

**RETAIL ATTRACTIONS, LLC**  

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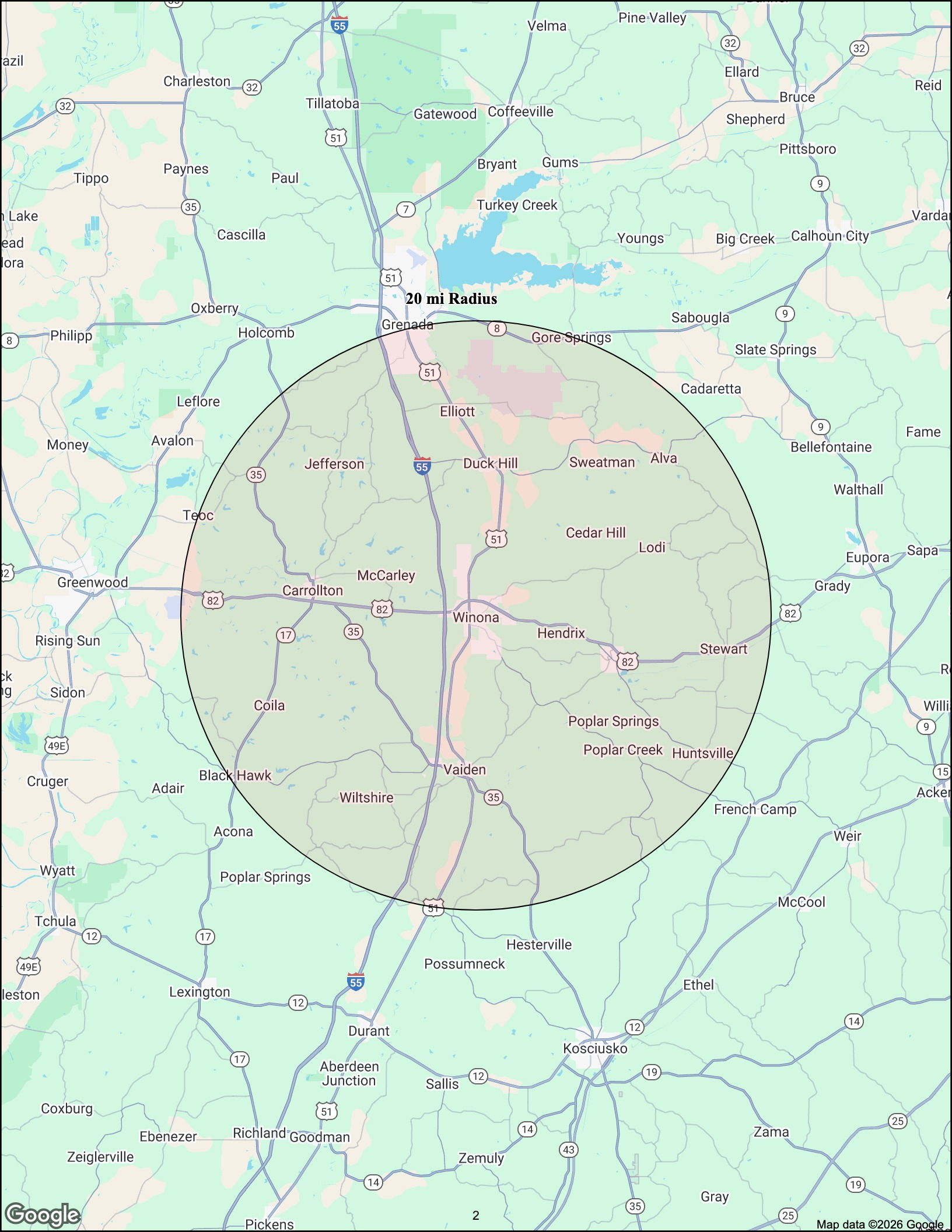
**Economic Development Consulting**

**Winona, Mississippi  
20mi Radius  
1st Quarter 2026**

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# Demographics



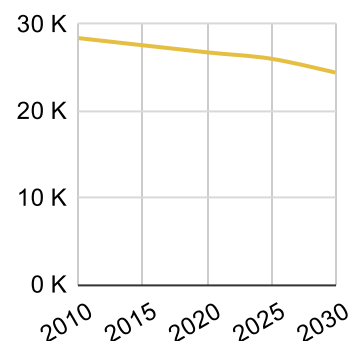
20 mi Radius

## Winona, Mississippi

### 20mi Radius

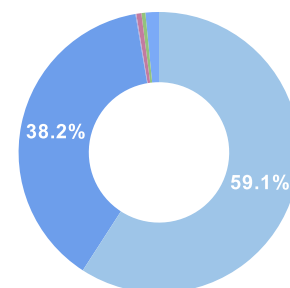
#### Population

Estimated Population (2025)	26,012
Projected Population (2030)	24,418
Census Population (2020)	26,746
Census Population (2010)	28,385
Projected Annual Growth (2025-2030)	-1,594 -1.2%
Historical Annual Growth (2020-2025)	-735 -0.6%
Historical Annual Growth (2010-2020)	-1,639 -0.6%
Estimated Population Density (2025)	21 <i>psm</i>
Trade Area Size	1,256.5 <i>sq mi</i>



#### Race and Ethnicity (2025)

<b>Not Hispanic or Latino Population</b>	25,626	98.5%
White	15,253	59.5%
Black or African American	9,872	38.5%
American Indian or Alaska Native	23	-
Asian	147	0.6%
Hawaiian or Pacific Islander	1	-
Other Race	14	-
Two or More Races	315	1.2%
<b>Hispanic or Latino Population</b>	386	1.5%
White	126	32.7%
Black or African American	59	15.2%
American Indian or Alaska Native	4	1.1%
Asian	4	1.1%
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	104	26.9%
Two or More Races	89	23.1%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

## Winona, Mississippi

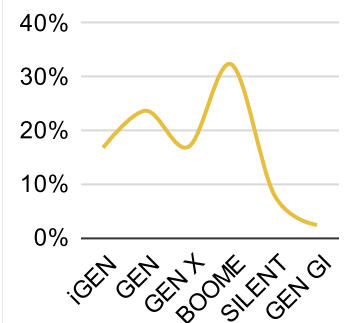
### 20mi Radius

#### Age Distribution (2025)

Age Under 5 Years	1,377	5.3%
Age 5 to 9 Years	1,480	5.7%
Age 10 to 14 Years	1,501	5.8%
Age 15 to 19 Years	1,631	6.3%
Age 20 to 24 Years	1,477	5.7%
Age 25 to 29 Years	1,456	5.6%
Age 30 to 34 Years	1,588	6.1%
Age 35 to 39 Years	1,402	5.4%
Age 40 to 44 Years	1,545	5.9%
Age 45 to 49 Years	1,458	5.6%
Age 50 to 54 Years	1,602	6.2%
Age 55 to 59 Years	1,701	6.5%
Age 60 to 64 Years	1,858	7.1%
Age 65 to 69 Years	1,707	6.6%
Age 70 to 74 Years	1,535	5.9%
Age 75 to 79 Years	1,287	4.9%
Age 80 to 84 Years	795	3.1%
Age 85 Years or Over	612	2.4%
Median Age	42.7	

#### Generation (2025)

iGeneration (Age Under 15 Years)	4,358	16.8%
Generation 9/11 Millennials (Age 15 to 34 Years)	6,152	23.6%
Gen Xers (Age 35 to 49 Years)	4,405	16.9%
Baby Boomers (Age 50 to 74 Years)	8,403	32.3%
Silent Generation (Age 75 to 84 Years)	2,082	8.0%
G.I. Generation (Age 85 Years or Over)	612	2.4%



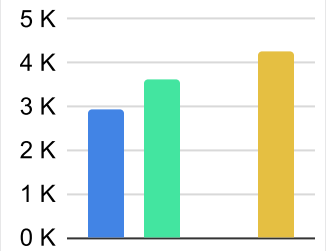


## Winona, Mississippi

### 20mi Radius

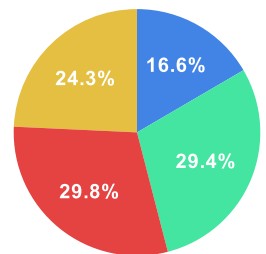
#### Household Type (2025)

Total Households	10,822
Family Households	6,544 60.5%
Family Households with Children	2,933 44.8%
Family Households No Children	3,611 55.2%
Non-Family Households	4,277 39.5%
Non-Family Households with Children	4 -
Non-Family Households No Children	4,274 99.9%



#### Education Attainment (2025)

Elementary or Some High School	3,076 16.6%
High School Graduate	5,450 29.4%
Some College or Associate Degree	5,520 29.8%
Bachelor or Graduate Degree	4,500 24.3%



#### Household Income (2025)

Estimated Average Household Income	\$77,275
Estimated Median Household Income	\$51,811
HH Income Under \$10,000	828 7.6%
HH Income \$10,000 to \$34,999	3,282 30.3%
HH Income \$35,000 to \$49,999	1,349 12.5%
HH Income \$50,000 to \$74,999	1,627 15.0%
HH Income \$75,000 to \$99,999	1,218 11.3%
HH Income \$100,000 to \$149,999	1,254 11.6%
HH Income \$150,000 or More	1,264 11.7%

## Winona, Mississippi

### 20mi Radius

#### Population

Estimated Population (2025)	26,012	
Projected Population (2030)	24,418	
Census Population (2020)	26,746	
Census Population (2010)	28,385	
Projected Annual Growth (2025-2030)	-1,594	-1.2%
Historical Annual Growth (2020-2025)	-735	-0.5%
Historical Annual Growth (2010-2020)	-1,639	-0.6%
Estimated Population Density (2025)	21	psm
Trade Area Size	1,256.5	sq mi

#### Households

Estimated Households (2025)	10,822	
Projected Households (2030)	10,018	
Census Households (2020)	11,169	
Census Households (2010)	11,332	
Projected Annual Growth (2025-2030)	-804	-1.5%
Historical Annual Change (2010-2025)	-510	-0.3%

#### Average Household Income

Estimated Average Household Income (2025)	\$77,275	
Projected Average Household Income (2030)	\$77,189	
Census Average Household Income (2010)	\$41,736	
Census Average Household Income (2000)	\$39,330	
Projected Annual Change (2025-2030)	-\$87	-
Historical Annual Change (2000-2025)	\$37,945	3.9%

#### Median Household Income

Estimated Median Household Income (2025)	\$51,811	
Projected Median Household Income (2030)	\$51,466	
Census Median Household Income (2010)	\$32,276	
Census Median Household Income (2000)	\$28,111	
Projected Annual Change (2025-2030)	-\$345	-0.1%
Historical Annual Change (2000-2025)	\$23,700	3.4%

#### Per Capita Income

Estimated Per Capita Income (2025)	\$32,202	
Projected Per Capita Income (2030)	\$31,724	
Census Per Capita Income (2010)	\$16,667	
Census Per Capita Income (2000)	\$14,817	
Projected Annual Change (2025-2030)	-\$478	-0.3%
Historical Annual Change (2000-2025)	\$17,385	4.7%
Estimated Average Household Net Worth (2025)	\$985,499	



## Winona, Mississippi

### 20mi Radius

#### Race and Ethnicity

Total Population (2025)	26,012	
White (2025)	15,380	59.1%
Black or African American (2025)	9,931	38.2%
American Indian or Alaska Native (2025)	27	0.1%
Asian (2025)	151	0.6%
Hawaiian or Pacific Islander (2025)	1	-
Other Race (2025)	118	0.5%
Two or More Races (2025)	404	1.6%
Population < 18 (2025)	5,386	20.7%
White Not Hispanic	2,848	52.9%
Black or African American	2,273	42.2%
Asian	15	0.3%
Other Race Not Hispanic	148	2.7%
Hispanic	103	1.9%
Not Hispanic or Latino Population (2025)	25,626	98.5%
Not Hispanic White	15,253	59.5%
Not Hispanic Black or African American	9,872	38.5%
Not Hispanic American Indian or Alaska Native	23	-
Not Hispanic Asian	147	0.6%
Not Hispanic Hawaiian or Pacific Islander	1	-
Not Hispanic Other Race	14	-
Not Hispanic Two or More Races	315	1.2%
Hispanic or Latino Population (2025)	386	1.5%
Hispanic White	126	32.7%
Hispanic Black or African American	59	15.2%
Hispanic American Indian or Alaska Native	4	1.1%
Hispanic Asian	4	1.1%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	104	26.9%
Hispanic Two or More Races	89	23.1%
Not Hispanic or Latino Population (2020)	26,398	98.7%
Hispanic or Latino Population (2020)	348	1.3%
Not Hispanic or Latino Population (2010)	28,130	99.1%
Hispanic or Latino Population (2010)	255	0.9%
Not Hispanic or Latino Population (2030)	24,018	98.4%
Hispanic or Latino Population (2030)	399	1.6%
Projected Annual Growth (2025-2030)	14	0.7%
Historical Annual Growth (2010-2020)	93	3.6%

## Winona, Mississippi

### 20mi Radius

#### Total Age Distribution (2025)

Total Population	26,012	
Age Under 5 Years	1,377	5.3%
Age 5 to 9 Years	1,480	5.7%
Age 10 to 14 Years	1,501	5.8%
Age 15 to 19 Years	1,631	6.3%
Age 20 to 24 Years	1,477	5.7%
Age 25 to 29 Years	1,456	5.6%
Age 30 to 34 Years	1,588	6.1%
Age 35 to 39 Years	1,402	5.4%
Age 40 to 44 Years	1,545	5.9%
Age 45 to 49 Years	1,458	5.6%
Age 50 to 54 Years	1,602	6.2%
Age 55 to 59 Years	1,701	6.5%
Age 60 to 64 Years	1,858	7.1%
Age 65 to 69 Years	1,707	6.6%
Age 70 to 74 Years	1,535	5.9%
Age 75 to 79 Years	1,287	4.9%
Age 80 to 84 Years	795	3.1%
Age 85 Years or Over	612	2.4%
Median Age	42.7	
Age 19 Years or Less	5,989	23.0%
Age 20 to 64 Years	14,086	54.2%
Age 65 Years or Over	5,936	22.8%

#### Female Age Distribution (2025)

Female Population	13,007	50.0%
Age Under 5 Years	663	5.1%
Age 5 to 9 Years	744	5.7%
Age 10 to 14 Years	714	5.5%
Age 15 to 19 Years	762	5.9%
Age 20 to 24 Years	680	5.2%
Age 25 to 29 Years	676	5.2%
Age 30 to 34 Years	725	5.6%
Age 35 to 39 Years	716	5.5%
Age 40 to 44 Years	782	6.0%
Age 45 to 49 Years	760	5.8%
Age 50 to 54 Years	833	6.4%
Age 55 to 59 Years	885	6.8%
Age 60 to 64 Years	954	7.3%
Age 65 to 69 Years	874	6.7%
Age 70 to 74 Years	805	6.2%
Age 75 to 79 Years	659	5.1%
Age 80 to 84 Years	461	3.5%
Age 85 Years or Over	315	2.4%
Female Median Age	44.4	
Age 19 Years or Less	2,883	22.2%
Age 20 to 64 Years	7,010	53.9%
Age 65 Years or Over	3,113	23.9%

## Winona, Mississippi

### 20mi Radius

#### Male Age Distribution (2025)

Male Population	13,005	50.0%
Age Under 5 Years	714	5.5%
Age 5 to 9 Years	736	5.7%
Age 10 to 14 Years	788	6.1%
Age 15 to 19 Years	869	6.7%
Age 20 to 24 Years	797	6.1%
Age 25 to 29 Years	780	6.0%
Age 30 to 34 Years	863	6.6%
Age 35 to 39 Years	686	5.3%
Age 40 to 44 Years	762	5.9%
Age 45 to 49 Years	698	5.4%
Age 50 to 54 Years	768	5.9%
Age 55 to 59 Years	816	6.3%
Age 60 to 64 Years	905	7.0%
Age 65 to 69 Years	834	6.4%
Age 70 to 74 Years	730	5.6%
Age 75 to 79 Years	628	4.8%
Age 80 to 84 Years	334	2.6%
Age 85 Years or Over	297	2.3%
Male Median Age	40.8	
Age 19 Years or Less	3,107	23.9%
Age 20 to 64 Years	7,076	54.4%
Age 65 Years or Over	2,823	21.7%

#### Males per 100 Females (2025)

Overall Comparison	100	
Age Under 5 Years	108	51.8%
Age 5 to 9 Years	99	49.7%
Age 10 to 14 Years	110	52.5%
Age 15 to 19 Years	114	53.3%
Age 20 to 24 Years	117	53.9%
Age 25 to 29 Years	115	53.6%
Age 30 to 34 Years	119	54.3%
Age 35 to 39 Years	96	49.0%
Age 40 to 44 Years	97	49.4%
Age 45 to 49 Years	92	47.9%
Age 50 to 54 Years	92	48.0%
Age 55 to 59 Years	92	48.0%
Age 60 to 64 Years	95	48.7%
Age 65 to 69 Years	95	48.8%
Age 70 to 74 Years	91	47.6%
Age 75 to 79 Years	95	48.8%
Age 80 to 84 Years	72	42.0%
Age 85 Years or Over	94	48.5%
Age 19 Years or Less	108	51.9%
Age 20 to 39 Years	112	52.8%
Age 40 to 64 Years	94	48.4%
Age 65 Years or Over	91	47.6%

## Winona, Mississippi

### 20mi Radius

#### Household Type (2025)

Total Households	10,822	
Households with Children	2,936	27.1%
Average Household Size	2.3	
Household Density per Square Mile	9	
Population Family	19,810	76.2%
Population Non-Family	5,373	20.7%
Population Group Quarters	829	3.2%
Family Households	6,544	60.5%
Married Couple Households	4,524	69.1%
Other Family Households with Children	2,020	30.9%
Family Households with Children	2,933	44.8%
Married Couple with Children	1,746	59.6%
Other Family Households with Children	1,186	40.4%
Family Households No Children	3,611	55.2%
Married Couple No Children	2,778	76.9%
Other Family Households No Children	834	23.1%
Non-Family Households	4,277	39.5%
Non-Family Households with Children	4	-
Non-Family Households No Children	4,274	99.9%
Average Family Household Size	3.0	
Average Family Income	\$99,761	
Median Family Income	\$76,824	
Average Non-Family Household Size	1.3	

#### Marital Status (2025)

Population Age 15 Years or Over	21,653	
Never Married	6,932	32.0%
Currently Married	8,529	39.4%
Previously Married	6,193	28.6%
Separated	1,054	17.0%
Widowed	2,065	33.3%
Divorced	3,074	49.6%

#### Educational Attainment (2025)

Adult Population Age 25 Years or Over	18,546	
Elementary (Grade Level 0 to 8)	803	4.3%
Some High School (Grade Level 9 to 11)	2,273	12.3%
High School Graduate	5,450	29.4%
Some College	3,766	20.3%
Associate Degree Only	1,753	9.5%
Bachelor Degree Only	2,806	15.1%
Graduate Degree	1,694	9.1%
Any College (Some College or Higher)	10,019	54.0%
College Degree + (Bachelor Degree or Higher)	4,500	24.3%

## Winona, Mississippi

### 20mi Radius

#### Housing

Total Housing Units (2025)	14,259	
Total Housing Units (2020)	13,334	
Historical Annual Growth (2020-2025)	925	-
Housing Units Occupied (2025)	10,822	75.9%
Housing Units Owner-Occupied	8,064	74.5%
Housing Units Renter-Occupied	2,758	25.5%
Housing Units Vacant (2025)	3,438	24.1%

#### Household Size (2025)

Total Households	10,822	
1 Person Households	3,657	33.8%
2 Person Households	3,719	34.4%
3 Person Households	1,540	14.2%
4 Person Households	1,104	10.2%
5 Person Households	462	4.3%
6 Person Households	194	1.8%
7 or More Person Households	146	1.3%

#### Household Income Distribution (2025)

HH Income \$200,000 or More	729	6.7%
HH Income \$150,000 to \$199,999	535	4.9%
HH Income \$125,000 to \$149,999	516	4.8%
HH Income \$100,000 to \$124,999	738	6.8%
HH Income \$75,000 to \$99,999	1,218	11.3%
HH Income \$50,000 to \$74,999	1,627	15.0%
HH Income \$35,000 to \$49,999	1,349	12.5%
HH Income \$25,000 to \$34,999	1,274	11.8%
HH Income \$15,000 to \$24,999	1,175	10.9%
HH Income \$10,000 to \$14,999	834	7.7%
HH Income Under \$10,000	828	7.6%

#### Household Vehicles (2025)

Households 0 Vehicles Available	684	6.3%
Households 1 Vehicle Available	3,420	31.6%
Households 2 Vehicles Available	3,958	36.6%
Households 3 or More Vehicles Available	2,759	25.5%
Total Vehicles Available	20,750	
Average Vehicles per Household	1.9	
Owner-Occupied Household Vehicles	17,063	82.2%
Average Vehicles per Owner-Occupied Household	2.1	
Renter-Occupied Household Vehicles	3,687	17.8%
Average Vehicles per Renter-Occupied Household	1.3	

#### Travel Time (2025)

Worker Base Age 16 years or Over	10,314	
Travel to Work in 14 Minutes or Less	3,284	31.8%
Travel to Work in 15 to 29 Minutes	3,073	29.8%
Travel to Work in 30 to 59 Minutes	2,575	25.0%
Travel to Work in 60 Minutes or More	802	7.8%
Work at Home	579	5.6%
Average Minutes Travel to Work	20.2	

## Winona, Mississippi

### 20mi Radius

#### Transportation To Work (2025)

Worker Base Age 16 years or Over	10,314	
Drive to Work Alone	8,457	82.0%
Drive to Work in Carpool	918	8.9%
Travel to Work by Public Transportation	2	-
Drive to Work on Motorcycle	-	-
Bicycle to Work	-	-
Walk to Work	199	1.9%
Other Means	159	1.5%
Work at Home	579	5.6%

#### Daytime Demographics (2025)

Total Businesses	545	
Total Employees	4,027	
Company Headquarter Businesses	16	3.0%
Company Headquarter Employees	409	10.2%
Employee Population per Business	7.4	to 1
Residential Population per Business	47.7	to 1
Adj. Daytime Demographics Age 16 Years or Over	14,987	

#### Labor Force

Labor Population Age 16 Years or Over (2025)	21,287	
Labor Force Total Males (2025)	10,574	49.7%
Male Civilian Employed	5,195	49.1%
Male Civilian Unemployed	228	2.2%
Males in Armed Forces	-	-
Males Not in Labor Force	5,150	48.7%
Labor Force Total Females (2025)	10,713	50.3%
Female Civilian Employed	5,119	47.8%
Female Civilian Unemployed	242	2.3%
Females in Armed Forces	13	0.1%
Females Not in Labor Force	5,339	49.8%
Unemployment Rate	470	2.2%

#### Occupation (2025)

Occupation Population Age 16 Years or Over	10,314	
Occupation Total Males	5,195	50.4%
Occupation Total Females	5,119	49.6%
Management, Business, Financial Operations	1,200	11.6%
Professional, Related	2,374	23.0%
Service	1,674	16.2%
Sales, Office	1,963	19.0%
Farming, Fishing, Forestry	124	1.2%
Construction, Extraction, Maintenance	1,250	12.1%
Production, Transport, Material Moving	1,728	16.8%
White Collar Workers	5,537	53.7%
Blue Collar Workers	4,777	46.3%



## Winona, Mississippi

### 20mi Radius

#### Units In Structure (2025)

Total Units	10,822	
1 Detached Unit	7,462	69.0%
1 Attached Unit	91	0.8%
2 Units	147	1.4%
3 to 4 Units	215	2.0%
5 to 9 Units	152	1.4%
10 to 19 Units	128	1.2%
20 to 49 Units	46	0.4%
50 or More Units	263	2.4%
Mobile Home or Trailer	2,244	20.7%
Other Structure	73	0.7%

#### Homes Built By Year (2025)

Homes Built 2020 or later	147	1.0%
Homes Built 2010 to 2019	767	5.4%
Homes Built 2000 to 2009	1,563	11.0%
Homes Built 1990 to 1999	1,699	11.9%
Homes Built 1980 to 1989	1,846	12.9%
Homes Built 1970 to 1979	1,637	11.5%
Homes Built 1960 to 1969	1,190	8.3%
Homes Built 1950 to 1959	839	5.9%
Homes Built 1940 to 1949	385	2.7%
Homes Built Before 1939	748	5.2%
Median Age of Homes	43.8	yrs

#### Home Values (2025)

Owner Specified Housing Units	8,064	
Home Values \$1,000,000 or More	9	0.1%
Home Values \$750,000 to \$999,999	64	0.8%
Home Values \$500,000 to \$749,999	228	2.8%
Home Values \$400,000 to \$499,999	241	3.0%
Home Values \$300,000 to \$399,999	446	5.5%
Home Values \$250,000 to \$299,999	701	8.7%
Home Values \$200,000 to \$249,999	565	7.0%
Home Values \$175,000 to \$199,999	256	3.2%
Home Values \$150,000 to \$174,999	816	10.1%
Home Values \$125,000 to \$149,999	418	5.2%
Home Values \$100,000 to \$124,999	1,021	12.7%
Home Values \$90,000 to \$99,999	294	3.6%
Home Values \$80,000 to \$89,999	348	4.3%
Home Values \$70,000 to \$79,999	330	4.1%
Home Values \$60,000 to \$69,999	211	2.6%
Home Values \$50,000 to \$59,999	516	6.4%
Home Values \$35,000 to \$49,999	503	6.2%
Home Values \$25,000 to \$34,999	220	2.7%
Home Values \$10,000 to \$24,999	576	7.1%
Home Values Under \$10,000	300	3.7%
Owner-Occupied Median Home Value	\$130,067	
Renter-Occupied Median Rent	\$503	

## Winona, Mississippi

### 20mi Radius

#### Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$892.81 M
Total Non-Retail Expenditure	\$416.21 M
Total Retail Expenditure	\$476.6 M
Alcoholic Beverages	\$5.33 M
Apparel	\$16.42 M
Contributions	\$26.59 M
Education	\$19.29 M
Entertainment	\$51.05 M
Food Away From Home	\$38.83 M
Grocery	\$63.31 M
Health Care	\$73.92 M
Household Furnishings and Equipment	\$23.32 M
Household Operations	\$16.8 M
Miscellaneous Expenses	\$15.07 M
Personal Care	\$12.16 M
Shelter	\$141.05 M
Tax and Retirement	\$182.13 M
Tobacco and Related	\$5.47 M
Transportation	\$156.6 M
Utilities	\$45.5 M

#### Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$6,875	
Total Non-Retail Expenditure	\$3,205	46.6%
Total Retail Expenditures	\$3,670	53.4%
Alcoholic Beverages	\$41	0.6%
Apparel	\$126	1.8%
Contributions	\$205	3.0%
Education	\$149	2.2%
Entertainment	\$393	5.7%
Food Away From Home	\$299	4.3%
Grocery	\$488	7.1%
Health Care	\$569	8.3%
Household Furnishings and Equipment	\$180	2.6%
Household Operations	\$129	1.9%
Miscellaneous Expenses	\$116	1.7%
Personal Care	\$94	1.4%
Shelter	\$1,086	15.8%
Tax and Retirement	\$1,403	-
Tobacco and Related	\$42	0.6%
Transportation	\$1,206	17.5%
Utilities	\$350	5.1%

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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

## Winona, Mississippi

### 20mi Radius

	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$29.44 M / \$1.73 M	94
Men's Clothing Stores	\$1.19 M / \$307.72 K	74
Women's Clothing Stores	\$2.44 M / \$761.76 K	69
Children's, Infants' Clothing Stores	\$2.25 M / -	100
Family Clothing Stores	\$14.04 M / -	100
Clothing Accessory Stores	\$678.13 K / -	100
Other Apparel Stores	\$846.99 K / -	100
Shoe Stores	\$6.38 M / \$660.73 K	90
Jewelry Stores	\$1.44 M / -	100
Luggage Stores	\$176.42 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$25.03 M / \$3.5 M	86
Furniture Stores	\$11.79 M / \$3.29 M	72
Floor Covering Stores	\$1.69 M / \$212.56 K	87
Other Home Furnishing Stores	\$11.55 M / \$-1	100
<b>Electronics, Appliance Stores</b>	\$25.62 M / \$4.91 M	81
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$24.27 M / \$17.2 M	29
Home Centers	\$13.6 M / \$5.5 M	60
Paint, Wallpaper Stores	\$2.82 M / \$2.42 M	14
Hardware Stores	\$1.53 M / \$3.57 M	-57
Other Building Materials Stores	\$4.31 M / \$1.47 M	66
Outdoor Power Equipment Stores	\$265.24 K / \$3.11 M	-91
Nursery, Garden Stores	\$1.74 M / \$1.14 M	35
<b>Food, Beverage Stores</b>	\$38.18 M / \$17.56 M	54
Grocery Stores	\$29.61 M / \$9.37 M	68
Convenience Stores	\$2.68 M / \$5.43 M	-51
Meat Markets	\$169.89 K / \$295.47 K	-43
Fish, Seafood Markets	\$58.02 K / \$55.54 K	4
Fruit, Vegetable Markets	\$110.97 K / -	100
Other Specialty Food Markets	\$225.12 K / \$126.57 K	44
Liquor Stores	\$5.33 M / \$2.27 M	57

## Winona, Mississippi

### 20mi Radius

	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$26.07 M / \$18.15 M	30
Pharmacy, Drug Stores	\$22.89 M / \$17.97 M	21
Cosmetics, Beauty Stores	\$1.33 M / \$-1	100
Optical Goods Stores	\$435.22 K / \$178.43 K	59
Other Health, Personal Care Stores	\$1.42 M / -	100
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$30.27 M / \$3.92 M	87
Sporting Goods Stores	\$11.24 M / \$3.13 M	72
Hobby, Toy, Game Stores	\$8.19 M / -	100
Sewing, Needlecraft Stores	\$6.58 M / \$39.59 K	99
Musical Instrument Stores	\$2.01 M / -	100
Book Stores	\$2.26 M / \$747.27 K	67
<b>General Merchandise Stores</b>	\$94.97 M / \$15.58 M	84
Department Stores	\$32.79 M / \$583.27 K	98
Warehouse Superstores	\$53 M / -	100
Other General Merchandise Stores	\$9.18 M / \$14.99 M	-39
<b>Miscellaneous Store Retailers</b>	\$12.44 M / \$6.19 M	50
Florists	\$284.45 K / \$229.31 K	19
Office, Stationary Stores	\$1.29 M / \$2.63 M	-51
Gift, Souvenir Stores	\$2.46 M / \$385.56 K	84
Used Merchandise Stores	\$939.75 K / \$93.74 K	90
Pet, Pet Supply Stores	\$2.2 M / -	100
Art Dealers	\$394.39 K / -	100
Mobile Home Dealers	\$242.8 K / -	100
Other Miscellaneous Retail Stores	\$4.62 M / \$2.85 M	38
<b>Non-Store Retailers</b>	\$56.37 M / \$184.93 K	100
Mail Order, Catalog Stores	\$52.87 M / -	100
Vending Machines	\$235.41 K / \$47.98 K	80
Fuel Dealers	\$311.1 K / -	100
Other Direct Selling Establishments	\$2.96 M / \$136.95 K	95

## Winona, Mississippi

## 20mi Radius

	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$46.85 M / \$16.01 M	66
Hotels, Other Travel Accommodations	\$3.02 M / \$1.92 M	36
RV Parks	\$30.85 K / -	100
Rooming, Boarding Houses	\$16.91 K / -	100
Full Service Restaurants	\$27.37 M / \$7.24 M	74
Limited Service Restaurants	\$12.7 M / \$8.3 M	35
Special Food Services, Catering	\$3.72 M / -	100
Drinking Places	\$2.56 M / \$1.11 M	57
<b>Gasoline Stations</b>	\$19.92 M / \$34.95 M	-43
<b>Motor Vehicle, Parts Dealers</b>	\$44.61 M / \$25.21 M	43
New Car Dealers	\$26.4 M / \$19.66 M	26
Used Car Dealers	\$2.45 M / \$770.52 K	69
Recreational Vehicle Dealers	\$4.32 M / -	100
Motorcycle, Boat Dealers	\$5.78 M / -	100
Auto Parts, Accessories	\$3.63 M / \$4.5 M	-19
Tire Dealers	\$2.02 M / \$282.19 K	86
2025 Population	26,012	
2030 Population	24,418	
% Population Change 2025-2030	-6.1%	
2025 Adult Population Age 18+	20,626	
2025 Population Male	13,005	
2025 Population Female	13,007	
2025 Households	10,822	
2025 Median Household Income	51,811	
2025 Average Household Income	77,275	



# Retail Potential

Winona, Mississippi	
20mi Radius	
2025 Population	26,012
2030 Population	24,418
% Population Change 2020-2025	-2.7%
2025 Adult Population Age 18+	\$20,626
2025 Population Male	\$13,005
2025 Population Female	\$13,007
2025 Households	\$10,822
2025 Median Household Income	\$51,811
2025 Average Household Income	\$77,275
<b>Clothing, Clothing Accessories Stores</b>	\$29.44 M
Men's Clothing Stores	\$1.19 M
Women's Clothing Stores	\$2.44 M
Children's, Infants' Clothing Stores	\$2.25 M
Family Clothing Stores	\$14.04 M
Clothing Accessory Stores	\$678.13 K
Other Apparel Stores	\$846.99 K
Shoe Stores	\$6.38 M
Jewelry Stores	\$1.44 M
Luggage Stores	\$176.42 K
<b>Furniture, Home Furnishings Stores</b>	\$25.03 M
Furniture Stores	\$11.79 M
Floor Covering Stores	\$1.69 M
Other Home Furnishing Stores	\$11.55 M
<b>Electronics, Appliance Stores</b>	\$25.62 M
<b>Gasoline Stations</b>	\$19.92 M
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$24.27 M
Home Centers	\$13.6 M
Paint, Wallpaper Stores	\$2.82 M
Hardware Stores	\$1.53 M
Other Building Materials Stores	\$4.31 M
Outdoor Power Equipment Stores	\$265.24 K
Nursery, Garden Stores	\$1.74 M
<b>Food, Beverage Stores</b>	\$38.18 M
Grocery Stores	\$29.61 M
Convenience Stores	\$2.68 M
Meat Markets	\$169.89 K
Fish, Seafood Markets	\$58.02 K
Fruit, Vegetable Markets	\$110.97 K
Other Specialty Food Markets	\$225.12 K
Liquor Stores	\$5.33 M

## Winona, Mississippi

### 20mi Radius

<b>Health, Personal Care Stores</b>	\$26.07 M
Pharmacy, Drug Stores	\$22.89 M
Cosmetics, Beauty Stores	\$1.33 M
Optical Goods Stores	\$435.22 K
Other Health, Personal Care Stores	\$1.42 M
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$30.27 M
Sporting Goods Stores	\$11.24 M
Hobby, Toy, Game Stores	\$8.19 M
Sewing, Needlecraft Stores	\$6.58 M
Musical Instrument Stores	\$2.01 M
Book Stores	\$2.26 M
<b>General Merchandise Stores</b>	\$94.97 M
Department Stores	\$32.79 M
Warehouse Superstores	\$53 M
Other General Merchandise Stores	\$9.18 M
<b>Miscellaneous Store Retailers</b>	\$12.44 M
Florists	\$284.45 K
Office, Stationary Stores	\$1.29 M
Gift, Souvenir Stores	\$2.46 M
Used Merchandise Stores	\$939.75 K
Pet, Pet Supply Stores	\$2.2 M
Art Dealers	\$394.39 K
Mobile Home Dealers	\$242.8 K
Other Miscellaneous Retail Stores	\$4.62 M
<b>Non-Store Retailers</b>	\$56.37 M
Mail Order, Catalog Stores	\$52.87 M
Vending Machines	\$235.41 K
Fuel Dealers	\$311.1 K
Other Direct Selling Establishments	\$2.96 M
<b>Accommodation, Food Services</b>	\$49.41 M
Hotels, Other Travel Accommodations	\$3.02 M
RV Parks	\$30.85 K
Rooming, Boarding Houses	\$16.91 K
Full Service Restaurants	\$27.37 M
Limited Service Restaurants	\$12.7 M
Special Food Services, Catering	\$3.72 M
Drinking Places	\$2.56 M
<b>Motor Vehicle, Parts Dealers</b>	\$44.61 M
New Car Dealers	\$26.4 M
Used Car Dealers	\$2.45 M
Recreational Vehicle Dealers	\$4.32 M
Motorcycle, Boat Dealers	\$5.78 M
Auto Parts, Accessories	\$3.63 M
Tire Dealers	\$2.02 M

# **Income Summary**

## Winona, Mississippi

### 20mi Radius

#### Population

Estimated Population (2025)	26,012	
Projected Population (2030)	24,418	
Census Population (2020)	26,746	
Census Population (2010)	28,385	
Projected Annual Growth (2025 to 2030)	-1,594	-1.2%
Historical Annual Growth (2020 to 2025)	-735	-0.6%
Historical Annual Growth (2010 to 2020)	-1,639	-0.6%

#### Households

Estimated Households (2025)	10,822	
Projected Households (2030)	10,018	
Census Households (2020)	11,169	
Census Households (2010)	11,332	
Projected Annual Growth (2025 to 2030)	-804	-1.5%
Historical Annual Growth (2020 to 2025)	-348	-0.6%
Historical Annual Growth (2010 to 2020)	-163	-0.1%

#### Average Household Income

Estimated Average Household Income (2025)	\$77,275	
Projected Average Household Income (2030)	\$77,189	
Census Average Household Income (2020)	\$41,736	
Census Average Household Income (2010)	\$39,330	
Projected Annual Growth (2025 to 2030)	-\$87	-
Historical Annual Growth (2020 to 2025)	\$35,540	5.7%
Historical Annual Growth (2010 to 2020)	\$2,406	0.6%

#### Median Household Income

Estimated Median Household Income (2025)	\$51,811	
Projected Median Household Income (2030)	\$51,466	
Census Median Household Income (2020)	\$32,276	
Census Median Household Income (2010)	\$28,111	
Projected Annual Growth (2025 to 2030)	-\$345	-0.1%
Historical Annual Growth (2020 to 2025)	\$19,535	4.0%
Historical Annual Growth (2010 to 2020)	\$4,165	1.5%

#### Per Capita Income

Estimated Per Capita Income (2025)	\$32,202	
Projected Per Capita Income (2030)	\$31,724	
Census Per Capita Income (2020)	\$16,667	
Census Per Capita Income (2010)	\$14,817	
Projected Annual Growth (2025 to 2030)	-\$478	-0.3%
Historical Annual Growth (2020 to 2025)	\$15,535	6.2%
Historical Annual Growth (2010 to 2020)	\$1,850	1.2%

#### Other Income

Estimated Families (2025)	6,544	
Estimated Average Family Income (2025)	\$99,761	
Estimated Median Family Income (2025)	\$76,824	
Estimated Average Household Net Worth (2025)	\$985,499	

# **Consumer Expenditure Summary**



## Winona, Mississippi

### 20mi Radius

Estimated Population	26,012	
Estimated Households	10,822	
<b>Household Expenditure</b>	<b>\$892.81 M</b>	
Per Household ~ Per Capita	\$82,503	\$34,323
Non-Retail Expenditures	\$416.21 M	46.6%
Per Household ~ Per Capita	\$38,461	\$16,001
Retail Expenditures	\$476.6 M	53.4%
Per Household ~ Per Capita	\$44,042	\$18,323
Alcoholic Beverages	\$5.33 M	0.6%
Per Household ~ Per Capita	\$492	\$205
Apparel	\$16.42 M	1.8%
Per Household ~ Per Capita	\$1,517	\$631
Contributions	\$26.59 M	3.0%
Per Household ~ Per Capita	\$2,457	\$1,022
Education	\$19.29 M	2.2%
Per Household ~ Per Capita	\$1,782	\$741
Entertainment	\$51.05 M	5.7%
Per Household ~ Per Capita	\$4,717	\$1,962
Food Away From Home	\$38.83 M	4.3%
Per Household ~ Per Capita	\$3,588	\$1,493
Grocery	\$63.31 M	7.1%
Per Household ~ Per Capita	\$5,850	\$2,434
Health Care	\$73.92 M	8.3%
Per Household ~ Per Capita	\$6,830	\$2,842
Household Furnishings and Equipment	\$23.32 M	2.6%
Per Household ~ Per Capita	\$2,155	\$896
Household Operations	\$16.8 M	1.9%
Per Household ~ Per Capita	\$1,553	\$646
Miscellaneous Expenses	\$15.07 M	1.7%
Per Household ~ Per Capita	\$1,392	\$579
Personal Care	\$12.16 M	1.4%
Per Household ~ Per Capita	\$1,124	\$467
Shelter	\$141.05 M	15.8%
Per Household ~ Per Capita	\$13,034	\$5,423
Tax and Retirement	\$182.13 M	20.4%
Per Household ~ Per Capita	\$16,830	\$7,002
Tobacco and Related	\$5.47 M	0.6%
Per Household ~ Per Capita	\$506	\$210
Transportation	\$156.6 M	17.5%
Per Household ~ Per Capita	\$14,471	\$6,020
Utilities	\$45.5 M	5.1%
Per Household ~ Per Capita	\$4,204	\$1,749

## Winona, Mississippi

### 20mi Radius

#### Population / Households (2025)

Estimated Population	26,012
Estimated Households	10,822

#### Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$892.81 M
Total Non-Retail Expenditure	\$416.21 M
Total Retail Expenditure	\$476.6 M
Alcoholic Beverages	\$5.33 M
Apparel	\$16.42 M
Contributions	\$26.59 M
Education	\$19.29 M
Entertainment	\$51.05 M
Food Away From Home	\$38.83 M
Grocery	\$63.31 M
Health Care	\$73.92 M
Household Furnishings and Equipment	\$23.32 M
Household Operations	\$16.8 M
Miscellaneous Expenses	\$15.07 M
Personal Care	\$12.16 M
Shelter	\$141.05 M
Tax and Retirement	\$182.13 M
Tobacco and Related	\$5.47 M
Transportation	\$156.6 M
Utilities	\$45.5 M

#### Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$6,875	
Total Non-Retail Expenditure	\$3,205	46.6%
Total Retail Expenditure	\$3,670	53.4%
Alcoholic Beverages	\$41	0.6%
Apparel	\$126	1.8%
Contributions	\$205	3.0%
Education	\$149	2.2%
Entertainment	\$393	5.7%
Food Away From Home	\$299	4.3%
Grocery	\$488	7.1%
Health Care	\$569	8.3%
Household Furnishings and Equipment	\$180	2.6%
Household Operations	\$129	1.9%
Miscellaneous Expenses	\$116	1.7%
Personal Care	\$94	1.4%
Shelter	\$1,086	15.8%
Tax and Retirement	\$1,403	20.4%
Tobacco and Related	\$42	0.6%
Transportation	\$1,206	17.5%
Utilities	\$350	5.1%

## Winona, Mississippi

### 20mi Radius

#### Population / Households (2030)

Projected Population	24,418
Projected Households	-

#### Total Annual Consumer Expenditure (2030)

Total Household Expenditure	\$820.5 M
Total Non-Retail Expenditure	\$383.53 M
Total Retail Expenditure	\$436.96 M
Alcoholic Beverages	\$4.89 M
Apparel	\$15.09 M
Contributions	\$24.44 M
Education	\$17.73 M
Entertainment	\$46.89 M
Food Away From Home	\$35.68 M
Grocery	\$58.11 M
Health Care	\$67.57 M
Household Furnishings and Equipment	\$21.42 M
Household Operations	\$15.44 M
Miscellaneous Expenses	\$13.84 M
Personal Care	\$11.16 M
Shelter	\$129.8 M
Tax and Retirement	\$168.13 M
Tobacco and Related	\$5.03 M
Transportation	\$143.52 M
Utilities	\$41.76 M

#### Consumer Expenditure Growth (2025 to 2030)

Total Household Expenditure	\$-72.31 M
Total Non-Retail Expenditure	\$-32.68 M
Total Retail Expenditure	\$-39.64 M
Alcoholic Beverages	\$-432.57 K
Apparel	\$-1.33 M
Contributions	\$-2.15 M
Education	\$-1.56 M
Entertainment	\$-4.15 M
Food Away From Home	\$-3.16 M
Grocery	\$-5.2 M
Health Care	\$-6.35 M
Household Furnishings and Equipment	\$-1.9 M
Household Operations	\$-1.36 M
Miscellaneous Expenses	\$-1.23 M
Personal Care	\$-995.56 K
Shelter	\$-11.24 M
Tax and Retirement	\$-14 M
Tobacco and Related	\$-442 K
Transportation	\$-13.08 M
Utilities	\$-3.74 M

# Crime Risk

## Winona, Mississippi

### 20mi Radius

#### Demographics

Population	26,012
Census Population	26,746
Households	10,822
Average Household Income	\$77,275
Median Household Income	\$51,811
Per Capita Income	\$32,202

#### Total Crime

Crime Index	55
Crime Level	Low Risk

#### Personal Crime

Crime Index	48
Crime Level	Low Risk

#### Murder

Crime Index	95
Crime Level	Average

#### Rape

Crime Index	81
Crime Level	Below Average

#### Robbery

Crime Index	16
Crime Level	Very Low

#### Assault

Crime Index	51
Crime Level	Low Risk

#### Property Crime

Crime Index	57
Crime Level	Low Risk

#### Burglary

Crime Index	123
Crime Level	Above Average

#### Larceny

Crime Index	48
Crime Level	Low Risk

#### Motor Vehicle Theft

Crime Index	35
Crime Level	Low Risk

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

# **Void Analysis**



Winona, Mississippi 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
<b>Auto Parts Tires</b>			
AutoZone	1 / 1	6,600	
NAPA	1 / 1	6,200	
<b>Banks</b>			
Regions Bank	2 / 1	5,100	
Renasant Bank	1 / 1	4,100	
<b>Banks Minor</b>			
Bank	6 / 2		
<b>Convenience Stores</b>			
Chevron	2 / 1	1,700	
Circle K	1 / 1	3,200	
Exxon	3 / 1	2,600	
Pilot Travel Centers	1 / 1	3,200	
Shell	1 / 0	1,800	
Sunoco	1 / 0	4,700	
<b>Dollar Stores</b>			
Dollar General	10 / 1	9,600	
Dollar Tree	1 / 1	11,800	
Family Dollar	1 / 1	9,400	
Family Dollar   Dollar Tree	1 / 0	12,100	
<b>Education</b>			
Day Care	10 / 5		
High School	2 / 0		
PK - 8	7 / 3		
PK - 8 (Private)	3 / 1		
<b>EV Charging Stations</b>			
Shell Recharge	1 / 1		
Tesla	1 / 1		
<b>Health Care</b>			
Dialysis Centers	2 / 1		
Emergency Medicine	1 / 1		
Family Practice	4 / 4		
General Surgery	1 / 1		
Internal Medicine	1 / 1		
Nephrology	1 / 1		
Nurse Practitioner	9 / 4		
Optometry	1 / 1		

Winona, Mississippi 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Physical Therapy	1 / 1		
<b>Home Improvement</b>			
Sherwin-Williams	2 / 1	7,300	
<b>Hotels</b>			
Americas Best Value Inn	1 / 1	15,000	
Holiday Inn Express	1 / 1	16,400	
<b>Restaurants Casual</b>			
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	2 / 1	2,800	
Taco Bell	1 / 1	2,500	
<b>Restaurants Fast Food Minor</b>			
Krispy Krunchy Chicken	3 / 1		
<b>Restaurants Pizza</b>			
Little Caesars	1 / 1	1,800	
Pizza Inn	1 / 1	3,600	
<b>Restaurants Sandwich</b>			
Subway	1 / 1	1,700	
<b>Worship</b>			
Baptist	6 / 2		
Christian	1 / 0		
Methodist Episcopal	5 / 1		
Presbyterian	5 / 1		