

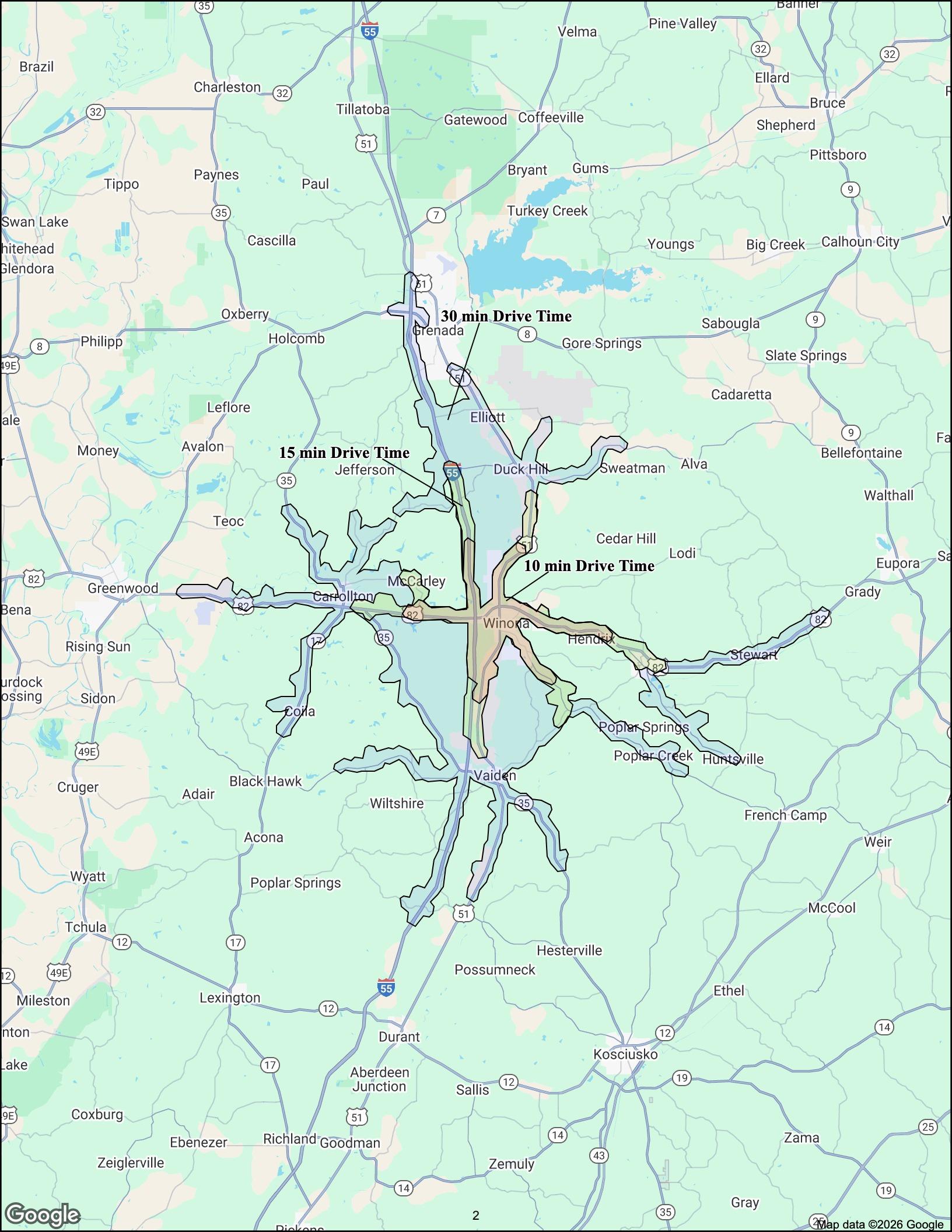
**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

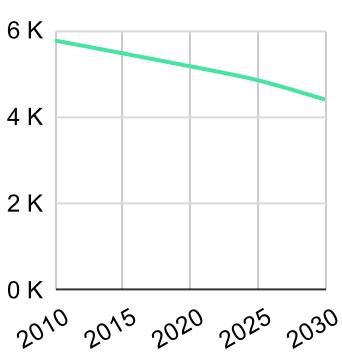
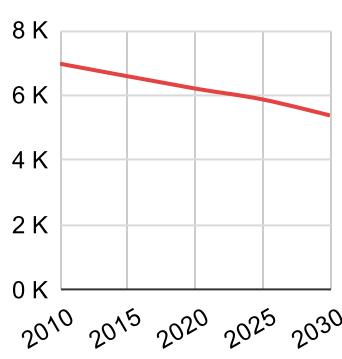
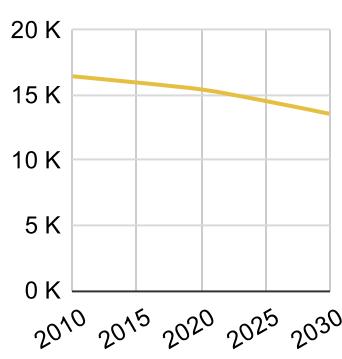
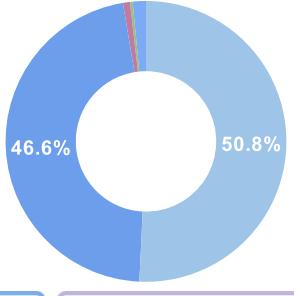
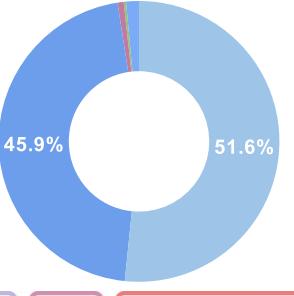
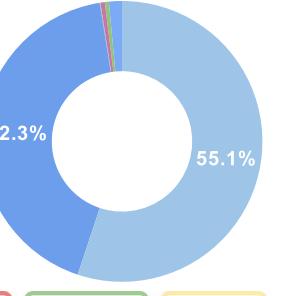
**Winona, Mississippi  
Drive Time  
1st Quarter 2026**

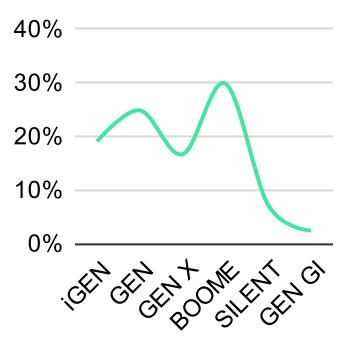
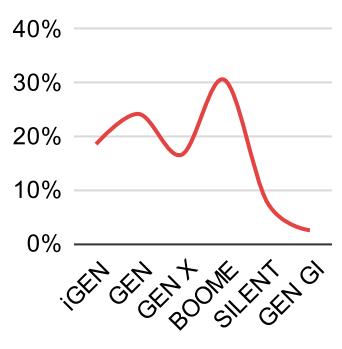
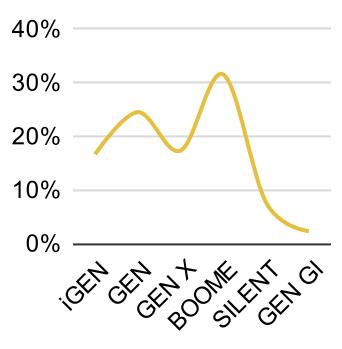
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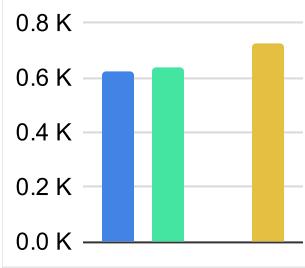
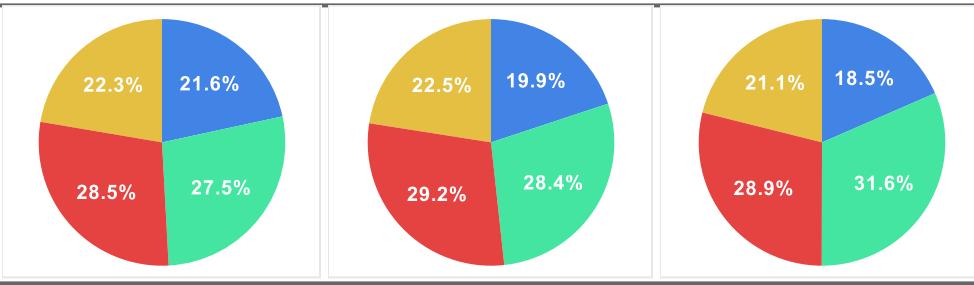
- 1. Demographics**
- 15. Opportunity Gap**
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- 24. Consumer Expenditure Summary**
- 28. Crime Risk**
- 30. Void Analysis**

# **Demographics**



Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time				
Drive Time							
<b>Population</b>							
Estimated Population (2025)	4,851	5,875	14,562				
Projected Population (2030)	4,403	5,381	13,575				
Census Population (2020)	5,172	6,210	15,447				
Census Population (2010)	5,766	6,974	16,452				
Projected Annual Growth (2025-2030)	-447 -1.8%	-494 -1.7%	-988 -1.4%				
Historical Annual Growth (2020-2025)	-321 -1.3%	-335 -1.1%	-885 -1.2%				
Historical Annual Growth (2010-2020)	-594 -1.0%	-764 -1.1%	-1,005 -0.6%				
Estimated Population Density (2025)	133 psm	90 psm	44 psm				
Trade Area Size	36.4 sq mi	65.4 sq mi	331.9 sq mi				
							
<b>Race and Ethnicity (2025)</b>							
<b>Not Hispanic or Latino Population</b>	4,794 98.8%	5,810 98.9%	14,361 98.6%				
White	2,445 51.0%	3,013 51.9%	7,967 55.5%				
Black or African American	2,253 47.0%	2,689 46.3%	6,133 42.7%				
American Indian or Alaska Native	- -	- -	11 -				
Asian	37 0.8%	39 0.7%	72 0.5%				
Hawaiian or Pacific Islander	- -	- -	- -				
Other Race	2 -	2 -	6 -				
Two or More Races	58 1.2%	67 1.1%	172 1.2%				
<b>Hispanic or Latino Population</b>	56 1.2%	65 1.1%	202 1.4%				
White	17 30.4%	20 30.3%	58 29.0%				
Black or African American	8 14.8%	10 14.6%	32 16.1%				
American Indian or Alaska Native	- -	- -	1 0.6%				
Asian	2 3.7%	2 3.3%	2 1.2%				
Hispanic Hawaiian or Pacific Islander	- -	- -	- -				
Other Race	13 22.7%	14 21.1%	61 30.1%				
Two or More Races	16 28.2%	20 30.5%	46 23.0%				
							
	White	Black or African American	American Indian or Alaskan Native	Asian	Hawaiian or Pacific Islander	Other Race	2+ Races
	46.6%	50.8%					
	45.9%	51.6%					
	42.3%	55.1%					

Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Age Distribution (2025)</b>			
Age Under 5 Years	339 7.0%	385 6.6%	800 5.5%
Age 5 to 9 Years	295 6.1%	359 6.1%	806 5.5%
Age 10 to 14 Years	291 6.0%	345 5.9%	819 5.6%
Age 15 to 19 Years	333 6.9%	382 6.5%	910 6.3%
Age 20 to 24 Years	300 6.2%	361 6.1%	886 6.1%
Age 25 to 29 Years	269 5.6%	315 5.4%	833 5.7%
Age 30 to 34 Years	303 6.3%	362 6.2%	940 6.5%
Age 35 to 39 Years	272 5.6%	320 5.4%	824 5.7%
Age 40 to 44 Years	300 6.2%	355 6.0%	892 6.1%
Age 45 to 49 Years	236 4.9%	299 5.1%	810 5.6%
Age 50 to 54 Years	275 5.7%	344 5.9%	880 6.0%
Age 55 to 59 Years	293 6.0%	366 6.2%	930 6.4%
Age 60 to 64 Years	342 7.0%	414 7.0%	1,028 7.1%
Age 65 to 69 Years	286 5.9%	362 6.2%	936 6.4%
Age 70 to 74 Years	251 5.2%	309 5.3%	817 5.6%
Age 75 to 79 Years	213 4.4%	278 4.7%	703 4.8%
Age 80 to 84 Years	136 2.8%	176 3.0%	410 2.8%
Age 85 Years or Over	117 2.4%	145 2.5%	338 2.3%
Median Age	39.5	40.7	41.8
<b>Generation (2025)</b>			
iGeneration (Age Under 15 Years)	925 19.1%	1,089 18.5%	2,426 16.7%
Generation 9/11 Millennials (Age 15 to 34 Years)	1,205 24.8%	1,420 24.2%	3,569 24.5%
Gen Xers (Age 35 to 49 Years)	808 16.6%	973 16.6%	2,526 17.3%
Baby Boomers (Age 50 to 74 Years)	1,447 29.8%	1,794 30.5%	4,590 31.5%
Silent Generation (Age 75 to 84 Years)	349 7.2%	454 7.7%	1,113 7.6%
G.I. Generation (Age 85 Years or Over)	117 2.4%	145 2.5%	338 2.3%
			

Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time
<b>Drive Time</b>			
<b>Household Type (2025)</b>			
Total Households	1,992	2,417	5,939
Family Households	1,262 63.4%	1,517 62.8%	3,615 60.9%
Family Households with Children	625 49.5%	732 48.2%	1,670 46.2%
Family Households No Children	637 50.5%	785 51.8%	1,945 53.8%
Non-Family Households	730 36.6%	900 37.2%	2,324 39.1%
Non-Family Households with Children	2 0.3%	2 0.2%	3 0.1%
Non-Family Households No Children	728 99.7%	898 99.8%	2,321 99.9%
			
<b>Education Attainment (2025)</b>			
Elementary or Some High School	712 21.6%	805 19.9%	1,909 18.5%
High School Graduate	907 27.5%	1,147 28.4%	3,263 31.6%
Some College or Associate Degree	939 28.5%	1,181 29.2%	2,986 28.9%
Bachelor or Graduate Degree	736 22.3%	910 22.5%	2,182 21.1%
			
<b>Household Income (2025)</b>			
Estimated Average Household Income	\$55,894	\$58,784	\$71,433
Estimated Median Household Income	\$35,563	\$38,821	\$48,462
HH Income Under \$10,000	258 13.0%	294 12.2%	506 8.5%
HH Income \$10,000 to \$34,999	710 35.7%	811 33.6%	1,923 32.4%
HH Income \$35,000 to \$49,999	205 10.3%	271 11.2%	725 12.2%
HH Income \$50,000 to \$74,999	347 17.4%	411 17.0%	872 14.7%
HH Income \$75,000 to \$99,999	236 11.8%	292 12.1%	713 12.0%
HH Income \$100,000 to \$149,999	113 5.7%	172 7.1%	618 10.4%
HH Income \$150,000 or More	123 6.2%	165 6.8%	582 9.8%



## Winona, Mississippi

### Drive Time

10 min drive time    15 min drive time    30 min drive time

Population	10 min drive time	15 min drive time	30 min drive time
Estimated Population (2025)	4,851	5,875	14,562
Projected Population (2030)	4,403	5,381	13,575
Census Population (2020)	5,172	6,210	15,447
Census Population (2010)	5,766	6,974	16,452
Projected Annual Growth (2025-2030)	-447 <span style="font-size: small;">-1.8%</span>	-494 <span style="font-size: small;">-1.7%</span>	-988 <span style="font-size: small;">-1.4%</span>
Historical Annual Growth (2020-2025)	-321 <span style="font-size: small;">-</span>	-335 <span style="font-size: small;">-1.1%</span>	-885 <span style="font-size: small;">-1.1%</span>
Historical Annual Growth (2010-2020)	-594 <span style="font-size: small;">-1.0%</span>	-764 <span style="font-size: small;">-1.1%</span>	-1,005 <span style="font-size: small;">-0.6%</span>
Estimated Population Density (2025)	133 <i>psm</i>	90 <i>psm</i>	44 <i>psm</i>
Trade Area Size	36.4 <i>sq mi</i>	65.4 <i>sq mi</i>	331.9 <i>sq mi</i>
Households	10 min drive time	15 min drive time	30 min drive time
Estimated Households (2025)	1,992	2,417	5,939
Projected Households (2030)	1,755	2,144	5,423
Census Households (2020)	2,193	2,627	6,328
Census Households (2010)	2,274	2,740	6,496
Projected Annual Growth (2025-2030)	-237 <span style="font-size: small;">-2.4%</span>	-274 <span style="font-size: small;">-2.3%</span>	-516 <span style="font-size: small;">-1.7%</span>
Historical Annual Change (2010-2025)	-282 <span style="font-size: small;">-0.8%</span>	-323 <span style="font-size: small;">-0.8%</span>	-557 <span style="font-size: small;">-0.6%</span>
Average Household Income	10 min drive time	15 min drive time	30 min drive time
Estimated Average Household Income (2025)	\$55,894	\$58,784	\$71,433
Projected Average Household Income (2030)	\$55,484	\$58,439	\$71,470
Census Average Household Income (2010)	\$37,659	\$37,128	\$38,571
Census Average Household Income (2000)	\$35,829	\$36,317	\$37,921
Projected Annual Change (2025-2030)	-\$411 <span style="font-size: small;">-0.1%</span>	-\$345 <span style="font-size: small;">-0.1%</span>	\$37 <span style="font-size: small;">-</span>
Historical Annual Change (2000-2025)	\$20,065 <span style="font-size: small;">2.2%</span>	\$22,467 <span style="font-size: small;">2.5%</span>	\$33,512 <span style="font-size: small;">3.5%</span>
Median Household Income	10 min drive time	15 min drive time	30 min drive time
Estimated Median Household Income (2025)	\$35,563	\$38,821	\$48,462
Projected Median Household Income (2030)	\$35,538	\$38,818	\$48,082
Census Median Household Income (2010)	\$29,094	\$28,396	\$28,823
Census Median Household Income (2000)	\$24,710	\$24,521	\$25,905
Projected Annual Change (2025-2030)	-\$24 <span style="font-size: small;">-</span>	-\$3 <span style="font-size: small;">-</span>	-\$380 <span style="font-size: small;">-0.2%</span>
Historical Annual Change (2000-2025)	\$10,853 <span style="font-size: small;">1.8%</span>	\$14,300 <span style="font-size: small;">2.3%</span>	\$22,557 <span style="font-size: small;">3.5%</span>
Per Capita Income	10 min drive time	15 min drive time	30 min drive time
Estimated Per Capita Income (2025)	\$23,023	\$24,282	\$29,189
Projected Per Capita Income (2030)	\$22,193	\$23,385	\$28,611
Census Per Capita Income (2010)	\$14,846	\$14,585	\$15,234
Census Per Capita Income (2000)	\$13,370	\$13,566	\$14,199
Projected Annual Change (2025-2030)	-\$830 <span style="font-size: small;">-0.7%</span>	-\$897 <span style="font-size: small;">-0.7%</span>	-\$578 <span style="font-size: small;">-0.4%</span>
Historical Annual Change (2000-2025)	\$9,653 <span style="font-size: small;">2.9%</span>	\$10,715 <span style="font-size: small;">3.2%</span>	\$14,991 <span style="font-size: small;">4.2%</span>
Estimated Average Household Net Worth (2025)	\$740,598	\$778,058	\$898,935



## Winona, Mississippi

### Drive Time

	10 min drive time	15 min drive time	30 min drive time
<b>Race and Ethnicity</b>			
Total Population (2025)	4,851	5,875	14,562
White (2025)	2,462 50.7%	3,032 51.6%	8,025 55.1%
Black or African American (2025)	2,261 46.6%	2,698 45.9%	6,165 42.3%
American Indian or Alaska Native (2025)	- -	- -	12 -
Asian (2025)	39 0.8%	41 0.7%	74 0.5%
Hawaiian or Pacific Islander (2025)	- -	- -	- -
Other Race (2025)	15 0.3%	16 0.3%	67 0.5%
Two or More Races (2025)	74 1.5%	87 1.5%	218 1.5%
Population < 18 (2025)	1,129 23.3%	1,327 22.6%	2,985 20.5%
White Not Hispanic	468 41.4%	558 42.1%	1,421 47.6%
Black or African American	613 54.3%	713 53.8%	1,437 48.1%
Asian	5 0.4%	5 0.4%	8 0.3%
Other Race Not Hispanic	29 2.5%	30 2.3%	70 2.4%
Hispanic	15 1.3%	19 1.5%	49 1.7%
Not Hispanic or Latino Population (2025)	4,794 98.8%	5,810 98.9%	14,361 98.6%
Not Hispanic White	2,445 51.0%	3,013 51.9%	7,967 55.5%
Not Hispanic Black or African American	2,253 47.0%	2,689 46.3%	6,133 42.7%
Not Hispanic American Indian or Alaska Native	- -	- -	11 -
Not Hispanic Asian	37 0.8%	39 0.7%	72 0.5%
Not Hispanic Hawaiian or Pacific Islander	- -	- -	- -
Not Hispanic Other Race	2 -	2 -	6 -
Not Hispanic Two or More Races	58 1.2%	67 1.1%	172 1.2%
Hispanic or Latino Population (2025)	56 1.2%	65 1.1%	202 1.4%
Hispanic White	17 30.4%	20 30.3%	58 29.0%
Hispanic Black or African American	8 14.8%	10 14.6%	32 16.1%
Hispanic American Indian or Alaska Native	- -	- -	1 0.6%
Hispanic Asian	2 3.7%	2 3.3%	2 1.2%
Hispanic Hawaiian or Pacific Islander	- -	- -	- -
Hispanic Other Race	13 22.7%	14 21.1%	61 30.1%
Hispanic Two or More Races	16 28.2%	20 30.5%	46 23.0%
Not Hispanic or Latino Population (2020)	5,129 99.2%	6,164 99.3%	15,258 98.8%
Hispanic or Latino Population (2020)	42 0.8%	46 0.7%	189 1.2%
Not Hispanic or Latino Population (2010)	5,732 99.4%	6,937 99.5%	16,321 99.2%
Hispanic or Latino Population (2010)	34 0.6%	37 0.5%	131 0.8%
Not Hispanic or Latino Population (2030)	4,352 98.8%	5,321 98.9%	13,376 98.5%
Hispanic or Latino Population (2030)	52 1.2%	60 1.1%	199 1.5%
Projected Annual Growth (2025-2030)	-5 -1.6%	-5 -1.6%	-3 -0.3%
Historical Annual Growth (2010-2020)	8 2.5%	9 2.4%	58 4.4%



## Winona, Mississippi

### Drive Time

	10 min drive time	15 min drive time	30 min drive time
<b>Total Age Distribution (2025)</b>			
Total Population	4,851	5,875	14,562
Age Under 5 Years	339 7.0%	385 6.6%	800 5.5%
Age 5 to 9 Years	295 6.1%	359 6.1%	806 5.5%
Age 10 to 14 Years	291 6.0%	345 5.9%	819 5.6%
Age 15 to 19 Years	333 6.9%	382 6.5%	910 6.3%
Age 20 to 24 Years	300 6.2%	361 6.1%	886 6.1%
Age 25 to 29 Years	269 5.6%	315 5.4%	833 5.7%
Age 30 to 34 Years	303 6.3%	362 6.2%	940 6.5%
Age 35 to 39 Years	272 5.6%	320 5.4%	824 5.7%
Age 40 to 44 Years	300 6.2%	355 6.0%	892 6.1%
Age 45 to 49 Years	236 4.9%	299 5.1%	810 5.6%
Age 50 to 54 Years	275 5.7%	344 5.9%	880 6.0%
Age 55 to 59 Years	293 6.0%	366 6.2%	930 6.4%
Age 60 to 64 Years	342 7.0%	414 7.0%	1,028 7.1%
Age 65 to 69 Years	286 5.9%	362 6.2%	936 6.4%
Age 70 to 74 Years	251 5.2%	309 5.3%	817 5.6%
Age 75 to 79 Years	213 4.4%	278 4.7%	703 4.8%
Age 80 to 84 Years	136 2.8%	176 3.0%	410 2.8%
Age 85 Years or Over	117 2.4%	145 2.5%	338 2.3%
Median Age	39.5	40.7	41.8
Age 19 Years or Less	1,258 25.9%	1,471 25.0%	3,336 22.9%
Age 20 to 64 Years	2,590 53.4%	3,135 53.3%	8,022 55.1%
Age 65 Years or Over	1,003 20.7%	1,270 21.6%	3,204 22.0%
<b>Female Age Distribution (2025)</b>			
Female Population	2,567 52.9%	3,077 52.4%	7,237 49.7%
Age Under 5 Years	171 6.6%	196 6.4%	389 5.4%
Age 5 to 9 Years	162 6.3%	198 6.4%	410 5.7%
Age 10 to 14 Years	138 5.4%	166 5.4%	383 5.3%
Age 15 to 19 Years	161 6.3%	182 5.9%	430 5.9%
Age 20 to 24 Years	149 5.8%	179 5.8%	395 5.5%
Age 25 to 29 Years	146 5.7%	167 5.4%	370 5.1%
Age 30 to 34 Years	159 6.2%	182 5.9%	423 5.8%
Age 35 to 39 Years	153 6.0%	181 5.9%	405 5.6%
Age 40 to 44 Years	164 6.4%	190 6.2%	447 6.2%
Age 45 to 49 Years	136 5.3%	168 5.5%	415 5.7%
Age 50 to 54 Years	156 6.1%	184 6.0%	454 6.3%
Age 55 to 59 Years	165 6.4%	200 6.5%	492 6.8%
Age 60 to 64 Years	180 7.0%	217 7.1%	531 7.3%
Age 65 to 69 Years	141 5.5%	179 5.8%	483 6.7%
Age 70 to 74 Years	133 5.2%	164 5.3%	439 6.1%
Age 75 to 79 Years	112 4.3%	148 4.8%	359 5.0%
Age 80 to 84 Years	79 3.1%	103 3.3%	241 3.3%
Age 85 Years or Over	64 2.5%	76 2.5%	171 2.4%
Female Median Age	40.3	41.4	43.8
Age 19 Years or Less	631 24.6%	741 24.1%	1,612 22.3%
Age 20 to 64 Years	1,408 54.8%	1,666 54.1%	3,932 54.3%
Age 65 Years or Over	528 20.6%	670 21.8%	1,693 23.4%



## Winona, Mississippi

### Drive Time

	10 min drive time	15 min drive time	30 min drive time
<b>Male Age Distribution (2025)</b>			
Male Population	2,283 47.1%	2,798 47.6%	7,326 50.3%
Age Under 5 Years	168 7.4%	190 6.8%	411 5.6%
Age 5 to 9 Years	133 5.8%	161 5.8%	396 5.4%
Age 10 to 14 Years	153 6.7%	179 6.4%	436 6.0%
Age 15 to 19 Years	172 7.5%	200 7.2%	481 6.6%
Age 20 to 24 Years	150 6.6%	182 6.5%	491 6.7%
Age 25 to 29 Years	124 5.4%	148 5.3%	463 6.3%
Age 30 to 34 Years	144 6.3%	180 6.4%	517 7.1%
Age 35 to 39 Years	119 5.2%	139 5.0%	419 5.7%
Age 40 to 44 Years	135 5.9%	165 5.9%	445 6.1%
Age 45 to 49 Years	100 4.4%	131 4.7%	395 5.4%
Age 50 to 54 Years	120 5.2%	160 5.7%	426 5.8%
Age 55 to 59 Years	128 5.6%	166 5.9%	437 6.0%
Age 60 to 64 Years	162 7.1%	197 7.0%	496 6.8%
Age 65 to 69 Years	144 6.3%	182 6.5%	453 6.2%
Age 70 to 74 Years	118 5.2%	145 5.2%	378 5.2%
Age 75 to 79 Years	101 4.4%	130 4.6%	344 4.7%
Age 80 to 84 Years	57 2.5%	73 2.6%	169 2.3%
Age 85 Years or Over	53 2.3%	70 2.5%	168 2.3%
Male Median Age	38.2	39.6	39.6
Age 19 Years or Less	626 27.4%	730 26.1%	1,724 23.5%
Age 20 to 64 Years	1,183 51.8%	1,468 52.5%	4,090 55.8%
Age 65 Years or Over	474 20.8%	600 21.4%	1,511 20.6%
<b>Males per 100 Females (2025)</b>			
Overall Comparison	89	91	101
Age Under 5 Years	99 49.6%	97 49.2%	106 51.4%
Age 5 to 9 Years	83 45.2%	81 44.9%	97 49.1%
Age 10 to 14 Years	110 52.4%	108 51.9%	114 53.3%
Age 15 to 19 Years	107 51.7%	110 52.4%	112 52.8%
Age 20 to 24 Years	101 50.1%	102 50.5%	124 55.4%
Age 25 to 29 Years	85 46.0%	89 47.1%	125 55.6%
Age 30 to 34 Years	90 47.5%	99 49.8%	122 55.0%
Age 35 to 39 Years	77 43.7%	77 43.5%	103 50.8%
Age 40 to 44 Years	82 45.2%	87 46.6%	100 49.9%
Age 45 to 49 Years	74 42.5%	78 43.8%	95 48.8%
Age 50 to 54 Years	77 43.5%	87 46.5%	94 48.4%
Age 55 to 59 Years	78 43.7%	83 45.4%	89 47.0%
Age 60 to 64 Years	90 47.4%	90 47.5%	93 48.3%
Age 65 to 69 Years	102 50.6%	102 50.5%	94 48.4%
Age 70 to 74 Years	89 47.1%	88 46.9%	86 46.3%
Age 75 to 79 Years	91 47.6%	88 46.8%	96 48.9%
Age 80 to 84 Years	72 42.0%	71 41.4%	70 41.2%
Age 85 Years or Over	84 45.7%	92 47.9%	98 49.5%
Age 19 Years or Less	99 49.8%	99 49.6%	107 51.7%
Age 20 to 39 Years	88 46.9%	92 47.9%	119 54.3%
Age 40 to 64 Years	81 44.7%	85 46.1%	94 48.5%
Age 65 Years or Over	90 47.3%	90 47.2%	89 47.2%

Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Household Type (2025)</b>			
Total Households	1,992	2,417	5,939
Households with Children	627 31.5%	734 30.4%	1,673 28.2%
Average Household Size	2.4	2.4	2.3
Household Density per Square Mile	55	37	18
Population Family	3,844 79.2%	4,618 78.6%	10,934 75.1%
Population Non-Family	930 19.2%	1,157 19.7%	2,933 20.1%
Population Group Quarters	78 1.6%	100 1.7%	695 4.8%
Family Households	1,262 63.4%	1,517 62.8%	3,615 60.9%
Married Couple Households	706 56.0%	875 57.7%	2,305 63.8%
Other Family Households with Children	556 44.0%	642 42.3%	1,310 36.2%
Family Households with Children	625 49.5%	732 48.2%	1,670 46.2%
Married Couple with Children	278 44.4%	334 45.6%	883 52.9%
Other Family Households with Children	347 55.6%	398 54.4%	787 47.1%
Family Households No Children	637 50.5%	785 51.8%	1,945 53.8%
Married Couple No Children	429 67.3%	541 68.9%	1,422 73.1%
Other Family Households No Children	209 32.7%	244 31.1%	523 26.9%
Non-Family Households	730 36.6%	900 37.2%	2,324 39.1%
Non-Family Households with Children	2 0.3%	2 0.2%	3 0.1%
Non-Family Households No Children	728 99.7%	898 99.8%	2,321 99.9%
Average Family Household Size	3.0	3.0	3.0
Average Family Income	\$68,938	\$71,835	\$90,979
Median Family Income	\$50,916	\$53,857	\$69,593
Average Non-Family Household Size	1.3	1.3	1.3
<b>Marital Status (2025)</b>			
Population Age 15 Years or Over	3,926	4,786	12,137
Never Married	1,399 35.6%	1,632 34.1%	4,170 34.4%
Currently Married	1,128 28.7%	1,556 32.5%	4,480 36.9%
Previously Married	1,399 35.6%	1,599 33.4%	3,486 28.7%
Separated	336 24.0%	361 22.6%	723 20.7%
Widowed	328 23.4%	416 26.0%	1,039 29.8%
Divorced	735 52.5%	821 51.4%	1,725 49.5%
<b>Educational Attainment (2025)</b>			
Adult Population Age 25 Years or Over	3,293	4,043	10,340
Elementary (Grade Level 0 to 8)	215 6.5%	240 5.9%	526 5.1%
Some High School (Grade Level 9 to 11)	497 15.1%	565 14.0%	1,383 13.4%
High School Graduate	907 27.5%	1,147 28.4%	3,263 31.6%
Some College	634 19.3%	771 19.1%	1,967 19.0%
Associate Degree Only	305 9.3%	409 10.1%	1,018 9.8%
Bachelor Degree Only	362 11.0%	505 12.5%	1,373 13.3%
Graduate Degree	374 11.4%	406 10.0%	809 7.8%
Any College (Some College or Higher)	1,675 50.9%	2,091 51.7%	5,168 50.0%
College Degree + (Bachelor Degree or Higher)	736 22.3%	910 22.5%	2,182 21.1%

Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Housing</b>			
Total Housing Units (2025)	2,823	3,423	7,938
Total Housing Units (2020)	2,579	3,108	7,511
Historical Annual Growth (2020-2025)	243	-	427
Housing Units Occupied (2025)	1,992 70.6%	2,417 70.6%	5,939 74.8%
Housing Units Owner-Occupied	1,238 62.2%	1,584 65.5%	4,174 70.3%
Housing Units Renter-Occupied	754 37.8%	833 34.5%	1,765 29.7%
Housing Units Vacant (2025)	831 29.4%	1,006 29.4%	1,999 25.2%
<b>Household Size (2025)</b>			
Total Households	1,992	2,417	5,939
1 Person Households	626 31.4%	766 31.7%	1,994 33.6%
2 Person Households	719 36.1%	867 35.8%	2,049 34.5%
3 Person Households	290 14.6%	350 14.5%	848 14.3%
4 Person Households	206 10.3%	255 10.5%	595 10.0%
5 Person Households	87 4.4%	103 4.2%	263 4.4%
6 Person Households	31 1.5%	38 1.6%	104 1.8%
7 or More Person Households	33 1.7%	40 1.6%	86 1.4%
<b>Household Income Distribution (2025)</b>			
HH Income \$200,000 or More	67 3.4%	82 3.4%	367 6.2%
HH Income \$150,000 to \$199,999	56 2.8%	83 3.4%	216 3.6%
HH Income \$125,000 to \$149,999	69 3.5%	88 3.7%	258 4.3%
HH Income \$100,000 to \$124,999	43 2.2%	84 3.5%	360 6.1%
HH Income \$75,000 to \$99,999	236 11.8%	292 12.1%	713 12.0%
HH Income \$50,000 to \$74,999	347 17.4%	411 17.0%	872 14.7%
HH Income \$35,000 to \$49,999	205 10.3%	271 11.2%	725 12.2%
HH Income \$25,000 to \$34,999	161 8.1%	201 8.3%	625 10.5%
HH Income \$15,000 to \$24,999	371 18.6%	403 16.7%	788 13.3%
HH Income \$10,000 to \$14,999	178 8.9%	207 8.6%	510 8.6%
HH Income Under \$10,000	258 13.0%	294 12.2%	506 8.5%
<b>Household Vehicles (2025)</b>			
Households 0 Vehicles Available	226 11.4%	244 10.1%	447 7.5%
Households 1 Vehicle Available	794 39.9%	901 37.3%	1,992 33.5%
Households 2 Vehicles Available	488 24.5%	667 27.6%	1,978 33.3%
Households 3 or More Vehicles Available	483 24.3%	606 25.1%	1,522 25.6%
Total Vehicles Available	3,362	4,225	11,122
Average Vehicles per Household	1.7	1.7	1.9
Owner-Occupied Household Vehicles	2,430 72.3%	3,203 75.8%	8,859 79.7%
Average Vehicles per Owner-Occupied Household	2.0	2.0	2.1
Renter-Occupied Household Vehicles	933 27.7%	1,022 24.2%	2,263 20.3%
Average Vehicles per Renter-Occupied Household	1.2	1.2	1.3
<b>Travel Time (2025)</b>			
Worker Base Age 16 years or Over	1,883	2,356	5,613
Travel to Work in 14 Minutes or Less	1,024 54.4%	1,076 45.7%	1,861 33.1%
Travel to Work in 15 to 29 Minutes	310 16.5%	473 20.1%	1,591 28.3%
Travel to Work in 30 to 59 Minutes	433 23.0%	604 25.6%	1,452 25.9%
Travel to Work in 60 Minutes or More	95 5.1%	127 5.4%	359 6.4%
Work at Home	21 1.1%	76 3.2%	350 6.2%
Average Minutes Travel to Work	15.4	18.1	19.6



## Winona, Mississippi

10 min drive time    15 min drive time    30 min drive time

### Drive Time

#### Transportation To Work (2025)

Worker Base Age 16 years or Over	1,883	2,356	5,613
Drive to Work Alone	1,350 71.7%	1,742 73.9%	4,344 77.4%
Drive to Work in Carpool	321 17.1%	340 14.4%	587 10.5%
Travel to Work by Public Transportation	- -	- -	- -
Drive to Work on Motorcycle	- -	- -	- -
Bicycle to Work	- -	- -	- -
Walk to Work	162 8.6%	164 7.0%	202 3.6%
Other Means	29 1.5%	35 1.5%	129 2.3%
Work at Home	21 1.1%	76 3.2%	350 6.2%

#### Daytime Demographics (2025)

Total Businesses	253	263	447
Total Employees	1,808	1,854	3,544
Company Headquarter Businesses	11 4.4%	11 4.2%	16 3.5%
Company Headquarter Employees	378 20.9%	378 20.4%	440 12.4%
Employee Population per Business	7.1 to 1	7.0 to 1	7.9 to 1
Residential Population per Business	19.2 to 1	22.3 to 1	32.6 to 1
Adj. Daytime Demographics Age 16 Years or Over	3,777	4,198	9,856

#### Labor Force

Labor Population Age 16 Years or Over (2025)	3,853	4,701	11,933
Labor Force Total Males (2025)	1,801 46.7%	2,233 47.5%	5,980 50.1%
Male Civilian Employed	949 52.7%	1,186 53.1%	2,854 47.7%
Male Civilian Unemployed	75 4.1%	89 4.0%	134 2.2%
Males in Armed Forces	- -	- -	- -
Males Not in Labor Force	777 43.1%	958 42.9%	2,992 50.0%
Labor Force Total Females (2025)	2,052 53.3%	2,468 52.5%	5,954 49.9%
Female Civilian Employed	934 45.5%	1,171 47.4%	2,759 46.3%
Female Civilian Unemployed	57 2.8%	68 2.8%	186 3.1%
Females in Armed Forces	- -	- -	8 0.1%
Females Not in Labor Force	1,060 51.7%	1,229 49.8%	3,000 50.4%
Unemployment Rate	132 3.4%	157 3.3%	320 2.7%

#### Occupation (2025)

Occupation Population Age 16 Years or Over	1,883	2,356	5,613
Occupation Total Males	949 50.4%	1,186 50.3%	2,854 50.8%
Occupation Total Females	934 49.6%	1,171 49.7%	2,759 49.2%
Management, Business, Financial Operations	118 6.3%	165 7.0%	534 9.5%
Professional, Related	331 17.6%	432 18.3%	1,189 21.2%
Service	442 23.5%	521 22.1%	1,041 18.5%
Sales, Office	410 21.8%	483 20.5%	1,048 18.7%
Farming, Fishing, Forestry	20 1.1%	28 1.2%	56 1.0%
Construction, Extraction, Maintenance	241 12.8%	279 11.8%	706 12.6%
Production, Transport, Material Moving	322 17.1%	449 19.0%	1,039 18.5%
White Collar Workers	858 45.6%	1,080 45.8%	2,771 49.4%
Blue Collar Workers	1,025 54.4%	1,276 54.2%	2,842 50.6%



**RETAIL ATTRACTIONS, LLC**  
Economic Development Consulting

Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Units In Structure (2025)</b>			
Total Units	1,992	2,417	5,939
1 Detached Unit	1,350 67.8%	1,622 67.1%	4,045 68.1%
1 Attached Unit	3 0.2%	9 0.4%	70 1.2%
2 Units	91 4.6%	94 3.9%	118 2.0%
3 to 4 Units	77 3.9%	78 3.2%	176 3.0%
5 to 9 Units	4 0.2%	6 0.3%	112 1.9%
10 to 19 Units	57 2.8%	64 2.7%	91 1.5%
20 to 49 Units	18 0.9%	23 0.9%	39 0.7%
50 or More Units	136 6.9%	136 5.6%	154 2.6%
Mobile Home or Trailer	252 12.7%	377 15.6%	1,102 18.6%
Other Structure	3 0.2%	8 0.3%	32 0.5%
<b>Homes Built By Year (2025)</b>			
Homes Built 2020 or later	5 0.2%	13 0.4%	104 1.3%
Homes Built 2010 to 2019	59 2.1%	81 2.4%	260 3.3%
Homes Built 2000 to 2009	131 4.7%	200 5.9%	813 10.2%
Homes Built 1990 to 1999	257 9.1%	322 9.4%	860 10.8%
Homes Built 1980 to 1989	363 12.9%	420 12.3%	999 12.6%
Homes Built 1970 to 1979	306 10.9%	392 11.5%	906 11.4%
Homes Built 1960 to 1969	206 7.3%	255 7.5%	702 8.8%
Homes Built 1950 to 1959	224 7.9%	238 6.9%	479 6.0%
Homes Built 1940 to 1949	180 6.4%	188 5.5%	269 3.4%
Homes Built Before 1939	259 9.2%	307 9.0%	547 6.9%
Median Age of Homes	53.5 yrs	51.9 yrs	46.6 yrs
<b>Home Values (2025)</b>			
Owner Specified Housing Units	1,238	1,584	4,174
Home Values \$1,000,000 or More	- -	- -	- -
Home Values \$750,000 to \$999,999	1 -	3 0.2%	30 0.7%
Home Values \$500,000 to \$749,999	2 0.1%	4 0.2%	110 2.6%
Home Values \$400,000 to \$499,999	38 3.1%	43 2.7%	132 3.2%
Home Values \$300,000 to \$399,999	45 3.6%	59 3.7%	200 4.8%
Home Values \$250,000 to \$299,999	36 2.9%	72 4.6%	250 6.0%
Home Values \$200,000 to \$249,999	30 2.4%	60 3.8%	264 6.3%
Home Values \$175,000 to \$199,999	49 3.9%	54 3.4%	132 3.2%
Home Values \$150,000 to \$174,999	129 10.5%	157 9.9%	367 8.8%
Home Values \$125,000 to \$149,999	105 8.5%	114 7.2%	216 5.2%
Home Values \$100,000 to \$124,999	190 15.4%	226 14.3%	619 14.8%
Home Values \$90,000 to \$99,999	61 4.9%	76 4.8%	181 4.3%
Home Values \$80,000 to \$89,999	66 5.3%	91 5.7%	216 5.2%
Home Values \$70,000 to \$79,999	78 6.3%	93 5.8%	187 4.5%
Home Values \$60,000 to \$69,999	100 8.1%	112 7.1%	158 3.8%
Home Values \$50,000 to \$59,999	76 6.2%	100 6.3%	262 6.3%
Home Values \$35,000 to \$49,999	67 5.4%	113 7.1%	291 7.0%
Home Values \$25,000 to \$34,999	41 3.3%	46 2.9%	99 2.4%
Home Values \$10,000 to \$24,999	56 4.5%	81 5.1%	291 7.0%
Home Values Under \$10,000	67 5.4%	81 5.1%	170 4.1%
Owner-Occupied Median Home Value	\$103,407	\$103,481	\$125,099
Renter-Occupied Median Rent	\$392	\$395	\$452



## Winona, Mississippi

### Drive Time

10 min drive time    15 min drive time    30 min drive time

Total Annual Consumer Expenditure (2025)	\$139.76 M	\$174.38 M	\$471.3 M
Total Household Expenditure	\$139.76 M	\$174.38 M	\$471.3 M
Total Non-Retail Expenditure	\$63.58 M	\$79.24 M	\$219.25 M
Total Retail Expenditure	\$76.18 M	\$95.14 M	\$252.05 M
Alcoholic Beverages	\$821.13 K	\$1.03 M	\$2.8 M
Apparel	\$2.61 M	\$3.25 M	\$8.68 M
Contributions	\$3.81 M	\$4.83 M	\$13.77 M
Education	\$2.85 M	\$3.59 M	\$10.05 M
Entertainment	\$8.18 M	\$10.17 M	\$27.03 M
Food Away From Home	\$6.12 M	\$7.63 M	\$20.5 M
Grocery	\$11.31 M	\$13.81 M	\$34.32 M
Health Care	\$13.3 M	\$16.29 M	\$40.38 M
Household Furnishings and Equipment	\$3.64 M	\$4.54 M	\$12.28 M
Household Operations	\$2.74 M	\$3.39 M	\$8.93 M
Miscellaneous Expenses	\$2.36 M	\$2.95 M	\$7.94 M
Personal Care	\$2.11 M	\$2.59 M	\$6.55 M
Shelter	\$24.27 M	\$29.66 M	\$76.27 M
Tax and Retirement	\$22.79 M	\$29.41 M	\$92.13 M
Tobacco and Related	\$1.13 M	\$1.35 M	\$3.07 M
Transportation	\$23.49 M	\$29.89 M	\$81.88 M
Utilities	\$8.21 M	\$10.01 M	\$24.72 M
Monthly Household Consumer Expenditure (2025)			
Total Household Expenditure	\$5,847	\$6,012	\$6,613
Total Non-Retail Expenditure	\$2,660 45.5%	\$2,732 45.4%	\$3,076 46.5%
Total Retail Expenditures	\$3,187 54.5%	\$3,280 54.6%	\$3,537 53.5%
Alcoholic Beverages	\$34 0.6%	\$35 0.6%	\$39 0.6%
Apparel	\$109 1.9%	\$112 1.9%	\$122 1.8%
Contributions	\$159 2.7%	\$166 2.8%	\$193 2.9%
Education	\$119 2.0%	\$124 2.1%	\$141 2.1%
Entertainment	\$342 5.9%	\$351 5.8%	\$379 5.7%
Food Away From Home	\$256 4.4%	\$263 4.4%	\$288 4.3%
Grocery	\$473 8.1%	\$476 7.9%	\$482 7.3%
Health Care	\$557 9.5%	\$562 9.3%	\$567 8.6%
Household Furnishings and Equipment	\$152 2.6%	\$157 2.6%	\$172 2.6%
Household Operations	\$115 2.0%	\$117 1.9%	\$125 1.9%
Miscellaneous Expenses	\$99 1.7%	\$102 1.7%	\$111 1.7%
Personal Care	\$88 1.5%	\$89 1.5%	\$92 1.4%
Shelter	\$1,015 17.4%	\$1,022 17.0%	\$1,070 16.2%
Tax and Retirement	\$953 16.3%	\$1,014 16.9%	\$1,293 16.9%
Tobacco and Related	\$47 0.8%	\$47 0.8%	\$43 0.7%
Transportation	\$983 16.8%	\$1,030 17.1%	\$1,149 17.4%
Utilities	\$343 5.9%	\$345 5.7%	\$347 5.2%

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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

## Drive Time

	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$4.82 M / \$229.52 K	95	\$5.98 M / \$229.52 K	96	\$15.67 M / \$1.22 M	92
Men's Clothing Stores	\$210.11 K / -	100	\$257.2 K / -	100	\$645.26 K / \$106.4 K	84
Women's Clothing Stores	\$393.38 K / \$229.52 K	42	\$489.01 K / \$229.52 K	53	\$1.29 M / \$463.18 K	64
Children's, Infants' Clothing Stores	\$341.23 K / -	100	\$428.02 K / -	100	\$1.18 M / -	100
Family Clothing Stores	\$2.25 M / -	100	\$2.81 M / -	100	\$7.43 M / -	100
Clothing Accessory Stores	\$115.23 K / -	100	\$141.99 K / -	100	\$363.92 K / -	100
Other Apparel Stores	\$137.99 K / -	100	\$170.99 K / -	100	\$450.19 K / -	100
Shoe Stores	\$1.09 M / -	100	\$1.34 M / -	100	\$3.43 M / \$645.64 K	81
Jewelry Stores	\$245.64 K / -	100	\$303.47 K / -	100	\$774.5 K / -	100
Luggage Stores	\$31.72 K / -	100	\$38.82 K / -	100	\$96.24 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$4.11 M / \$1.03 M	75	\$5.1 M / \$1.23 M	76	\$13.3 M / \$1.94 M	85
Furniture Stores	\$2.08 M / \$1.03 M	50	\$2.55 M / \$1.23 M	52	\$6.37 M / \$1.94 M	70
Floor Covering Stores	\$292.05 K / -	100	\$358.48 K / -	100	\$907.86 K / -	100
Other Home Furnishing Stores	\$1.74 M / -	100	\$2.2 M / \$-1	100	\$6.02 M / \$-1	100
<b>Electronics, Appliance Stores</b>	\$4.06 M / \$1.56 M	62	\$5.09 M / \$1.56 M	69	\$13.54 M / \$2.8 M	79
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$3.98 M / \$11.29 M	-65	\$4.93 M / \$11.29 M	-56	\$12.91 M / \$14.14 M	-9
Home Centers	\$2.23 M / \$4.9 M	-54	\$2.77 M / \$4.9 M	-44	\$7.24 M / \$4.91 M	32
Paint, Wallpaper Stores	\$439.76 K / \$2.32 M	-81	\$548.44 K / \$2.32 M	-76	\$1.48 M / \$2.32 M	-36
Hardware Stores	\$250.35 K / -	100	\$310.65 K / -	100	\$815.23 K / \$2.44 M	-67
Other Building Materials Stores	\$727.6 K / -	100	\$896.46 K / -	100	\$2.31 M / \$386.82 K	83
Outdoor Power Equipment Stores	\$44.29 K / \$2.98 M	-99	\$54.68 K / \$2.98 M	-98	\$141.75 K / \$2.98 M	-95
Nursery, Garden Stores	\$288.01 K / \$1.09 M	-74	\$356.31 K / \$1.09 M	-67	\$926.99 K / \$1.09 M	-15
<b>Food, Beverage Stores</b>	\$5.94 M / \$7.55 M	-21	\$7.45 M / \$7.74 M	-4	\$20.08 M / \$11.44 M	43
Grocery Stores	\$4.68 M / \$2.27 M	51	\$5.86 M / \$2.27 M	61	\$15.62 M / \$4.67 M	70
Convenience Stores	\$409.71 K / \$3.2 M	-87	\$517.26 K / \$3.38 M	-85	\$1.41 M / \$4.61 M	-69
Meat Markets	\$26.92 K / -	100	\$33.54 K / -	100	\$89.77 K / \$-1	100
Fish, Seafood Markets	\$9.16 K / -	100	\$11.41 K / -	100	\$30.63 K / -	100
Fruit, Vegetable Markets	\$17.53 K / -	100	\$21.86 K / -	100	\$58.59 K / -	100
Other Specialty Food Markets	\$34.98 K / -	100	\$43.8 K / -	100	\$118.37 K / \$73.67 K	38
Liquor Stores	\$761.38 K / \$2.08 M	-63	\$964.8 K / \$2.08 M	-54	\$2.76 M / \$2.08 M	25

Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time			
Drive Time	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$3.87 M / \$1.59 M	59	\$4.95 M / \$1.59 M	68	\$13.43 M / \$2.48 M	82
Pharmacy, Drug Stores	\$3.39 M / \$1.59 M	53	\$4.34 M / \$1.59 M	63	\$11.79 M / \$2.25 M	81
Cosmetics, Beauty Stores	\$193.65 K / -	100	\$249.05 K / -	100	\$680.15 K / \$-1	100
Optical Goods Stores	\$70.86 K / -	100	\$89.6 K / -	100	\$226.23 K / \$224.29 K	1
Other Health, Personal Care Stores	\$209.25 K / -	100	\$268.42 K / -	100	\$729.89 K / -	100
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$5.01 M / \$165.63 K	97	\$6.21 M / \$249.96 K	96	\$16.15 M / \$1.5 M	91
Sporting Goods Stores	\$1.87 M / \$86.82 K	95	\$2.31 M / \$131.03 K	94	\$6 M / \$1.34 M	78
Hobby, Toy, Game Stores	\$1.4 M / -	100	\$1.73 M / -	100	\$4.4 M / -	100
Sewing, Needlecraft Stores	\$1.11 M / -	100	\$1.37 M / -	100	\$3.54 M / -	100
Musical Instrument Stores	\$272.9 K / -	100	\$349.14 K / -	100	\$1.03 M / -	100
Book Stores	\$354.79 K / \$78.81 K	78	\$446.99 K / \$118.93 K	73	\$1.19 M / \$168.12 K	86
<b>General Merchandise Stores</b>	\$15.41 M / \$7.14 M	54	\$19.2 M / \$9.33 M	51	\$50.37 M / \$13.83 M	73
Department Stores	\$5.28 M / -	100	\$6.59 M / -	100	\$17.36 M / \$232.05 K	99
Warehouse Superstores	\$8.62 M / -	100	\$10.74 M / -	100	\$28.13 M / -	100
Other General Merchandise Stores	\$1.5 M / \$7.14 M	-79	\$1.87 M / \$9.33 M	-80	\$4.88 M / \$13.6 M	-64
<b>Miscellaneous Store Retailers</b>	\$2.07 M / \$3.26 M	-37	\$2.57 M / \$3.49 M	-26	\$6.65 M / \$5.81 M	13
Florists	\$45.38 K / \$145.56 K	-69	\$56.64 K / \$145.56 K	-61	\$150.42 K / \$172.41 K	-13
Office, Stationary Stores	\$228.14 K / \$115.88 K	49	\$280.5 K / \$337.96 K	-17	\$702.03 K / \$2.58 M	-73
Gift, Souvenir Stores	\$391.78 K / \$254.46 K	35	\$490.09 K / \$254.46 K	48	\$1.3 M / \$274.51 K	79
Used Merchandise Stores	\$166.21 K / -	100	\$204.18 K / -	100	\$510.74 K / -	100
Pet, Pet Supply Stores	\$396.97 K / -	100	\$484.16 K / -	100	\$1.2 M / -	100
Art Dealers	\$72.02 K / -	100	\$88.06 K / -	100	\$216.23 K / -	100
Mobile Home Dealers	\$41.2 K / -	100	\$50.71 K / -	100	\$130.16 K / -	100
Other Miscellaneous Retail Stores	\$724.22 K / \$2.75 M	-74	\$912.37 K / \$2.75 M	-67	\$2.44 M / \$2.79 M	-13
<b>Non-Store Retailers</b>	\$8.93 M / -	100	\$11.19 M / -	100	\$29.7 M / \$1.51 K	100
Mail Order, Catalog Stores	\$8.38 M / -	100	\$10.5 M / -	100	\$27.86 M / -	100
Vending Machines	\$36.44 K / -	100	\$45.58 K / -	100	\$123.79 K / -	100
Fuel Dealers	\$50.69 K / -	100	\$63.01 K / -	100	\$165.66 K / -	100
Other Direct Selling Establishments	\$463.59 K / -	100	\$581.51 K / -	100	\$1.55 M / \$1.51 K	100

Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time			
Drive Time	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$6.79 M / \$7.61 M	-11	\$8.59 M / \$7.74 M	10	\$24.31 M / \$10.84 M	55
Hotels, Other Travel Accommodations	\$434.39 K / \$1.48 M	-71	\$550.78 K / \$1.48 M	-63	\$1.57 M / \$1.63 M	-4
RV Parks	\$4.9 K / -	100	\$6.11 K / -	100	\$16.33 K / \$69	100
Rooming, Boarding Houses	\$2.49 K / -	100	\$3.14 K / -	100	\$8.8 K / -	100
Full Service Restaurants	\$3.96 M / \$2 M	50	\$5.02 M / \$2 M	60	\$14.2 M / \$3.38 M	76
Limited Service Restaurants	\$1.84 M / \$3.99 M	-54	\$2.32 M / \$3.99 M	-42	\$6.59 M / \$6.37 M	3
Special Food Services, Catering	\$544.65 K / -	100	\$688.06 K / -	100	\$1.93 M / -	100
Drinking Places	\$347.47 K / \$487.94 K	-29	\$445.51 K / \$718.91 K	-38	\$1.31 M / \$772.27 K	41
<b>Gasoline Stations</b>	\$3.08 M / \$9.21 M	-67	\$3.88 M / \$9.21 M	-58	\$10.48 M / \$21.14 M	-50
<b>Motor Vehicle, Parts Dealers</b>	\$7.79 M / \$5.09 M	35	\$9.56 M / \$5.09 M	47	\$24.14 M / \$15.51 M	36
New Car Dealers	\$4.74 M / \$1.09 M	77	\$5.8 M / \$1.09 M	81	\$14.39 M / \$10.82 M	25
Used Car Dealers	\$442.72 K / \$335.82 K	24	\$541.23 K / \$335.82 K	38	\$1.34 M / \$489.97 K	63
Recreational Vehicle Dealers	\$720.12 K / -	100	\$889.5 K / -	100	\$2.31 M / -	100
Motorcycle, Boat Dealers	\$971.88 K / -	100	\$1.2 M / -	100	\$3.09 M / -	100
Auto Parts, Accessories	\$589.87 K / \$3.41 M	-83	\$731.64 K / \$3.41 M	-79	\$1.93 M / \$3.94 M	-51
Tire Dealers	\$325.5 K / \$253.61 K	22	\$404.25 K / \$253.61 K	37	\$1.08 M / \$255.17 K	76
2025 Population	4,851		5,875		14,562	
2030 Population	4,403		5,381		13,575	
% Population Change 2025-2030	-9.2%		-8.4%		-6.8%	
2025 Adult Population Age 18+	3,722		4,549		11,577	
2025 Population Male	2,283		2,798		7,326	
2025 Population Female	2,567		3,077		7,237	
2025 Households	1,992		2,417		5,939	
2025 Median Household Income	35,563		38,821		48,462	
2025 Average Household Income	55,894		58,784		71,433	

# **Retail Potential**

Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time
<b>Drive Time</b>			
2025 Population	4,851	5,875	14,562
2030 Population	4,403	5,381	13,575
% Population Change 2020-2025	-6.2%	-5.4%	-5.7%
2025 Adult Population Age 18+	\$3,722	\$4,549	\$11,577
2025 Population Male	\$2,283	\$2,798	\$7,326
2025 Population Female	\$2,567	\$3,077	\$7,237
2025 Households	\$1,992	\$2,417	\$5,939
2025 Median Household Income	\$35,563	\$38,821	\$48,462
2025 Average Household Income	\$55,894	\$58,784	\$71,433
<b>Clothing, Clothing Accessories Stores</b>	\$4.82 M	\$5.98 M	\$15.67 M
Men's Clothing Stores	\$210.11 K	\$257.2 K	\$645.26 K
Women's Clothing Stores	\$393.38 K	\$489.01 K	\$1.29 M
Children's, Infants' Clothing Stores	\$341.23 K	\$428.02 K	\$1.18 M
Family Clothing Stores	\$2.25 M	\$2.81 M	\$7.43 M
Clothing Accessory Stores	\$115.23 K	\$141.99 K	\$363.92 K
Other Apparel Stores	\$137.99 K	\$170.99 K	\$450.19 K
Shoe Stores	\$1.09 M	\$1.34 M	\$3.43 M
Jewelry Stores	\$245.64 K	\$303.47 K	\$774.5 K
Luggage Stores	\$31.72 K	\$38.82 K	\$96.24 K
<b>Furniture, Home Furnishings Stores</b>	\$4.11 M	\$5.1 M	\$13.3 M
Furniture Stores	\$2.08 M	\$2.55 M	\$6.37 M
Floor Covering Stores	\$292.05 K	\$358.48 K	\$907.86 K
Other Home Furnishing Stores	\$1.74 M	\$2.2 M	\$6.02 M
<b>Electronics, Appliance Stores</b>	\$4.06 M	\$5.09 M	\$13.54 M
<b>Gasoline Stations</b>	\$3.08 M	\$3.88 M	\$10.48 M
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$3.98 M	\$4.93 M	\$12.91 M
Home Centers	\$2.23 M	\$2.77 M	\$7.24 M
Paint, Wallpaper Stores	\$439.76 K	\$548.44 K	\$1.48 M
Hardware Stores	\$250.35 K	\$310.65 K	\$815.23 K
Other Building Materials Stores	\$727.6 K	\$896.46 K	\$2.31 M
Outdoor Power Equipment Stores	\$44.29 K	\$54.68 K	\$141.75 K
Nursery, Garden Stores	\$288.01 K	\$356.31 K	\$926.99 K
<b>Food, Beverage Stores</b>	\$5.94 M	\$7.45 M	\$20.08 M
Grocery Stores	\$4.68 M	\$5.86 M	\$15.62 M
Convenience Stores	\$409.71 K	\$517.26 K	\$1.41 M
Meat Markets	\$26.92 K	\$33.54 K	\$89.77 K
Fish, Seafood Markets	\$9.16 K	\$11.41 K	\$30.63 K
Fruit, Vegetable Markets	\$17.53 K	\$21.86 K	\$58.59 K
Other Specialty Food Markets	\$34.98 K	\$43.8 K	\$118.37 K
Liquor Stores	\$761.38 K	\$964.8 K	\$2.76 M

Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time
<b>Drive Time</b>			
Health, Personal Care Stores	\$3.87 M	\$4.95 M	\$13.43 M
Pharmacy, Drug Stores	\$3.39 M	\$4.34 M	\$11.79 M
Cosmetics, Beauty Stores	\$193.65 K	\$249.05 K	\$680.15 K
Optical Goods Stores	\$70.86 K	\$89.6 K	\$226.23 K
Other Health, Personal Care Stores	\$209.25 K	\$268.42 K	\$729.89 K
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$5.01 M	\$6.21 M	\$16.15 M
Sporting Goods Stores	\$1.87 M	\$2.31 M	\$6 M
Hobby, Toy, Game Stores	\$1.4 M	\$1.73 M	\$4.4 M
Sewing, Needlecraft Stores	\$1.11 M	\$1.37 M	\$3.54 M
Musical Instrument Stores	\$272.9 K	\$349.14 K	\$1.03 M
Book Stores	\$354.79 K	\$446.99 K	\$1.19 M
<b>General Merchandise Stores</b>	\$15.41 M	\$19.2 M	\$50.37 M
Department Stores	\$5.28 M	\$6.59 M	\$17.36 M
Warehouse Superstores	\$8.62 M	\$10.74 M	\$28.13 M
Other General Merchandise Stores	\$1.5 M	\$1.87 M	\$4.88 M
<b>Miscellaneous Store Retailers</b>	\$2.07 M	\$2.57 M	\$6.65 M
Florists	\$45.38 K	\$56.64 K	\$150.42 K
Office, Stationary Stores	\$228.14 K	\$280.5 K	\$702.03 K
Gift, Souvenir Stores	\$391.78 K	\$490.09 K	\$1.3 M
Used Merchandise Stores	\$166.21 K	\$204.18 K	\$510.74 K
Pet, Pet Supply Stores	\$396.97 K	\$484.16 K	\$1.2 M
Art Dealers	\$72.02 K	\$88.06 K	\$216.23 K
Mobile Home Dealers	\$41.2 K	\$50.71 K	\$130.16 K
Other Miscellaneous Retail Stores	\$724.22 K	\$912.37 K	\$2.44 M
<b>Non-Store Retailers</b>	\$8.93 M	\$11.19 M	\$29.7 M
Mail Order, Catalog Stores	\$8.38 M	\$10.5 M	\$27.86 M
Vending Machines	\$36.44 K	\$45.58 K	\$123.79 K
Fuel Dealers	\$50.69 K	\$63.01 K	\$165.66 K
Other Direct Selling Establishments	\$463.59 K	\$581.51 K	\$1.55 M
<b>Accommodation, Food Services</b>	\$7.13 M	\$9.04 M	\$25.63 M
Hotels, Other Travel Accommodations	\$434.39 K	\$550.78 K	\$1.57 M
RV Parks	\$4.9 K	\$6.11 K	\$16.33 K
Rooming, Boarding Houses	\$2.49 K	\$3.14 K	\$8.8 K
Full Service Restaurants	\$3.96 M	\$5.02 M	\$14.2 M
Limited Service Restaurants	\$1.84 M	\$2.32 M	\$6.59 M
Special Food Services, Catering	\$544.65 K	\$688.06 K	\$1.93 M
Drinking Places	\$347.47 K	\$445.51 K	\$1.31 M
<b>Motor Vehicle, Parts Dealers</b>	\$7.79 M	\$9.56 M	\$24.14 M
New Car Dealers	\$4.74 M	\$5.8 M	\$14.39 M
Used Car Dealers	\$442.72 K	\$541.23 K	\$1.34 M
Recreational Vehicle Dealers	\$720.12 K	\$889.5 K	\$2.31 M
Motorcycle, Boat Dealers	\$971.88 K	\$1.2 M	\$3.09 M
Auto Parts, Accessories	\$589.87 K	\$731.64 K	\$1.93 M
Tire Dealers	\$325.5 K	\$404.25 K	\$1.08 M

# **Income Summary**

# Income Summary Report



Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time			
Drive Time						
<b>Population</b>						
Estimated Population (2025)	4,851	5,875	14,562			
Projected Population (2030)	4,403	5,381	13,575			
Census Population (2020)	5,172	6,210	15,447			
Census Population (2010)	5,766	6,974	16,452			
Projected Annual Growth (2025 to 2030)	-447	-1.8%	-494	-1.7%	-988	-1.4%
Historical Annual Growth (2020 to 2025)	-321	-1.3%	-335	-1.1%	-885	-1.2%
Historical Annual Growth (2010 to 2020)	-594	-1.0%	-764	-1.1%	-1,005	-0.6%
<b>Households</b>						
Estimated Households (2025)	1,992	2,417	5,939			
Projected Households (2030)	1,755	2,144	5,423			
Census Households (2020)	2,193	2,627	6,328			
Census Households (2010)	2,274	2,740	6,496			
Projected Annual Growth (2025 to 2030)	-237	-2.4%	-274	-2.3%	-516	-1.7%
Historical Annual Growth (2020 to 2025)	-201	-1.8%	-210	-1.6%	-389	-1.2%
Historical Annual Growth (2010 to 2020)	-81	-0.4%	-113	-0.4%	-168	-0.3%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$55,894	\$58,784	\$71,433			
Projected Average Household Income (2030)	\$55,484	\$58,439	\$71,470			
Census Average Household Income (2020)	\$37,659	\$37,128	\$38,571			
Census Average Household Income (2010)	\$35,829	\$36,317	\$37,921			
Projected Annual Growth (2025 to 2030)	-\$411	-0.1%	-\$345	-0.1%	\$37	-
Historical Annual Growth (2020 to 2025)	\$18,236	3.2%	\$21,656	3.9%	\$32,863	5.7%
Historical Annual Growth (2010 to 2020)	\$1,829	0.5%	\$811	0.2%	\$650	0.2%
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$35,563	\$38,821	\$48,462			
Projected Median Household Income (2030)	\$35,538	\$38,818	\$48,082			
Census Median Household Income (2020)	\$29,094	\$28,396	\$28,823			
Census Median Household Income (2010)	\$24,710	\$24,521	\$25,905			
Projected Annual Growth (2025 to 2030)	-\$24	-	-\$3	-	-\$380	-0.2%
Historical Annual Growth (2020 to 2025)	\$6,469	1.5%	\$10,425	2.4%	\$19,639	4.5%
Historical Annual Growth (2010 to 2020)	\$4,384	1.8%	\$3,875	1.6%	\$2,918	1.1%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$23,023	\$24,282	\$29,189			
Projected Per Capita Income (2030)	\$22,193	\$23,385	\$28,611			
Census Per Capita Income (2020)	\$14,846	\$14,585	\$15,234			
Census Per Capita Income (2010)	\$13,370	\$13,566	\$14,199			
Projected Annual Growth (2025 to 2030)	-\$830	-0.7%	-\$897	-0.7%	-\$578	-0.4%
Historical Annual Growth (2020 to 2025)	\$8,177	3.7%	\$9,696	4.4%	\$13,955	6.1%
Historical Annual Growth (2010 to 2020)	\$1,476	1.1%	\$1,019	0.8%	\$1,036	0.7%
<b>Other Income</b>						
Estimated Families (2025)	1,262	1,517	3,615			
Estimated Average Family Income (2025)	\$68,938	\$71,835	\$90,979			
Estimated Median Family Income (2025)	\$50,916	\$53,857	\$69,593			
Estimated Average Household Net Worth (2025)	\$740,598	\$778,058	\$898,935			

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time		
Drive Time					
Estimated Population	4,851	5,875	14,562		
Estimated Households	1,992	2,417	5,939		
<b>Household Expenditure</b>	<b>\$139.76 M</b>	<b>\$174.38 M</b>	<b>\$471.3 M</b>		
Per Household ~ Per Capita	\$70,163	\$28,812	\$72,142	\$29,680	\$79,358
Non-Retail Expenditures	\$63.58 M	45.5%	\$79.24 M	45.4%	\$219.25 M
Per Household ~ Per Capita	\$31,918	\$13,107	\$32,781	\$13,486	\$36,917
Retail Expenditures	\$76.18 M	54.5%	\$95.14 M	54.6%	\$252.05 M
Per Household ~ Per Capita	\$38,246	\$15,705	\$39,361	\$16,194	\$42,440
Alcoholic Beverages	\$821.13 K	0.6%	\$1.03 M	0.6%	\$2.8 M
Per Household ~ Per Capita	\$412	\$169	\$425	\$175	\$471
Apparel	\$2.61 M	1.9%	\$3.25 M	1.9%	\$8.68 M
Per Household ~ Per Capita	\$1,312	\$539	\$1,345	\$553	\$1,462
Contributions	\$3.81 M	2.7%	\$4.83 M	2.8%	\$13.77 M
Per Household ~ Per Capita	\$1,912	\$785	\$1,997	\$822	\$2,318
Education	\$2.85 M	2.0%	\$3.59 M	2.1%	\$10.05 M
Per Household ~ Per Capita	\$1,431	\$587	\$1,486	\$611	\$1,692
Entertainment	\$8.18 M	5.9%	\$10.17 M	5.8%	\$27.03 M
Per Household ~ Per Capita	\$4,109	\$1,687	\$4,207	\$1,731	\$4,551
Food Away From Home	\$6.12 M	4.4%	\$7.63 M	4.4%	\$20.5 M
Per Household ~ Per Capita	\$3,074	\$1,263	\$3,157	\$1,299	\$3,451
Grocery	\$11.31 M	8.1%	\$13.81 M	7.9%	\$34.32 M
Per Household ~ Per Capita	\$5,680	\$2,332	\$5,714	\$2,351	\$5,779
Health Care	\$13.3 M	9.5%	\$16.29 M	9.3%	\$40.38 M
Per Household ~ Per Capita	\$6,679	\$2,743	\$6,738	\$2,772	\$6,799
Household Furnishings and Equipment	\$3.64 M	2.6%	\$4.54 M	2.6%	\$12.28 M
Per Household ~ Per Capita	\$1,826	\$750	\$1,878	\$773	\$2,067
Household Operations	\$2.74 M	2.0%	\$3.39 M	1.9%	\$8.93 M
Per Household ~ Per Capita	\$1,374	\$564	\$1,402	\$577	\$1,503
Miscellaneous Expenses	\$2.36 M	1.7%	\$2.95 M	1.7%	\$7.94 M
Per Household ~ Per Capita	\$1,186	\$487	\$1,220	\$502	\$1,337
Personal Care	\$2.11 M	1.5%	\$2.59 M	1.5%	\$6.55 M
Per Household ~ Per Capita	\$1,061	\$436	\$1,072	\$441	\$1,103
Shelter	\$24.27 M	17.4%	\$29.66 M	17.0%	\$76.27 M
Per Household ~ Per Capita	\$12,184	\$5,003	\$12,270	\$5,048	\$12,843
Tax and Retirement	\$22.79 M	16.3%	\$29.41 M	16.9%	\$92.13 M
Per Household ~ Per Capita	\$11,441	\$4,698	\$12,167	\$5,006	\$15,513
Tobacco and Related	\$1.13 M	0.8%	\$1.35 M	0.8%	\$3.07 M
Per Household ~ Per Capita	\$569	\$233	\$559	\$230	\$518
Transportation	\$23.49 M	16.8%	\$29.89 M	17.1%	\$81.88 M
Per Household ~ Per Capita	\$11,792	\$4,842	\$12,364	\$5,087	\$13,786
Utilities	\$8.21 M	5.9%	\$10.01 M	5.7%	\$24.72 M
Per Household ~ Per Capita	\$4,122	\$1,693	\$4,140	\$1,703	\$4,163
					\$1,698

## Consumer Expenditure Trend



Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time			
Drive Time						
<b>Population / Households (2025)</b>						
Estimated Population	4,851	5,875	14,562			
Estimated Households	1,992	2,417	5,939			
<b>Total Annual Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$139.76 M	\$174.38 M	\$471.3 M			
Total Non-Retail Expenditure	\$63.58 M	\$79.24 M	\$219.25 M			
Total Retail Expenditure	\$76.18 M	\$95.14 M	\$252.05 M			
Alcoholic Beverages	\$821.13 K	\$1.03 M	\$2.8 M			
Apparel	\$2.61 M	\$3.25 M	\$8.68 M			
Contributions	\$3.81 M	\$4.83 M	\$13.77 M			
Education	\$2.85 M	\$3.59 M	\$10.05 M			
Entertainment	\$8.18 M	\$10.17 M	\$27.03 M			
Food Away From Home	\$6.12 M	\$7.63 M	\$20.5 M			
Grocery	\$11.31 M	\$13.81 M	\$34.32 M			
Health Care	\$13.3 M	\$16.29 M	\$40.38 M			
Household Furnishings and Equipment	\$3.64 M	\$4.54 M	\$12.28 M			
Household Operations	\$2.74 M	\$3.39 M	\$8.93 M			
Miscellaneous Expenses	\$2.36 M	\$2.95 M	\$7.94 M			
Personal Care	\$2.11 M	\$2.59 M	\$6.55 M			
Shelter	\$24.27 M	\$29.66 M	\$76.27 M			
Tax and Retirement	\$22.79 M	\$29.41 M	\$92.13 M			
Tobacco and Related	\$1.13 M	\$1.35 M	\$3.07 M			
Transportation	\$23.49 M	\$29.89 M	\$81.88 M			
Utilities	\$8.21 M	\$10.01 M	\$24.72 M			
<b>Monthly Household Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$5,847	\$6,012	\$6,613			
Total Non-Retail Expenditure	\$2,660	45.5%	\$2,732	45.4%	\$3,076	46.5%
Total Retail Expenditure	\$3,187	54.5%	\$3,280	54.6%	\$3,537	53.5%
Alcoholic Beverages	\$34	0.6%	\$35	0.6%	\$39	0.6%
Apparel	\$109	1.9%	\$112	1.9%	\$122	1.8%
Contributions	\$159	2.7%	\$166	2.8%	\$193	2.9%
Education	\$119	2.0%	\$124	2.1%	\$141	2.1%
Entertainment	\$342	5.9%	\$351	5.8%	\$379	5.7%
Food Away From Home	\$256	4.4%	\$263	4.4%	\$288	4.3%
Grocery	\$473	8.1%	\$476	7.9%	\$482	7.3%
Health Care	\$557	9.5%	\$562	9.3%	\$567	8.6%
Household Furnishings and Equipment	\$152	2.6%	\$157	2.6%	\$172	2.6%
Household Operations	\$115	2.0%	\$117	1.9%	\$125	1.9%
Miscellaneous Expenses	\$99	1.7%	\$102	1.7%	\$111	1.7%
Personal Care	\$88	1.5%	\$89	1.5%	\$92	1.4%
Shelter	\$1,015	17.4%	\$1,022	17.0%	\$1,070	16.2%
Tax and Retirement	\$953	16.3%	\$1,014	16.9%	\$1,293	19.5%
Tobacco and Related	\$47	0.8%	\$47	0.8%	\$43	0.7%
Transportation	\$983	16.8%	\$1,030	17.1%	\$1,149	17.4%
Utilities	\$343	5.9%	\$345	5.7%	\$347	5.2%

## Consumer Expenditure Trend



Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Population / Households (2030)</b>			
Projected Population	4,403	5,381	13,575
Projected Households	-	-	-
<b>Total Annual Consumer Expenditure (2030)</b>			
Total Household Expenditure	\$122.09 M	\$153.55 M	\$426.32 M
Total Non-Retail Expenditure	\$55.5 M	\$69.8 M	\$198.74 M
Total Retail Expenditure	\$66.59 M	\$83.75 M	\$227.58 M
Alcoholic Beverages	\$716.82 K	\$904.14 K	\$2.53 M
Apparel	\$2.28 M	\$2.86 M	\$7.85 M
Contributions	\$3.34 M	\$4.27 M	\$12.46 M
Education	\$2.49 M	\$3.17 M	\$9.09 M
Entertainment	\$7.14 M	\$8.94 M	\$24.43 M
Food Away From Home	\$5.34 M	\$6.71 M	\$18.53 M
Grocery	\$9.82 M	\$12.06 M	\$30.97 M
Health Care	\$11.78 M	\$14.43 M	\$36.42 M
Household Furnishings and Equipment	\$3.17 M	\$3.99 M	\$11.1 M
Household Operations	\$2.39 M	\$2.98 M	\$8.07 M
Miscellaneous Expenses	\$2.06 M	\$2.59 M	\$7.18 M
Personal Care	\$1.84 M	\$2.27 M	\$5.91 M
Shelter	\$21.09 M	\$25.96 M	\$68.94 M
Tax and Retirement	\$20.14 M	\$26.26 M	\$83.87 M
Tobacco and Related	\$981.26 K	\$1.18 M	\$2.78 M
Transportation	\$20.41 M	\$26.26 M	\$73.87 M
Utilities	\$7.12 M	\$8.74 M	\$22.31 M
<b>Consumer Expenditure Growth (2025 to 2030)</b>			
Total Household Expenditure	\$-17.66 M	\$-20.83 M	\$-44.99 M
Total Non-Retail Expenditure	\$-8.07 M	\$-9.43 M	\$-20.51 M
Total Retail Expenditure	\$-9.59 M	\$-11.4 M	\$-24.47 M
Alcoholic Beverages	\$-104.31 K	\$-123.12 K	\$-268.05 K
Apparel	\$-334.99 K	\$-394.64 K	\$-833.41 K
Contributions	\$-472.59 K	\$-561.15 K	\$-1.31 M
Education	\$-357.2 K	\$-423.04 K	\$-957.49 K
Entertainment	\$-1.05 M	\$-1.23 M	\$-2.6 M
Food Away From Home	\$-783.41 K	\$-923.1 K	\$-1.97 M
Grocery	\$-1.5 M	\$-1.75 M	\$-3.35 M
Health Care	\$-1.52 M	\$-1.86 M	\$-3.96 M
Household Furnishings and Equipment	\$-463.55 K	\$-546.66 K	\$-1.18 M
Household Operations	\$-352.25 K	\$-413.63 K	\$-855.14 K
Miscellaneous Expenses	\$-300.27 K	\$-353.95 K	\$-763.8 K
Personal Care	\$-278.09 K	\$-325.48 K	\$-637.21 K
Shelter	\$-3.18 M	\$-3.7 M	\$-7.33 M
Tax and Retirement	\$-2.65 M	\$-3.15 M	\$-8.26 M
Tobacco and Related	\$-151.25 K	\$-175.08 K	\$-295.65 K
Transportation	\$-3.08 M	\$-3.63 M	\$-8 M
Utilities	\$-1.09 M	\$-1.27 M	\$-2.42 M

# **Crime Risk**

## Crime Risk Profile



Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Demographics</b>			
Population	4,851	5,875	14,562
Census Population	5,172	6,210	15,447
Households	1,992	2,417	5,939
Average Household Income	\$55,894	\$58,784	\$71,433
Median Household Income	\$35,563	\$38,821	\$48,462
Per Capita Income	\$23,023	\$24,282	\$29,189
<b>Total Crime</b>			
Crime Index	82	75	63
Crime Level	Below Average	Below Average	Below Average
<b>Personal Crime</b>			
Crime Index	74	70	56
Crime Level	Below Average	Below Average	Low Risk
<b>Murder</b>			
Crime Index	184	172	128
Crime Level	Very High	High Risk	Above Average
<b>Rape</b>			
Crime Index	100	97	81
Crime Level	Average	Average	Below Average
<b>Robbery</b>			
Crime Index	48	41	26
Crime Level	Low Risk	Low Risk	Very Low
<b>Assault</b>			
Crime Index	74	71	59
Crime Level	Below Average	Below Average	Low Risk
<b>Property Crime</b>			
Crime Index	84	76	65
Crime Level	Below Average	Below Average	Below Average
<b>Burglary</b>			
Crime Index	171	162	139
Crime Level	High Risk	High Risk	Above Average
<b>Larceny</b>			
Crime Index	70	62	55
Crime Level	Below Average	Below Average	Low Risk
<b>Motor Vehicle Theft</b>			
Crime Index	69	61	41
Crime Level	Below Average	Below Average	Low Risk

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

# **Void Analysis**

Winona, Mississippi	Site / Market Locations	Avg Square Footage	Closest Location
Drive Time			
<b>Auto Parts Tires</b>			
Advance Auto Parts	1 / 0	9,400	
AutoZone	2 / 1	6,600	
NAPA	2 / 1	6,200	
O'Reilly	1 / 0	8,500	
Quick Lane	1 / 0	7,400	
<b>Banks</b>			
Bankplus	1 / 0	4,700	
Regions Bank	3 / 1	5,100	
Renasant Bank	2 / 1	4,100	
Woodforest National Bank	1 / 0	3,500	
<b>Banks Minor</b>			
Bank	6 / 2		
<b>Car Washes</b>			
Take 5 Car Wash	1 / 0	5,900	
<b>Clothing Apparel</b>			
Cato	1 / 0	5,000	
Citi Trends	1 / 0	14,600	
<b>Convenience Stores</b>			
Chevron	2 / 1	1,700	
Circle K	1 / 1	3,200	
Exxon	4 / 1	2,600	
Marathon	1 / 0	2,500	
Pilot Travel Centers	1 / 1	3,200	
Shell	2 / 0	1,800	
Sunoco	1 / 0	4,700	
Valero	1 / 0	3,200	
<b>Dealerships</b>			
Chevrolet	1 / 0		
Chrysler	1 / 0		
Dodge	1 / 0		
Ford	1 / 0		
GMC	1 / 0		
Jeep	1 / 0		
Lincoln	1 / 0		
Nissan	1 / 0		
RAM	1 / 0		

Winona, Mississippi	Site / Market Locations	Avg Square Footage	Closest Location
Drive Time			
<b>Discount Department Stores</b>			
Walmart Supercenter	1 / 0	189,700	
<b>Dollar Stores</b>			
Dollar General	8 / 1	9,600	
Dollar Tree	2 / 1	11,800	
Family Dollar	1 / 1	9,400	
Family Dollar   Dollar Tree	1 / 0	12,100	
<b>Drug Stores</b>			
CVS	1 / 0	13,400	
GNC	1 / 0	1,700	
<b>Education</b>			
Cosmetology and Barber	1 / 0		
Day Care	8 / 5		
PK - 8	6 / 3		
PK - 8 (Private)	2 / 1		
<b>Entertainment</b>			
Theatres	1 / 0		
<b>EV Charging Stations</b>			
ChargePoint	1 / 0		
Independent	1 / 0		
Shell Recharge	1 / 1		
Tesla	2 / 1		
<b>Fitness</b>			
Anytime Fitness	1 / 0	5,100	
Snap Fitness	1 / 0	4,900	
<b>Furniture Household</b>			
Aaron's	1 / 0	9,000	
<b>Health Beauty</b>			
Sally Beauty Supply	1 / 0	2,300	
<b>Health Care</b>			
Dermatology	1 / 0		
Dialysis Centers	1 / 1		
Emergency Medicine	1 / 1		
Family Practice	5 / 4		
General Surgery	1 / 1		
Hematology and Oncology	1 / 0		
Internal Medicine	2 / 1		

Winona, Mississippi	Site / Market Locations	Avg Square Footage	Closest Location
<b>Drive Time</b>			
Nephrology	1 / 1		
Neurology	1 / 0		
Nurse Practitioner	8 / 4		
Ophthalmology	1 / 0		
Optometry	4 / 1		
Orthopedic Surgery	1 / 0		
Physical Therapy	2 / 1		
Urgent Care	1 / 0		
<b>Home Improvement</b>			
Harbor Freight Tools	1 / 0	17,100	
Sherwin-Williams	1 / 1	7,300	
Tractor Supply Company	1 / 0	26,300	
<b>Hotels</b>			
Americas Best Value Inn	2 / 1	15,000	
Baymont Inn & Suites	1 / 0	21,100	
Comfort	1 / 0	14,500	
Econo Lodge	1 / 0	17,400	
Hampton Inn	1 / 0	18,300	
Holiday Inn Express	2 / 1	16,400	
<b>Restaurants Casual</b>			
Applebee's	1 / 0	5,400	
Waffle House	2 / 1	2,000	
<b>Restaurants Fast Food Major</b>			
Burger King	2 / 1	4,000	
KFC	1 / 1	3,100	
McDonald's	2 / 1	4,600	
Sonic	1 / 1	2,800	
Taco Bell	2 / 1	2,500	
Wendy's	1 / 0	3,300	
<b>Restaurants Fast Food Minor</b>			
Captain D's Seafood	1 / 0	3,200	
Jack's	1 / 0	3,200	
Krispy Krunchy Chicken	4 / 1		
Zaxby's	1 / 0	3,600	
<b>Restaurants Ice Cream Smoothie</b>			
Baskin-Robbins	1 / 0	2,200	
<b>Restaurants Pizza</b>			

Winona, Mississippi	Site / Market Locations	Avg Square Footage	Closest Location
<b>Drive Time</b>			
Domino's Pizza	1 / 0	2,100	
Little Caesars	1 / 1	1,800	
Pizza Hut	1 / 0	2,800	
Pizza Inn	2 / 1	3,600	
<b>Restaurants Sandwich</b>			
McAlister's Deli	1 / 0	5,000	
Subway	1 / 1	1,700	
<b>Shoes Footwear</b>			
Shoe Show	1 / 0	4,800	
<b>Specialty</b>			
GameStop	1 / 0	1,700	
UPS	1 / 0		
<b>Sporting Goods</b>			
Hibbett Sports	1 / 0	7,600	
<b>Wireless Stores</b>			
AT&T	1 / 0	3,500	
T-Mobile	1 / 0	1,800	
<b>Worship</b>			
Baptist	4 / 2		
Christian	1 / 0		
Methodist Episcopal	1 / 1		
Presbyterian	3 / 1		