$69,723	\$71,941	\$71,697
Estimated Median Household Income		\$51,250	\$52,478	\$51,668
HH Income Under \$10,000		349 6.5%	417 7.0%	687 8.0%
HH Income \$10,000 to \$34,999		1,681 31.4%	1,819 30.6%	2,635 30.5%
HH Income \$35,000 to \$49,999		927 17.3%	997 16.8%	1,342 15.5%
HH Income \$50,000 to \$74,999		934 17.4%	994 16.7%	1,391 16.1%
HH Income \$75,000 to \$99,999		483 9.0%	551 9.3%	872 10.1%
HH Income \$100,000 to \$149,999		489 9.1%	585 9.8%	915 10.6%
HH Income \$150,000 or More		499 9.3%	590 9.9%	786 9.1%

Grenada, Mississippi	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Population</b>			
Estimated Population (2025)	13,024	14,431	20,646
Projected Population (2030)	12,360	13,744	19,864
Census Population (2020)	13,674	15,144	21,262
Census Population (2010)	13,927	15,322	21,691
Projected Annual Growth (2025-2030)	-664 -1.0%	-687 -1.0%	-783 -0.8%
Historical Annual Growth (2020-2025)	-650 -	-712 -0.9%	-616 -0.6%
Historical Annual Growth (2010-2020)	-253 -0.2%	-178 -0.1%	-429 -0.2%
Estimated Population Density (2025)	356 <i>psm</i>	213 <i>psm</i>	77 <i>psm</i>
Trade Area Size	36.6 <i>sq mi</i>	67.6 <i>sq mi</i>	268.3 <i>sq mi</i>
<b>Households</b>			
Estimated Households (2025)	5,362	5,953	8,629
Projected Households (2030)	5,078	5,659	8,270
Census Households (2020)	5,707	6,319	8,981
Census Households (2010)	5,623	6,175	8,768
Projected Annual Growth (2025-2030)	-284 -1.1%	-293 -1.0%	-359 -0.8%
Historical Annual Change (2010-2025)	-262 -0.3%	-222 -0.2%	-139 -0.1%
<b>Average Household Income</b>			
Estimated Average Household Income (2025)	\$69,723	\$71,941	\$71,697
Projected Average Household Income (2030)	\$69,291	\$71,537	\$71,176
Census Average Household Income (2010)	\$43,140	\$44,214	\$43,371
Census Average Household Income (2000)	\$36,091	\$35,969	\$35,883
Projected Annual Change (2025-2030)	-\$432 -0.1%	-\$404 -0.1%	-\$521 -0.1%
Historical Annual Change (2000-2025)	\$33,632 3.7%	\$35,972 4.0%	\$35,814 4.0%
<b>Median Household Income</b>			
Estimated Median Household Income (2025)	\$51,250	\$52,478	\$51,668
Projected Median Household Income (2030)	\$50,845	\$52,067	\$51,228
Census Median Household Income (2010)	\$33,226	\$33,620	\$33,349
Census Median Household Income (2000)	\$26,629	\$26,906	\$27,280
Projected Annual Change (2025-2030)	-\$405 -0.2%	-\$411 -0.2%	-\$440 -0.2%
Historical Annual Change (2000-2025)	\$24,620 3.7%	\$25,573 3.8%	\$24,388 3.6%
<b>Per Capita Income</b>			
Estimated Per Capita Income (2025)	\$28,772	\$29,736	\$30,009
Projected Per Capita Income (2030)	\$28,540	\$29,521	\$29,679
Census Per Capita Income (2010)	\$17,413	\$17,814	\$17,530
Census Per Capita Income (2000)	\$13,618	\$13,595	\$13,627
Projected Annual Change (2025-2030)	-\$232 -0.2%	-\$215 -0.1%	-\$330 -0.2%
Historical Annual Change (2000-2025)	\$15,153 4.5%	\$16,141 4.7%	\$16,381 4.8%
Estimated Average Household Net Worth (2025)	\$733,843	\$769,427	\$797,780

<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>Race and Ethnicity</b>						
Total Population (2025)	13,024		14,431		20,646	
White (2025)	6,004	46.1%	6,971	48.3%	10,724	51.9%
Black or African American (2025)	6,697	51.4%	7,104	49.2%	9,423	45.6%
American Indian or Alaska Native (2025)	12	-	14	-	22	0.1%
Asian (2025)	68	0.5%	72	0.5%	92	0.4%
Hawaiian or Pacific Islander (2025)	-	-	-	-	-	-
Other Race (2025)	30	0.2%	34	0.2%	45	0.2%
Two or More Races (2025)	213	1.6%	236	1.6%	339	1.6%
Population < 18 (2025)	3,202	24.6%	3,533	24.5%	4,833	23.4%
White Not Hispanic	1,188	37.1%	1,408	39.8%	2,129	44.1%
Black or African American	1,884	58.8%	1,979	56.0%	2,491	51.5%
Asian	8	0.2%	8	0.2%	12	0.2%
Other Race Not Hispanic	90	2.8%	99	2.8%	139	2.9%
Hispanic	33	1.0%	40	1.1%	62	1.3%
Not Hispanic or Latino Population (2025)	12,845	98.6%	14,227	98.6%	20,365	98.6%
Not Hispanic White	5,940	46.2%	6,895	48.5%	10,616	52.1%
Not Hispanic Black or African American	6,643	51.7%	7,047	49.5%	9,356	45.9%
Not Hispanic American Indian or Alaska Native	11	-	13	-	19	-
Not Hispanic Asian	68	0.5%	72	0.5%	88	0.4%
Not Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Not Hispanic Other Race	9	-	9	-	13	-
Not Hispanic Two or More Races	174	1.4%	192	1.3%	273	1.3%
Hispanic or Latino Population (2025)	179	1.4%	205	1.4%	281	1.4%
Hispanic White	64	35.9%	76	37.2%	108	38.3%
Hispanic Black or African American	53	29.9%	58	28.1%	67	24.0%
Hispanic American Indian or Alaska Native	-	-	1	0.5%	3	1.0%
Hispanic Asian	-	-	-	-	4	1.6%
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Hispanic Other Race	21	11.6%	25	12.1%	33	11.7%
Hispanic Two or More Races	40	22.1%	45	21.9%	66	23.5%
Not Hispanic or Latino Population (2020)	13,476	98.6%	14,919	98.5%	20,972	98.6%
Hispanic or Latino Population (2020)	198	1.4%	224	1.5%	291	1.4%
Not Hispanic or Latino Population (2010)	13,797	99.1%	15,176	99.1%	21,496	99.1%
Hispanic or Latino Population (2010)	131	0.9%	145	0.9%	195	0.9%
Not Hispanic or Latino Population (2030)	12,178	98.5%	13,531	98.5%	19,537	98.4%
Hispanic or Latino Population (2030)	182	1.5%	213	1.5%	326	1.6%
Projected Annual Growth (2025-2030)	3	0.3%	8	0.8%	45	3.2%
Historical Annual Growth (2010-2020)	67	5.2%	79	5.4%	95	4.9%

Grenada, Mississippi		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Total Age Distribution (2025)</b>							
Total Population		13,024		14,431		20,646	
Age Under 5 Years		832	6.4%	906	6.3%	1,227	5.9%
Age 5 to 9 Years		917	7.0%	1,013	7.0%	1,373	6.7%
Age 10 to 14 Years		904	6.9%	995	6.9%	1,356	6.6%
Age 15 to 19 Years		892	6.8%	994	6.9%	1,388	6.7%
Age 20 to 24 Years		714	5.5%	786	5.4%	1,133	5.5%
Age 25 to 29 Years		844	6.5%	908	6.3%	1,265	6.1%
Age 30 to 34 Years		976	7.5%	1,062	7.4%	1,424	6.9%
Age 35 to 39 Years		785	6.0%	866	6.0%	1,183	5.7%
Age 40 to 44 Years		746	5.7%	831	5.8%	1,183	5.7%
Age 45 to 49 Years		681	5.2%	767	5.3%	1,174	5.7%
Age 50 to 54 Years		711	5.5%	800	5.5%	1,236	6.0%
Age 55 to 59 Years		816	6.3%	920	6.4%	1,340	6.5%
Age 60 to 64 Years		745	5.7%	839	5.8%	1,274	6.2%
Age 65 to 69 Years		735	5.6%	832	5.8%	1,283	6.2%
Age 70 to 74 Years		641	4.9%	722	5.0%	1,091	5.3%
Age 75 to 79 Years		491	3.8%	558	3.9%	837	4.1%
Age 80 to 84 Years		302	2.3%	326	2.3%	475	2.3%
Age 85 Years or Over		290	2.2%	308	2.1%	402	1.9%
Median Age		37.2		37.6		39.2	
Age 19 Years or Less		3,545	27.2%	3,908	27.1%	5,345	25.9%
Age 20 to 64 Years		7,019	53.9%	7,777	53.9%	11,212	54.3%
Age 65 Years or Over		2,459	18.9%	2,746	19.0%	4,089	19.8%
<b>Female Age Distribution (2025)</b>							
Female Population		6,880	52.8%	7,594	52.6%	10,795	52.3%
Age Under 5 Years		391	5.7%	429	5.6%	584	5.4%
Age 5 to 9 Years		460	6.7%	508	6.7%	681	6.3%
Age 10 to 14 Years		448	6.5%	492	6.5%	667	6.2%
Age 15 to 19 Years		438	6.4%	490	6.4%	673	6.2%
Age 20 to 24 Years		367	5.3%	403	5.3%	569	5.3%
Age 25 to 29 Years		429	6.2%	462	6.1%	640	5.9%
Age 30 to 34 Years		535	7.8%	578	7.6%	767	7.1%
Age 35 to 39 Years		412	6.0%	455	6.0%	621	5.8%
Age 40 to 44 Years		407	5.9%	449	5.9%	642	5.9%
Age 45 to 49 Years		380	5.5%	425	5.6%	642	5.9%
Age 50 to 54 Years		390	5.7%	435	5.7%	661	6.1%
Age 55 to 59 Years		444	6.4%	494	6.5%	713	6.6%
Age 60 to 64 Years		410	6.0%	459	6.0%	687	6.4%
Age 65 to 69 Years		415	6.0%	464	6.1%	693	6.4%
Age 70 to 74 Years		373	5.4%	416	5.5%	618	5.7%
Age 75 to 79 Years		277	4.0%	309	4.1%	457	4.2%
Age 80 to 84 Years		158	2.3%	170	2.2%	261	2.4%
Age 85 Years or Over		147	2.1%	159	2.1%	219	2.0%
Female Median Age		38.7		39.0		40.6	
Age 19 Years or Less		1,737	25.3%	1,918	25.2%	2,606	24.1%
Age 20 to 64 Years		3,772	54.8%	4,159	54.8%	5,941	55.0%
Age 65 Years or Over		1,370	19.9%	1,517	20.0%	2,248	20.8%

Grenada, Mississippi		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Male Age Distribution (2025)</b>							
Male Population		6,144	47.2%	6,837	47.4%	9,851	47.7%
Age Under 5 Years		441	7.2%	477	7.0%	643	6.5%
Age 5 to 9 Years		457	7.4%	506	7.4%	693	7.0%
Age 10 to 14 Years		457	7.4%	504	7.4%	689	7.0%
Age 15 to 19 Years		454	7.4%	504	7.4%	715	7.3%
Age 20 to 24 Years		347	5.6%	383	5.6%	565	5.7%
Age 25 to 29 Years		415	6.8%	445	6.5%	625	6.3%
Age 30 to 34 Years		441	7.2%	484	7.1%	657	6.7%
Age 35 to 39 Years		373	6.1%	411	6.0%	563	5.7%
Age 40 to 44 Years		340	5.5%	382	5.6%	541	5.5%
Age 45 to 49 Years		302	4.9%	342	5.0%	532	5.4%
Age 50 to 54 Years		321	5.2%	365	5.3%	575	5.8%
Age 55 to 59 Years		373	6.1%	426	6.2%	627	6.4%
Age 60 to 64 Years		336	5.5%	381	5.6%	586	6.0%
Age 65 to 69 Years		320	5.2%	367	5.4%	590	6.0%
Age 70 to 74 Years		267	4.4%	306	4.5%	473	4.8%
Age 75 to 79 Years		215	3.5%	249	3.6%	380	3.9%
Age 80 to 84 Years		144	2.3%	156	2.3%	214	2.2%
Age 85 Years or Over		142	2.3%	149	2.2%	184	1.9%
Male Median Age		35.4		36.0		37.5	
Age 19 Years or Less		1,808	29.4%	1,991	29.1%	2,740	27.8%
Age 20 to 64 Years		3,247	52.8%	3,618	52.9%	5,271	53.5%
Age 65 Years or Over		1,089	17.7%	1,228	18.0%	1,841	18.7%
<b>Males per 100 Females (2025)</b>							
Overall Comparison		89		90		91	
Age Under 5 Years		113	53.0%	111	52.7%	110	52.4%
Age 5 to 9 Years		99	49.8%	100	49.9%	102	50.4%
Age 10 to 14 Years		102	50.5%	102	50.6%	103	50.8%
Age 15 to 19 Years		104	50.9%	103	50.7%	106	51.5%
Age 20 to 24 Years		94	48.6%	95	48.8%	99	49.8%
Age 25 to 29 Years		97	49.2%	96	49.1%	98	49.4%
Age 30 to 34 Years		82	45.2%	84	45.6%	86	46.1%
Age 35 to 39 Years		90	47.5%	90	47.5%	91	47.5%
Age 40 to 44 Years		84	45.5%	85	45.9%	84	45.8%
Age 45 to 49 Years		79	44.3%	80	44.6%	83	45.3%
Age 50 to 54 Years		82	45.2%	84	45.6%	87	46.5%
Age 55 to 59 Years		84	45.6%	86	46.3%	88	46.8%
Age 60 to 64 Years		82	45.0%	83	45.4%	85	46.0%
Age 65 to 69 Years		77	43.6%	79	44.2%	85	46.0%
Age 70 to 74 Years		72	41.7%	74	42.4%	76	43.3%
Age 75 to 79 Years		78	43.7%	81	44.7%	83	45.4%
Age 80 to 84 Years		91	47.7%	92	48.0%	82	45.1%
Age 85 Years or Over		96	49.1%	94	48.5%	84	45.6%
Age 19 Years or Less		104	51.0%	104	50.9%	105	51.3%
Age 20 to 39 Years		90	47.5%	91	47.6%	93	48.1%
Age 40 to 64 Years		82	45.2%	84	45.6%	86	46.1%
Age 65 Years or Over		79	44.3%	81	44.7%	82	45.0%

Grenada, Mississippi		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Household Type (2025)</b>							
Total Households		5,362		5,953		8,629	
Households with Children		1,696	31.6%	1,856	31.2%	2,572	29.8%
Average Household Size		2.4		2.4		2.4	
Household Density per Square Mile		146		88		32	
Population Family		10,304	79.1%	11,424	79.2%	16,290	78.9%
Population Non-Family		2,438	18.7%	2,725	18.9%	4,073	19.7%
Population Group Quarters		282	2.2%	282	2.0%	283	1.4%
Family Households		3,308	61.7%	3,666	61.6%	5,263	61.0%
Married Couple Households		1,724	52.1%	1,968	53.7%	3,047	57.9%
Other Family Households with Children		1,584	47.9%	1,697	46.3%	2,217	42.1%
Family Households with Children		1,695	51.2%	1,855	50.6%	2,568	48.8%
Married Couple with Children		746	44.0%	846	45.6%	1,264	49.2%
Other Family Households with Children		949	56.0%	1,009	54.4%	1,305	50.8%
Family Households No Children		1,613	48.8%	1,811	49.4%	2,695	51.2%
Married Couple No Children		978	60.6%	1,123	62.0%	1,783	66.1%
Other Family Households No Children		635	39.4%	688	38.0%	912	33.9%
Non-Family Households		2,054	38.3%	2,287	38.4%	3,366	39.0%
Non-Family Households with Children		-	-	1	-	3	0.1%
Non-Family Households No Children		2,053	100.0%	2,286	100.0%	3,362	99.9%
Average Family Household Size		3.1		3.1		3.1	
Average Family Income		\$84,504		\$87,303		\$88,973	
Median Family Income		\$68,879		\$71,123		\$71,585	
Average Non-Family Household Size		1.2		1.2		1.2	
<b>Marital Status (2025)</b>							
Population Age 15 Years or Over		10,370		11,517		16,689	
Never Married		3,838	37.0%	4,105	35.6%	5,784	34.7%
Currently Married		3,210	31.0%	3,764	32.7%	5,964	35.7%
Previously Married		3,322	32.0%	3,648	31.7%	4,941	29.6%
Separated		684	20.6%	751	20.6%	1,010	20.4%
Widowed		1,016	30.6%	1,078	29.5%	1,536	31.1%
Divorced		1,623	48.8%	1,819	49.9%	2,395	48.5%
<b>Educational Attainment (2025)</b>							
Adult Population Age 25 Years or Over		8,764		9,737		14,168	
Elementary (Grade Level 0 to 8)		391	4.5%	411	4.2%	628	4.4%
Some High School (Grade Level 9 to 11)		862	9.8%	955	9.8%	1,441	10.2%
High School Graduate		2,710	30.9%	3,015	31.0%	4,664	32.9%
Some College		1,656	18.9%	1,846	19.0%	2,748	19.4%
Associate Degree Only		787	9.0%	932	9.6%	1,352	9.5%
Bachelor Degree Only		1,391	15.9%	1,504	15.4%	1,941	13.7%
Graduate Degree		967	11.0%	1,073	11.0%	1,395	9.8%
Any College (Some College or Higher)		4,801	54.8%	5,355	55.0%	7,436	52.5%
College Degree + (Bachelor Degree or Higher)		2,358	26.9%	2,577	26.5%	3,336	23.5%

Grenada, Mississippi	10 min drive	15 min drive	30 min drive
Drive Time	time	time	time
<b>Housing</b>			
Total Housing Units (2025)	6,472	7,169	10,547
Total Housing Units (2020)	6,564	7,241	10,368
Historical Annual Growth (2020-2025)	-91 -	-73 -	179 -
Housing Units Occupied (2025)	5,362 82.8%	5,953 83.0%	8,629 81.8%
Housing Units Owner-Occupied	2,957 55.2%	3,373 56.7%	5,379 62.3%
Housing Units Renter-Occupied	2,405 44.8%	2,579 43.3%	3,250 37.7%
Housing Units Vacant (2025)	1,111 17.2%	1,216 17.0%	1,918 18.2%
<b>Household Size (2025)</b>			
Total Households	5,362	5,953	8,629
1 Person Households	1,841 34.3%	2,044 34.3%	2,952 34.2%
2 Person Households	1,632 30.4%	1,813 30.5%	2,735 31.7%
3 Person Households	844 15.7%	929 15.6%	1,302 15.1%
4 Person Households	599 11.2%	668 11.2%	929 10.8%
5 Person Households	272 5.1%	307 5.2%	437 5.1%
6 Person Households	112 2.1%	125 2.1%	175 2.0%
7 or More Person Households	62 1.1%	67 1.1%	98 1.1%
<b>Household Income Distribution (2025)</b>			
HH Income \$200,000 or More	339 6.3%	411 6.9%	536 6.2%
HH Income \$150,000 to \$199,999	160 3.0%	179 3.0%	251 2.9%
HH Income \$125,000 to \$149,999	223 4.2%	266 4.5%	409 4.7%
HH Income \$100,000 to \$124,999	266 5.0%	319 5.4%	506 5.9%
HH Income \$75,000 to \$99,999	483 9.0%	551 9.3%	872 10.1%
HH Income \$50,000 to \$74,999	934 17.4%	994 16.7%	1,391 16.1%
HH Income \$35,000 to \$49,999	927 17.3%	997 16.8%	1,342 15.5%
HH Income \$25,000 to \$34,999	783 14.6%	890 15.0%	1,248 14.5%
HH Income \$15,000 to \$24,999	429 8.0%	443 7.4%	719 8.3%
HH Income \$10,000 to \$14,999	469 8.8%	486 8.2%	668 7.7%
HH Income Under \$10,000	349 6.5%	417 7.0%	687 8.0%
<b>Household Vehicles (2025)</b>			
Households 0 Vehicles Available	535 10.0%	576 9.7%	760 8.8%
Households 1 Vehicle Available	1,918 35.8%	2,098 35.2%	2,840 32.9%
Households 2 Vehicles Available	1,993 37.2%	2,208 37.1%	3,297 38.2%
Households 3 or More Vehicles Available	916 17.1%	1,070 18.0%	1,732 20.1%
Total Vehicles Available	9,007	10,175	15,478
Average Vehicles per Household	1.7	1.7	1.8
Owner-Occupied Household Vehicles	5,814 64.5%	6,708 65.9%	11,070 71.5%
Average Vehicles per Owner-Occupied Household	2.0	2.0	2.1
Renter-Occupied Household Vehicles	3,193 35.5%	3,467 34.1%	4,409 28.5%
Average Vehicles per Renter-Occupied Household	1.3	1.3	1.4
<b>Travel Time (2025)</b>			
Worker Base Age 16 years or Over	5,323	5,903	8,382
Travel to Work in 14 Minutes or Less	3,300 62.0%	3,491 59.1%	4,025 48.0%
Travel to Work in 15 to 29 Minutes	809 15.2%	968 16.4%	1,950 23.3%
Travel to Work in 30 to 59 Minutes	687 12.9%	835 14.1%	1,407 16.8%
Travel to Work in 60 Minutes or More	296 5.6%	359 6.1%	630 7.5%
Work at Home	230 4.3%	251 4.3%	369 4.4%
Average Minutes Travel to Work	11.9	12.7	15.4

Grenada, Mississippi	10 min drive time		15 min drive time		30 min drive time	
Drive Time						
<b>Transportation To Work (2025)</b>						
Worker Base Age 16 years or Over	5,323		5,903		8,382	
Drive to Work Alone	4,554	85.5%	5,080	86.1%	7,164	85.5%
Drive to Work in Carpool	389	7.3%	410	7.0%	644	7.7%
Travel to Work by Public Transportation	-	-	-	-	-	-
Drive to Work on Motorcycle	-	-	-	-	-	-
Bicycle to Work	1	-	1	-	1	-
Walk to Work	34	0.6%	34	0.6%	49	0.6%
Other Means	116	2.2%	125	2.1%	153	1.8%
Work at Home	230	4.3%	251	4.3%	369	4.4%
<b>Daytime Demographics (2025)</b>						
Total Businesses	414		453		554	
Total Employees	3,237		3,484		4,091	
Company Headquarter Businesses	12	2.8%	12	2.7%	15	2.7%
Company Headquarter Employees	186	5.8%	200	5.7%	310	7.6%
Employee Population per Business	7.8 to 1		7.7 to 1		7.4 to 1	
Residential Population per Business	31.4 to 1		31.8 to 1		37.3 to 1	
Adj. Daytime Demographics Age 16 Years or Over	8,093		8,881		12,088	
<b>Labor Force</b>						
Labor Population Age 16 Years or Over (2025)	10,180		11,301		16,380	
Labor Force Total Males (2025)	4,686	46.0%	5,233	46.3%	7,653	46.7%
Male Civilian Employed	2,679	57.2%	3,012	57.6%	4,257	55.6%
Male Civilian Unemployed	123	2.6%	126	2.4%	171	2.2%
Males in Armed Forces	-	-	-	-	-	-
Males Not in Labor Force	1,885	40.2%	2,095	40.0%	3,225	42.1%
Labor Force Total Females (2025)	5,494	54.0%	6,067	53.7%	8,727	53.3%
Female Civilian Employed	2,645	48.1%	2,892	47.7%	4,126	47.3%
Female Civilian Unemployed	270	4.9%	271	4.5%	323	3.7%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	2,579	46.9%	2,904	47.9%	4,278	49.0%
Unemployment Rate	393	3.9%	397	3.5%	493	3.0%
<b>Occupation (2025)</b>						
Occupation Population Age 16 Years or Over	5,323		5,903		8,382	
Occupation Total Males	2,678	50.3%	3,011	51.0%	4,256	50.8%
Occupation Total Females	2,645	49.7%	2,892	49.0%	4,126	49.2%
Management, Business, Financial Operations	532	10.0%	627	10.6%	908	10.8%
Professional, Related	1,218	22.9%	1,353	22.9%	1,841	22.0%
Service	942	17.7%	990	16.8%	1,387	16.5%
Sales, Office	1,037	19.5%	1,168	19.8%	1,623	19.4%
Farming, Fishing, Forestry	43	0.8%	48	0.8%	78	0.9%
Construction, Extraction, Maintenance	539	10.1%	610	10.3%	886	10.6%
Production, Transport, Material Moving	1,012	19.0%	1,108	18.8%	1,660	19.8%
White Collar Workers	2,787	52.4%	3,147	53.3%	4,372	52.2%
Blue Collar Workers	2,536	47.6%	2,756	46.7%	4,011	47.8%

Grenada, Mississippi		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Units In Structure (2025)</b>							
Total Units		5,362		5,953		8,629	
1 Detached Unit		3,793	70.7%	4,245	71.3%	6,086	70.5%
1 Attached Unit		33	0.6%	39	0.6%	87	1.0%
2 Units		212	3.9%	217	3.6%	242	2.8%
3 to 4 Units		308	5.7%	316	5.3%	370	4.3%
5 to 9 Units		199	3.7%	202	3.4%	238	2.8%
10 to 19 Units		147	2.7%	150	2.5%	161	1.9%
20 to 49 Units		4	-	4	-	11	0.1%
50 or More Units		287	5.3%	294	4.9%	311	3.6%
Mobile Home or Trailer		374	7.0%	477	8.0%	1,090	12.6%
Other Structure		5	-	10	0.2%	33	0.4%
<b>Homes Built By Year (2025)</b>							
Homes Built 2020 or later		10	0.2%	11	0.2%	96	0.9%
Homes Built 2010 to 2019		426	6.6%	466	6.5%	662	6.3%
Homes Built 2000 to 2009		534	8.2%	646	9.0%	1,043	9.9%
Homes Built 1990 to 1999		484	7.5%	569	7.9%	1,090	10.3%
Homes Built 1980 to 1989		925	14.3%	1,026	14.3%	1,435	13.6%
Homes Built 1970 to 1979		1,102	17.0%	1,214	16.9%	1,655	15.7%
Homes Built 1960 to 1969		815	12.6%	856	11.9%	1,053	10.0%
Homes Built 1950 to 1959		684	10.6%	726	10.1%	930	8.8%
Homes Built 1940 to 1949		45	0.7%	55	0.8%	111	1.0%
Homes Built Before 1939		337	5.2%	384	5.4%	554	5.2%
Median Age of Homes		47.1	yrs	46.6	yrs	44.9	yrs
<b>Home Values (2025)</b>							
Owner Specified Housing Units		2,957		3,373		5,379	
Home Values \$1,000,000 or More		1	-	1	-	1	-
Home Values \$750,000 to \$999,999		47	1.6%	48	1.4%	52	1.0%
Home Values \$500,000 to \$749,999		83	2.8%	111	3.3%	183	3.4%
Home Values \$400,000 to \$499,999		32	1.1%	50	1.5%	82	1.5%
Home Values \$300,000 to \$399,999		126	4.2%	153	4.5%	220	4.1%
Home Values \$250,000 to \$299,999		266	9.0%	280	8.3%	443	8.2%
Home Values \$200,000 to \$249,999		400	13.5%	445	13.2%	642	11.9%
Home Values \$175,000 to \$199,999		62	2.1%	67	2.0%	144	2.7%
Home Values \$150,000 to \$174,999		480	16.2%	498	14.8%	586	10.9%
Home Values \$125,000 to \$149,999		127	4.3%	182	5.4%	281	5.2%
Home Values \$100,000 to \$124,999		386	13.1%	435	12.9%	724	13.5%
Home Values \$90,000 to \$99,999		154	5.2%	201	6.0%	286	5.3%
Home Values \$80,000 to \$89,999		193	6.5%	211	6.3%	306	5.7%
Home Values \$70,000 to \$79,999		128	4.3%	137	4.1%	235	4.4%
Home Values \$60,000 to \$69,999		49	1.7%	52	1.5%	168	3.1%
Home Values \$50,000 to \$59,999		187	6.3%	203	6.0%	293	5.4%
Home Values \$35,000 to \$49,999		45	1.5%	60	1.8%	142	2.6%
Home Values \$25,000 to \$34,999		65	2.2%	74	2.2%	181	3.4%
Home Values \$10,000 to \$24,999		105	3.6%	142	4.2%	272	5.1%
Home Values Under \$10,000		20	0.7%	23	0.7%	139	2.6%
Owner-Occupied Median Home Value		\$150,202		\$152,148		\$140,430	
Renter-Occupied Median Rent		\$552		\$556		\$550	

Grenada, Mississippi	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Total Annual Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$424.78 M		\$480.3 M		\$689.14 M	
Total Non-Retail Expenditure	\$201.65 M		\$228.74 M		\$324.11 M	
Total Retail Expenditure	\$223.13 M		\$251.56 M		\$365.03 M	
Alcoholic Beverages	\$2.54 M		\$2.87 M		\$4.11 M	
Apparel	\$7.92 M		\$8.93 M		\$12.78 M	
Contributions	\$12.38 M		\$14.09 M		\$20.14 M	
Education	\$9.07 M		\$10.3 M		\$14.72 M	
Entertainment	\$24.64 M		\$27.78 M		\$39.78 M	
Food Away From Home	\$18.67 M		\$21.07 M		\$30.16 M	
Grocery	\$31.83 M		\$35.52 M		\$50.93 M	
Health Care	\$35.27 M		\$39.29 M		\$57.3 M	
Household Furnishings and Equipment	\$11.16 M		\$12.62 M		\$18.05 M	
Household Operations	\$8.16 M		\$9.19 M		\$13.15 M	
Miscellaneous Expenses	\$7.21 M		\$8.15 M		\$11.67 M	
Personal Care	\$6.05 M		\$6.77 M		\$9.71 M	
Shelter	\$73.1 M		\$81.8 M		\$115.21 M	
Tax and Retirement	\$80.96 M		\$93.83 M		\$132.85 M	
Tobacco and Related	\$2.92 M		\$3.21 M		\$4.61 M	
Transportation	\$69.94 M		\$79.28 M		\$117.25 M	
Utilities	\$22.96 M		\$25.59 M		\$36.71 M	
<b>Monthly Household Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$6,602		\$6,724		\$6,655	
Total Non-Retail Expenditure	\$3,134	47.5%	\$3,202	47.6%	\$3,130	47.0%
Total Retail Expenditures	\$3,468	52.5%	\$3,522	52.4%	\$3,525	53.0%
Alcoholic Beverages	\$39	0.6%	\$40	0.6%	\$40	0.6%
Apparel	\$123	1.9%	\$125	1.9%	\$123	1.9%
Contributions	\$192	2.9%	\$197	2.9%	\$194	2.9%
Education	\$141	2.1%	\$144	2.1%	\$142	2.1%
Entertainment	\$383	5.8%	\$389	5.8%	\$384	5.8%
Food Away From Home	\$290	4.4%	\$295	4.4%	\$291	4.4%
Grocery	\$495	7.5%	\$497	7.4%	\$492	7.4%
Health Care	\$548	8.3%	\$550	8.2%	\$553	8.3%
Household Furnishings and Equipment	\$174	2.6%	\$177	2.6%	\$174	2.6%
Household Operations	\$127	1.9%	\$129	1.9%	\$127	1.9%
Miscellaneous Expenses	\$112	1.7%	\$114	1.7%	\$113	1.7%
Personal Care	\$94	1.4%	\$95	1.4%	\$94	1.4%
Shelter	\$1,136	17.2%	\$1,145	17.0%	\$1,113	16.7%
Tax and Retirement	\$1,258	19.1%	\$1,314	19.5%	\$1,283	19.5%
Tobacco and Related	\$45	0.7%	\$45	0.7%	\$45	0.7%
Transportation	\$1,087	16.5%	\$1,110	16.5%	\$1,132	17.0%
Utilities	\$357	5.4%	\$358	5.3%	\$355	5.3%

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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>	\$14.1 M / \$982.5 K	93	\$15.85 M / \$1.04 M	93	\$22.84 M / \$1.04 M	95
Men's Clothing Stores	\$594.67 K / \$145.58 K	76	\$664.53 K / \$203.75 K	69	\$953.78 K / \$203.75 K	79
Women's Clothing Stores	\$1.17 M / \$836.92 K	28	\$1.31 M / \$836.92 K	36	\$1.89 M / \$836.92 K	56
Children's, Infants' Clothing Stores	\$1.06 M / -	100	\$1.21 M / -	100	\$1.73 M / -	100
Family Clothing Stores	\$6.72 M / \$-1	100	\$7.57 M / \$-1	100	\$10.89 M / \$-1	100
Clothing Accessory Stores	\$330.36 K / -	100	\$370.34 K / -	100	\$532.82 K / -	100
Other Apparel Stores	\$410.39 K / -	100	\$462.04 K / -	100	\$662.06 K / -	100
Shoe Stores	\$3.05 M / -	100	\$3.42 M / -	100	\$4.94 M / -	100
Jewelry Stores	\$672.62 K / -	100	\$752.85 K / -	100	\$1.1 M / -	100
Luggage Stores	\$85.28 K / \$-1	100	\$94.99 K / \$-1	100	\$138.19 K / \$-1	100
<b>Furniture, Home Furnishings Stores</b>	\$12.14 M / \$6.58 M	46	\$13.64 M / \$6.58 M	52	\$19.61 M / \$7.43 M	62
Furniture Stores	\$5.89 M / \$6.58 M	-11	\$6.58 M / \$6.58 M	0	\$9.44 M / \$7.43 M	21
Floor Covering Stores	\$834.65 K / -	100	\$933.85 K / -	100	\$1.34 M / -	100
Other Home Furnishing Stores	\$5.42 M / -	100	\$6.13 M / -	100	\$8.83 M / -	100
<b>Electronics, Appliance Stores</b>	\$11.82 M / \$3.15 M	73	\$13.34 M / \$3.78 M	72	\$19.53 M / \$3.79 M	81
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$11.76 M / \$12.45 M	-6	\$13.23 M / \$13.24 M	0	\$18.98 M / \$15.93 M	16
Home Centers	\$6.59 M / -	100	\$7.41 M / -	100	\$10.64 M / \$27.21 K	100
Paint, Wallpaper Stores	\$1.34 M / -	100	\$1.52 M / -	100	\$2.18 M / -	100
Hardware Stores	\$737.82 K / \$1.25 M	-41	\$829.97 K / \$1.96 M	-58	\$1.19 M / \$2.88 M	-59
Other Building Materials Stores	\$2.12 M / \$11.2 M	-81	\$2.38 M / \$11.28 M	-79	\$3.41 M / \$13.02 M	-74
Outdoor Power Equipment Stores	\$128.92 K / -	100	\$144.8 K / -	100	\$207.92 K / -	100
Nursery, Garden Stores	\$844.12 K / -	100	\$948.45 K / -	100	\$1.36 M / -	100
<b>Food, Beverage Stores</b>	\$17.75 M / \$5.67 M	68	\$20.08 M / \$7.07 M	65	\$29.08 M / \$8.75 M	70
Grocery Stores	\$13.8 M / \$3.22 M	77	\$15.58 M / \$4.44 M	71	\$22.6 M / \$5.62 M	75
Convenience Stores	\$1.22 M / \$254.13 K	79	\$1.38 M / \$429.96 K	69	\$2.03 M / \$916.33 K	55
Meat Markets	\$81.47 K / \$284.67 K	-71	\$91.92 K / \$284.67 K	-68	\$131.81 K / \$284.67 K	-54
Fish, Seafood Markets	\$27.89 K / \$242.49 K	-88	\$31.48 K / \$242.49 K	-87	\$45.06 K / \$242.49 K	-81
Fruit, Vegetable Markets	\$53.12 K / -	100	\$59.94 K / -	100	\$85.98 K / -	100
Other Specialty Food Markets	\$107.31 K / \$59.25 K	45	\$121.19 K / \$61.54 K	49	\$173.89 K / \$73.32 K	58
Liquor Stores	\$2.46 M / \$1.61 M	34	\$2.81 M / \$1.61 M	43	\$4.02 M / \$1.62 M	60

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>	\$10.76 M / \$39.17 M	-73	\$12.27 M / \$39.17 M	-69	\$18.55 M / \$39.61 M	-53
Pharmacy, Drug Stores	\$9.48 M / \$39.09 M	-76	\$10.81 M / \$39.09 M	-72	\$16.32 M / \$39.53 M	-59
Cosmetics, Beauty Stores	\$534.73 K / -	100	\$611.05 K / -	100	\$930.84 K / -	100
Optical Goods Stores	\$168.44 K / \$76.47 K	55	\$190.51 K / \$76.47 K	60	\$301.18 K / \$76.47 K	75
Other Health, Personal Care Stores	\$577.61 K / -	100	\$659.17 K / -	100	\$1 M / -	100
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$14.46 M / \$3.87 M	73	\$16.25 M / \$4.2 M	74	\$23.45 M / \$5.49 M	77
Sporting Goods Stores	\$5.48 M / \$3.87 M	29	\$6.16 M / \$4.2 M	32	\$8.83 M / \$5.42 M	39
Hobby, Toy, Game Stores	\$3.99 M / -	100	\$4.47 M / -	100	\$6.44 M / -	100
Sewing, Needlecraft Stores	\$3.06 M / -	100	\$3.43 M / -	100	\$4.99 M / -	100
Musical Instrument Stores	\$898.45 K / -	100	\$1.03 M / -	100	\$1.48 M / -	100
Book Stores	\$1.03 M / -	100	\$1.16 M / -	100	\$1.71 M / \$73.26 K	96
<b>General Merchandise Stores</b>	\$44.75 M / \$3.91 M	91	\$50.37 M / \$4.37 M	91	\$73.1 M / \$9.01 M	88
Department Stores	\$15.53 M / \$275.94 K	98	\$17.49 M / \$386.2 K	98	\$25.29 M / \$386.2 K	98
Warehouse Superstores	\$24.85 M / -	100	\$27.97 M / -	100	\$40.7 M / -	100
Other General Merchandise Stores	\$4.38 M / \$3.63 M	17	\$4.92 M / \$3.98 M	19	\$7.11 M / \$8.63 M	-18
<b>Miscellaneous Store Retailers</b>	\$5.89 M / \$1.72 M	71	\$6.61 M / \$1.91 M	71	\$9.62 M / \$3.78 M	61
Florists	\$135.69 K / \$36.75 K	73	\$152.82 K / \$51.43 K	66	\$220.03 K / \$51.43 K	77
Office, Stationary Stores	\$620.4 K / -	100	\$692.26 K / -	100	\$1.01 M / \$1.66 M	-39
Gift, Souvenir Stores	\$1.16 M / \$335.48 K	71	\$1.3 M / \$509.36 K	61	\$1.89 M / \$580.89 K	69
Used Merchandise Stores	\$449.12 K / \$80.64 K	82	\$500.88 K / \$80.64 K	84	\$730.65 K / \$93.87 K	87
Pet, Pet Supply Stores	\$1.11 M / -	100	\$1.24 M / -	100	\$1.78 M / -	100
Art Dealers	\$189.25 K / -	100	\$210.3 K / -	100	\$307.71 K / -	100
Mobile Home Dealers	\$119.59 K / -	100	\$134.15 K / -	100	\$192.24 K / -	100
Other Miscellaneous Retail Stores	\$2.1 M / \$1.27 M	40	\$2.37 M / \$1.27 M	47	\$3.5 M / \$1.4 M	60
<b>Non-Store Retailers</b>	\$26.05 M / \$528.07 K	98	\$29.4 M / \$528.07 K	98	\$42.86 M / \$576.45 K	99
Mail Order, Catalog Stores	\$24.41 M / -	100	\$27.55 M / -	100	\$40.18 M / -	100
Vending Machines	\$112.1 K / \$209.46 K	-46	\$126.73 K / \$209.46 K	-39	\$181.64 K / \$209.46 K	-13
Fuel Dealers	\$146.99 K / -	100	\$165.37 K / -	100	\$239.14 K / \$2.03 K	99
Other Direct Selling Establishments	\$1.38 M / \$318.61 K	77	\$1.56 M / \$318.61 K	80	\$2.25 M / \$364.95 K	84

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>	\$21.87 M / \$5.96 M	73	\$24.87 M / \$5.92 M	76	\$35.57 M / \$7.47 M	79
Hotels, Other Travel Accommodations	\$1.4 M / \$271.95 K	81	\$1.6 M / \$292.98 K	82	\$2.29 M / \$381.24 K	83
RV Parks	\$14.63 K / \$1.65 K	89	\$16.5 K / \$4.16 K	75	\$23.77 K / \$5.72 K	76
Rooming, Boarding Houses	\$7.93 K / -	100	\$9.01 K / -	100	\$12.89 K / -	100
Full Service Restaurants	\$12.78 M / \$2.78 M	78	\$14.53 M / \$2.82 M	81	\$20.78 M / \$3.82 M	82
Limited Service Restaurants	\$5.93 M / \$3.19 M	46	\$6.74 M / \$3.23 M	52	\$9.64 M / \$4.09 M	58
Special Food Services, Catering	\$1.74 M / \$696.16 K	60	\$1.98 M / \$696.16 K	65	\$2.83 M / \$696.16 K	75
Drinking Places	\$1.17 M / \$198.74 K	83	\$1.34 M / \$212.96 K	84	\$1.91 M / \$383.86 K	80
<b>Gasoline Stations</b>	\$9.04 M / \$5.03 M	44	\$10.23 M / \$5.93 M	42	\$15.05 M / \$7.84 M	48
<b>Motor Vehicle, Parts Dealers</b>	\$21.55 M / \$5.54 M	74	\$24.09 M / \$7.54 M	69	\$34.85 M / \$10.89 M	69
New Car Dealers	\$12.75 M / \$4.57 M	64	\$14.21 M / \$6.48 M	54	\$20.64 M / \$9.73 M	53
Used Car Dealers	\$1.19 M / \$204.68 K	83	\$1.32 M / \$286.47 K	78	\$1.92 M / \$289.7 K	85
Recreational Vehicle Dealers	\$2.12 M / -	100	\$2.38 M / -	100	\$3.4 M / -	100
Motorcycle, Boat Dealers	\$2.82 M / -	100	\$3.16 M / -	100	\$4.54 M / -	100
Auto Parts, Accessories	\$1.72 M / \$762.66 K	56	\$1.94 M / \$776.43 K	60	\$2.8 M / \$867.3 K	69
Tire Dealers	\$958.77 K / -	100	\$1.08 M / -	100	\$1.56 M / \$2.44 K	100
2025 Population		13,024		14,431		20,646
2030 Population		12,360		13,744		19,864
% Population Change 2025-2030		-5.1%		-4.8%		-3.8%
2025 Adult Population Age 18+		9,822		10,898		15,813
2025 Population Male		6,144		6,837		9,851
2025 Population Female		6,880		7,594		10,795
2025 Households		5,362		5,953		8,629
2025 Median Household Income		51,250		52,478		51,668
2025 Average Household Income		69,723		71,941		71,697

# **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>
2025 Population	13,024	14,431	20,646
2030 Population	12,360	13,744	19,864
% Population Change 2020-2025	-4.8%	-4.7%	-2.9%
2025 Adult Population Age 18+	\$9,822	\$10,898	\$15,813
2025 Population Male	\$6,144	\$6,837	\$9,851
2025 Population Female	\$6,880	\$7,594	\$10,795
2025 Households	\$5,362	\$5,953	\$8,629
2025 Median Household Income	\$51,250	\$52,478	\$51,668
2025 Average Household Income	\$69,723	\$71,941	\$71,697
<b>Clothing, Clothing Accessories Stores</b>	\$14.1 M	\$15.85 M	\$22.84 M
Men's Clothing Stores	\$594.67 K	\$664.53 K	\$953.78 K
Women's Clothing Stores	\$1.17 M	\$1.31 M	\$1.89 M
Children's, Infants' Clothing Stores	\$1.06 M	\$1.21 M	\$1.73 M
Family Clothing Stores	\$6.72 M	\$7.57 M	\$10.89 M
Clothing Accessory Stores	\$330.36 K	\$370.34 K	\$532.82 K
Other Apparel Stores	\$410.39 K	\$462.04 K	\$662.06 K
Shoe Stores	\$3.05 M	\$3.42 M	\$4.94 M
Jewelry Stores	\$672.62 K	\$752.85 K	\$1.1 M
Luggage Stores	\$85.28 K	\$94.99 K	\$138.19 K
<b>Furniture, Home Furnishings Stores</b>	\$12.14 M	\$13.64 M	\$19.61 M
Furniture Stores	\$5.89 M	\$6.58 M	\$9.44 M
Floor Covering Stores	\$834.65 K	\$933.85 K	\$1.34 M
Other Home Furnishing Stores	\$5.42 M	\$6.13 M	\$8.83 M
<b>Electronics, Appliance Stores</b>	\$11.82 M	\$13.34 M	\$19.53 M
<b>Gasoline Stations</b>	\$9.04 M	\$10.23 M	\$15.05 M
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$11.76 M	\$13.23 M	\$18.98 M
Home Centers	\$6.59 M	\$7.41 M	\$10.64 M
Paint, Wallpaper Stores	\$1.34 M	\$1.52 M	\$2.18 M
Hardware Stores	\$737.82 K	\$829.97 K	\$1.19 M
Other Building Materials Stores	\$2.12 M	\$2.38 M	\$3.41 M
Outdoor Power Equipment Stores	\$128.92 K	\$144.8 K	\$207.92 K
Nursery, Garden Stores	\$844.12 K	\$948.45 K	\$1.36 M
<b>Food, Beverage Stores</b>	\$17.75 M	\$20.08 M	\$29.08 M
Grocery Stores	\$13.8 M	\$15.58 M	\$22.6 M
Convenience Stores	\$1.22 M	\$1.38 M	\$2.03 M
Meat Markets	\$81.47 K	\$91.92 K	\$131.81 K
Fish, Seafood Markets	\$27.89 K	\$31.48 K	\$45.06 K
Fruit, Vegetable Markets	\$53.12 K	\$59.94 K	\$85.98 K
Other Specialty Food Markets	\$107.31 K	\$121.19 K	\$173.89 K
Liquor Stores	\$2.46 M	\$2.81 M	\$4.02 M

# Retail Potential Profile



Grenada, Mississippi	10 min	15 min	30 min
Drive Time	drive time	drive time	drive time
<b>Health, Personal Care Stores</b>	\$10.76 M	\$12.27 M	\$18.55 M
Pharmacy, Drug Stores	\$9.48 M	\$10.81 M	\$16.32 M
Cosmetics, Beauty Stores	\$534.73 K	\$611.05 K	\$930.84 K
Optical Goods Stores	\$168.44 K	\$190.51 K	\$301.18 K
Other Health, Personal Care Stores	\$577.61 K	\$659.17 K	\$1 M
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$14.46 M	\$16.25 M	\$23.45 M
Sporting Goods Stores	\$5.48 M	\$6.16 M	\$8.83 M
Hobby, Toy, Game Stores	\$3.99 M	\$4.47 M	\$6.44 M
Sewing, Needlecraft Stores	\$3.06 M	\$3.43 M	\$4.99 M
Musical Instrument Stores	\$898.45 K	\$1.03 M	\$1.48 M
Book Stores	\$1.03 M	\$1.16 M	\$1.71 M
<b>General Merchandise Stores</b>	\$44.75 M	\$50.37 M	\$73.1 M
Department Stores	\$15.53 M	\$17.49 M	\$25.29 M
Warehouse Superstores	\$24.85 M	\$27.97 M	\$40.7 M
Other General Merchandise Stores	\$4.38 M	\$4.92 M	\$7.11 M
<b>Miscellaneous Store Retailers</b>	\$5.89 M	\$6.61 M	\$9.62 M
Florists	\$135.69 K	\$152.82 K	\$220.03 K
Office, Stationary Stores	\$620.4 K	\$692.26 K	\$1.01 M
Gift, Souvenir Stores	\$1.16 M	\$1.3 M	\$1.89 M
Used Merchandise Stores	\$449.12 K	\$500.88 K	\$730.65 K
Pet, Pet Supply Stores	\$1.11 M	\$1.24 M	\$1.78 M
Art Dealers	\$189.25 K	\$210.3 K	\$307.71 K
Mobile Home Dealers	\$119.59 K	\$134.15 K	\$192.24 K
Other Miscellaneous Retail Stores	\$2.1 M	\$2.37 M	\$3.5 M
<b>Non-Store Retailers</b>	\$26.05 M	\$29.4 M	\$42.86 M
Mail Order, Catalog Stores	\$24.41 M	\$27.55 M	\$40.18 M
Vending Machines	\$112.1 K	\$126.73 K	\$181.64 K
Fuel Dealers	\$146.99 K	\$165.37 K	\$239.14 K
Other Direct Selling Establishments	\$1.38 M	\$1.56 M	\$2.25 M
<b>Accommodation, Food Services</b>	\$23.04 M	\$26.21 M	\$37.49 M
Hotels, Other Travel Accommodations	\$1.4 M	\$1.6 M	\$2.29 M
RV Parks	\$14.63 K	\$16.5 K	\$23.77 K
Rooming, Boarding Houses	\$7.93 K	\$9.01 K	\$12.89 K
Full Service Restaurants	\$12.78 M	\$14.53 M	\$20.78 M
Limited Service Restaurants	\$5.93 M	\$6.74 M	\$9.64 M
Special Food Services, Catering	\$1.74 M	\$1.98 M	\$2.83 M
Drinking Places	\$1.17 M	\$1.34 M	\$1.91 M
<b>Motor Vehicle, Parts Dealers</b>	\$21.55 M	\$24.09 M	\$34.85 M
New Car Dealers	\$12.75 M	\$14.21 M	\$20.64 M
Used Car Dealers	\$1.19 M	\$1.32 M	\$1.92 M
Recreational Vehicle Dealers	\$2.12 M	\$2.38 M	\$3.4 M
Motorcycle, Boat Dealers	\$2.82 M	\$3.16 M	\$4.54 M
Auto Parts, Accessories	\$1.72 M	\$1.94 M	\$2.8 M
Tire Dealers	\$958.77 K	\$1.08 M	\$1.56 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 (2025)	13,024		14,431		20,646	
Projected Population (2030)	12,360		13,744		19,864	
Census Population (2020)	13,674		15,144		21,262	
Census Population (2010)	13,927		15,322		21,691	
<i>Projected Annual Growth (2025 to 2030)</i>	-664	-1.0%	-687	-1.0%	-783	-0.8%
<i>Historical Annual Growth (2020 to 2025)</i>	-650	-1.0%	-712	-1.0%	-616	-0.6%
<i>Historical Annual Growth (2010 to 2020)</i>	-253	-0.2%	-178	-0.1%	-429	-0.2%
<b>Households</b>						
Estimated Households (2025)	5,362		5,953		8,629	
Projected Households (2030)	5,078		5,659		8,270	
Census Households (2020)	5,707		6,319		8,981	
Census Households (2010)	5,623		6,175		8,768	
<i>Projected Annual Growth (2025 to 2030)</i>	-284	-1.1%	-293	-1.0%	-359	-0.8%
<i>Historical Annual Growth (2020 to 2025)</i>	-345	-1.2%	-367	-1.2%	-352	-0.8%
<i>Historical Annual Growth (2010 to 2020)</i>	84	0.1%	144	0.2%	212	0.2%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$69,723		\$71,941		\$71,697	
Projected Average Household Income (2030)	\$69,291		\$71,537		\$71,176	
Census Average Household Income (2020)	\$43,140		\$44,214		\$43,371	
Census Average Household Income (2010)	\$36,091		\$35,969		\$35,883	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$432	-0.1%	-\$404	-0.1%	-\$521	-0.1%
<i>Historical Annual Growth (2020 to 2025)</i>	\$26,583	4.1%	\$27,728	4.2%	\$28,326	4.4%
<i>Historical Annual Growth (2010 to 2020)</i>	\$7,049	2.0%	\$8,245	2.3%	\$7,488	2.1%
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$51,250		\$52,478		\$51,668	
Projected Median Household Income (2030)	\$50,845		\$52,067		\$51,228	
Census Median Household Income (2020)	\$33,226		\$33,620		\$33,349	
Census Median Household Income (2010)	\$26,629		\$26,906		\$27,280	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$405	-0.2%	-\$411	-0.2%	-\$440	-0.2%
<i>Historical Annual Growth (2020 to 2025)</i>	\$18,024	3.6%	\$18,858	3.7%	\$18,319	3.7%
<i>Historical Annual Growth (2010 to 2020)</i>	\$6,597	2.5%	\$6,714	2.5%	\$6,069	2.2%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$28,772		\$29,736		\$30,009	
Projected Per Capita Income (2030)	\$28,540		\$29,521		\$29,679	
Census Per Capita Income (2020)	\$17,413		\$17,814		\$17,530	
Census Per Capita Income (2010)	\$13,618		\$13,595		\$13,627	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$232	-0.2%	-\$215	-0.1%	-\$330	-0.2%
<i>Historical Annual Growth (2020 to 2025)</i>	\$11,358	4.3%	\$11,922	4.5%	\$12,479	4.7%
<i>Historical Annual Growth (2010 to 2020)</i>	\$3,795	2.8%	\$4,219	3.1%	\$3,903	2.9%
<b>Other Income</b>						
Estimated Families (2025)	3,308		3,666		5,263	
Estimated Average Family Income (2025)	\$84,504		\$87,303		\$88,973	
Estimated Median Family Income (2025)	\$68,879		\$71,123		\$71,585	
Estimated Average Household Net Worth (2025)	\$733,843		\$769,427		\$797,780	

# **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		13,024		14,431		20,646
Estimated Households		5,362		5,953		8,629
<b>Household Expenditure</b>		<b>\$424.78 M</b>		<b>\$480.3 M</b>		<b>\$689.14 M</b>
Per Household ~ Per Capita	\$79,224	\$32,615	\$80,688	\$33,282	\$79,863	\$33,378
Non-Retail Expenditures	\$201.65 M	47.5%	\$228.74 M	47.6%	\$324.11 M	47.0%
Per Household ~ Per Capita	\$37,609	\$15,483	\$38,428	\$15,851	\$37,561	\$15,698
Retail Expenditures	\$223.13 M	52.5%	\$251.56 M	52.4%	\$365.03 M	53.0%
Per Household ~ Per Capita	\$41,614	\$17,132	\$42,260	\$17,432	\$42,302	\$17,680
Alcoholic Beverages	\$2.54 M	0.6%	\$2.87 M	0.6%	\$4.11 M	0.6%
Per Household ~ Per Capita	\$474	\$195	\$483	\$199	\$477	\$199
Apparel	\$7.92 M	1.9%	\$8.93 M	1.9%	\$12.78 M	1.9%
Per Household ~ Per Capita	\$1,477	\$608	\$1,500	\$619	\$1,481	\$619
Contributions	\$12.38 M	2.9%	\$14.09 M	2.9%	\$20.14 M	2.9%
Per Household ~ Per Capita	\$2,308	\$950	\$2,367	\$976	\$2,334	\$975
Education	\$9.07 M	2.1%	\$10.3 M	2.1%	\$14.72 M	2.1%
Per Household ~ Per Capita	\$1,691	\$696	\$1,730	\$714	\$1,706	\$713
Entertainment	\$24.64 M	5.8%	\$27.78 M	5.8%	\$39.78 M	5.8%
Per Household ~ Per Capita	\$4,595	\$1,892	\$4,667	\$1,925	\$4,610	\$1,927
Food Away From Home	\$18.67 M	4.4%	\$21.07 M	4.4%	\$30.16 M	4.4%
Per Household ~ Per Capita	\$3,481	\$1,433	\$3,540	\$1,460	\$3,495	\$1,461
Grocery	\$31.83 M	7.5%	\$35.52 M	7.4%	\$50.93 M	7.4%
Per Household ~ Per Capita	\$5,936	\$2,444	\$5,967	\$2,461	\$5,903	\$2,467
Health Care	\$35.27 M	8.3%	\$39.29 M	8.2%	\$57.3 M	8.3%
Per Household ~ Per Capita	\$6,578	\$2,708	\$6,601	\$2,723	\$6,640	\$2,775
Household Furnishings and Equipment	\$11.16 M	2.6%	\$12.62 M	2.6%	\$18.05 M	2.6%
Per Household ~ Per Capita	\$2,082	\$857	\$2,119	\$874	\$2,092	\$874
Household Operations	\$8.16 M	1.9%	\$9.19 M	1.9%	\$13.15 M	1.9%
Per Household ~ Per Capita	\$1,522	\$627	\$1,544	\$637	\$1,524	\$637
Miscellaneous Expenses	\$7.21 M	1.7%	\$8.15 M	1.7%	\$11.67 M	1.7%
Per Household ~ Per Capita	\$1,345	\$554	\$1,368	\$564	\$1,352	\$565
Personal Care	\$6.05 M	1.4%	\$6.77 M	1.4%	\$9.71 M	1.4%
Per Household ~ Per Capita	\$1,129	\$465	\$1,137	\$469	\$1,125	\$470
Shelter	\$73.1 M	17.2%	\$81.8 M	17.0%	\$115.21 M	16.7%
Per Household ~ Per Capita	\$13,634	\$5,613	\$13,742	\$5,668	\$13,352	\$5,580
Tax and Retirement	\$80.96 M	19.1%	\$93.83 M	19.5%	\$132.85 M	19.3%
Per Household ~ Per Capita	\$15,100	\$6,216	\$15,763	\$6,502	\$15,395	\$6,434
Tobacco and Related	\$2.92 M	0.7%	\$3.21 M	0.7%	\$4.61 M	0.7%
Per Household ~ Per Capita	\$544	\$224	\$540	\$223	\$534	\$223
Transportation	\$69.94 M	16.5%	\$79.28 M	16.5%	\$117.25 M	17.0%
Per Household ~ Per Capita	\$13,044	\$5,370	\$13,318	\$5,494	\$13,588	\$5,679
Utilities	\$22.96 M	5.4%	\$25.59 M	5.3%	\$36.71 M	5.3%
Per Household ~ Per Capita	\$4,282	\$1,763	\$4,300	\$1,774	\$4,254	\$1,778

# Consumer Expenditure Trend



Grenada, Mississippi		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Population / Households (2025)</b>							
Estimated Population		13,024		14,431		20,646	
Estimated Households		5,362		5,953		8,629	
<b>Total Annual Consumer Expenditure (2025)</b>							
Total Household Expenditure		\$424.78 M		\$480.3 M		\$689.14 M	
Total Non-Retail Expenditure		\$201.65 M		\$228.74 M		\$324.11 M	
Total Retail Expenditure		\$223.13 M		\$251.56 M		\$365.03 M	
Alcoholic Beverages		\$2.54 M		\$2.87 M		\$4.11 M	
Apparel		\$7.92 M		\$8.93 M		\$12.78 M	
Contributions		\$12.38 M		\$14.09 M		\$20.14 M	
Education		\$9.07 M		\$10.3 M		\$14.72 M	
Entertainment		\$24.64 M		\$27.78 M		\$39.78 M	
Food Away From Home		\$18.67 M		\$21.07 M		\$30.16 M	
Grocery		\$31.83 M		\$35.52 M		\$50.93 M	
Health Care		\$35.27 M		\$39.29 M		\$57.3 M	
Household Furnishings and Equipment		\$11.16 M		\$12.62 M		\$18.05 M	
Household Operations		\$8.16 M		\$9.19 M		\$13.15 M	
Miscellaneous Expenses		\$7.21 M		\$8.15 M		\$11.67 M	
Personal Care		\$6.05 M		\$6.77 M		\$9.71 M	
Shelter		\$73.1 M		\$81.8 M		\$115.21 M	
Tax and Retirement		\$80.96 M		\$93.83 M		\$132.85 M	
Tobacco and Related		\$2.92 M		\$3.21 M		\$4.61 M	
Transportation		\$69.94 M		\$79.28 M		\$117.25 M	
Utilities		\$22.96 M		\$25.59 M		\$36.71 M	
<b>Monthly Household Consumer Expenditure (2025)</b>							
Total Household Expenditure		\$6,602		\$6,724		\$6,655	
Total Non-Retail Expenditure		\$3,134 47.5%		\$3,202 47.6%		\$3,130 47.0%	
Total Retail Expenditure		\$3,468 52.5%		\$3,522 52.4%		\$3,525 53.0%	
Alcoholic Beverages		\$39 0.6%		\$40 0.6%		\$40 0.6%	
Apparel		\$123 1.9%		\$125 1.9%		\$123 1.9%	
Contributions		\$192 2.9%		\$197 2.9%		\$194 2.9%	
Education		\$141 2.1%		\$144 2.1%		\$142 2.1%	
Entertainment		\$383 5.8%		\$389 5.8%		\$384 5.8%	
Food Away From Home		\$290 4.4%		\$295 4.4%		\$291 4.4%	
Grocery		\$495 7.5%		\$497 7.4%		\$492 7.4%	
Health Care		\$548 8.3%		\$550 8.2%		\$553 8.3%	
Household Furnishings and Equipment		\$174 2.6%		\$177 2.6%		\$174 2.6%	
Household Operations		\$127 1.9%		\$129 1.9%		\$127 1.9%	
Miscellaneous Expenses		\$112 1.7%		\$114 1.7%		\$113 1.7%	
Personal Care		\$94 1.4%		\$95 1.4%		\$94 1.4%	
Shelter		\$1,136 17.2%		\$1,145 17.0%		\$1,113 16.7%	
Tax and Retirement		\$1,258 19.1%		\$1,314 19.5%		\$1,283 19.3%	
Tobacco and Related		\$45 0.7%		\$45 0.7%		\$45 0.7%	
Transportation		\$1,087 16.5%		\$1,110 16.5%		\$1,132 17.0%	
Utilities		\$357 5.4%		\$358 5.3%		\$355 5.3%	

# 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 (2030)</b>				
Projected Population		12,360	13,744	19,864
Projected Households		-	-	-
<b>Total Annual Consumer Expenditure (2030)</b>				
Total Household Expenditure		\$395.02 M	\$448.57 M	\$651.03 M
Total Non-Retail Expenditure		\$187.7 M	\$213.78 M	\$306.37 M
Total Retail Expenditure		\$207.32 M	\$234.8 M	\$344.66 M
Alcoholic Beverages		\$2.36 M	\$2.68 M	\$3.88 M
Apparel		\$7.36 M	\$8.35 M	\$12.08 M
Contributions		\$11.47 M	\$13.12 M	\$18.96 M
Education		\$8.41 M	\$9.6 M	\$13.88 M
Entertainment		\$22.9 M	\$25.95 M	\$37.58 M
Food Away From Home		\$17.35 M	\$19.68 M	\$28.48 M
Grocery		\$29.71 M	\$33.31 M	\$48.28 M
Health Care		\$33.12 M	\$36.95 M	\$54.35 M
Household Furnishings and Equipment		\$10.37 M	\$11.78 M	\$17.04 M
Household Operations		\$7.59 M	\$8.6 M	\$12.44 M
Miscellaneous Expenses		\$6.7 M	\$7.6 M	\$11.01 M
Personal Care		\$5.64 M	\$6.34 M	\$9.19 M
Shelter		\$68.3 M	\$76.76 M	\$109.22 M
Tax and Retirement		\$74.87 M	\$87.16 M	\$124.91 M
Tobacco and Related		\$2.74 M	\$3.03 M	\$4.39 M
Transportation		\$64.7 M	\$73.64 M	\$110.53 M
Utilities		\$21.43 M	\$24.01 M	\$34.81 M
<b>Consumer Expenditure Growth (2025 to 2030)</b>				
Total Household Expenditure		\$-29.75 M	\$-31.73 M	\$-38.11 M
Total Non-Retail Expenditure		\$-13.95 M	\$-14.97 M	\$-17.74 M
Total Retail Expenditure		\$-15.8 M	\$-16.76 M	\$-20.37 M
Alcoholic Beverages		\$-181.14 K	\$-191.87 K	\$-232.06 K
Apparel		\$-555.77 K	\$-586.49 K	\$-707.82 K
Contributions		\$-909.48 K	\$-971.72 K	\$-1.18 M
Education		\$-658.16 K	\$-700.74 K	\$-848.83 K
Entertainment		\$-1.73 M	\$-1.83 M	\$-2.2 M
Food Away From Home		\$-1.32 M	\$-1.39 M	\$-1.68 M
Grocery		\$-2.12 M	\$-2.2 M	\$-2.65 M
Health Care		\$-2.15 M	\$-2.34 M	\$-2.95 M
Household Furnishings and Equipment		\$-792.42 K	\$-838.1 K	\$-1.01 M
Household Operations		\$-566.31 K	\$-596.52 K	\$-715.72 K
Miscellaneous Expenses		\$-515.3 K	\$-544.16 K	\$-655.59 K
Personal Care		\$-408.6 K	\$-425.97 K	\$-512.93 K
Shelter		\$-4.8 M	\$-5.04 M	\$-5.99 M
Tax and Retirement		\$-6.09 M	\$-6.67 M	\$-7.94 M
Tobacco and Related		\$-182.44 K	\$-183.83 K	\$-214.59 K
Transportation		\$-5.24 M	\$-5.64 M	\$-6.73 M
Utilities		\$-1.52 M	\$-1.58 M	\$-1.9 M

# **Crime Risk**

Grenada, Mississippi		10 min drive time	15 min drive time	30 min drive time
Drive Time				
<b>Demographics</b>				
Population		13,024	14,431	20,646
Census Population		13,674	15,144	21,262
Households		5,362	5,953	8,629
Average Household Income		\$69,723	\$71,941	\$71,697
Median Household Income		\$51,250	\$52,478	\$51,668
Per Capita Income		\$28,772	\$29,736	\$30,009
<b>Total Crime</b>				
Crime Index		97	92	80
Crime Level		Average	Average	Below Average
<b>Personal Crime</b>				
Crime Index		70	66	61
Crime Level		Below Average	Below Average	Below Average
<b>Murder</b>				
Crime Index		174	161	138
Crime Level		High Risk	High Risk	Above Average
<b>Rape</b>				
Crime Index		95	90	91
Crime Level		Average	Average	Average
<b>Robbery</b>				
Crime Index		39	36	30
Crime Level		Low Risk	Low Risk	Low Risk
<b>Assault</b>				
Crime Index		73	68	63
Crime Level		Below Average	Below Average	Below Average
<b>Property Crime</b>				
Crime Index		102	96	84
Crime Level		Average	Average	Below Average
<b>Burglary</b>				
Crime Index		191	182	165
Crime Level		Very High	Very High	High Risk
<b>Larceny</b>				
Crime Index		94	89	75
Crime Level		Average	Below Average	Below Average
<b>Motor Vehicle Theft</b>				
Crime Index		53	50	48
Crime Level		Low Risk	Low Risk	Low Risk

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

# Void Analysis

<b>Grenada, Mississippi</b>	<b>Site / Market</b>	<b>Avg Square</b>	<b>Closest Location</b>
<b>Drive Time</b>	<b>Locations</b>	<b>Footage</b>	
<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	3 / 2	5,100	
Renasant Bank	2 / 2	4,100	
Woodforest National Bank	1 / 1	3,500	
<b>Banks Minor</b>			
Bank	3 / 4		
<b>Car Washes</b>			
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	6 / 4	2,600	
Marathon	7 / 5	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		
RAM	1 / 1		

Grenada, Mississippi		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
Toyota		1 / 1		
<b>Discount Department Stores</b>				
Roses		2 / 1	37,900	
Walmart Supercenter		1 / 1	189,700	
<b>Dollar Stores</b>				
Dollar General		10 / 7	9,600	
Dollar Tree		1 / 1	11,800	
Family Dollar		1 / 1	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		12 / 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		
 Shell Recharge		0 / 1		19.67 Mi SE
Tesla		2 / 1		
<b>Fitness</b>				
Anytime Fitness		1 / 1	5,100	
Snap Fitness		1 / 1	4,900	
<b>Furniture Household</b>				
Aaron's		1 / 1	9,000	
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	
<b>Health Care</b>				

<b>Grenada, Mississippi</b>		<b>Site / Market</b>	<b>Avg Square</b>	<b>Closest Location</b>
<b>Drive Time</b>		<b>Locations</b>	<b>Footage</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>Hotels</b>				

<b>Grenada, Mississippi</b>		<b>Site / Market</b>	<b>Avg Square</b>	<b>Closest Location</b>
<b>Drive Time</b>		<b>Locations</b>	<b>Footage</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	
	Jack's	1 / 1	3,200	
	Krispy Krunchy Chicken	4 / 4		
	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	
	UPS	1 / 1		
<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 / 9		
	Christian	1 / 0		
	Methodist	2 / 0		
	Methodist Episcopal	7 / 8		
	Presbyterian	1 / 1		