

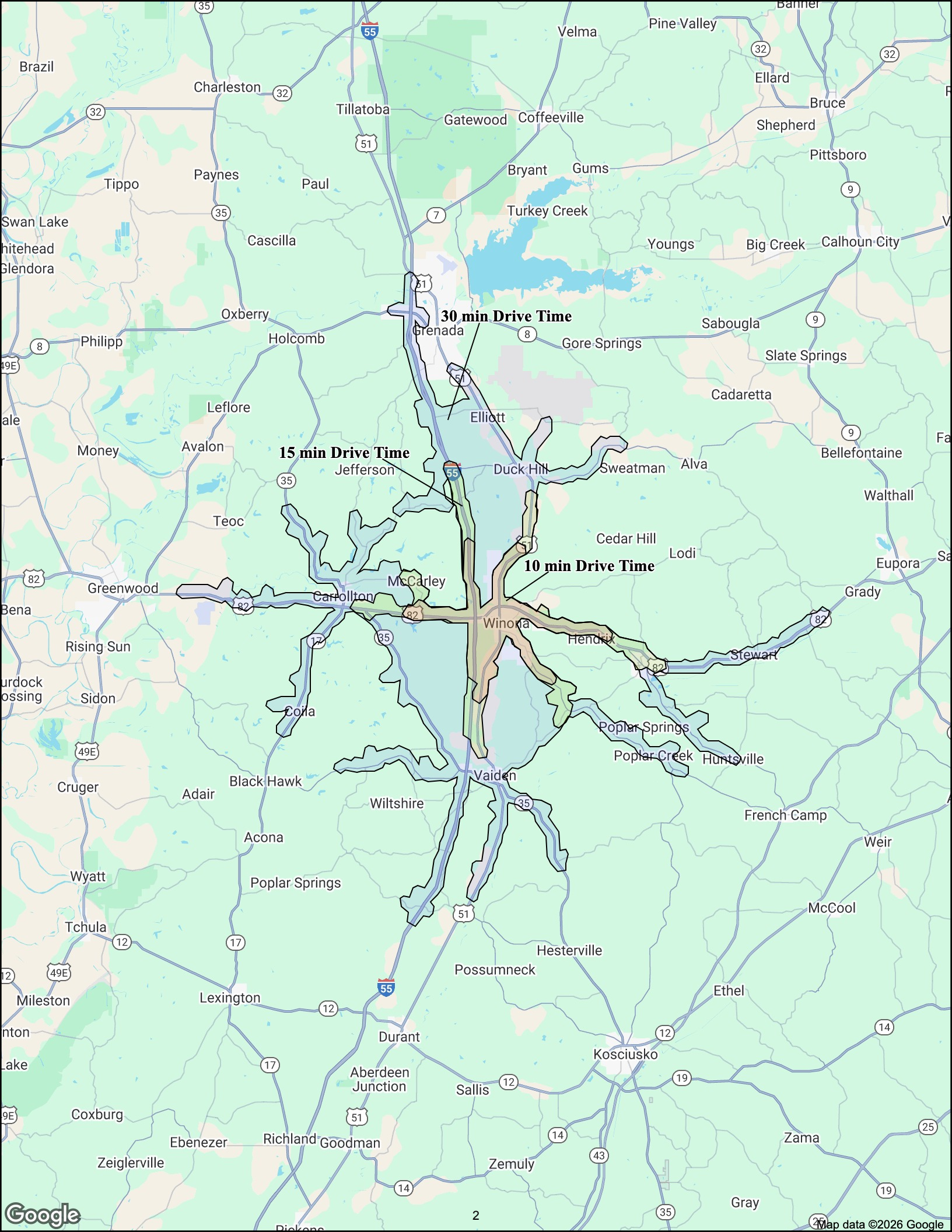
RETAIL ATTRACTIONS, LLC
Economic Development Consulting

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

Table Of Contents

1. Demographics
15. Opportunity Gap
19. Retail Potential
22. Income Summary
24. Consumer Expenditure Summary
28. Crime Risk
30. Void Analysis

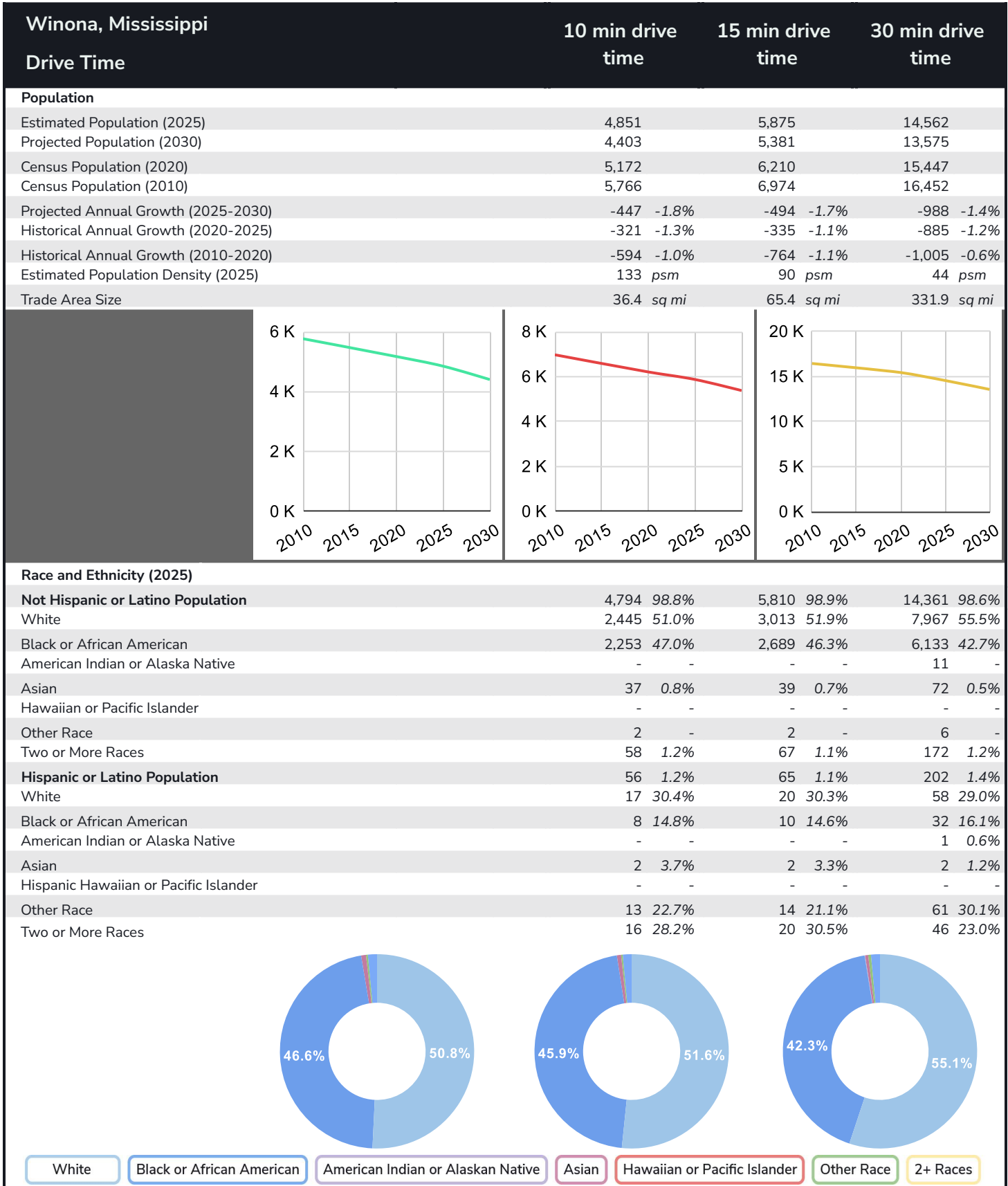
Demographics

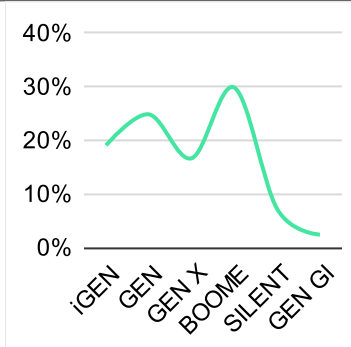
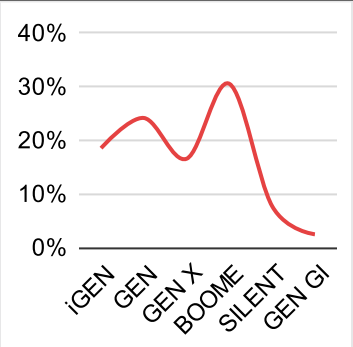
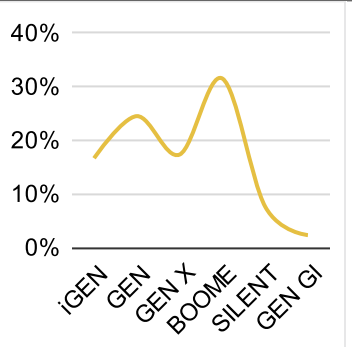


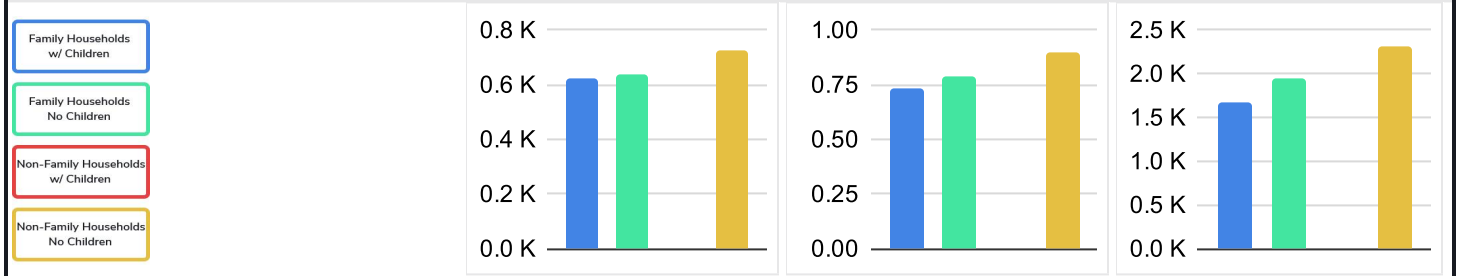
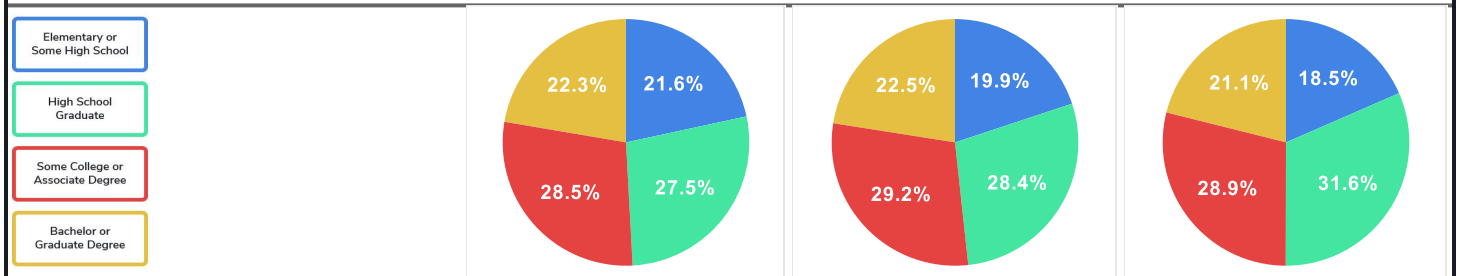
30 min Drive Time

15 min Drive Time

10 min Drive Time



Winona, Mississippi		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Age Distribution (2025)							
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	
Generation (2025)							
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
Drive Time				
Household Type (2025)				
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%
				
Education Attainment (2025)				
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%
				
Household Income (2025)				
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	10 min drive	15 min drive	30 min drive
Drive Time	time	time	time
Population			
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 -	-335 -1.1%	-885 -1.1%
Historical Annual Growth (2010-2020)	-594 -1.0%	-764 -1.1%	-1,005 -0.6%
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			
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 -2.4%	-274 -2.3%	-516 -1.7%
Historical Annual Change (2010-2025)	-282 -0.8%	-323 -0.8%	-557 -0.6%
Average Household Income			
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 -0.1%	-\$345 -0.1%	\$37 -
Historical Annual Change (2000-2025)	\$20,065 2.2%	\$22,467 2.5%	\$33,512 3.5%
Median Household Income			
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 -	-\$3 -	-\$380 -0.2%
Historical Annual Change (2000-2025)	\$10,853 1.8%	\$14,300 2.3%	\$22,557 3.5%
Per Capita Income			
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 -0.7%	-\$897 -0.7%	-\$578 -0.4%
Historical Annual Change (2000-2025)	\$9,653 2.9%	\$10,715 3.2%	\$14,991 4.2%
Estimated Average Household Net Worth (2025)	\$740,598	\$778,058	\$898,935

Winona, Mississippi	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Race and Ethnicity						
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			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Total Age Distribution (2025)								
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%
Female Age Distribution (2025)								
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			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Male Age Distribution (2025)								
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%
Males per 100 Females (2025)								
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		15 min drive		30 min drive	
Drive Time			time		time		time	
Household Type (2025)								
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	
Marital Status (2025)								
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%
Educational Attainment (2025)								
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		15 min drive		30 min drive	
Drive Time	time		time		time	
Housing						
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 -		314 -		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%
Household Size (2025)						
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%
Household Income Distribution (2025)						
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%
Household Vehicles (2025)						
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	
Travel Time (2025)						
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		15 min drive		30 min drive	
Drive Time	time		time		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%



Winona, Mississippi	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Units In Structure (2025)						
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%
Homes Built By Year (2025)						
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
Home Values (2025)						
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	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Total Annual Consumer Expenditure (2025)						
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%

OPPORTUNITY GAP CATEGORY INFORMATION

(RETAIL CATEGORIES)

Vehicle and Parts Dealers

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

Furniture and Home Furnishings Stores

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

Electronics and Appliance Stores

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

Building Materials and Garden Supply Stores

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

Food and Beverage Stores

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

Health and Personal Care Stores

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

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

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

Sporting Goods and Hobby Stores

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

General Merchandise Stores

Department stores and other general merchandise stores

Miscellaneous Store Retailers

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

Foodservice and Drinking Places

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

Winona, Mississippi Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$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
Furniture, Home Furnishings Stores	\$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
Electronics, Appliance Stores	\$4.06 M / \$1.56 M	62	\$5.09 M / \$1.56 M	69	\$13.54 M / \$2.8 M	79
Building Material, Garden Equipment, Supplies Dealers	\$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
Food, Beverage Stores	\$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						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$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
Sporting Goods, Hobby, Book, Music Stores	\$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
General Merchandise Stores	\$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
Miscellaneous Store Retailers	\$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
Non-Store Retailers	\$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						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$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
Gasoline Stations	\$3.08 M / \$9.21 M	-67	\$3.88 M / \$9.21 M	-58	\$10.48 M / \$21.14 M	-50
Motor Vehicle, Parts Dealers	\$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

Retail Potential Profile



Winona, Mississippi	10 min	15 min	30 min
Drive Time	drive time	drive time	drive time
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
Clothing, Clothing Accessories Stores	\$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
Furniture, Home Furnishings Stores	\$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
Electronics, Appliance Stores	\$4.06 M	\$5.09 M	\$13.54 M
Gasoline Stations	\$3.08 M	\$3.88 M	\$10.48 M
Building Material, Garden Equipment, Supplies Dealers	\$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
Food, Beverage Stores	\$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

Retail Potential Profile



Winona, Mississippi	10 min	15 min	30 min
Drive Time	drive time	drive time	drive time
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
Sporting Goods, Hobby, Book, Music Stores	\$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
General Merchandise Stores	\$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
Miscellaneous Store Retailers	\$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
Non-Store Retailers	\$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
Accommodation, Food Services	\$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
Motor Vehicle, Parts Dealers	\$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	15 min drive	30 min drive
Drive Time	time	time	time
Population			
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%
Households			
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%
Average Household Income			
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%
Median Household Income			
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%
Per Capita Income			
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%
Other Income			
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						
Drive Time		10 min drive time	15 min drive time	30 min drive time		
Estimated Population		4,851		5,875		14,562
Estimated Households		1,992		2,417		5,939
Household Expenditure		\$139.76 M		\$174.38 M		\$471.3 M
Per Household ~ Per Capita	\$70,163	\$28,812	\$72,142	\$29,680	\$79,358	\$32,365
Non-Retail Expenditures	\$63.58 M	45.5%	\$79.24 M	45.4%	\$219.25 M	46.5%
Per Household ~ Per Capita	\$31,918	\$13,107	\$32,781	\$13,486	\$36,917	\$15,056
Retail Expenditures	\$76.18 M	54.5%	\$95.14 M	54.6%	\$252.05 M	53.5%
Per Household ~ Per Capita	\$38,246	\$15,705	\$39,361	\$16,194	\$42,440	\$17,309
Alcoholic Beverages	\$821.13 K	0.6%	\$1.03 M	0.6%	\$2.8 M	0.6%
Per Household ~ Per Capita	\$412	\$169	\$425	\$175	\$471	\$192
Apparel	\$2.61 M	1.9%	\$3.25 M	1.9%	\$8.68 M	1.8%
Per Household ~ Per Capita	\$1,312	\$539	\$1,345	\$553	\$1,462	\$596
Contributions	\$3.81 M	2.7%	\$4.83 M	2.8%	\$13.77 M	2.9%
Per Household ~ Per Capita	\$1,912	\$785	\$1,997	\$822	\$2,318	\$946
Education	\$2.85 M	2.0%	\$3.59 M	2.1%	\$10.05 M	2.1%
Per Household ~ Per Capita	\$1,431	\$587	\$1,486	\$611	\$1,692	\$690
Entertainment	\$8.18 M	5.9%	\$10.17 M	5.8%	\$27.03 M	5.7%
Per Household ~ Per Capita	\$4,109	\$1,687	\$4,207	\$1,731	\$4,551	\$1,856
Food Away From Home	\$6.12 M	4.4%	\$7.63 M	4.4%	\$20.5 M	4.3%
Per Household ~ Per Capita	\$3,074	\$1,263	\$3,157	\$1,299	\$3,451	\$1,407
Grocery	\$11.31 M	8.1%	\$13.81 M	7.9%	\$34.32 M	7.3%
Per Household ~ Per Capita	\$5,680	\$2,332	\$5,714	\$2,351	\$5,779	\$2,357
Health Care	\$13.3 M	9.5%	\$16.29 M	9.3%	\$40.38 M	8.6%
Per Household ~ Per Capita	\$6,679	\$2,743	\$6,738	\$2,772	\$6,799	\$2,773
Household Furnishings and Equipment	\$3.64 M	2.6%	\$4.54 M	2.6%	\$12.28 M	2.6%
Per Household ~ Per Capita	\$1,826	\$750	\$1,878	\$773	\$2,067	\$843
Household Operations	\$2.74 M	2.0%	\$3.39 M	1.9%	\$8.93 M	1.9%
Per Household ~ Per Capita	\$1,374	\$564	\$1,402	\$577	\$1,503	\$613
Miscellaneous Expenses	\$2.36 M	1.7%	\$2.95 M	1.7%	\$7.94 M	1.7%
Per Household ~ Per Capita	\$1,186	\$487	\$1,220	\$502	\$1,337	\$545
Personal Care	\$2.11 M	1.5%	\$2.59 M	1.5%	\$6.55 M	1.4%
Per Household ~ Per Capita	\$1,061	\$436	\$1,072	\$441	\$1,103	\$450
Shelter	\$24.27 M	17.4%	\$29.66 M	17.0%	\$76.27 M	16.2%
Per Household ~ Per Capita	\$12,184	\$5,003	\$12,270	\$5,048	\$12,843	\$5,238
Tax and Retirement	\$22.79 M	16.3%	\$29.41 M	16.9%	\$92.13 M	19.5%
Per Household ~ Per Capita	\$11,441	\$4,698	\$12,167	\$5,006	\$15,513	\$6,327
Tobacco and Related	\$1.13 M	0.8%	\$1.35 M	0.8%	\$3.07 M	0.7%
Per Household ~ Per Capita	\$569	\$233	\$559	\$230	\$518	\$211
Transportation	\$23.49 M	16.8%	\$29.89 M	17.1%	\$81.88 M	17.4%
Per Household ~ Per Capita	\$11,792	\$4,842	\$12,364	\$5,087	\$13,786	\$5,622
Utilities	\$8.21 M	5.9%	\$10.01 M	5.7%	\$24.72 M	5.2%
Per Household ~ Per Capita	\$4,122	\$1,693	\$4,140	\$1,703	\$4,163	\$1,698

Consumer Expenditure Trend



Winona, Mississippi		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
Population / Households (2025)							
Estimated Population		4,851		5,875		14,562	
Estimated Households		1,992		2,417		5,939	
Total Annual Consumer Expenditure (2025)							
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 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	15 min drive	30 min drive
Drive Time	time	time	time
Population / Households (2030)			
Projected Population	4,403	5,381	13,575
Projected Households	-	-	-
Total Annual Consumer Expenditure (2030)			
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
Consumer Expenditure Growth (2025 to 2030)			
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

Winona, Mississippi	10 min drive time	15 min drive time	30 min drive time
Drive Time			
Demographics			
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
Total Crime			
Crime Index	82	75	63
Crime Level	Below Average	Below Average	Below Average
Personal Crime			
Crime Index	74	70	56
Crime Level	Below Average	Below Average	Low Risk
Murder			
Crime Index	184	172	128
Crime Level	Very High	High Risk	Above Average
Rape			
Crime Index	100	97	81
Crime Level	Average	Average	Below Average
Robbery			
Crime Index	48	41	26
Crime Level	Low Risk	Low Risk	Very Low
Assault			
Crime Index	74	71	59
Crime Level	Below Average	Below Average	Low Risk
Property Crime			
Crime Index	84	76	65
Crime Level	Below Average	Below Average	Below Average
Burglary			
Crime Index	171	162	139
Crime Level	High Risk	High Risk	Above Average
Larceny			
Crime Index	70	62	55
Crime Level	Below Average	Below Average	Low Risk
Motor Vehicle Theft			
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	Avg Square	Closest Location
Drive Time	Locations	Footage	
Auto Parts Tires			
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	
Banks			
Bankplus	1 / 0	4,700	
Regions Bank	3 / 1	5,100	
Renasant Bank	2 / 1	4,100	
Woodforest National Bank	1 / 0	3,500	
Banks Minor			
Bank	6 / 2		
Car Washes			
Take 5 Car Wash	1 / 0	5,900	
Clothing Apparel			
Cato	1 / 0	5,000	
Citi Trends	1 / 0	14,600	
Convenience Stores			
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	
Dealerships			
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	Avg Square	Closest Location
Drive Time	Locations	Footage	
Discount Department Stores			
Walmart Supercenter	1 / 0	189,700	
Dollar Stores			
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	
Drug Stores			
CVS	1 / 0	13,400	
GNC	1 / 0	1,700	
Education			
Cosmetology and Barber	1 / 0		
Day Care	8 / 5		
PK - 8	6 / 3		
PK - 8 (Private)	2 / 1		
Entertainment			
Theatres	1 / 0		
EV Charging Stations			
ChargePoint	1 / 0		
Independent	1 / 0		
Shell Recharge	1 / 1		
Tesla	2 / 1		
Fitness			
Anytime Fitness	1 / 0	5,100	
Snap Fitness	1 / 0	4,900	
Furniture Household			
Aaron's	1 / 0	9,000	
Health Beauty			
Sally Beauty Supply	1 / 0	2,300	
Health Care			
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	Avg Square	Closest Location
Drive Time		Locations	Footage	
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		
Home Improvement				
Harbor Freight Tools		1 / 0	17,100	
Sherwin-Williams		1 / 1	7,300	
Tractor Supply Company		1 / 0	26,300	
Hotels				
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	
Restaurants Casual				
Applebee's		1 / 0	5,400	
Waffle House		2 / 1	2,000	
Restaurants Fast Food Major				
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	
Restaurants Fast Food Minor				
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	
Restaurants Ice Cream Smoothie				
Baskin-Robbins		1 / 0	2,200	
Restaurants Pizza				

34