

RETAIL ATTRACTIONS, LLC

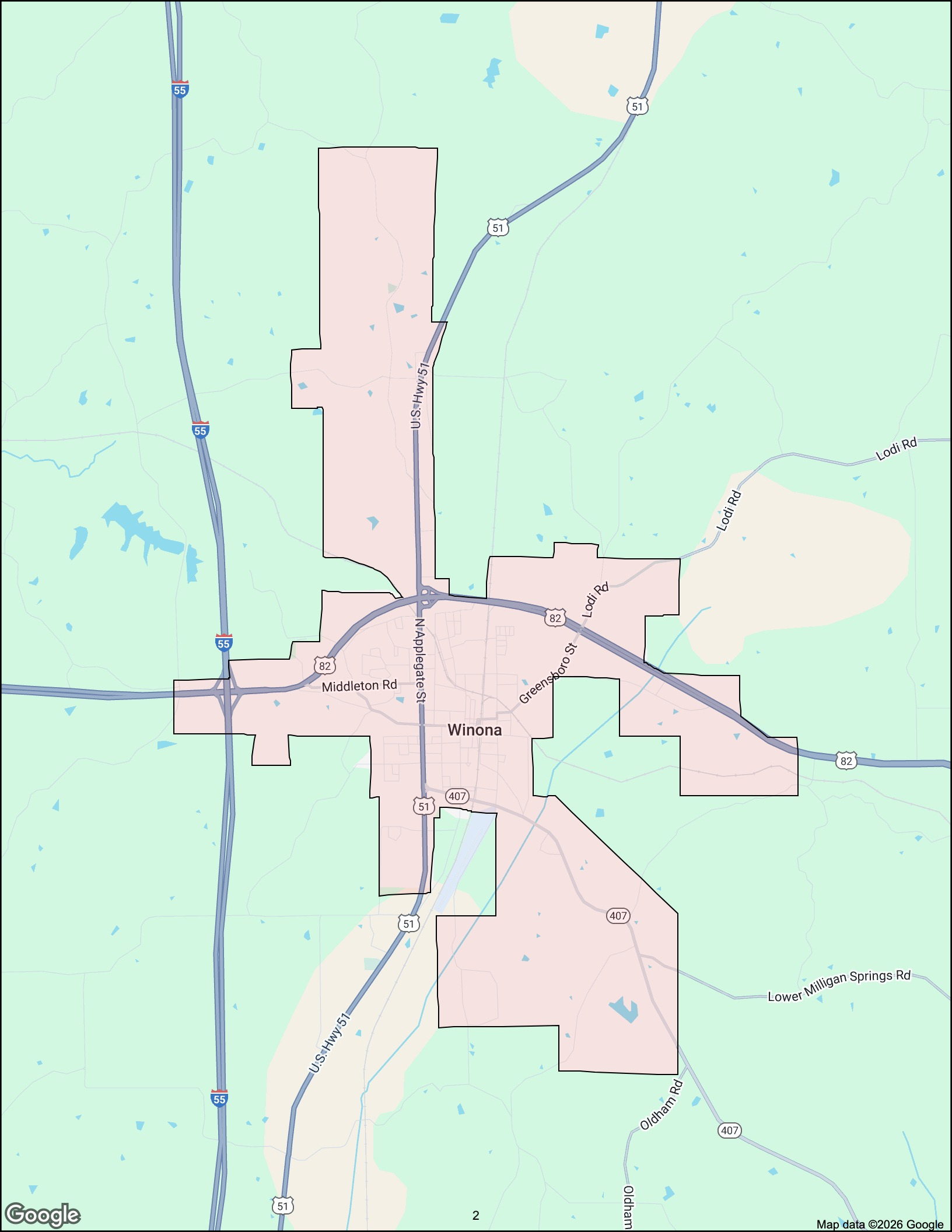
Economic Development Consulting

**Winona, Mississippi
City Limits
1st Quarter 2026**

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Demographics

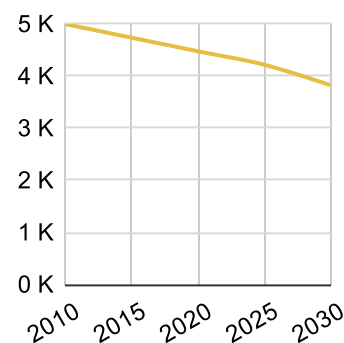


Winona, Mississippi

City Limits

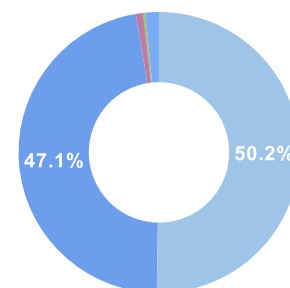
Population

Estimated Population (2025)	4,221
Projected Population (2030)	3,829
Census Population (2020)	4,478
Census Population (2010)	4,999
Projected Annual Growth (2025-2030)	-392 -1.9%
Historical Annual Growth (2020-2025)	-257 -1.2%
Historical Annual Growth (2010-2020)	-521 -1.0%
Estimated Population Density (2025)	311 <i>psm</i>
Trade Area Size	13.6 <i>sq mi</i>



Race and Ethnicity (2025)

Not Hispanic or Latino Population	4,172	98.8%
White	2,105	50.5%
Black or African American	1,981	47.5%
American Indian or Alaska Native	-	-
Asian	33	0.8%
Hawaiian or Pacific Islander	-	-
Other Race	2	-
Two or More Races	51	1.2%
Hispanic or Latino Population	49	1.2%
White	16	32.7%
Black or African American	7	14.3%
American Indian or Alaska Native	-	-
Asian	2	4.1%
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	9	18.4%
Two or More Races	15	30.6%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

Winona, Mississippi

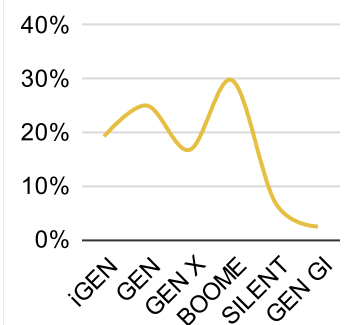
City Limits

Age Distribution (2025)

Age Under 5 Years	299	7.1%
Age 5 to 9 Years	260	6.2%
Age 10 to 14 Years	253	6.0%
Age 15 to 19 Years	291	6.9%
Age 20 to 24 Years	260	6.2%
Age 25 to 29 Years	234	5.5%
Age 30 to 34 Years	270	6.4%
Age 35 to 39 Years	240	5.7%
Age 40 to 44 Years	266	6.3%
Age 45 to 49 Years	200	4.7%
Age 50 to 54 Years	238	5.6%
Age 55 to 59 Years	258	6.1%
Age 60 to 64 Years	298	7.1%
Age 65 to 69 Years	244	5.8%
Age 70 to 74 Years	215	5.1%
Age 75 to 79 Years	176	4.2%
Age 80 to 84 Years	117	2.8%
Age 85 Years or Over	103	2.4%
Median Age	39.1	

Generation (2025)

iGeneration (Age Under 15 Years)	812	19.2%
Generation 9/11 Millennials (Age 15 to 34 Years)	1,055	25.0%
Gen Xers (Age 35 to 49 Years)	706	16.7%
Baby Boomers (Age 50 to 74 Years)	1,253	29.7%
Silent Generation (Age 75 to 84 Years)	293	6.9%
G.I. Generation (Age 85 Years or Over)	103	2.4%



Winona, Mississippi

City Limits

Household Type (2025)

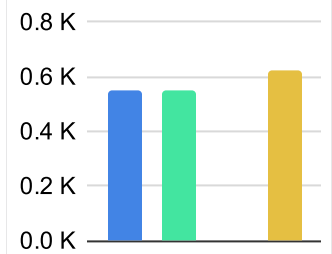
Total Households	1,723
Family Households	1,101 63.9%
Family Households with Children	551 50.0%
Family Households No Children	550 50.0%
Non-Family Households	622 36.1%
Non-Family Households with Children	2 0.3%
Non-Family Households No Children	620 99.7%

Family Households
w/ Children

Family Households
No Children

Non-Family Households
w/ Children

Non-Family Households
No Children



Education Attainment (2025)

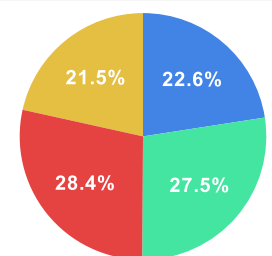
Elementary or Some High School	645 22.6%
High School Graduate	787 27.5%
Some College or Associate Degree	812 28.4%
Bachelor or Graduate Degree	616 21.5%

Elementary or
Some High School

High School
Graduate

Some College or
Associate Degree

Bachelor or
Graduate Degree



Household Income (2025)

Estimated Average Household Income	\$53,044
Estimated Median Household Income	\$34,361
HH Income Under \$10,000	215 12.5%
HH Income \$10,000 to \$34,999	651 37.8%
HH Income \$35,000 to \$49,999	175 10.2%
HH Income \$50,000 to \$74,999	279 16.2%
HH Income \$75,000 to \$99,999	217 12.6%
HH Income \$100,000 to \$149,999	102 5.9%
HH Income \$150,000 or More	81 4.7%

Winona, Mississippi

City Limits

Population

Estimated Population (2025)	4,221	
Projected Population (2030)	3,829	
Census Population (2020)	4,478	
Census Population (2010)	4,999	
Projected Annual Growth (2025-2030)	-392	-1.9%
Historical Annual Growth (2020-2025)	-257	-1.1%
Historical Annual Growth (2010-2020)	-521	-1.0%
Estimated Population Density (2025)	311	psm
Trade Area Size	13.6	sq mi

Households

Estimated Households (2025)	1,723	
Projected Households (2030)	1,515	
Census Households (2020)	1,900	
Census Households (2010)	1,972	
Projected Annual Growth (2025-2030)	-208	-2.4%
Historical Annual Change (2010-2025)	-249	-0.8%

Average Household Income

Estimated Average Household Income (2025)	\$53,044	
Projected Average Household Income (2030)	\$52,629	
Census Average Household Income (2010)	\$37,884	
Census Average Household Income (2000)	\$35,642	
Projected Annual Change (2025-2030)	-\$415	-0.2%
Historical Annual Change (2000-2025)	\$17,402	2.0%

Median Household Income

Estimated Median Household Income (2025)	\$34,361	
Projected Median Household Income (2030)	\$33,779	
Census Median Household Income (2010)	\$30,993	
Census Median Household Income (2000)	\$24,191	
Projected Annual Change (2025-2030)	-\$582	-0.3%
Historical Annual Change (2000-2025)	\$10,170	1.7%

Per Capita Income

Estimated Per Capita Income (2025)	\$21,720	
Projected Per Capita Income (2030)	\$20,899	
Census Per Capita Income (2010)	\$14,937	
Census Per Capita Income (2000)	\$13,499	
Projected Annual Change (2025-2030)	-\$821	-0.8%
Historical Annual Change (2000-2025)	\$8,221	2.4%
Estimated Average Household Net Worth (2025)	\$679,743	

Winona, Mississippi

City Limits

Race and Ethnicity

Total Population (2025)	4,221	
White (2025)	2,121	50.2%
Black or African American (2025)	1,988	47.1%
American Indian or Alaska Native (2025)	-	-
Asian (2025)	35	0.8%
Hawaiian or Pacific Islander (2025)	-	-
Other Race (2025)	11	0.3%
Two or More Races (2025)	66	1.6%
Population < 18 (2025)	990	23.5%
White Not Hispanic	403	40.7%
Black or African American	545	55.1%
Asian	5	0.5%
Other Race Not Hispanic	25	2.5%
Hispanic	12	1.2%
Not Hispanic or Latino Population (2025)	4,172	98.8%
Not Hispanic White	2,105	50.5%
Not Hispanic Black or African American	1,981	47.5%
Not Hispanic American Indian or Alaska Native	-	-
Not Hispanic Asian	33	0.8%
Not Hispanic Hawaiian or Pacific Islander	-	-
Not Hispanic Other Race	2	-
Not Hispanic Two or More Races	51	1.2%
Hispanic or Latino Population (2025)	49	1.2%
Hispanic White	16	32.7%
Hispanic Black or African American	7	14.3%
Hispanic American Indian or Alaska Native	-	-
Hispanic Asian	2	4.1%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	9	18.4%
Hispanic Two or More Races	15	30.6%
Not Hispanic or Latino Population (2020)	4,443	99.2%
Hispanic or Latino Population (2020)	35	0.8%
Not Hispanic or Latino Population (2010)	4,973	99.5%
Hispanic or Latino Population (2010)	26	0.5%
Not Hispanic or Latino Population (2030)	3,784	98.8%
Hispanic or Latino Population (2030)	45	1.2%
Projected Annual Growth (2025-2030)	-4	-1.6%
Historical Annual Growth (2010-2020)	9	3.5%

Winona, Mississippi

City Limits

Total Age Distribution (2025)

Total Population	4,221	
Age Under 5 Years	299	7.1%
Age 5 to 9 Years	260	6.2%
Age 10 to 14 Years	253	6.0%
Age 15 to 19 Years	291	6.9%
Age 20 to 24 Years	260	6.2%
Age 25 to 29 Years	234	5.5%
Age 30 to 34 Years	270	6.4%
Age 35 to 39 Years	240	5.7%
Age 40 to 44 Years	266	6.3%
Age 45 to 49 Years	200	4.7%
Age 50 to 54 Years	238	5.6%
Age 55 to 59 Years	258	6.1%
Age 60 to 64 Years	298	7.1%
Age 65 to 69 Years	244	5.8%
Age 70 to 74 Years	215	5.1%
Age 75 to 79 Years	176	4.2%
Age 80 to 84 Years	117	2.8%
Age 85 Years or Over	103	2.4%
Median Age	39.1	
Age 19 Years or Less	1,103	26.1%
Age 20 to 64 Years	2,264	53.6%
Age 65 Years or Over	855	20.3%

Female Age Distribution (2025)

Female Population	2,249	53.3%
Age Under 5 Years	150	6.7%
Age 5 to 9 Years	143	6.4%
Age 10 to 14 Years	119	5.3%
Age 15 to 19 Years	143	6.4%
Age 20 to 24 Years	130	5.8%
Age 25 to 29 Years	130	5.8%
Age 30 to 34 Years	143	6.4%
Age 35 to 39 Years	135	6.0%
Age 40 to 44 Years	146	6.5%
Age 45 to 49 Years	117	5.2%
Age 50 to 54 Years	134	6.0%
Age 55 to 59 Years	146	6.5%
Age 60 to 64 Years	158	7.0%
Age 65 to 69 Years	122	5.4%
Age 70 to 74 Years	115	5.1%
Age 75 to 79 Years	94	4.2%
Age 80 to 84 Years	69	3.1%
Age 85 Years or Over	56	2.5%
Female Median Age	40.1	
Age 19 Years or Less	555	24.7%
Age 20 to 64 Years	1,239	55.1%
Age 65 Years or Over	456	20.3%

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City Limits

Male Age Distribution (2025)

Male Population	1,972	46.7%
Age Under 5 Years	149	7.6%
Age 5 to 9 Years	117	5.9%
Age 10 to 14 Years	134	6.8%
Age 15 to 19 Years	148	7.5%
Age 20 to 24 Years	130	6.6%
Age 25 to 29 Years	104	5.3%
Age 30 to 34 Years	127	6.4%
Age 35 to 39 Years	105	5.3%
Age 40 to 44 Years	120	6.1%
Age 45 to 49 Years	83	4.2%
Age 50 to 54 Years	104	5.3%
Age 55 to 59 Years	112	5.7%
Age 60 to 64 Years	140	7.1%
Age 65 to 69 Years	122	6.2%
Age 70 to 74 Years	100	5.1%
Age 75 to 79 Years	82	4.2%
Age 80 to 84 Years	48	2.4%
Age 85 Years or Over	47	2.4%
Male Median Age	37.7	
Age 19 Years or Less	548	27.8%
Age 20 to 64 Years	1,025	52.0%
Age 65 Years or Over	399	20.2%

Males per 100 Females (2025)

Overall Comparison	88	
Age Under 5 Years	99	49.8%
Age 5 to 9 Years	82	45.0%
Age 10 to 14 Years	113	53.0%
Age 15 to 19 Years	103	50.9%
Age 20 to 24 Years	100	50.0%
Age 25 to 29 Years	80	44.4%
Age 30 to 34 Years	89	47.0%
Age 35 to 39 Years	78	43.8%
Age 40 to 44 Years	82	45.1%
Age 45 to 49 Years	71	41.5%
Age 50 to 54 Years	78	43.7%
Age 55 to 59 Years	77	43.4%
Age 60 to 64 Years	89	47.0%
Age 65 to 69 Years	100	50.0%
Age 70 to 74 Years	87	46.5%
Age 75 to 79 Years	87	46.6%
Age 80 to 84 Years	70	41.0%
Age 85 Years or Over	84	45.6%
Age 19 Years or Less	99	49.7%
Age 20 to 39 Years	87	46.4%
Age 40 to 64 Years	80	44.4%
Age 65 Years or Over	88	46.7%

Winona, Mississippi

City Limits

Household Type (2025)

Total Households	1,723	
Households with Children	553	32.1%
Average Household Size	2.4	
Household Density per Square Mile	127	
Population Family	3,362	79.6%
Population Non-Family	794	18.8%
Population Group Quarters	65	1.5%
Family Households	1,101	63.9%
Married Couple Households	600	54.5%
Other Family Households with Children	501	45.5%
Family Households with Children	551	50.0%
Married Couple with Children	237	43.0%
Other Family Households with Children	314	57.0%
Family Households No Children	550	50.0%
Married Couple No Children	363	66.0%
Other Family Households No Children	187	34.0%
Non-Family Households	622	36.1%
Non-Family Households with Children	2	0.3%
Non-Family Households No Children	620	99.7%
Average Family Household Size	3.1	
Average Family Income	\$64,811	
Median Family Income	\$43,769	
Average Non-Family Household Size	1.3	

Marital Status (2025)

Population Age 15 Years or Over	3,410	
Never Married	1,221	35.8%
Currently Married	963	28.2%
Previously Married	1,226	36.0%
Separated	313	25.5%
Widowed	274	22.3%
Divorced	639	52.1%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	2,860	
Elementary (Grade Level 0 to 8)	191	6.7%
Some High School (Grade Level 9 to 11)	454	15.9%
High School Graduate	787	27.5%
Some College	556	19.4%
Associate Degree Only	256	9.0%
Bachelor Degree Only	298	10.4%
Graduate Degree	318	11.1%
Any College (Some College or Higher)	1,428	49.9%
College Degree + (Bachelor Degree or Higher)	616	21.5%

Winona, Mississippi

City Limits

Housing

Total Housing Units (2025)	2,438	
Total Housing Units (2020)	2,224	
Historical Annual Growth (2020-2025)	214	-
Housing Units Occupied (2025)	1,723	70.7%
Housing Units Owner-Occupied	1,041	60.4%
Housing Units Renter-Occupied	682	39.6%
Housing Units Vacant (2025)	715	29.3%

Household Size (2025)

Total Households	1,723	
1 Person Households	534	31.0%
2 Person Households	624	36.2%
3 Person Households	255	14.8%
4 Person Households	178	10.3%
5 Person Households	76	4.4%
6 Person Households	26	1.5%
7 or More Person Households	30	1.7%

Household Income Distribution (2025)

HH Income \$200,000 or More	45	2.6%
HH Income \$150,000 to \$199,999	36	2.1%
HH Income \$125,000 to \$149,999	62	3.6%
HH Income \$100,000 to \$124,999	40	2.3%
HH Income \$75,000 to \$99,999	217	12.6%
HH Income \$50,000 to \$74,999	279	16.2%
HH Income \$35,000 to \$49,999	175	10.2%
HH Income \$25,000 to \$34,999	146	8.5%
HH Income \$15,000 to \$24,999	339	19.7%
HH Income \$10,000 to \$14,999	166	9.6%
HH Income Under \$10,000	215	12.5%

Household Vehicles (2025)

Households 0 Vehicles Available	216	12.5%
Households 1 Vehicle Available	688	39.9%
Households 2 Vehicles Available	423	24.6%
Households 3 or More Vehicles Available	397	23.0%
Total Vehicles Available	2,849	
Average Vehicles per Household	1.7	
Owner-Occupied Household Vehicles	2,016	70.8%
Average Vehicles per Owner-Occupied Household	1.9	
Renter-Occupied Household Vehicles	833	29.2%
Average Vehicles per Renter-Occupied Household	1.2	

Travel Time (2025)

Worker Base Age 16 years or Over	1,612	
Travel to Work in 14 Minutes or Less	897	55.6%
Travel to Work in 15 to 29 Minutes	262	16.3%
Travel to Work in 30 to 59 Minutes	372	23.1%
Travel to Work in 60 Minutes or More	63	3.9%
Work at Home	20	1.2%
Average Minutes Travel to Work	12.9	

Winona, Mississippi

City Limits

Transportation To Work (2025)

Worker Base Age 16 years or Over	1,612	
Drive to Work Alone	1,115	69.2%
Drive to Work in Carpool	291	18.1%
Travel to Work by Public Transportation	-	-
Drive to Work on Motorcycle	-	-
Bicycle to Work	-	-
Walk to Work	159	9.9%
Other Means	27	1.7%
Work at Home	20	1.2%

Daytime Demographics (2025)

Total Businesses	211	
Total Employees	1,522	
Company Headquarter Businesses	9	4.3%
Company Headquarter Employees	351	23.1%
Employee Population per Business	7.2	to 1
Residential Population per Business	20.0	to 1
Adj. Daytime Demographics Age 16 Years or Over	3,255	

Labor Force

Labor Population Age 16 Years or Over (2025)	3,346	
Labor Force Total Males (2025)	1,548	46.3%
Male Civilian Employed	808	52.2%
Male Civilian Unemployed	72	4.7%
Males in Armed Forces	-	-
Males Not in Labor Force	668	43.2%
Labor Force Total Females (2025)	1,798	53.7%
Female Civilian Employed	805	44.8%
Female Civilian Unemployed	50	2.8%
Females in Armed Forces	-	-
Females Not in Labor Force	943	52.4%
Unemployment Rate	122	3.6%

Occupation (2025)

Occupation Population Age 16 Years or Over	1,617	
Occupation Total Males	810	50.1%
Occupation Total Females	807	49.9%
Management, Business, Financial Operations	95	5.9%
Professional, Related	267	16.5%
Service	397	24.6%
Sales, Office	360	22.3%
Farming, Fishing, Forestry	19	1.2%
Construction, Extraction, Maintenance	199	12.3%
Production, Transport, Material Moving	280	17.3%
White Collar Workers	722	44.7%
Blue Collar Workers	895	55.3%



Winona, Mississippi

City Limits

Units In Structure (2025)

Total Units	1,723	
1 Detached Unit	1,166	67.7%
1 Attached Unit	2	0.1%
2 Units	85	4.9%
3 to 4 Units	76	4.4%
5 to 9 Units	3	0.2%
10 to 19 Units	51	3.0%
20 to 49 Units	15	0.9%
50 or More Units	135	7.8%
Mobile Home or Trailer	189	11.0%
Other Structure	-	-

Homes Built By Year (2025)

Homes Built 2020 or later	6	0.2%
Homes Built 2010 to 2019	50	2.1%
Homes Built 2000 to 2009	96	3.9%
Homes Built 1990 to 1999	198	8.1%
Homes Built 1980 to 1989	316	13.0%
Homes Built 1970 to 1979	270	11.1%
Homes Built 1960 to 1969	187	7.7%
Homes Built 1950 to 1959	200	8.2%
Homes Built 1940 to 1949	164	6.7%
Homes Built Before 1939	237	9.7%
Median Age of Homes	54.6	yrs

Home Values (2025)

Owner Specified Housing Units	1,041	
Home Values \$1,000,000 or More	-	-
Home Values \$750,000 to \$999,999	1	-
Home Values \$500,000 to \$749,999	1	-
Home Values \$400,000 to \$499,999	30	2.9%
Home Values \$300,000 to \$399,999	19	1.8%
Home Values \$250,000 to \$299,999	19	1.8%
Home Values \$200,000 to \$249,999	25	2.4%
Home Values \$175,000 to \$199,999	47	4.5%
Home Values \$150,000 to \$174,999	99	9.5%
Home Values \$125,000 to \$149,999	97	9.3%
Home Values \$100,000 to \$124,999	165	15.9%
Home Values \$90,000 to \$99,999	56	5.4%
Home Values \$80,000 to \$89,999	63	6.1%
Home Values \$70,000 to \$79,999	73	7.0%
Home Values \$60,000 to \$69,999	86	8.3%
Home Values \$50,000 to \$59,999	58	5.6%
Home Values \$35,000 to \$49,999	59	5.7%
Home Values \$25,000 to \$34,999	37	3.6%
Home Values \$10,000 to \$24,999	40	3.8%
Home Values Under \$10,000	64	6.1%
Owner-Occupied Median Home Value	\$97,053	
Renter-Occupied Median Rent	\$389	

Winona, Mississippi

City Limits

Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$117.65 M
Total Non-Retail Expenditure	\$53.18 M
Total Retail Expenditure	\$64.47 M
Alcoholic Beverages	\$690.48 K
Apparel	\$2.21 M
Contributions	\$3.16 M
Education	\$2.38 M
Entertainment	\$6.93 M
Food Away From Home	\$5.17 M
Grocery	\$9.75 M
Health Care	\$11.47 M
Household Furnishings and Equipment	\$3.06 M
Household Operations	\$2.32 M
Miscellaneous Expenses	\$1.99 M
Personal Care	\$1.81 M
Shelter	\$20.8 M
Tax and Retirement	\$18.18 M
Tobacco and Related	\$995.95 K
Transportation	\$19.63 M
Utilities	\$7.09 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$5,690	
Total Non-Retail Expenditure	\$2,572	45.2%
Total Retail Expenditures	\$3,118	54.8%
Alcoholic Beverages	\$33	0.6%
Apparel	\$107	1.9%
Contributions	\$153	2.7%
Education	\$115	2.0%
Entertainment	\$335	5.9%
Food Away From Home	\$250	4.4%
Grocery	\$472	8.3%
Health Care	\$555	9.8%
Household Furnishings and Equipment	\$148	2.6%
Household Operations	\$112	2.0%
Miscellaneous Expenses	\$96	1.7%
Personal Care	\$88	1.5%
Shelter	\$1,006	17.7%
Tax and Retirement	\$879	-
Tobacco and Related	\$48	0.8%
Transportation	\$949	16.7%
Utilities	\$343	6.0%

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

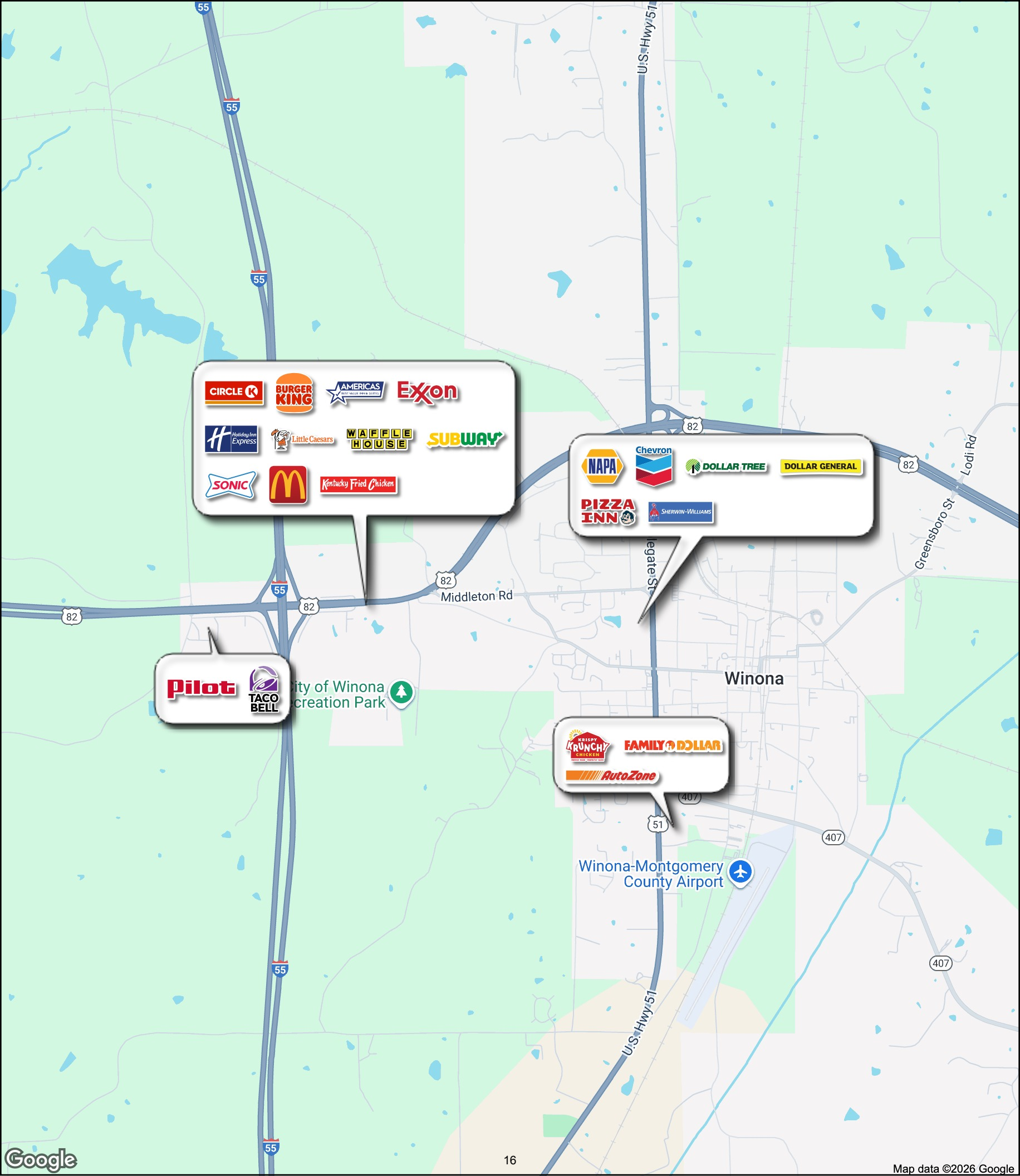
Department stores and other general merchandise stores

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



- CIRCLE K
- BURGER KING
- AMERICAS
- Exxon
- Holiday Inn Express
- Little Caesars
- Waffle House
- SUBWAY
- SONIC
- McDonald's
- Kentucky Fried Chicken

- NAPA
- Chevron
- DOLLAR TREE
- DOLLAR GENERAL
- PIZZA INN
- Sherwin-Williams

- Pilot
- TACO BELL

- Krispy Krunchy Chicken
- FAMILY DOLLAR
- AutoZone

Winona, Mississippi

City Limits

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$4.09 M / \$226.53 K	94
Men's Clothing Stores	\$180.66 K / \$-1	100
Women's Clothing Stores	\$333.44 K / \$226.55 K	32
Children's, Infants' Clothing Stores	\$286.02 K / \$-4	100
Family Clothing Stores	\$1.91 M / \$-8	100
Clothing Accessory Stores	\$98.52 K / \$-3	100
Other Apparel Stores	\$117.13 K / \$3	100
Shoe Stores	\$929.23 K / \$7	100
Jewelry Stores	\$210.24 K / \$-4	100
Luggage Stores	\$27.36 K / \$-7	100
Furniture, Home Furnishings Stores	\$3.5 M / \$891.13 K	75
Furniture Stores	\$1.79 M / \$891.12 K	50
Floor Covering Stores	\$250.56 K / \$-2	100
Other Home Furnishing Stores	\$1.46 M / \$7	100
Electronics, Appliance Stores	\$3.43 M / \$1.31 M	62
Building Material, Garden Equipment, Supplies Dealers	\$3.38 M / \$10.88 M	-69
Home Centers	\$1.9 M / \$4.56 M	-58
Paint, Wallpaper Stores	\$370.08 K / \$2.29 M	-84
Hardware Stores	\$212.72 K / \$-1	100
Other Building Materials Stores	\$621.38 K / \$-5	100
Outdoor Power Equipment Stores	\$37.75 K / \$2.94 M	-99
Nursery, Garden Stores	\$245.29 K / \$1.08 M	-77
Food, Beverage Stores	\$5 M / \$7.1 M	-30
Grocery Stores	\$3.95 M / \$1.92 M	51
Convenience Stores	\$343.64 K / \$3.21 M	-89
Meat Markets	\$22.74 K / \$-8	100
Fish, Seafood Markets	\$7.74 K / \$1	100
Fruit, Vegetable Markets	\$14.82 K / \$4	100
Other Specialty Food Markets	\$29.5 K / \$6	100
Liquor Stores	\$629.27 K / \$1.98 M	-68

Winona, Mississippi

City Limits

	Potential / Sales	Index
Health, Personal Care Stores	\$3.22 M / \$1.74 M	46
Pharmacy, Drug Stores	\$2.83 M / \$1.74 M	39
Cosmetics, Beauty Stores	\$160.77 K / \$-9	100
Optical Goods Stores	\$60.36 K / -	100
Other Health, Personal Care Stores	\$174.09 K / \$8	100
Sporting Goods, Hobby, Book, Music Stores	\$4.26 M / \$110.82 K	97
Sporting Goods Stores	\$1.59 M / \$58.09 K	96
Hobby, Toy, Game Stores	\$1.2 M / \$-3	100
Sewing, Needlecraft Stores	\$943.95 K / \$1	100
Musical Instrument Stores	\$223.22 K / \$-7	100
Book Stores	\$299.39 K / \$52.73 K	82
General Merchandise Stores	\$13.08 M / \$6.02 M	54
Department Stores	\$4.48 M / \$-2	100
Warehouse Superstores	\$7.32 M / \$-6	100
Other General Merchandise Stores	\$1.28 M / \$6.02 M	-79
Miscellaneous Store Retailers	\$1.76 M / \$3.13 M	-44
Florists	\$38.46 K / \$143.67 K	-73
Office, Stationary Stores	\$196.27 K / \$149.67 K	24
Gift, Souvenir Stores	\$332.02 K / \$251.16 K	24
Used Merchandise Stores	\$143.11 K / \$9	100
Pet, Pet Supply Stores	\$342.58 K / \$-9	100
Art Dealers	\$62.32 K / \$4	100
Mobile Home Dealers	\$35.2 K / \$-5	100
Other Miscellaneous Retail Stores	\$610.74 K / \$2.59 M	-76
Non-Store Retailers	\$7.55 M / \$-1	100
Mail Order, Catalog Stores	\$7.08 M / \$1	100
Vending Machines	\$30.67 K / -	100
Fuel Dealers	\$43.04 K / \$-7	100
Other Direct Selling Establishments	\$391.54 K / \$5	100

Winona, Mississippi

City Limits

	Potential / Sales	Index
Accommodation, Food Services	\$5.64 M / \$7.7 M	-27
Hotels, Other Travel Accommodations	\$360.59 K / \$1.31 M	-73
RV Parks	\$4.14 K / \$-4	100
Rooming, Boarding Houses	\$2.07 K / \$-5	100
Full Service Restaurants	\$3.29 M / \$1.96 M	40
Limited Service Restaurants	\$1.53 M / \$4.27 M	-64
Special Food Services, Catering	\$453.77 K / \$-4	100
Drinking Places	\$284.93 K / \$448.57 K	-36
Gasoline Stations	\$2.58 M / \$10.05 M	-74
Motor Vehicle, Parts Dealers	\$6.68 M / \$4.49 M	33
New Car Dealers	\$4.09 M / \$926.76 K	77
Used Car Dealers	\$382.08 K / \$282.92 K	26
Recreational Vehicle Dealers	\$613.18 K / \$-2	100
Motorcycle, Boat Dealers	\$829.02 K / \$-3	100
Auto Parts, Accessories	\$499.79 K / \$3.07 M	-84
Tire Dealers	\$275.34 K / \$213.66 K	22
2025 Population	4,221	
2030 Population	3,829	
% Population Change 2025-2030	-9.3%	
2025 Adult Population Age 18+	3,231	
2025 Population Male	1,972	
2025 Population Female	2,249	
2025 Households	1,723	
2025 Median Household Income	34,361	
2025 Average Household Income	53,044	

Retail Potential

Winona, Mississippi	
City Limits	
2025 Population	4,221
2030 Population	3,829
% Population Change 2020-2025	-5.7%
2025 Adult Population Age 18+	\$3,231
2025 Population Male	\$1,972
2025 Population Female	\$2,249
2025 Households	\$1,723
2025 Median Household Income	\$34,361
2025 Average Household Income	\$53,044
Clothing, Clothing Accessories Stores	\$4.09 M
Men's Clothing Stores	\$180.66 K
Women's Clothing Stores	\$333.44 K
Children's, Infants' Clothing Stores	\$286.02 K
Family Clothing Stores	\$1.91 M
Clothing Accessory Stores	\$98.52 K
Other Apparel Stores	\$117.13 K
Shoe Stores	\$929.23 K
Jewelry Stores	\$210.24 K
Luggage Stores	\$27.36 K
Furniture, Home Furnishings Stores	\$3.5 M
Furniture Stores	\$1.79 M
Floor Covering Stores	\$250.56 K
Other Home Furnishing Stores	\$1.46 M
Electronics, Appliance Stores	\$3.43 M
Gasoline Stations	\$2.58 M
Building Material, Garden Equipment, Supplies Dealers	\$3.38 M
Home Centers	\$1.9 M
Paint, Wallpaper Stores	\$370.08 K
Hardware Stores	\$212.72 K
Other Building Materials Stores	\$621.38 K
Outdoor Power Equipment Stores	\$37.75 K
Nursery, Garden Stores	\$245.29 K
Food, Beverage Stores	\$5 M
Grocery Stores	\$3.95 M
Convenience Stores	\$343.64 K
Meat Markets	\$22.74 K
Fish, Seafood Markets	\$7.74 K
Fruit, Vegetable Markets	\$14.82 K
Other Specialty Food Markets	\$29.5 K
Liquor Stores	\$629.27 K

Winona, Mississippi

City Limits

Health, Personal Care Stores	\$3.22 M
Pharmacy, Drug Stores	\$2.83 M
Cosmetics, Beauty Stores	\$160.77 K
Optical Goods Stores	\$60.36 K
Other Health, Personal Care Stores	\$174.09 K
Sporting Goods, Hobby, Book, Music Stores	\$4.26 M
Sporting Goods Stores	\$1.59 M
Hobby, Toy, Game Stores	\$1.2 M
Sewing, Needlecraft Stores	\$943.95 K
Musical Instrument Stores	\$223.22 K
Book Stores	\$299.39 K
General Merchandise Stores	\$13.08 M
Department Stores	\$4.48 M
Warehouse Superstores	\$7.32 M
Other General Merchandise Stores	\$1.28 M
Miscellaneous Store Retailers	\$1.76 M
Florists	\$38.46 K
Office, Stationary Stores	\$196.27 K
Gift, Souvenir Stores	\$332.02 K
Used Merchandise Stores	\$143.11 K
Pet, Pet Supply Stores	\$342.58 K
Art Dealers	\$62.32 K
Mobile Home Dealers	\$35.2 K
Other Miscellaneous Retail Stores	\$610.74 K
Non-Store Retailers	\$7.55 M
Mail Order, Catalog Stores	\$7.08 M
Vending Machines	\$30.67 K
Fuel Dealers	\$43.04 K
Other Direct Selling Establishments	\$391.54 K
Accommodation, Food Services	\$5.93 M
Hotels, Other Travel Accommodations	\$360.59 K
RV Parks	\$4.14 K
Rooming, Boarding Houses	\$2.07 K
Full Service Restaurants	\$3.29 M
Limited Service Restaurants	\$1.53 M
Special Food Services, Catering	\$453.77 K
Drinking Places	\$284.93 K
Motor Vehicle, Parts Dealers	\$6.68 M
New Car Dealers	\$4.09 M
Used Car Dealers	\$382.08 K
Recreational Vehicle Dealers	\$613.18 K
Motorcycle, Boat Dealers	\$829.02 K
Auto Parts, Accessories	\$499.79 K
Tire Dealers	\$275.34 K

Income Summary

Winona, Mississippi

City Limits

Population

Estimated Population (2025)	4,221	
Projected Population (2030)	3,829	
Census Population (2020)	4,478	
Census Population (2010)	4,999	
Projected Annual Growth (2025 to 2030)	-392	-1.9%
Historical Annual Growth (2020 to 2025)	-257	-1.2%
Historical Annual Growth (2010 to 2020)	-521	-1.0%

Households

Estimated Households (2025)	1,723	
Projected Households (2030)	1,515	
Census Households (2020)	1,900	
Census Households (2010)	1,972	
Projected Annual Growth (2025 to 2030)	-208	-2.4%
Historical Annual Growth (2020 to 2025)	-177	-1.9%
Historical Annual Growth (2010 to 2020)	-72	-0.4%

Average Household Income

Estimated Average Household Income (2025)	\$53,044	
Projected Average Household Income (2030)	\$52,629	
Census Average Household Income (2020)	\$37,884	
Census Average Household Income (2010)	\$35,642	
Projected Annual Growth (2025 to 2030)	-\$415	-0.2%
Historical Annual Growth (2020 to 2025)	\$15,160	2.7%
Historical Annual Growth (2010 to 2020)	\$2,242	0.6%

Median Household Income

Estimated Median Household Income (2025)	\$34,361	
Projected Median Household Income (2030)	\$33,779	
Census Median Household Income (2020)	\$30,993	
Census Median Household Income (2010)	\$24,191	
Projected Annual Growth (2025 to 2030)	-\$582	-0.3%
Historical Annual Growth (2020 to 2025)	\$3,368	0.7%
Historical Annual Growth (2010 to 2020)	\$6,802	2.8%

Per Capita Income

Estimated Per Capita Income (2025)	\$21,720	
Projected Per Capita Income (2030)	\$20,899	
Census Per Capita Income (2020)	\$14,937	
Census Per Capita Income (2010)	\$13,499	
Projected Annual Growth (2025 to 2030)	-\$821	-0.8%
Historical Annual Growth (2020 to 2025)	\$6,783	3.0%
Historical Annual Growth (2010 to 2020)	\$1,438	1.1%

Other Income

Estimated Families (2025)	1,101	
Estimated Average Family Income (2025)	\$64,811	
Estimated Median Family Income (2025)	\$43,769	
Estimated Average Household Net Worth (2025)	\$679,743	

Consumer Expenditure Summary

Winona, Mississippi

City Limits

Estimated Population	4,221	
Estimated Households	1,723	
Household Expenditure	\$117.65 M	
Per Household ~ Per Capita	\$68,281	\$27,872
Non-Retail Expenditures	\$53.18 M	45.2%
Per Household ~ Per Capita	\$30,865	\$12,599
Retail Expenditures	\$64.47 M	54.8%
Per Household ~ Per Capita	\$37,417	\$15,273
Alcoholic Beverages	\$690.48 K	0.6%
Per Household ~ Per Capita	\$401	\$164
Apparel	\$2.21 M	1.9%
Per Household ~ Per Capita	\$1,282	\$523
Contributions	\$3.16 M	2.7%
Per Household ~ Per Capita	\$1,833	\$748
Education	\$2.38 M	2.0%
Per Household ~ Per Capita	\$1,380	\$563
Entertainment	\$6.93 M	5.9%
Per Household ~ Per Capita	\$4,021	\$1,641
Food Away From Home	\$5.17 M	4.4%
Per Household ~ Per Capita	\$3,001	\$1,225
Grocery	\$9.75 M	8.3%
Per Household ~ Per Capita	\$5,660	\$2,310
Health Care	\$11.47 M	9.8%
Per Household ~ Per Capita	\$6,659	\$2,718
Household Furnishings and Equipment	\$3.06 M	2.6%
Per Household ~ Per Capita	\$1,779	\$726
Household Operations	\$2.32 M	2.0%
Per Household ~ Per Capita	\$1,348	\$550
Miscellaneous Expenses	\$1.99 M	1.7%
Per Household ~ Per Capita	\$1,157	\$472
Personal Care	\$1.81 M	1.5%
Per Household ~ Per Capita	\$1,053	\$430
Shelter	\$20.8 M	17.7%
Per Household ~ Per Capita	\$12,072	\$4,928
Tax and Retirement	\$18.18 M	15.5%
Per Household ~ Per Capita	\$10,553	\$4,308
Tobacco and Related	\$995.95 K	0.8%
Per Household ~ Per Capita	\$578	\$236
Transportation	\$19.63 M	16.7%
Per Household ~ Per Capita	\$11,392	\$4,650
Utilities	\$7.09 M	6.0%
Per Household ~ Per Capita	\$4,113	\$1,679

Winona, Mississippi

City Limits

Population / Households (2025)

Estimated Population	4,221
Estimated Households	1,723

Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$117.65 M
Total Non-Retail Expenditure	\$53.18 M
Total Retail Expenditure	\$64.47 M
Alcoholic Beverages	\$690.48 K
Apparel	\$2.21 M
Contributions	\$3.16 M
Education	\$2.38 M
Entertainment	\$6.93 M
Food Away From Home	\$5.17 M
Grocery	\$9.75 M
Health Care	\$11.47 M
Household Furnishings and Equipment	\$3.06 M
Household Operations	\$2.32 M
Miscellaneous Expenses	\$1.99 M
Personal Care	\$1.81 M
Shelter	\$20.8 M
Tax and Retirement	\$18.18 M
Tobacco and Related	\$995.95 K
Transportation	\$19.63 M
Utilities	\$7.09 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$5,690	
Total Non-Retail Expenditure	\$2,572	45.2%
Total Retail Expenditure	\$3,118	54.8%
Alcoholic Beverages	\$33	0.6%
Apparel	\$107	1.9%
Contributions	\$153	2.7%
Education	\$115	2.0%
Entertainment	\$335	5.9%
Food Away From Home	\$250	4.4%
Grocery	\$472	8.3%
Health Care	\$555	9.8%
Household Furnishings and Equipment	\$148	2.6%
Household Operations	\$112	2.0%
Miscellaneous Expenses	\$96	1.7%
Personal Care	\$88	1.5%
Shelter	\$1,006	17.7%
Tax and Retirement	\$879	15.5%
Tobacco and Related	\$48	0.8%
Transportation	\$949	16.7%
Utilities	\$343	6.0%

Winona, Mississippi

City Limits

Population / Households (2030)

Projected Population	3,829
Projected Households	-

Total Annual Consumer Expenditure (2030)

Total Household Expenditure	\$102.5 M
Total Non-Retail Expenditure	\$46.28 M
Total Retail Expenditure	\$56.21 M
Alcoholic Beverages	\$601.07 K
Apparel	\$1.92 M
Contributions	\$2.76 M
Education	\$2.07 M
Entertainment	\$6.02 M
Food Away From Home	\$4.5 M
Grocery	\$8.44 M
Health Care	\$10.15 M
Household Furnishings and Equipment	\$2.67 M
Household Operations	\$2.02 M
Miscellaneous Expenses	\$1.73 M
Personal Care	\$1.57 M
Shelter	\$18.01 M
Tax and Retirement	\$16.07 M
Tobacco and Related	\$860.78 K
Transportation	\$16.98 M
Utilities	\$6.13 M

Consumer Expenditure Growth (2025 to 2030)

Total Household Expenditure	\$-15.15 M
Total Non-Retail Expenditure	\$-6.9 M
Total Retail Expenditure	\$-8.26 M
Alcoholic Beverages	\$-89.41 K
Apparel	\$-288.51 K
Contributions	\$-399.38 K
Education	\$-303.73 K
Entertainment	\$-903.06 K
Food Away From Home	\$-674.15 K
Grocery	\$-1.31 M
Health Care	\$-1.32 M
Household Furnishings and Equipment	\$-398.25 K
Household Operations	\$-304.01 K
Miscellaneous Expenses	\$-258.4 K
Personal Care	\$-243.01 K
Shelter	\$-2.79 M
Tax and Retirement	\$-2.12 M
Tobacco and Related	\$-135.17 K
Transportation	\$-2.65 M
Utilities	\$-957.26 K

Crime Risk

Winona, Mississippi

City Limits

Demographics

Population	4,221
Census Population	4,478
Households	1,723
Average Household Income	\$53,044
Median Household Income	\$34,361
Per Capita Income	\$21,720

Total Crime

Crime Index	85
Crime Level	Below Average

Personal Crime

Crime Index	75
Crime Level	Below Average

Murder

Crime Index	186
Crime Level	Very High

Rape

Crime Index	102
Crime Level	Average

Robbery

Crime Index	49
Crime Level	Low Risk

Assault

Crime Index	76
Crime Level	Below Average

Property Crime

Crime Index	88
Crime Level	Below Average

Burglary

Crime Index	176
Crime Level	High Risk

Larceny

Crime Index	74
Crime Level	Below Average

Motor Vehicle Theft

Crime Index	71
Crime Level	Below Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Winona, Mississippi City Limits	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
AutoZone	1 / 1	6,600	
NAPA	1 / 1	6,200	
Banks			
Regions Bank	1 / 1	5,100	
Renasant Bank	1 / 1	4,100	
Banks Minor			
Bank	2 / 2		
Convenience Stores			
Chevron	1 / 1	1,700	
Circle K	1 / 1	3,200	
Exxon	1 / 1	2,600	
Pilot Travel Centers	1 / 1	3,200	
Dollar Stores			
Dollar General	1 / 1	9,600	
Dollar Tree	1 / 1	11,800	
Family Dollar	1 / 1	9,400	
Education			
Day Care	5 / 5		
PK - 8	3 / 3		
PK - 8 (Private)	1 / 1		
EV Charging Stations			
Shell Recharge	1 / 1		
Tesla	1 / 1		
Health Care			
Dialysis Centers	1 / 1		
Emergency Medicine	1 / 1		
Family Practice	4 / 4		
General Surgery	1 / 1		
Internal Medicine	1 / 1		
Nephrology	1 / 1		
Nurse Practitioner	4 / 4		
Optometry	1 / 1		
Physical Therapy	1 / 1		
Home Improvement			
Sherwin-Williams	1 / 1	7,300	
Hotels			

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