

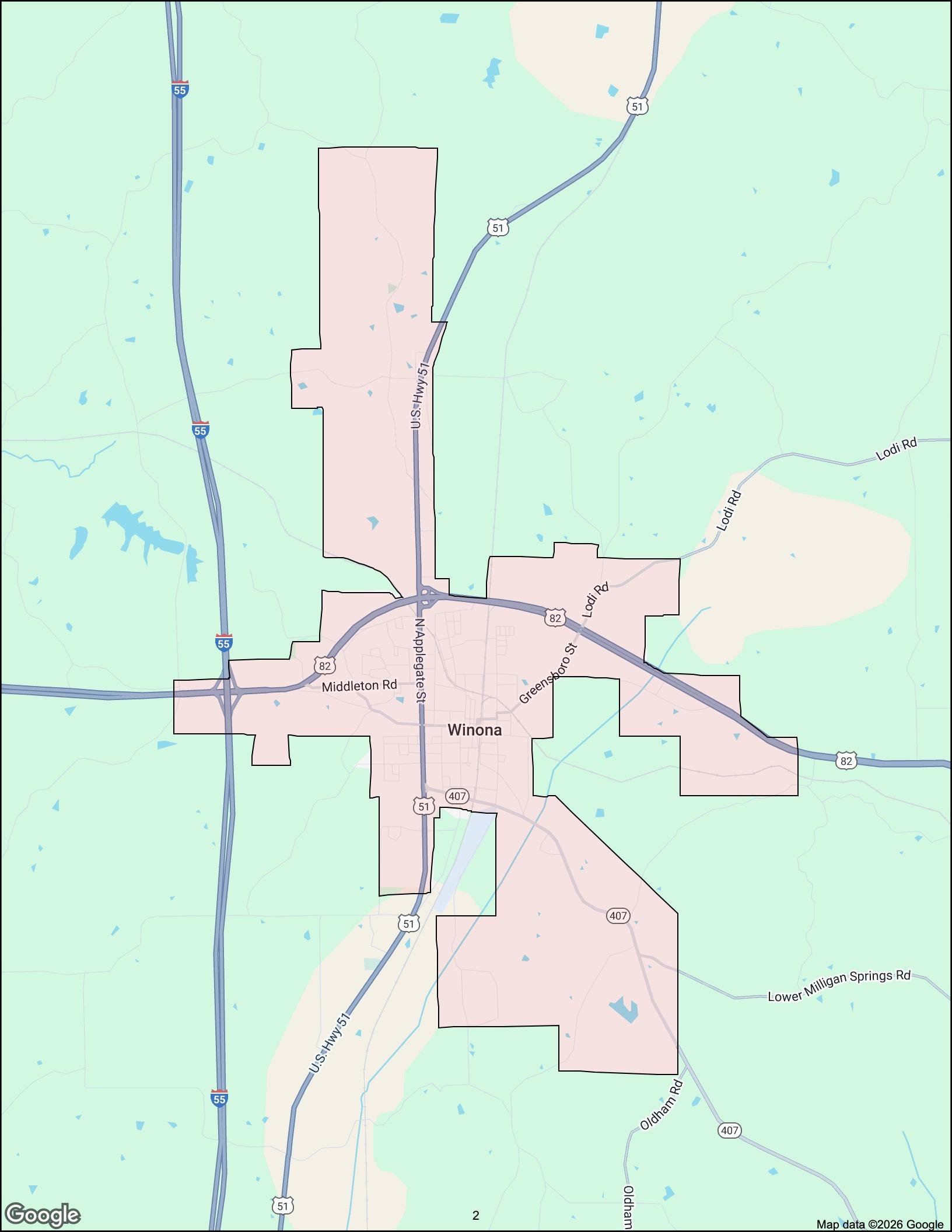
**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

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

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# **Demographics**

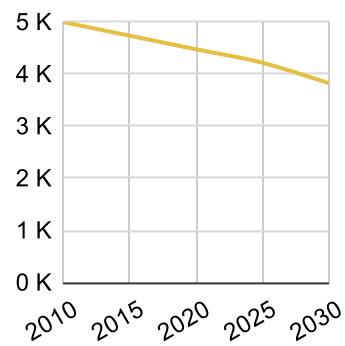


## Winona, Mississippi

### City Limits

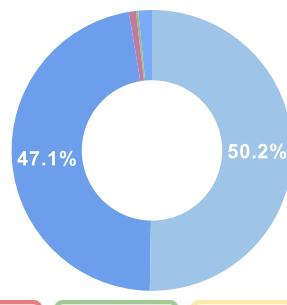
#### Population

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 psm
Trade Area Size	13.6 sq mi



#### 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

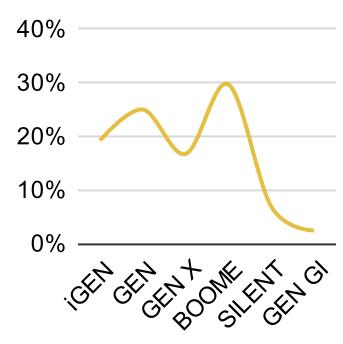
Other Race

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%

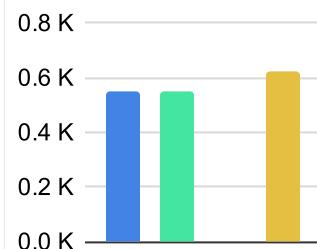
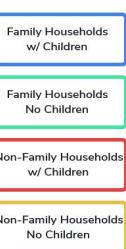


## Winona, Mississippi

### City Limits

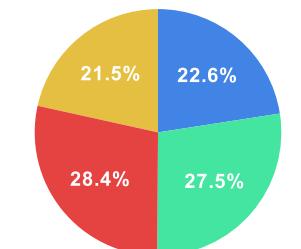
#### Household Type (2025)

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%



#### 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%



#### 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

<b>Population</b>		
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
<b>Households</b>		
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%
<b>Average Household Income</b>		
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%
<b>Median Household Income</b>		
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%
<b>Per Capita Income</b>		
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%

## Winona, Mississippi

### 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



## RETAIL ATTRACTIONS, LLC

### Economic Development Consulting

#### 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%

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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**

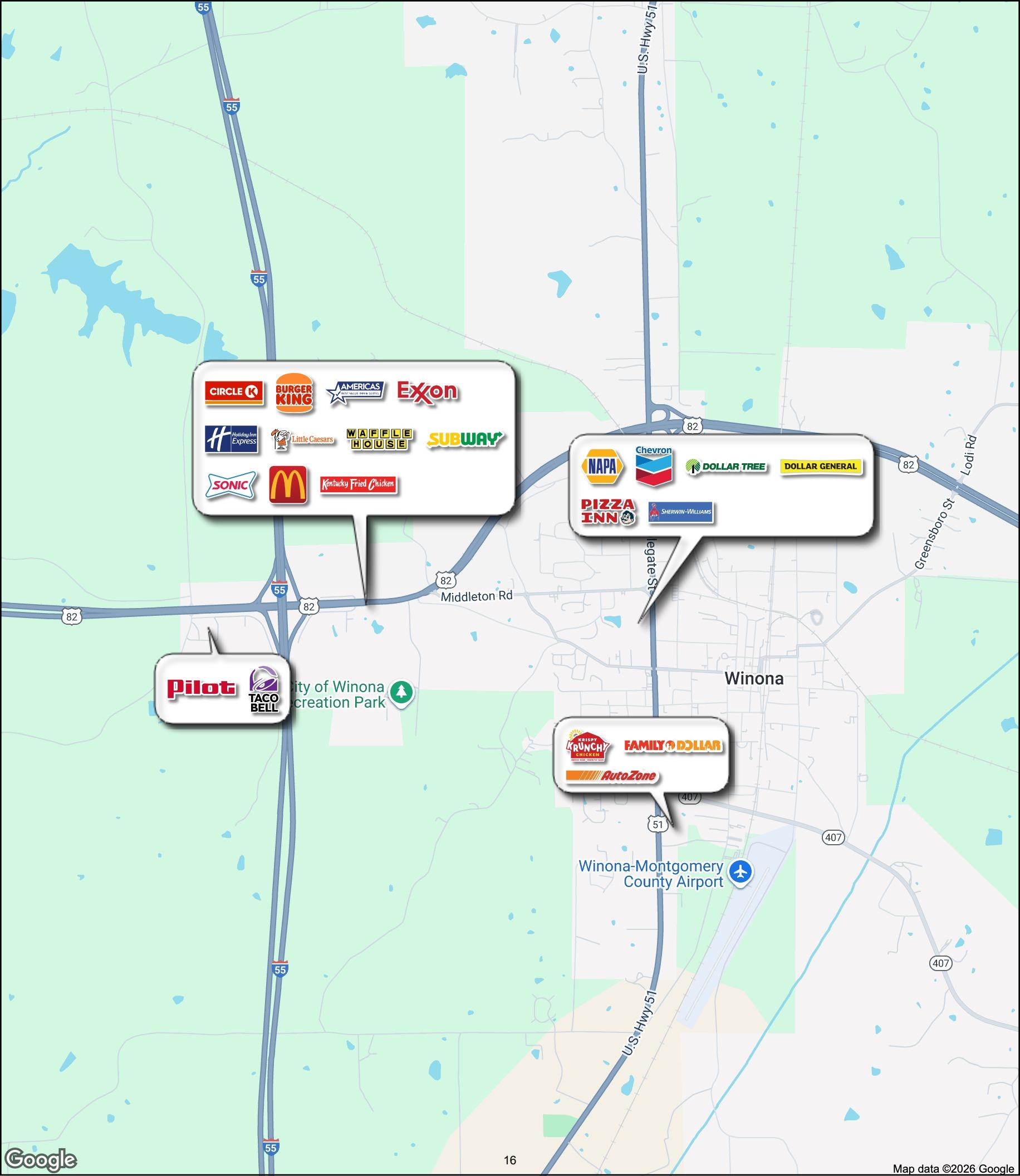
Department stores and other general merchandise stores

## **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

## City Limits

	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$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
<b>Furniture, Home Furnishings Stores</b>	\$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
<b>Electronics, Appliance Stores</b>	\$3.43 M / \$1.31 M	62
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$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
<b>Food, Beverage Stores</b>	\$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
<b>Health, Personal Care Stores</b>	\$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
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$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
<b>General Merchandise Stores</b>	\$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
<b>Miscellaneous Store Retailers</b>	\$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
<b>Non-Store Retailers</b>	\$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
<b>Accommodation, Food Services</b>		
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
<b>Gasoline Stations</b>		
<b>Motor Vehicle, Parts Dealers</b>		
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
<b>Clothing, Clothing Accessories Stores</b>	\$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
<b>Furniture, Home Furnishings Stores</b>	\$3.5 M
Furniture Stores	\$1.79 M
Floor Covering Stores	\$250.56 K
Other Home Furnishing Stores	\$1.46 M
<b>Electronics, Appliance Stores</b>	\$3.43 M
<b>Gasoline Stations</b>	\$2.58 M
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$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
<b>Food, Beverage Stores</b>	\$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

<b>Health, Personal Care Stores</b>	\$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
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$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
<b>General Merchandise Stores</b>	\$13.08 M
Department Stores	\$4.48 M
Warehouse Superstores	\$7.32 M
Other General Merchandise Stores	\$1.28 M
<b>Miscellaneous Store Retailers</b>	\$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
<b>Non-Store Retailers</b>	\$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
<b>Accommodation, Food Services</b>	\$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
<b>Motor Vehicle, Parts Dealers</b>	\$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**

# Income Summary Report



## Winona, Mississippi

### City Limits

<b>Population</b>			
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%
<b>Households</b>			
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%
<b>Average Household Income</b>			
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%
<b>Median Household Income</b>			
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%
<b>Per Capita Income</b>			
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%
<b>Other Income</b>			
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	
<b>Household Expenditure</b>	<b>\$117.65 M</b>	
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

# Consumer Expenditure Trend



## 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**

<b>Demographics</b>		
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	
<b>Total Crime</b>		
Crime Index	85	
Crime Level	Below Average	
<b>Personal Crime</b>		
Crime Index	75	
Crime Level	Below Average	
<b>Murder</b>		
Crime Index	186	
Crime Level	Very High	
<b>Rape</b>		
Crime Index	102	
Crime Level	Average	
<b>Robbery</b>		
Crime Index	49	
Crime Level	Low Risk	
<b>Assault</b>		
Crime Index	76	
Crime Level	Below Average	
<b>Property Crime</b>		
Crime Index	88	
Crime Level	Below Average	
<b>Burglary</b>		
Crime Index	176	
Crime Level	High Risk	
<b>Larceny</b>		
Crime Index	74	
Crime Level	Below Average	
<b>Motor Vehicle Theft</b>		
Crime Index	71	
Crime Level	Below Average	

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

# **Void Analysis**

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

Winona, Mississippi	Site / Market Locations	Avg Square Footage	Closest Location
<b>City Limits</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	1 / 1	2,800	
Taco Bell	1 / 1	2,500	
<b>Restaurants Fast Food Minor</b>			
Krispy Krunchy Chicken	1 / 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	2 / 2		
Methodist Episcopal	1 / 1		
Presbyterian	1 / 1		