

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

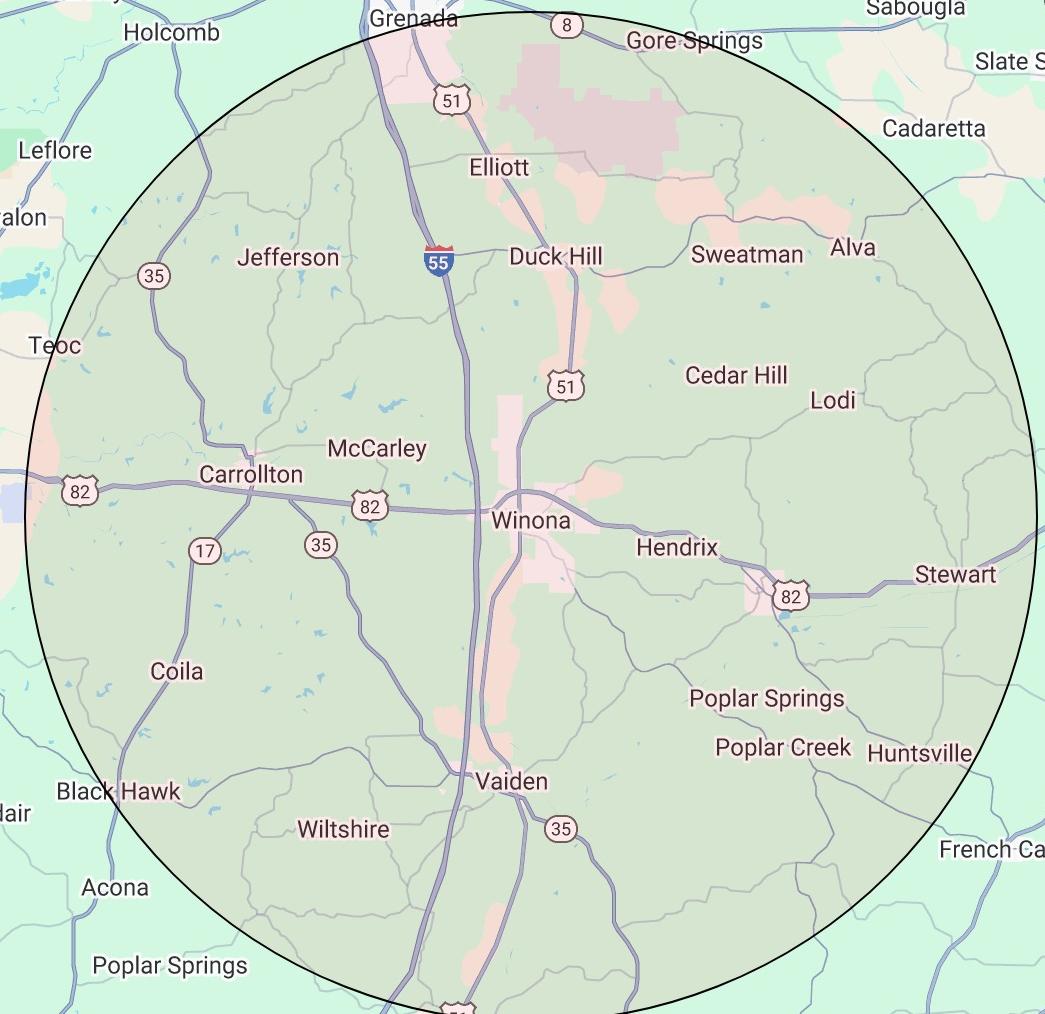
**Winona, Mississippi
20mi Radius
1st Quarter 2026**

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Demographics

20 mi Radius

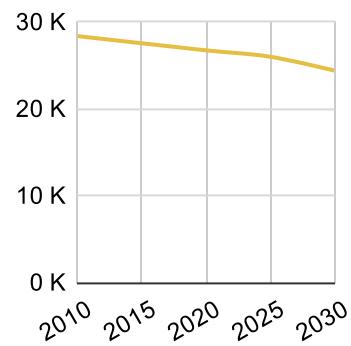


Winona, Mississippi

20mi Radius

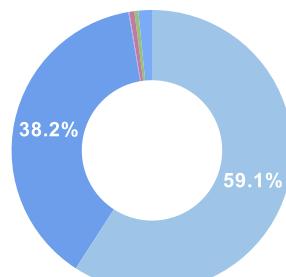
Population

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 psm
Trade Area Size	1,256.5 sq mi



Race and Ethnicity (2025)

Not Hispanic or Latino Population	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%
Hispanic or Latino Population	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

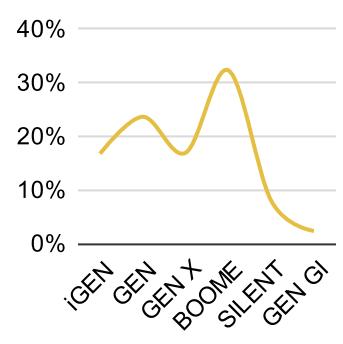
Other Race

2+ Races

Winona, Mississippi

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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%

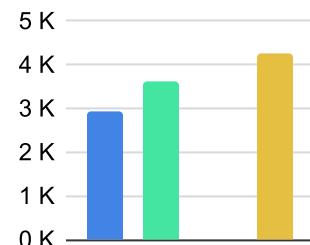
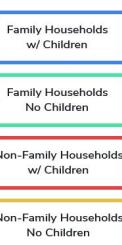


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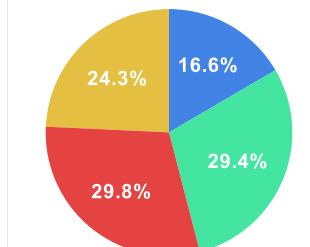
Household Type (2025)

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%

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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	



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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%



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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%



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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%



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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%

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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



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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%



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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	



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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%

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers

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

Furniture and Home Furnishings Stores

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

Electronics and Appliance Stores

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

Building Materials and Garden Supply Stores

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

Food and Beverage Stores

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

Health and Personal Care Stores

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

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

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

Sporting Goods and Hobby Stores

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

General Merchandise Stores

Department stores and other general merchandise stores

Miscellaneous Store Retailers

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

Foodservice and Drinking Places

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

Winona, Mississippi

20mi Radius

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$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
Furniture, Home Furnishings Stores	\$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
Electronics, Appliance Stores	\$25.62 M / \$4.91 M	81
Building Material, Garden Equipment, Supplies Dealers	\$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
Food, Beverage Stores	\$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
Health, Personal Care Stores	\$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
Sporting Goods, Hobby, Book, Music Stores	\$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
General Merchandise Stores	\$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
Miscellaneous Store Retailers	\$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
Non-Store Retailers	\$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
Accommodation, Food Services	\$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
Gasoline Stations	\$19.92 M / \$34.95 M	-43
Motor Vehicle, Parts Dealers	\$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
Clothing, Clothing Accessories Stores	\$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
Furniture, Home Furnishings Stores	\$25.03 M
Furniture Stores	\$11.79 M
Floor Covering Stores	\$1.69 M
Other Home Furnishing Stores	\$11.55 M
Electronics, Appliance Stores	\$25.62 M
Gasoline Stations	\$19.92 M
Building Material, Garden Equipment, Supplies Dealers	\$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
Food, Beverage Stores	\$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

Health, Personal Care Stores	\$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
Sporting Goods, Hobby, Book, Music Stores	\$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
General Merchandise Stores	\$94.97 M
Department Stores	\$32.79 M
Warehouse Superstores	\$53 M
Other General Merchandise Stores	\$9.18 M
Miscellaneous Store Retailers	\$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
Non-Store Retailers	\$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
Accommodation, Food Services	\$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
Motor Vehicle, Parts Dealers	\$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

Income Summary Report



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

Consumer Expenditure Summary



Winona, Mississippi

20mi Radius

Estimated Population	26,012	
Estimated Households	10,822	
Household Expenditure	\$892.81 M	
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

Consumer Expenditure Trend



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%

Consumer Expenditure Trend



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
Auto Parts/Tires			
AutoZone	1 / 1	6,600	
NAPA	1 / 1	6,200	
Banks			
Regions Bank	2 / 1	5,100	
Renaissance Bank	1 / 1	4,100	
Banks Minor			
Bank	6 / 2		
Convenience Stores			
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	
Dollar Stores			
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	
Education			
Day Care	10 / 5		
High School	2 / 0		
PK - 8	7 / 3		
PK - 8 (Private)	3 / 1		
EV Charging Stations			
Shell Recharge	1 / 1		
Tesla	1 / 1		
Health Care			
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		
Home Improvement			
Sherwin-Williams	2 / 1	7,300	
Hotels			
Americas Best Value Inn	1 / 1	15,000	
Holiday Inn Express	1 / 1	16,400	
Restaurants Casual			
Waffle House	1 / 1	2,000	
Restaurants Fast Food Major			
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	
Restaurants Fast Food Minor			
Krispy Krunchy Chicken	3 / 1		
Restaurants Pizza			
Little Caesars	1 / 1	1,800	
Pizza Inn	1 / 1	3,600	
Restaurants Sandwich			
Subway	1 / 1	1,700	
Worship			
Baptist	6 / 2		
Christian	1 / 0		
Methodist Episcopal	5 / 1		
Presbyterian	5 / 1		