

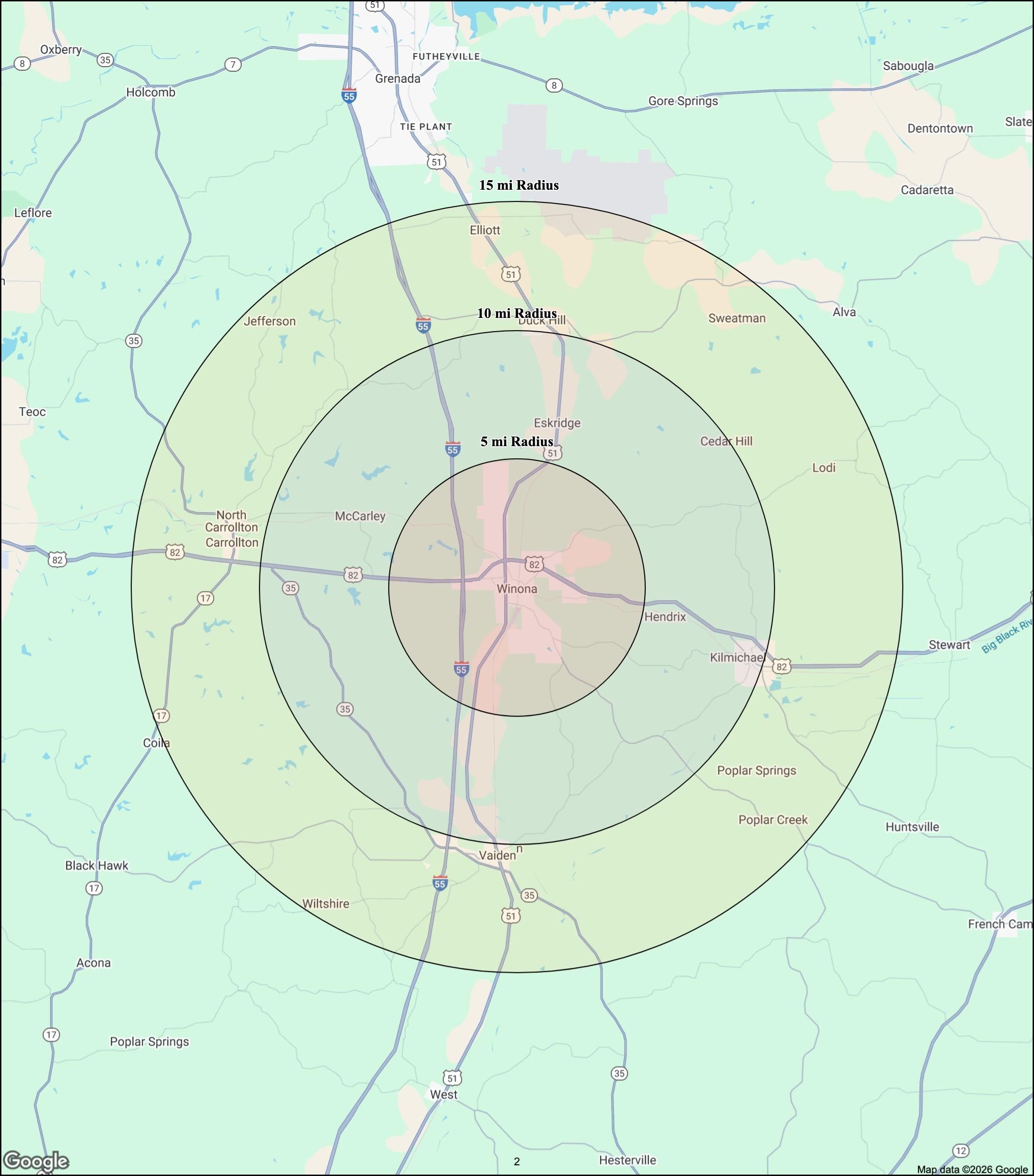
**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

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

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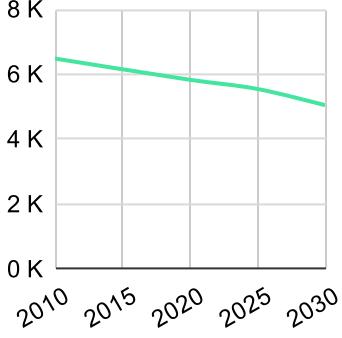
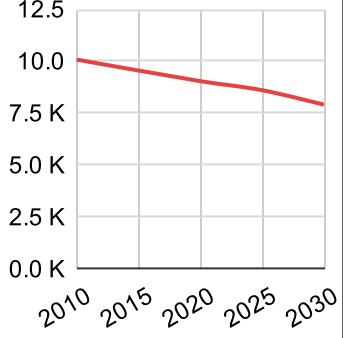
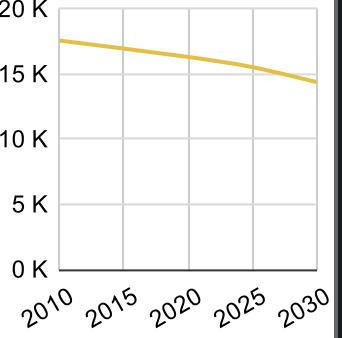
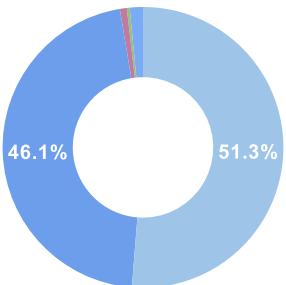
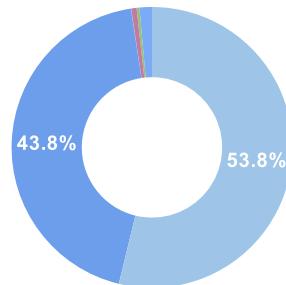
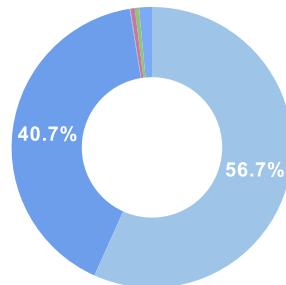
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# **Demographics**



## Winona, Mississippi

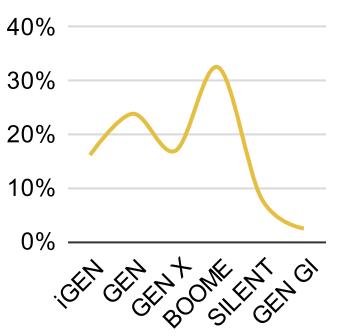
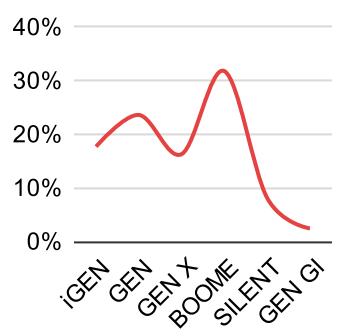
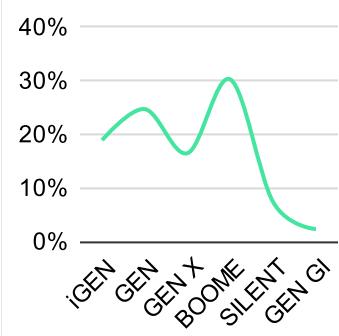
### Radius

Population	5 mi radius	10 mi radius	15 mi radius										
Estimated Population (2025)	5,550	8,613	15,549										
Projected Population (2030)	5,051	7,915	14,399										
Census Population (2020)	5,832	9,047	16,328										
Census Population (2010)	6,487	10,084	17,582										
Projected Annual Growth (2025-2030)	-499 -1.8%	-697 -1.6%	-1,149 -1.5%										
Historical Annual Growth (2020-2025)	-282 -1.0%	-434 -1.0%	-780 -1.0%										
Historical Annual Growth (2010-2020)	-655 -1.0%	-1,037 -1.0%	-1,254 -0.7%										
Estimated Population Density (2025)	71 psm	27 psm	22 psm										
Trade Area Size	78.5 sq mi	314.0 sq mi	706.8 sq mi										
													
Race and Ethnicity (2025)													
<b>Not Hispanic or Latino Population</b>	5,483 98.8%	8,508 98.8%	15,326 98.6%										
White	2,824 51.5%	4,596 54.0%	8,751 57.1%										
Black or African American	2,547 46.5%	3,756 44.1%	6,299 41.1%										
American Indian or Alaska Native	- -	2 -	11 -										
Asian	42 0.8%	51 0.6%	76 0.5%										
Hawaiian or Pacific Islander	- -	- -	- -										
Other Race	3 -	4 -	8 -										
Two or More Races	66 1.2%	98 1.2%	180 1.2%										
<b>Hispanic or Latino Population</b>	67 1.2%	105 1.2%	222 1.4%										
White	21 31.0%	36 34.8%	67 30.1%										
Black or African American	10 15.0%	16 14.9%	32 14.6%										
American Indian or Alaska Native	- -	- -	2 0.8%										
Asian	2 3.4%	3 2.5%	3 1.3%										
Hispanic Hawaiian or Pacific Islander	- -	- -	- -										
Other Race	16 23.7%	25 23.6%	70 31.5%										
Two or More Races	18 26.4%	25 23.7%	48 21.7%										
													
White	<span style="background-color: #0070C0; border: 1px solid #0070C0; border-radius: 50%; padding: 2px 10px; color: white;">White</span>	Black or African American	<span style="background-color: #A52A2A; border: 1px solid #A52A2A; border-radius: 50%; padding: 2px 10px; color: white;">Black or African American</span>	American Indian or Alaskan Native	<span style="background-color: #9370DB; border: 1px solid #9370DB; border-radius: 50%; padding: 2px 10px; color: white;">American Indian or Alaskan Native</span>	Asian	<span style="background-color: #E67E22; border: 1px solid #E67E22; border-radius: 50%; padding: 2px 10px; color: white;">Asian</span>	Hawaiian or Pacific Islander	<span style="background-color: #F08080; border: 1px solid #F08080; border-radius: 50%; padding: 2px 10px; color: white;">Hawaiian or Pacific Islander</span>	Other Race	<span style="background-color: #95A56B; border: 1px solid #95A56B; border-radius: 50%; padding: 2px 10px; color: white;">Other Race</span>	2+ Races	<span style="background-color: #F0F080; border: 1px solid #F0F080; border-radius: 50%; padding: 2px 10px; color: white;">2+ Races</span>

## Winona, Mississippi

### Radius

	5 mi radius	10 mi radius	15 mi radius
<b>Age Distribution (2025)</b>			
Age Under 5 Years	382 6.9%	517 6.0%	826 5.3%
Age 5 to 9 Years	332 6.0%	502 5.8%	830 5.3%
Age 10 to 14 Years	335 6.0%	506 5.9%	853 5.5%
Age 15 to 19 Years	377 6.8%	540 6.3%	928 6.0%
Age 20 to 24 Years	340 6.1%	515 6.0%	928 6.0%
Age 25 to 29 Years	307 5.5%	460 5.3%	882 5.7%
Age 30 to 34 Years	347 6.3%	518 6.0%	968 6.2%
Age 35 to 39 Years	304 5.5%	448 5.2%	859 5.5%
Age 40 to 44 Years	343 6.2%	507 5.9%	922 5.9%
Age 45 to 49 Years	268 4.8%	450 5.2%	855 5.5%
Age 50 to 54 Years	320 5.8%	524 6.1%	958 6.2%
Age 55 to 59 Years	341 6.1%	547 6.3%	996 6.4%
Age 60 to 64 Years	391 7.0%	622 7.2%	1,142 7.3%
Age 65 to 69 Years	330 5.9%	556 6.5%	1,039 6.7%
Age 70 to 74 Years	296 5.3%	489 5.7%	915 5.9%
Age 75 to 79 Years	246 4.4%	429 5.0%	782 5.0%
Age 80 to 84 Years	162 2.9%	272 3.2%	486 3.1%
Age 85 Years or Over	129 2.3%	211 2.4%	379 2.4%
Median Age	39.9	42.2	43.0
<b>Generation (2025)</b>			
iGeneration (Age Under 15 Years)	1,049 18.9%	1,525 17.7%	2,509 16.1%
Generation 9/11 Millennials (Age 15 to 34 Years)	1,371 24.7%	2,034 23.6%	3,706 23.8%
Gen Xers (Age 35 to 49 Years)	915 16.5%	1,404 16.3%	2,635 16.9%
Baby Boomers (Age 50 to 74 Years)	1,678 30.2%	2,738 31.8%	5,051 32.5%
Silent Generation (Age 75 to 84 Years)	408 7.4%	701 8.1%	1,268 8.2%
G.I. Generation (Age 85 Years or Over)	129 2.3%	211 2.4%	379 2.4%



## Winona, Mississippi

### Radius

	5 mi radius	10 mi radius	15 mi radius																				
<b>Household Type (2025)</b>																							
Total Households	2,297	3,620	6,437																				
Family Households	1,436 62.5%	2,202 60.8%	3,851 59.8%																				
Family Households with Children	699 48.7%	1,024 46.5%	1,726 44.8%																				
Family Households No Children	736 51.3%	1,179 53.5%	2,125 55.2%																				
Non-Family Households	861 37.5%	1,417 39.2%	2,586 40.2%																				
Non-Family Households with Children	2 0.2%	2 0.1%	3 0.1%																				
Non-Family Households No Children	859 99.8%	1,415 99.9%	2,583 99.9%																				
<table border="1"> <thead> <tr> <th>Radius</th> <th>Family Households w/ Children</th> <th>Family Households No Children</th> <th>Non-Family Households</th> </tr> </thead> <tbody> <tr> <td>5 mi radius</td> <td>699</td> <td>736</td> <td>861</td> </tr> <tr> <td>10 mi radius</td> <td>1,024</td> <td>1,179</td> <td>1,417</td> </tr> <tr> <td>15 mi radius</td> <td>1,726</td> <td>2,125</td> <td>2,586</td> </tr> </tbody> </table>				Radius	Family Households w/ Children	Family Households No Children	Non-Family Households	5 mi radius	699	736	861	10 mi radius	1,024	1,179	1,417	15 mi radius	1,726	2,125	2,586				
Radius	Family Households w/ Children	Family Households No Children	Non-Family Households																				
5 mi radius	699	736	861																				
10 mi radius	1,024	1,179	1,417																				
15 mi radius	1,726	2,125	2,586																				
<b>Education Attainment (2025)</b>																							
Elementary or Some High School	783 20.7%	1,077 17.9%	2,016 18.0%																				
High School Graduate	1,057 27.9%	1,746 28.9%	3,364 30.1%																				
Some College or Associate Degree	1,083 28.6%	1,784 29.6%	3,355 30.0%																				
Bachelor or Graduate Degree	861 22.8%	1,425 23.6%	2,447 21.9%																				
<table border="1"> <thead> <tr> <th>Radius</th> <th>Elementary or Some High School</th> <th>High School Graduate</th> <th>Some College or Associate Degree</th> <th>Bachelor or Graduate Degree</th> </tr> </thead> <tbody> <tr> <td>5 mi radius</td> <td>22.8%</td> <td>20.7%</td> <td>27.9%</td> <td>28.6%</td> </tr> <tr> <td>10 mi radius</td> <td>23.6%</td> <td>17.9%</td> <td>28.9%</td> <td>29.6%</td> </tr> <tr> <td>15 mi radius</td> <td>21.9%</td> <td>18.0%</td> <td>30.1%</td> <td>30.0%</td> </tr> </tbody> </table>				Radius	Elementary or Some High School	High School Graduate	Some College or Associate Degree	Bachelor or Graduate Degree	5 mi radius	22.8%	20.7%	27.9%	28.6%	10 mi radius	23.6%	17.9%	28.9%	29.6%	15 mi radius	21.9%	18.0%	30.1%	30.0%
Radius	Elementary or Some High School	High School Graduate	Some College or Associate Degree	Bachelor or Graduate Degree																			
5 mi radius	22.8%	20.7%	27.9%	28.6%																			
10 mi radius	23.6%	17.9%	28.9%	29.6%																			
15 mi radius	21.9%	18.0%	30.1%	30.0%																			
<b>Household Income (2025)</b>																							
Estimated Average Household Income	\$58,032	\$63,507	\$70,734																				
Estimated Median Household Income	\$36,802	\$40,489	\$45,872																				
HH Income Under \$10,000	312 13.6%	428 11.8%	583 9.1%																				
HH Income \$10,000 to \$34,999	782 34.1%	1,170 32.3%	2,115 32.8%																				
HH Income \$35,000 to \$49,999	246 10.7%	434 12.0%	770 12.0%																				
HH Income \$50,000 to \$74,999	370 16.1%	549 15.2%	873 13.6%																				
HH Income \$75,000 to \$99,999	278 12.1%	406 11.2%	762 11.8%																				
HH Income \$100,000 to \$149,999	136 5.9%	286 7.9%	637 9.9%																				
HH Income \$150,000 or More	173 7.5%	347 9.6%	698 10.8%																				



## Winona, Mississippi

### Radius

	5 mi radius	10 mi radius	15 mi radius
<b>Population</b>			
Estimated Population (2025)	5,550	8,613	15,549
Projected Population (2030)	5,051	7,915	14,399
Census Population (2020)	5,832	9,047	16,328
Census Population (2010)	6,487	10,084	17,582
Projected Annual Growth (2025-2030)	-499 <span style="font-size: small;">-1.8%</span>	-697 <span style="font-size: small;">-1.6%</span>	-1,149 <span style="font-size: small;">-1.5%</span>
Historical Annual Growth (2020-2025)	-282 <span style="font-size: small;">-</span>	-434 <span style="font-size: small;">-1.0%</span>	-780 <span style="font-size: small;">-1.0%</span>
Historical Annual Growth (2010-2020)	-655 <span style="font-size: small;">-1.0%</span>	-1,037 <span style="font-size: small;">-1.0%</span>	-1,254 <span style="font-size: small;">-0.7%</span>
Estimated Population Density (2025)	71 <i>psm</i>	27 <i>psm</i>	22 <i>psm</i>
Trade Area Size	78.5 <i>sq mi</i>	314.0 <i>sq mi</i>	706.8 <i>sq mi</i>
<b>Households</b>			
Estimated Households (2025)	2,297	3,620	6,437
Projected Households (2030)	2,028	3,239	5,837
Census Households (2020)	2,483	3,848	6,777
Census Households (2010)	2,568	3,982	6,998
Projected Annual Growth (2025-2030)	-269 <span style="font-size: small;">-2.3%</span>	-381 <span style="font-size: small;">-2.1%</span>	-600 <span style="font-size: small;">-1.9%</span>
Historical Annual Change (2010-2025)	-272 <span style="font-size: small;">-0.7%</span>	-362 <span style="font-size: small;">-0.6%</span>	-560 <span style="font-size: small;">-0.5%</span>
<b>Average Household Income</b>			
Estimated Average Household Income (2025)	\$58,032	\$63,507	\$70,734
Projected Average Household Income (2030)	\$57,632	\$63,190	\$70,622
Census Average Household Income (2010)	\$37,895	\$37,337	\$38,192
Census Average Household Income (2000)	\$36,547	\$38,064	\$38,011
Projected Annual Change (2025-2030)	-\$399 <span style="font-size: small;">-0.1%</span>	-\$316 <span style="font-size: small;">-</span>	-\$112 <span style="font-size: small;">-</span>
Historical Annual Change (2000-2025)	\$21,484 <span style="font-size: small;">2.4%</span>	\$25,443 <span style="font-size: small;">2.7%</span>	\$32,723 <span style="font-size: small;">3.4%</span>
<b>Median Household Income</b>			
Estimated Median Household Income (2025)	\$36,802	\$40,489	\$45,872
Projected Median Household Income (2030)	\$36,759	\$40,329	\$45,405
Census Median Household Income (2010)	\$29,567	\$28,924	\$28,989
Census Median Household Income (2000)	\$25,362	\$26,051	\$26,086
Projected Annual Change (2025-2030)	-\$42 <span style="font-size: small;">-</span>	-\$160 <span style="font-size: small;">-</span>	-\$468 <span style="font-size: small;">-0.2%</span>
Historical Annual Change (2000-2025)	\$11,440 <span style="font-size: small;">1.8%</span>	\$14,438 <span style="font-size: small;">2.2%</span>	\$19,786 <span style="font-size: small;">3.0%</span>
<b>Per Capita Income</b>			
Estimated Per Capita Income (2025)	\$24,075	\$26,761	\$29,338
Projected Per Capita Income (2030)	\$23,209	\$25,934	\$28,687
Census Per Capita Income (2010)	\$15,001	\$14,743	\$15,207
Census Per Capita Income (2000)	\$13,727	\$14,227	\$14,315
Projected Annual Change (2025-2030)	-\$866 <span style="font-size: small;">-0.7%</span>	-\$827 <span style="font-size: small;">-0.6%</span>	-\$651 <span style="font-size: small;">-0.4%</span>
Historical Annual Change (2000-2025)	\$10,348 <span style="font-size: small;">3.0%</span>	\$12,534 <span style="font-size: small;">3.5%</span>	\$15,023 <span style="font-size: small;">4.2%</span>
Estimated Average Household Net Worth (2025)	\$812,926	\$891,426	\$944,014



## Winona, Mississippi

### Radius

	5 mi radius	10 mi radius	15 mi radius
<b>Race and Ethnicity</b>			
Total Population (2025)	5,550	8,613	15,549
White (2025)	2,845 51.3%	4,633 53.8%	8,818 56.7%
Black or African American (2025)	2,557 46.1%	3,771 43.8%	6,332 40.7%
American Indian or Alaska Native (2025)	- -	3 -	13 -
Asian (2025)	44 0.8%	53 0.6%	79 0.5%
Hawaiian or Pacific Islander (2025)	- -	- -	- -
Other Race (2025)	19 0.3%	28 0.3%	77 0.5%
Two or More Races (2025)	84 1.5%	123 1.4%	228 1.5%
Population < 18 (2025)	1,280 23.1%	1,856 21.6%	3,082 19.8%
White Not Hispanic	544 42.5%	842 45.4%	1,529 49.6%
Black or African American	679 53.0%	930 50.1%	1,408 45.7%
Asian	6 0.4%	7 0.4%	8 0.3%
Other Race Not Hispanic	33 2.6%	45 2.4%	75 2.4%
Hispanic	19 1.5%	32 1.7%	61 2.0%
Not Hispanic or Latino Population (2025)	5,483 98.8%	8,508 98.8%	15,326 98.6%
Not Hispanic White	2,824 51.5%	4,596 54.0%	8,751 57.1%
Not Hispanic Black or African American	2,547 46.5%	3,756 44.1%	6,299 41.1%
Not Hispanic American Indian or Alaska Native	- -	2 -	11 -
Not Hispanic Asian	42 0.8%	51 0.6%	76 0.5%
Not Hispanic Hawaiian or Pacific Islander	- -	- -	- -
Not Hispanic Other Race	3 -	4 -	8 -
Not Hispanic Two or More Races	66 1.2%	98 1.2%	180 1.2%
Hispanic or Latino Population (2025)	67 1.2%	105 1.2%	222 1.4%
Hispanic White	21 31.0%	36 34.8%	67 30.1%
Hispanic Black or African American	10 15.0%	16 14.9%	32 14.6%
Hispanic American Indian or Alaska Native	- -	- -	2 0.8%
Hispanic Asian	2 3.4%	3 2.5%	3 1.3%
Hispanic Hawaiian or Pacific Islander	- -	- -	- -
Hispanic Other Race	16 23.7%	25 23.6%	70 31.5%
Hispanic Two or More Races	18 26.4%	25 23.7%	48 21.7%
Not Hispanic or Latino Population (2020)	5,783 99.2%	8,971 99.2%	16,128 98.8%
Hispanic or Latino Population (2020)	49 0.8%	76 0.8%	201 1.2%
Not Hispanic or Latino Population (2010)	6,445 99.4%	10,020 99.4%	17,436 99.2%
Hispanic or Latino Population (2010)	42 0.6%	64 0.6%	146 0.8%
Not Hispanic or Latino Population (2030)	4,989 98.8%	7,815 98.7%	14,181 98.5%
Hispanic or Latino Population (2030)	63 1.2%	101 1.3%	218 1.5%
Projected Annual Growth (2025-2030)	-5 -1.5%	-4 -0.8%	-4 -0.4%
Historical Annual Growth (2010-2020)	7 1.7%	12 1.8%	54 3.7%



## Winona, Mississippi

### Radius

#### Total Age Distribution (2025)

	5 mi radius	10 mi radius	15 mi radius
Total Population	5,550	8,613	15,549
Age Under 5 Years	382 6.9%	517 6.0%	826 5.3%
Age 5 to 9 Years	332 6.0%	502 5.8%	830 5.3%
Age 10 to 14 Years	335 6.0%	506 5.9%	853 5.5%
Age 15 to 19 Years	377 6.8%	540 6.3%	928 6.0%
Age 20 to 24 Years	340 6.1%	515 6.0%	928 6.0%
Age 25 to 29 Years	307 5.5%	460 5.3%	882 5.7%
Age 30 to 34 Years	347 6.3%	518 6.0%	968 6.2%
Age 35 to 39 Years	304 5.5%	448 5.2%	859 5.5%
Age 40 to 44 Years	343 6.2%	507 5.9%	922 5.9%
Age 45 to 49 Years	268 4.8%	450 5.2%	855 5.5%
Age 50 to 54 Years	320 5.8%	524 6.1%	958 6.2%
Age 55 to 59 Years	341 6.1%	547 6.3%	996 6.4%
Age 60 to 64 Years	391 7.0%	622 7.2%	1,142 7.3%
Age 65 to 69 Years	330 5.9%	556 6.5%	1,039 6.7%
Age 70 to 74 Years	296 5.3%	489 5.7%	915 5.9%
Age 75 to 79 Years	246 4.4%	429 5.0%	782 5.0%
Age 80 to 84 Years	162 2.9%	272 3.2%	486 3.1%
Age 85 Years or Over	129 2.3%	211 2.4%	379 2.4%
Median Age	39.9	42.2	43.0
Age 19 Years or Less	1,426 25.7%	2,065 24.0%	3,438 22.1%
Age 20 to 64 Years	2,961 53.4%	4,591 53.3%	8,510 54.7%
Age 65 Years or Over	1,163 21.0%	1,957 22.7%	3,601 23.2%

#### Female Age Distribution (2025)

Female Population	2,906 52.4%	4,407 51.2%	7,666 49.3%
Age Under 5 Years	187 6.4%	251 5.7%	396 5.2%
Age 5 to 9 Years	180 6.2%	266 6.0%	424 5.5%
Age 10 to 14 Years	156 5.4%	240 5.4%	401 5.2%
Age 15 to 19 Years	177 6.1%	247 5.6%	422 5.5%
Age 20 to 24 Years	167 5.8%	246 5.6%	414 5.4%
Age 25 to 29 Years	164 5.6%	228 5.2%	388 5.1%
Age 30 to 34 Years	179 6.2%	254 5.8%	421 5.5%
Age 35 to 39 Years	169 5.8%	246 5.6%	421 5.5%
Age 40 to 44 Years	189 6.5%	273 6.2%	465 6.1%
Age 45 to 49 Years	151 5.2%	241 5.5%	426 5.6%
Age 50 to 54 Years	179 6.2%	276 6.3%	490 6.4%
Age 55 to 59 Years	190 6.5%	295 6.7%	523 6.8%
Age 60 to 64 Years	206 7.1%	325 7.4%	592 7.7%
Age 65 to 69 Years	163 5.6%	275 6.2%	530 6.9%
Age 70 to 74 Years	153 5.3%	249 5.6%	474 6.2%
Age 75 to 79 Years	129 4.4%	223 5.1%	395 5.1%
Age 80 to 84 Years	95 3.3%	161 3.7%	289 3.8%
Age 85 Years or Over	71 2.4%	112 2.5%	195 2.5%
Female Median Age	41.0	43.3	45.1
Age 19 Years or Less	700 24.1%	1,003 22.8%	1,643 21.4%
Age 20 to 64 Years	1,595 54.9%	2,384 54.1%	4,140 54.0%
Age 65 Years or Over	611 21.0%	1,020 23.2%	1,883 24.6%



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

**Winona, Mississippi**

**Radius**

	5 mi radius	10 mi radius	15 mi radius
<b>Male Age Distribution (2025)</b>			
Male Population	2,644 47.6%	4,205 48.8%	7,882 50.7%
Age Under 5 Years	195 7.4%	266 6.3%	430 5.5%
Age 5 to 9 Years	153 5.8%	236 5.6%	405 5.1%
Age 10 to 14 Years	178 6.7%	267 6.3%	452 5.7%
Age 15 to 19 Years	200 7.6%	293 7.0%	507 6.4%
Age 20 to 24 Years	173 6.5%	269 6.4%	514 6.5%
Age 25 to 29 Years	143 5.4%	233 5.5%	494 6.3%
Age 30 to 34 Years	168 6.3%	264 6.3%	547 6.9%
Age 35 to 39 Years	135 5.1%	202 4.8%	438 5.6%
Age 40 to 44 Years	154 5.8%	234 5.6%	457 5.8%
Age 45 to 49 Years	117 4.4%	208 5.0%	428 5.4%
Age 50 to 54 Years	140 5.3%	248 5.9%	468 5.9%
Age 55 to 59 Years	151 5.7%	252 6.0%	474 6.0%
Age 60 to 64 Years	185 7.0%	297 7.1%	550 7.0%
Age 65 to 69 Years	167 6.3%	281 6.7%	509 6.5%
Age 70 to 74 Years	143 5.4%	240 5.7%	441 5.6%
Age 75 to 79 Years	117 4.4%	206 4.9%	387 4.9%
Age 80 to 84 Years	68 2.6%	111 2.6%	197 2.5%
Age 85 Years or Over	58 2.2%	98 2.3%	184 2.3%
Male Median Age	38.3	40.6	40.9
Age 19 Years or Less	726 27.5%	1,061 25.2%	1,795 22.8%
Age 20 to 64 Years	1,366 51.7%	2,207 52.5%	4,370 55.4%
Age 65 Years or Over	552 20.9%	937 22.3%	1,718 21.8%
<b>Males per 100 Females (2025)</b>			
Overall Comparison	91	95	103
Age Under 5 Years	104 51.0%	106 51.4%	108 52.0%
Age 5 to 9 Years	85 46.0%	89 47.0%	96 48.9%
Age 10 to 14 Years	114 53.3%	111 52.7%	113 53.0%
Age 15 to 19 Years	113 53.0%	119 54.3%	120 54.6%
Age 20 to 24 Years	103 50.8%	109 52.2%	124 55.4%
Age 25 to 29 Years	87 46.7%	102 50.5%	127 56.0%
Age 30 to 34 Years	94 48.4%	104 51.0%	130 56.5%
Age 35 to 39 Years	80 44.3%	82 45.1%	104 51.0%
Age 40 to 44 Years	82 45.0%	86 46.2%	98 49.6%
Age 45 to 49 Years	78 43.7%	86 46.3%	101 50.1%
Age 50 to 54 Years	78 43.9%	90 47.3%	96 48.9%
Age 55 to 59 Years	79 44.2%	86 46.1%	91 47.5%
Age 60 to 64 Years	90 47.3%	92 47.8%	93 48.1%
Age 65 to 69 Years	102 50.5%	102 50.5%	96 49.0%
Age 70 to 74 Years	93 48.3%	97 49.1%	93 48.2%
Age 75 to 79 Years	91 47.5%	92 48.0%	98 49.5%
Age 80 to 84 Years	72 41.7%	69 40.9%	68 40.5%
Age 85 Years or Over	82 45.1%	88 46.7%	94 48.5%
Age 19 Years or Less	104 50.9%	106 51.4%	109 52.2%
Age 20 to 39 Years	91 47.6%	99 49.8%	121 54.8%
Age 40 to 64 Years	82 44.9%	88 46.8%	95 48.8%
Age 65 Years or Over	90 47.5%	92 47.9%	91 47.7%



## Winona, Mississippi

### Radius

	5 mi radius	10 mi radius	15 mi radius
<b>Household Type (2025)</b>			
Total Households	2,297	3,620	6,437
Households with Children	701 30.5%	1,026 28.3%	1,729 26.9%
Average Household Size	2.4	2.3	2.3
Household Density per Square Mile	29	12	9
Population Family	4,378 78.9%	6,652 77.2%	11,545 74.2%
Population Non-Family	1,095 19.7%	1,824 21.2%	3,291 21.2%
Population Group Quarters	78 1.4%	137 1.6%	713 4.6%
Family Households	1,436 62.5%	2,202 60.8%	3,851 59.8%
Married Couple Households	834 58.1%	1,399 63.5%	2,580 67.0%
Other Family Households with Children	601 41.9%	803 36.5%	1,271 33.0%
Family Households with Children	699 48.7%	1,024 46.5%	1,726 44.8%
Married Couple with Children	325 46.5%	526 51.4%	965 55.9%
Other Family Households with Children	374 53.5%	498 48.6%	761 44.1%
Family Households No Children	736 51.3%	1,179 53.5%	2,125 55.2%
Married Couple No Children	509 69.1%	873 74.1%	1,615 76.0%
Other Family Households No Children	227 30.9%	306 25.9%	510 24.0%
Non-Family Households	861 37.5%	1,417 39.2%	2,586 40.2%
Non-Family Households with Children	2 0.2%	2 0.1%	3 0.1%
Non-Family Households No Children	859 99.8%	1,415 99.9%	2,583 99.9%
Average Family Household Size	3.0	3.0	3.0
Average Family Income	\$72,422	\$77,329	\$89,216
Median Family Income	\$55,445	\$58,975	\$67,898
Average Non-Family Household Size	1.3	1.3	1.3
<b>Marital Status (2025)</b>			
Population Age 15 Years or Over	4,501	7,088	13,039
Never Married	1,565 34.8%	2,348 33.1%	4,440 34.1%
Currently Married	1,346 29.9%	2,461 34.7%	4,762 36.5%
Previously Married	1,590 35.3%	2,278 32.1%	3,837 29.4%
Separated	373 23.4%	458 20.1%	719 18.7%
Widowed	385 24.2%	653 28.7%	1,158 30.2%
Divorced	833 52.4%	1,167 51.2%	1,961 51.1%
<b>Educational Attainment (2025)</b>			
Adult Population Age 25 Years or Over	3,784	6,033	11,183
Elementary (Grade Level 0 to 8)	234 6.2%	323 5.4%	549 4.9%
Some High School (Grade Level 9 to 11)	549 14.5%	754 12.5%	1,467 13.1%
High School Graduate	1,057 27.9%	1,746 28.9%	3,364 30.1%
Some College	718 19.0%	1,175 19.5%	2,249 20.1%
Associate Degree Only	365 9.6%	610 10.1%	1,106 9.9%
Bachelor Degree Only	431 11.4%	853 14.1%	1,570 14.0%
Graduate Degree	430 11.4%	572 9.5%	877 7.8%
Any College (Some College or Higher)	1,944 51.4%	3,210 53.2%	5,803 51.9%
College Degree + (Bachelor Degree or Higher)	861 22.8%	1,425 23.6%	2,447 21.9%

Winona, Mississippi

Radius

Housing

	5 mi radius	10 mi radius	15 mi radius
Total Housing Units (2025)	3,276	5,121	8,844
Total Housing Units (2020)	2,928	4,612	8,172
Historical Annual Growth (2020-2025)	348	-	672
Housing Units Occupied (2025)	2,297 70.1%	3,620 70.7%	6,437 72.8%
Housing Units Owner-Occupied	1,483 64.6%	2,583 71.4%	4,742 73.7%
Housing Units Renter-Occupied	814 35.4%	1,037 28.6%	1,695 26.3%
Housing Units Vacant (2025)	979 29.9%	1,501 29.3%	2,407 27.2%

Household Size (2025)

	5 mi radius	10 mi radius	15 mi radius
Total Households	2,297	3,620	6,437
1 Person Households	737 32.1%	1,199 33.1%	2,200 34.2%
2 Person Households	823 35.9%	1,283 35.4%	2,257 35.1%
3 Person Households	329 14.3%	505 14.0%	881 13.7%
4 Person Households	237 10.3%	374 10.3%	638 9.9%
5 Person Households	100 4.3%	147 4.1%	260 4.0%
6 Person Households	35 1.5%	58 1.6%	113 1.7%
7 or More Person Households	37 1.6%	53 1.5%	89 1.4%

Household Income Distribution (2025)

	5 mi radius	10 mi radius	15 mi radius
HH Income \$200,000 or More	84 3.7%	134 3.7%	337 5.2%
HH Income \$150,000 to \$199,999	89 3.9%	213 5.9%	361 5.6%
HH Income \$125,000 to \$149,999	79 3.5%	128 3.5%	253 3.9%
HH Income \$100,000 to \$124,999	56 2.5%	157 4.3%	384 6.0%
HH Income \$75,000 to \$99,999	278 12.1%	406 11.2%	762 11.8%
HH Income \$50,000 to \$74,999	370 16.1%	549 15.2%	873 13.6%
HH Income \$35,000 to \$49,999	246 10.7%	434 12.0%	770 12.0%
HH Income \$25,000 to \$34,999	204 8.9%	353 9.7%	671 10.4%
HH Income \$15,000 to \$24,999	380 16.6%	522 14.4%	861 13.4%
HH Income \$10,000 to \$14,999	198 8.6%	295 8.2%	583 9.1%
HH Income Under \$10,000	312 13.6%	428 11.8%	583 9.1%

Household Vehicles (2025)

	5 mi radius	10 mi radius	15 mi radius
Households 0 Vehicles Available	253 11.0%	294 8.1%	439 6.8%
Households 1 Vehicle Available	885 38.5%	1,254 34.7%	2,140 33.2%
Households 2 Vehicles Available	580 25.2%	1,071 29.6%	2,095 32.5%
Households 3 or More Vehicles Available	578 25.2%	1,000 27.6%	1,764 27.4%
Total Vehicles Available	3,962	6,702	12,278
Average Vehicles per Household	1.7	1.9	1.9
Owner-Occupied Household Vehicles	2,949 74.4%	5,401 80.6%	10,124 82.5%
Average Vehicles per Owner-Occupied Household	2.0	2.1	2.1
Renter-Occupied Household Vehicles	1,014 25.6%	1,301 19.4%	2,154 17.5%
Average Vehicles per Renter-Occupied Household	1.2	1.3	1.3

Travel Time (2025)

	5 mi radius	10 mi radius	15 mi radius
Worker Base Age 16 years or Over	2,181	3,451	5,853
Travel to Work in 14 Minutes or Less	1,093 50.1%	1,305 37.8%	1,673 28.6%
Travel to Work in 15 to 29 Minutes	386 17.7%	815 23.6%	1,790 30.6%
Travel to Work in 30 to 59 Minutes	537 24.6%	899 26.1%	1,567 26.8%
Travel to Work in 60 Minutes or More	138 6.3%	259 7.5%	441 7.5%
Work at Home	27 1.2%	173 5.0%	381 6.5%
Average Minutes Travel to Work	17.0	20.0	21.1

Winona, Mississippi	Radius	5 mi radius	10 mi radius	15 mi radius
<b>Transportation To Work (2025)</b>				
Worker Base Age 16 years or Over		2,181	3,451	5,853
Drive to Work Alone		1,614 74.0%	2,621 75.9%	4,559 77.9%
Drive to Work in Carpool		344 15.8%	412 11.9%	590 10.1%
Travel to Work by Public Transportation		- -	- -	1 -
Drive to Work on Motorcycle		- -	- -	- -
Bicycle to Work		- -	- -	- -
Walk to Work		165 7.6%	174 5.0%	194 3.3%
Other Means		31 1.4%	71 2.1%	127 2.2%
Work at Home		27 1.2%	173 5.0%	381 6.5%
<b>Daytime Demographics (2025)</b>				
Total Businesses		253	275	373
Total Employees		1,809	1,894	2,707
Company Headquarter Businesses		11 4.4%	12 4.3%	13 3.5%
Company Headquarter Employees		379 20.9%	380 20.0%	384 14.2%
Employee Population per Business		7.1 to 1	6.9 to 1	7.3 to 1
Residential Population per Business		21.9 to 1	31.3 to 1	41.7 to 1
Adj. Daytime Demographics Age 16 Years or Over		4,049	5,410	9,679
<b>Labor Force</b>				
Labor Population Age 16 Years or Over (2025)		4,421	6,970	12,834
Labor Force Total Males (2025)		2,086 47.2%	3,382 48.5%	6,486 50.5%
Male Civilian Employed		1,101 52.8%	1,730 51.2%	2,948 45.5%
Male Civilian Unemployed		76 3.7%	102 3.0%	140 2.2%
Males in Armed Forces		- -	- -	- -
Males Not in Labor Force		909 43.6%	1,550 45.8%	3,398 52.4%
Labor Force Total Females (2025)		2,335 52.8%	3,588 51.5%	6,348 49.5%
Female Civilian Employed		1,080 46.3%	1,721 48.0%	2,905 45.8%
Female Civilian Unemployed		56 2.4%	94 2.6%	157 2.5%
Females in Armed Forces		- -	3 -	10 0.2%
Females Not in Labor Force		1,199 51.3%	1,770 49.3%	3,277 51.6%
Unemployment Rate		132 3.0%	196 2.8%	297 2.3%
<b>Occupation (2025)</b>				
Occupation Population Age 16 Years or Over		2,181	3,451	5,853
Occupation Total Males		1,101 50.5%	1,730 50.1%	2,948 50.4%
Occupation Total Females		1,080 49.5%	1,721 49.9%	2,905 49.6%
Management, Business, Financial Operations		153 7.0%	289 8.4%	580 9.9%
Professional, Related		385 17.6%	672 19.5%	1,223 20.9%
Service		492 22.6%	705 20.4%	1,055 18.0%
Sales, Office		455 20.9%	649 18.8%	1,076 18.4%
Farming, Fishing, Forestry		23 1.1%	39 1.1%	64 1.1%
Construction, Extraction, Maintenance		279 12.8%	412 11.9%	730 12.5%
Production, Transport, Material Moving		394 18.0%	685 19.9%	1,124 19.2%
White Collar Workers		993 45.5%	1,610 46.6%	2,879 49.2%
Blue Collar Workers		1,188 54.5%	1,841 53.4%	2,974 50.8%



## Winona, Mississippi

### Radius

	5 mi radius	10 mi radius	15 mi radius
<b>Units In Structure (2025)</b>			
Total Units	2,297	3,620	6,437
1 Detached Unit	1,566 68.2%	2,378 65.7%	4,290 66.6%
1 Attached Unit	4 0.2%	32 0.9%	76 1.2%
2 Units	95 4.1%	99 2.7%	109 1.7%
3 to 4 Units	80 3.5%	84 2.3%	152 2.4%
5 to 9 Units	5 0.2%	18 0.5%	98 1.5%
10 to 19 Units	60 2.6%	71 2.0%	76 1.2%
20 to 49 Units	20 0.9%	28 0.8%	42 0.7%
50 or More Units	138 6.0%	138 3.8%	143 2.2%
Mobile Home or Trailer	329 14.3%	748 20.7%	1,395 21.7%
Other Structure	- -	24 0.6%	57 0.9%
<b>Homes Built By Year (2025)</b>			
Homes Built 2020 or later	13 0.4%	53 1.0%	116 1.3%
Homes Built 2010 to 2019	73 2.2%	146 2.9%	309 3.5%
Homes Built 2000 to 2009	168 5.1%	369 7.2%	833 9.4%
Homes Built 1990 to 1999	325 9.9%	567 11.1%	1,006 11.4%
Homes Built 1980 to 1989	412 12.6%	661 12.9%	1,134 12.8%
Homes Built 1970 to 1979	336 10.3%	568 11.1%	938 10.6%
Homes Built 1960 to 1969	252 7.7%	378 7.4%	721 8.1%
Homes Built 1950 to 1959	247 7.5%	287 5.6%	490 5.5%
Homes Built 1940 to 1949	196 6.0%	218 4.3%	295 3.3%
Homes Built Before 1939	274 8.4%	372 7.3%	596 6.7%
Median Age of Homes	52.2 yrs	48.2 yrs	46.2 yrs
<b>Home Values (2025)</b>			
Owner Specified Housing Units	1,483	2,583	4,742
Home Values \$1,000,000 or More	- -	- -	- -
Home Values \$750,000 to \$999,999	1 -	4 0.2%	26 0.5%
Home Values \$500,000 to \$749,999	1 -	9 0.3%	85 1.8%
Home Values \$400,000 to \$499,999	45 3.1%	65 2.5%	137 2.9%
Home Values \$300,000 to \$399,999	75 5.1%	140 5.4%	267 5.6%
Home Values \$250,000 to \$299,999	57 3.9%	176 6.8%	346 7.3%
Home Values \$200,000 to \$249,999	45 3.1%	123 4.8%	270 5.7%
Home Values \$175,000 to \$199,999	58 3.9%	80 3.1%	139 2.9%
Home Values \$150,000 to \$174,999	163 11.0%	257 9.9%	398 8.4%
Home Values \$125,000 to \$149,999	123 8.3%	160 6.2%	254 5.4%
Home Values \$100,000 to \$124,999	212 14.3%	400 15.5%	728 15.3%
Home Values \$90,000 to \$99,999	68 4.6%	96 3.7%	176 3.7%
Home Values \$80,000 to \$89,999	73 4.9%	113 4.4%	208 4.4%
Home Values \$70,000 to \$79,999	92 6.2%	131 5.1%	208 4.4%
Home Values \$60,000 to \$69,999	106 7.2%	131 5.1%	171 3.6%
Home Values \$50,000 to \$59,999	92 6.2%	161 6.2%	302 6.4%
Home Values \$35,000 to \$49,999	78 5.2%	177 6.9%	348 7.3%
Home Values \$25,000 to \$34,999	46 3.1%	58 2.3%	109 2.3%
Home Values \$10,000 to \$24,999	64 4.3%	175 6.8%	367 7.7%
Home Values Under \$10,000	82 5.6%	127 4.9%	203 4.3%
Owner-Occupied Median Home Value	\$108,644	\$110,518	\$118,839
Renter-Occupied Median Rent	\$391	\$394	\$427

Radius	5 mi radius	10 mi radius	15 mi radius
<b>Total Annual Consumer Expenditure (2025)</b>			
Total Household Expenditure	\$164.73 M	\$271.51 M	\$506.68 M
Total Non-Retail Expenditure	\$75.14 M	\$123.57 M	\$233.65 M
Total Retail Expenditure	\$89.59 M	\$147.94 M	\$273.03 M
Alcoholic Beverages	\$969.5 K	\$1.6 M	\$3 M
Apparel	\$3.07 M	\$5.02 M	\$9.31 M
Contributions	\$4.55 M	\$7.7 M	\$14.8 M
Education	\$3.39 M	\$5.67 M	\$10.79 M
Entertainment	\$9.61 M	\$15.67 M	\$29 M
Food Away From Home	\$7.2 M	\$11.81 M	\$21.99 M
Grocery	\$13.06 M	\$20.59 M	\$36.72 M
Health Care	\$15.37 M	\$24.57 M	\$43.99 M
Household Furnishings and Equipment	\$4.29 M	\$7.05 M	\$13.17 M
Household Operations	\$3.2 M	\$5.19 M	\$9.56 M
Miscellaneous Expenses	\$2.78 M	\$4.58 M	\$8.53 M
Personal Care	\$2.45 M	\$3.9 M	\$7.01 M
Shelter	\$28.11 M	\$44.37 M	\$80.74 M
Tax and Retirement	\$27.99 M	\$49 M	\$98.76 M
Tobacco and Related	\$1.28 M	\$1.93 M	\$3.27 M
Transportation	\$27.95 M	\$47.97 M	\$89.59 M
Utilities	\$9.46 M	\$14.88 M	\$26.44 M
<b>Monthly Household Consumer Expenditure (2025)</b>			
Total Household Expenditure	\$5,977	\$6,251	\$6,559
Total Non-Retail Expenditure	\$2,726 45.6%	\$2,845 45.5%	\$3,025 46.1%
Total Retail Expenditures	\$3,251 54.4%	\$3,406 54.5%	\$3,534 53.9%
Alcoholic Beverages	\$35 0.6%	\$37 0.6%	\$39 0.6%
Apparel	\$111 1.9%	\$116 1.8%	\$121 1.8%
Contributions	\$165 2.8%	\$177 2.8%	\$192 2.9%
Education	\$123 2.1%	\$131 2.1%	\$140 2.1%
Entertainment	\$349 5.8%	\$361 5.8%	\$375 5.7%
Food Away From Home	\$261 4.4%	\$272 4.4%	\$285 4.3%
Grocery	\$474 7.9%	\$474 7.6%	\$475 7.2%
Health Care	\$558 9.3%	\$566 9.0%	\$569 8.7%
Household Furnishings and Equipment	\$155 2.6%	\$162 2.6%	\$171 2.6%
Household Operations	\$116 1.9%	\$120 1.9%	\$124 1.9%
Miscellaneous Expenses	\$101 1.7%	\$105 1.7%	\$110 1.7%
Personal Care	\$89 1.5%	\$90 1.4%	\$91 1.4%
Shelter	\$1,020 17.1%	\$1,021 16.3%	\$1,045 15.9%
Tax and Retirement	\$1,016 17.0%	\$1,128 18.0%	\$1,278 18.0%
Tobacco and Related	\$46 0.8%	\$44 0.7%	\$42 0.6%
Transportation	\$1,014 17.0%	\$1,104 17.7%	\$1,160 17.7%
Utilities	\$343 5.7%	\$343 5.5%	\$342 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

## Radius

	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$5.64 M / \$239.12 K	96	\$9.2 M / \$318.76 K	97	\$16.9 M / \$1.15 M	93
Men's Clothing Stores	\$243.06 K / -	100	\$385.58 K / -	100	\$691.29 K / \$8.14 K	99
Women's Clothing Stores	\$461.43 K / \$239.12 K	48	\$754.2 K / \$260.28 K	65	\$1.39 M / \$478.24 K	66
Children's, Infants' Clothing Stores	\$403.94 K / -	100	\$670.78 K / -	100	\$1.26 M / -	100
Family Clothing Stores	\$2.65 M / -	100	\$4.34 M / -	100	\$8.01 M / -	100
Clothing Accessory Stores	\$134.07 K / -	100	\$215.61 K / -	100	\$391.47 K / -	100
Other Apparel Stores	\$161.51 K / -	100	\$262.27 K / -	100	\$482.93 K / -	100
Shoe Stores	\$1.26 M / -	100	\$2.04 M / \$58.47 K	97	\$3.72 M / \$660.73 K	82
Jewelry Stores	\$285.98 K / -	100	\$464.66 K / -	100	\$844.84 K / -	100
Luggage Stores	\$36.62 K / -	100	\$58.44 K / -	100	\$104.49 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$4.81 M / \$961.17 K	80	\$7.83 M / \$1.96 M	75	\$14.32 M / \$3.07 M	79
Furniture Stores	\$2.4 M / \$961.17 K	60	\$3.81 M / \$1.96 M	49	\$6.83 M / \$3.06 M	55
Floor Covering Stores	\$338.66 K / -	100	\$540.08 K / -	100	\$973.46 K / \$11.16 K	99
Other Home Furnishing Stores	\$2.06 M / \$-1	100	\$3.47 M / \$-1	100	\$6.52 M / \$-1	100
<b>Electronics, Appliance Stores</b>	\$4.78 M / \$1.57 M	67	\$7.98 M / \$1.57 M	80	\$14.72 M / \$1.65 M	89
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$4.66 M / \$11.7 M	-60	\$7.56 M / \$11.7 M	-35	\$13.88 M / \$13.78 M	1
Home Centers	\$2.61 M / \$5.04 M	-48	\$4.24 M / \$5.04 M	-16	\$7.78 M / \$5.06 M	35
Paint, Wallpaper Stores	\$519.03 K / \$2.42 M	-79	\$853.3 K / \$2.42 M	-65	\$1.59 M / \$2.42 M	-34
Hardware Stores	\$293.23 K / -	100	\$477.68 K / -	100	\$878.19 K / \$1.63 M	-46
Other Building Materials Stores	\$847.03 K / -	100	\$1.36 M / -	100	\$2.47 M / \$429.04 K	83
Outdoor Power Equipment Stores	\$51.68 K / \$3.11 M	-98	\$83.43 K / \$3.11 M	-97	\$152.36 K / \$3.11 M	-95
Nursery, Garden Stores	\$336.5 K / \$1.14 M	-70	\$544.75 K / \$1.14 M	-52	\$996.5 K / \$1.14 M	-12
<b>Food, Beverage Stores</b>	\$7.02 M / \$8.64 M	-19	\$11.66 M / \$8.91 M	24	\$21.73 M / \$9.42 M	57
Grocery Stores	\$5.52 M / \$2.3 M	58	\$9.13 M / \$2.3 M	75	\$16.91 M / \$2.48 M	85
Convenience Stores	\$485.49 K / \$4.19 M	-88	\$820.41 K / \$4.46 M	-82	\$1.53 M / \$4.73 M	-68
Meat Markets	\$31.65 K / -	100	\$51.92 K / -	100	\$96.44 K / \$-1	100
Fish, Seafood Markets	\$10.77 K / -	100	\$17.66 K / -	100	\$32.85 K / -	100
Fruit, Vegetable Markets	\$20.63 K / -	100	\$33.88 K / -	100	\$62.97 K / -	100
Other Specialty Food Markets	\$41.27 K / -	100	\$68.25 K / \$6.01 K	91	\$127.4 K / \$69.02 K	46
Liquor Stores	\$911.02 K / \$2.15 M	-58	\$1.54 M / \$2.15 M	-28	\$2.97 M / \$2.15 M	28

## Winona, Mississippi

## Radius

	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$4.63 M / \$2.36 M	49	\$8.01 M / \$2.42 M	70	\$14.9 M / \$2.58 M	83
Pharmacy, Drug Stores	\$4.06 M / \$2.36 M	42	\$7.02 M / \$2.41 M	66	\$13.07 M / \$2.41 M	82
Cosmetics, Beauty Stores	\$232.71 K / \$-1	100	\$406.23 K / \$-1	100	\$757.49 K / \$-1	100
Optical Goods Stores	\$83.51 K / -	100	\$141.87 K / \$15.79 K	89	\$254.65 K / \$178.43 K	30
Other Health, Personal Care Stores	\$250.93 K / -	100	\$436.12 K / -	100	\$811.81 K / -	100
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$5.86 M / \$467.35 K	92	\$9.53 M / \$960.87 K	90	\$17.44 M / \$2.26 M	87
Sporting Goods Stores	\$2.18 M / \$244.98 K	89	\$3.53 M / \$503.68 K	86	\$6.44 M / \$1.56 M	76
Hobby, Toy, Game Stores	\$1.63 M / -	100	\$2.62 M / -	100	\$4.74 M / -	100
Sewing, Needlecraft Stores	\$1.29 M / -	100	\$2.11 M / -	100	\$3.85 M / -	100
Musical Instrument Stores	\$330.52 K / -	100	\$569.09 K / -	100	\$1.11 M / -	100
Book Stores	\$418.81 K / \$222.37 K	47	\$705.46 K / \$457.19 K	35	\$1.3 M / \$705.11 K	46
<b>General Merchandise Stores</b>	\$18.08 M / \$7.19 M	60	\$29.72 M / \$9.44 M	68	\$54.55 M / \$13.57 M	75
Department Stores	\$6.2 M / -	100	\$10.2 M / -	100	\$18.76 M / \$15.43 K	100
Warehouse Superstores	\$10.11 M / -	100	\$16.64 M / -	100	\$30.5 M / -	100
Other General Merchandise Stores	\$1.76 M / \$7.19 M	-75	\$2.88 M / \$9.44 M	-69	\$5.28 M / \$13.56 M	-61
<b>Miscellaneous Store Retailers</b>	\$2.41 M / \$3.47 M	-30	\$3.96 M / \$4.55 M	-13	\$7.21 M / \$5.85 M	19
Florists	\$53.37 K / \$151.64 K	-65	\$87.81 K / \$151.64 K	-42	\$162.43 K / \$153.7 K	5
Office, Stationary Stores	\$264.18 K / \$260.7 K	1	\$425.32 K / \$1.35 M	-68	\$762.89 K / \$2.63 M	-71
Gift, Souvenir Stores	\$460.86 K / \$265.1 K	42	\$762.69 K / \$265.1 K	65	\$1.41 M / \$265.1 K	81
Used Merchandise Stores	\$192.42 K / -	100	\$309.45 K / -	100	\$556.08 K / \$2.2 K	100
Pet, Pet Supply Stores	\$457.57 K / -	100	\$720.38 K / -	100	\$1.28 M / -	100
Art Dealers	\$82.99 K / -	100	\$132.48 K / -	100	\$235.94 K / -	100
Mobile Home Dealers	\$47.92 K / -	100	\$76.8 K / -	100	\$139.4 K / -	100
Other Miscellaneous Retail Stores	\$855.13 K / \$2.79 M	-69	\$1.44 M / \$2.79 M	-48	\$2.66 M / \$2.8 M	-5
<b>Non-Store Retailers</b>	\$10.53 M / -	100	\$17.49 M / -	100	\$32.27 M / \$1.86 K	100
Mail Order, Catalog Stores	\$9.88 M / -	100	\$16.41 M / -	100	\$30.27 M / -	100
Vending Machines	\$43 K / -	100	\$71.05 K / -	100	\$133 K / -	100
Fuel Dealers	\$59.45 K / -	100	\$97.41 K / -	100	\$179.49 K / -	100
Other Direct Selling Establishments	\$547.06 K / -	100	\$908.95 K / -	100	\$1.69 M / \$1.86 K	100

Radius	5 mi radius	10 mi radius	15 mi radius
Accommodation, Food Services	\$8.1 M / \$9.58 M -15	\$13.66 M / \$9.71 M 29	\$26.15 M / \$10.76 M 59
Hotels, Other Travel Accommodations	\$519.1 K / \$1.61 M -68	\$878.78 K / \$1.62 M -46	\$1.69 M / \$1.62 M 4
RV Parks	\$5.76 K / - 100	\$9.49 K / - 100	\$17.61 K / - 100
Rooming, Boarding Houses	\$2.96 K / - 100	\$4.97 K / - 100	\$9.46 K / - 100
Full Service Restaurants	\$4.73 M / \$2.36 M 50	\$7.98 M / \$2.4 M 70	\$15.27 M / \$3.6 M 76
Limited Service Restaurants	\$2.19 M / \$5.52 M -60	\$3.7 M / \$5.66 M -35	\$7.08 M / \$6.18 M 13
Special Food Services, Catering	\$648.65 K / - 100	\$1.09 M / - 100	\$2.08 M / - 100
Drinking Places	\$419.77 K / \$504.98 K -17	\$724.14 K / \$742.86 K -3	\$1.41 M / \$768.18 K 46
Gasoline Stations	\$3.64 M / \$13.63 M -73	\$6.16 M / \$13.91 M -56	\$11.43 M / \$21.37 M -46
Motor Vehicle, Parts Dealers	\$9.03 M / \$5.13 M 43	\$14.47 M / \$5.18 M 64	\$26.11 M / \$13.47 M 48
New Car Dealers	\$5.47 M / \$1.12 M 80	\$8.73 M / \$1.12 M 87	\$15.62 M / \$8.95 M 43
Used Car Dealers	\$510.89 K / \$337.88 K 34	\$813.08 K / \$337.88 K 58	\$1.45 M / \$349.32 K 76
Recreational Vehicle Dealers	\$840.12 K / - 100	\$1.36 M / - 100	\$2.47 M / - 100
Motorcycle, Boat Dealers	\$1.13 M / - 100	\$1.82 M / - 100	\$3.32 M / - 100
Auto Parts, Accessories	\$691.67 K / \$3.42 M -80	\$1.13 M / \$3.46 M -67	\$2.09 M / \$3.92 M -47
Tire Dealers	\$382.2 K / \$255.16 K 33	\$625.57 K / \$255.17 K 59	\$1.16 M / \$259.32 K 78
2025 Population	5,550	8,613	15,549
2030 Population	5,051	7,915	14,399
% Population Change 2025-2030	-9.0%	-8.1%	-7.4%
2025 Adult Population Age 18+	4,271	6,757	12,467
2025 Population Male	2,644	4,205	7,882
2025 Population Female	2,906	4,407	7,666
2025 Households	2,297	3,620	6,437
2025 Median Household Income	36,802	40,489	45,872
2025 Average Household Income	58,032	63,507	70,734

# **Retail Potential**

Winona, Mississippi	5 mi radius	10 mi radius	15 mi radius
Radius			
2025 Population	5,550	8,613	15,549
2030 Population	5,051	7,915	14,399
% Population Change 2020-2025	-4.8%	-4.8%	-4.8%
2025 Adult Population Age 18+	\$4,271	\$6,757	\$12,467
2025 Population Male	\$2,644	\$4,205	\$7,882
2025 Population Female	\$2,906	\$4,407	\$7,666
2025 Households	\$2,297	\$3,620	\$6,437
2025 Median Household Income	\$36,802	\$40,489	\$45,872
2025 Average Household Income	\$58,032	\$63,507	\$70,734
<b>Clothing, Clothing Accessories Stores</b>	<b>\$5.64 M</b>	<b>\$9.2 M</b>	<b>\$16.9 M</b>
Men's Clothing Stores	\$243.06 K	\$385.58 K	\$691.29 K
Women's Clothing Stores	\$461.43 K	\$754.2 K	\$1.39 M
Children's, Infants' Clothing Stores	\$403.94 K	\$670.78 K	\$1.26 M
Family Clothing Stores	\$2.65 M	\$4.34 M	\$8.01 M
Clothing Accessory Stores	\$134.07 K	\$215.61 K	\$391.47 K
Other Apparel Stores	\$161.51 K	\$262.27 K	\$482.93 K
Shoe Stores	\$1.26 M	\$2.04 M	\$3.72 M
Jewelry Stores	\$285.98 K	\$464.66 K	\$844.84 K
Luggage Stores	\$36.62 K	\$58.44 K	\$104.49 K
<b>Furniture, Home Furnishings Stores</b>	<b>\$4.81 M</b>	<b>\$7.83 M</b>	<b>\$14.32 M</b>
Furniture Stores	\$2.4 M	\$3.81 M	\$6.83 M
Floor Covering Stores	\$338.66 K	\$540.08 K	\$973.46 K
Other Home Furnishing Stores	\$2.06 M	\$3.47 M	\$6.52 M
<b>Electronics, Appliance Stores</b>	<b>\$4.78 M</b>	<b>\$7.98 M</b>	<b>\$14.72 M</b>
<b>Gasoline Stations</b>	<b>\$3.64 M</b>	<b>\$6.16 M</b>	<b>\$11.43 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>	<b>\$4.66 M</b>	<b>\$7.56 M</b>	<b>\$13.88 M</b>
Home Centers	\$2.61 M	\$4.24 M	\$7.78 M
Paint, Wallpaper Stores	\$519.03 K	\$853.3 K	\$1.59 M
Hardware Stores	\$293.23 K	\$477.68 K	\$878.19 K
Other Building Materials Stores	\$847.03 K	\$1.36 M	\$2.47 M
Outdoor Power Equipment Stores	\$51.68 K	\$83.43 K	\$152.36 K
Nursery, Garden Stores	\$336.5 K	\$544.75 K	\$996.5 K
<b>Food, Beverage Stores</b>	<b>\$7.02 M</b>	<b>\$11.66 M</b>	<b>\$21.73 M</b>
Grocery Stores	\$5.52 M	\$9.13 M	\$16.91 M
Convenience Stores	\$485.49 K	\$820.41 K	\$1.53 M
Meat Markets	\$31.65 K	\$51.92 K	\$96.44 K
Fish, Seafood Markets	\$10.77 K	\$17.66 K	\$32.85 K
Fruit, Vegetable Markets	\$20.63 K	\$33.88 K	\$62.97 K
Other Specialty Food Markets	\$41.27 K	\$68.25 K	\$127.4 K
Liquor Stores	\$911.02 K	\$1.54 M	\$2.97 M

Radius	5 mi radius	10 mi radius	15 mi radius
<b>Health, Personal Care Stores</b>	\$4.63 M	\$8.01 M	\$14.9 M
Pharmacy, Drug Stores	\$4.06 M	\$7.02 M	\$13.07 M
Cosmetics, Beauty Stores	\$232.71 K	\$406.23 K	\$757.49 K
Optical Goods Stores	\$83.51 K	\$141.87 K	\$254.65 K
Other Health, Personal Care Stores	\$250.93 K	\$436.12 K	\$811.81 K
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$5.86 M	\$9.53 M	\$17.44 M
Sporting Goods Stores	\$2.18 M	\$3.53 M	\$6.44 M
Hobby, Toy, Game Stores	\$1.63 M	\$2.62 M	\$4.74 M
Sewing, Needlecraft Stores	\$1.29 M	\$2.11 M	\$3.85 M
Musical Instrument Stores	\$330.52 K	\$569.09 K	\$1.11 M
Book Stores	\$418.81 K	\$705.46 K	\$1.3 M
<b>General Merchandise Stores</b>	\$18.08 M	\$29.72 M	\$54.55 M
Department Stores	\$6.2 M	\$10.2 M	\$18.76 M
Warehouse Superstores	\$10.11 M	\$16.64 M	\$30.5 M
Other General Merchandise Stores	\$1.76 M	\$2.88 M	\$5.28 M
<b>Miscellaneous Store Retailers</b>	\$2.41 M	\$3.96 M	\$7.21 M
Florists	\$53.37 K	\$87.81 K	\$162.43 K
Office, Stationary Stores	\$264.18 K	\$425.32 K	\$762.89 K
Gift, Souvenir Stores	\$460.86 K	\$762.69 K	\$1.41 M
Used Merchandise Stores	\$192.42 K	\$309.45 K	\$556.08 K
Pet, Pet Supply Stores	\$457.57 K	\$720.38 K	\$1.28 M
Art Dealers	\$82.99 K	\$132.48 K	\$235.94 K
Mobile Home Dealers	\$47.92 K	\$76.8 K	\$139.4 K
Other Miscellaneous Retail Stores	\$855.13 K	\$1.44 M	\$2.66 M
<b>Non-Store Retailers</b>	\$10.53 M	\$17.49 M	\$32.27 M
Mail Order, Catalog Stores	\$9.88 M	\$16.41 M	\$30.27 M
Vending Machines	\$43 K	\$71.05 K	\$133 K
Fuel Dealers	\$59.45 K	\$97.41 K	\$179.49 K
Other Direct Selling Establishments	\$547.06 K	\$908.95 K	\$1.69 M
<b>Accommodation, Food Services</b>	\$8.52 M	\$14.39 M	\$27.56 M
Hotels, Other Travel Accommodations	\$519.1 K	\$878.78 K	\$1.69 M
RV Parks	\$5.76 K	\$9.49 K	\$17.61 K
Rooming, Boarding Houses	\$2.96 K	\$4.97 K	\$9.46 K
Full Service Restaurants	\$4.73 M	\$7.98 M	\$15.27 M
Limited Service Restaurants	\$2.19 M	\$3.7 M	\$7.08 M
Special Food Services, Catering	\$648.65 K	\$1.09 M	\$2.08 M
Drinking Places	\$419.77 K	\$724.14 K	\$1.41 M
<b>Motor Vehicle, Parts Dealers</b>	\$9.03 M	\$14.47 M	\$26.11 M
New Car Dealers	\$5.47 M	\$8.73 M	\$15.62 M
Used Car Dealers	\$510.89 K	\$813.08 K	\$1.45 M
Recreational Vehicle Dealers	\$840.12 K	\$1.36 M	\$2.47 M
Motorcycle, Boat Dealers	\$1.13 M	\$1.82 M	\$3.32 M
Auto Parts, Accessories	\$691.67 K	\$1.13 M	\$2.09 M
Tire Dealers	\$382.2 K	\$625.57 K	\$1.16 M

# **Income Summary**

# Income Summary Report



Radius	5 mi radius	10 mi radius	15 mi radius			
<b>Winona, Mississippi</b>						
<b>Population</b>						
Estimated Population (2025)	5,550	8,613	15,549			
Projected Population (2030)	5,051	7,915	14,399			
Census Population (2020)	5,832	9,047	16,328			
Census Population (2010)	6,487	10,084	17,582			
Projected Annual Growth (2025 to 2030)	-499	-1.8%	-697	-1.6%	-1,149	-1.5%
Historical Annual Growth (2020 to 2025)	-282	-1.0%	-434	-1.0%	-780	-1.0%
Historical Annual Growth (2010 to 2020)	-655	-1.0%	-1,037	-1.0%	-1,254	-0.7%
<b>Households</b>						
Estimated Households (2025)	2,297	3,620	6,437			
Projected Households (2030)	2,028	3,239	5,837			
Census Households (2020)	2,483	3,848	6,777			
Census Households (2010)	2,568	3,982	6,998			
Projected Annual Growth (2025 to 2030)	-269	-2.3%	-381	-2.1%	-600	-1.9%
Historical Annual Growth (2020 to 2025)	-186	-1.5%	-228	-1.2%	-339	-1.0%
Historical Annual Growth (2010 to 2020)	-86	-0.3%	-134	-0.3%	-221	-0.3%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$58,032	\$63,507	\$70,734			
Projected Average Household Income (2030)	\$57,632	\$63,190	\$70,622			
Census Average Household Income (2020)	\$37,895	\$37,337	\$38,192			
Census Average Household Income (2010)	\$36,547	\$38,064	\$38,011			
Projected Annual Growth (2025 to 2030)	-\$399	-0.1%	-\$316	-	-\$112	-
Historical Annual Growth (2020 to 2025)	\$20,136	3.5%	\$26,170	4.7%	\$32,542	5.7%
Historical Annual Growth (2010 to 2020)	\$1,348	0.4%	-\$727	-0.2%	\$181	-
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$36,802	\$40,489	\$45,872			
Projected Median Household Income (2030)	\$36,759	\$40,329	\$45,405			
Census Median Household Income (2020)	\$29,567	\$28,924	\$28,989			
Census Median Household Income (2010)	\$25,362	\$26,051	\$26,086			
Projected Annual Growth (2025 to 2030)	-\$42	-	-\$160	-	-\$468	-0.2%
Historical Annual Growth (2020 to 2025)	\$7,235	1.6%	\$11,565	2.7%	\$16,883	3.9%
Historical Annual Growth (2010 to 2020)	\$4,205	1.7%	\$2,873	1.1%	\$2,903	1.1%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$24,075	\$26,761	\$29,338			
Projected Per Capita Income (2030)	\$23,209	\$25,934	\$28,687			
Census Per Capita Income (2020)	\$15,001	\$14,743	\$15,207			
Census Per Capita Income (2010)	\$13,727	\$14,227	\$14,315			
Projected Annual Growth (2025 to 2030)	-\$866	-0.7%	-\$827	-0.6%	-\$651	-0.4%
Historical Annual Growth (2020 to 2025)	\$9,074	4.0%	\$12,019	5.4%	\$14,131	6.2%
Historical Annual Growth (2010 to 2020)	\$1,274	0.9%	\$516	0.4%	\$892	0.6%
<b>Other Income</b>						
Estimated Families (2025)	1,436	2,202	3,851			
Estimated Average Family Income (2025)	\$72,422	\$77,329	\$89,216			
Estimated Median Family Income (2025)	\$55,445	\$58,975	\$67,898			
Estimated Average Household Net Worth (2025)	\$812,926	\$891,426	\$944,014			

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



Radius	5 mi radius	10 mi radius	15 mi radius
Estimated Population	5,550	8,613	15,549
Estimated Households	2,297	3,620	6,437
<b>Household Expenditure</b>	<b>\$164.73 M</b>	<b>\$271.51 M</b>	<b>\$506.68 M</b>
Per Household ~ Per Capita	\$71,724	\$29,679	\$75,007
Non-Retail Expenditures	\$75.14 M	45.6%	\$123.57 M
Per Household ~ Per Capita	\$32,717	\$13,538	\$34,137
Retail Expenditures	\$89.59 M	54.4%	\$147.94 M
Per Household ~ Per Capita	\$39,007	\$16,141	\$40,870
Alcoholic Beverages	\$969.5 K	0.6%	\$1.6 M
Per Household ~ Per Capita	\$422	\$175	\$442
Apparel	\$3.07 M	1.9%	\$5.02 M
Per Household ~ Per Capita	\$1,336	\$553	\$1,386
Contributions	\$4.55 M	2.8%	\$7.7 M
Per Household ~ Per Capita	\$1,982	\$820	\$2,128
Education	\$3.39 M	2.1%	\$5.67 M
Per Household ~ Per Capita	\$1,475	\$610	\$1,568
Entertainment	\$9.61 M	5.8%	\$15.67 M
Per Household ~ Per Capita	\$4,183	\$1,731	\$4,329
Food Away From Home	\$7.2 M	4.4%	\$11.81 M
Per Household ~ Per Capita	\$3,137	\$1,298	\$3,264
Grocery	\$13.06 M	7.9%	\$20.59 M
Per Household ~ Per Capita	\$5,685	\$2,353	\$5,689
Health Care	\$15.37 M	9.3%	\$24.57 M
Per Household ~ Per Capita	\$6,691	\$2,769	\$6,787
Household Furnishings and Equipment	\$4.29 M	2.6%	\$7.05 M
Per Household ~ Per Capita	\$1,866	\$772	\$1,948
Household Operations	\$3.2 M	1.9%	\$5.19 M
Per Household ~ Per Capita	\$1,395	\$577	\$1,435
Miscellaneous Expenses	\$2.78 M	1.7%	\$4.58 M
Per Household ~ Per Capita	\$1,212	\$501	\$1,265
Personal Care	\$2.45 M	1.5%	\$3.9 M
Per Household ~ Per Capita	\$1,067	\$441	\$1,076
Shelter	\$28.11 M	17.1%	\$44.37 M
Per Household ~ Per Capita	\$12,238	\$5,064	\$12,258
Tax and Retirement	\$27.99 M	17.0%	\$49 M
Per Household ~ Per Capita	\$12,188	\$5,043	\$13,537
Tobacco and Related	\$1.28 M	0.8%	\$1.93 M
Per Household ~ Per Capita	\$558	\$231	\$533
Transportation	\$27.95 M	17.0%	\$47.97 M
Per Household ~ Per Capita	\$12,169	\$5,036	\$13,251
Utilities	\$9.46 M	5.7%	\$14.88 M
Per Household ~ Per Capita	\$4,120	\$1,705	\$4,111

## Consumer Expenditure Trend



Radius	5 mi radius	10 mi radius	15 mi radius			
<b>Winona, Mississippi</b>						
Population / Households (2025)						
Estimated Population	5,550	8,613	15,549			
Estimated Households	2,297	3,620	6,437			
<b>Total Annual Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$164.73 M	\$271.51 M	\$506.68 M			
Total Non-Retail Expenditure	\$75.14 M	\$123.57 M	\$233.65 M			
Total Retail Expenditure	\$89.59 M	\$147.94 M	\$273.03 M			
Alcoholic Beverages	\$969.5 K	\$1.6 M	\$3 M			
Apparel	\$3.07 M	\$5.02 M	\$9.31 M			
Contributions	\$4.55 M	\$7.7 M	\$14.8 M			
Education	\$3.39 M	\$5.67 M	\$10.79 M			
Entertainment	\$9.61 M	\$15.67 M	\$29 M			
Food Away From Home	\$7.2 M	\$11.81 M	\$21.99 M			
Grocery	\$13.06 M	\$20.59 M	\$36.72 M			
Health Care	\$15.37 M	\$24.57 M	\$43.99 M			
Household Furnishings and Equipment	\$4.29 M	\$7.05 M	\$13.17 M			
Household Operations	\$3.2 M	\$5.19 M	\$9.56 M			
Miscellaneous Expenses	\$2.78 M	\$4.58 M	\$8.53 M			
Personal Care	\$2.45 M	\$3.9 M	\$7.01 M			
Shelter	\$28.11 M	\$44.37 M	\$80.74 M			
Tax and Retirement	\$27.99 M	\$49 M	\$98.76 M			
Tobacco and Related	\$1.28 M	\$1.93 M	\$3.27 M			
Transportation	\$27.95 M	\$47.97 M	\$89.59 M			
Utilities	\$9.46 M	\$14.88 M	\$26.44 M			
<b>Monthly Household Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$5,977	\$6,251	\$6,559			
Total Non-Retail Expenditure	\$2,726	45.6%	\$2,845	45.5%	\$3,025	46.1%
Total Retail Expenditure	\$3,251	54.4%	\$3,406	54.5%	\$3,534	53.9%
Alcoholic Beverages	\$35	0.6%	\$37	0.6%	\$39	0.6%
Apparel	\$111	1.9%	\$116	1.8%	\$121	1.8%
Contributions	\$165	2.8%	\$177	2.8%	\$192	2.9%
Education	\$123	2.1%	\$131	2.1%	\$140	2.1%
Entertainment	\$349	5.8%	\$361	5.8%	\$375	5.7%
Food Away From Home	\$261	4.4%	\$272	4.4%	\$285	4.3%
Grocery	\$474	7.9%	\$474	7.6%	\$475	7.2%
Health Care	\$558	9.3%	\$566	9.0%	\$569	8.7%
Household Furnishings and Equipment	\$155	2.6%	\$162	2.6%	\$171	2.6%
Household Operations	\$116	1.9%	\$120	1.9%	\$124	1.9%
Miscellaneous Expenses	\$101	1.7%	\$105	1.7%	\$110	1.7%
Personal Care	\$89	1.5%	\$90	1.4%	\$91	1.4%
Shelter	\$1,020	17.1%	\$1,021	16.3%	\$1,045	15.9%
Tax and Retirement	\$1,016	17.0%	\$1,128	18.0%	\$1,278	19.5%
Tobacco and Related	\$46	0.8%	\$44	0.7%	\$42	0.6%
Transportation	\$1,014	17.0%	\$1,104	17.7%	\$1,160	17.7%
Utilities	\$343	5.7%	\$343	5.5%	\$342	5.2%

## Consumer Expenditure Trend



Radius	5 mi radius	10 mi radius	15 mi radius
<b>Winona, Mississippi</b>			
Population / Households (2030)			
Projected Population	5,051	7,915	14,399
Projected Households	-	-	-
<b>Total Annual Consumer Expenditure (2030)</b>			
Total Household Expenditure	\$143.8 M	\$240.24 M	\$455.08 M
Total Non-Retail Expenditure	\$65.5 M	\$109.29 M	\$210.06 M
Total Retail Expenditure	\$78.3 M	\$130.95 M	\$245.02 M
Alcoholic Beverages	\$846.6 K	\$1.42 M	\$2.7 M
Apparel	\$2.68 M	\$4.44 M	\$8.36 M
Contributions	\$3.98 M	\$6.82 M	\$13.29 M
Education	\$2.96 M	\$5.03 M	\$9.69 M
Entertainment	\$8.39 M	\$13.87 M	\$26.04 M
Food Away From Home	\$6.29 M	\$10.45 M	\$19.74 M
Grocery	\$11.37 M	\$18.19 M	\$32.95 M
Health Care	\$13.6 M	\$21.85 M	\$39.49 M
Household Furnishings and Equipment	\$3.74 M	\$6.24 M	\$11.83 M
Household Operations	\$2.8 M	\$4.59 M	\$8.59 M
Miscellaneous Expenses	\$2.43 M	\$4.05 M	\$7.66 M
Personal Care	\$2.13 M	\$3.44 M	\$6.29 M
Shelter	\$24.48 M	\$39.22 M	\$72.52 M
Tax and Retirement	\$24.56 M	\$43.5 M	\$88.92 M
Tobacco and Related	\$1.12 M	\$1.71 M	\$2.94 M
Transportation	\$24.18 M	\$42.27 M	\$80.37 M
Utilities	\$8.24 M	\$13.14 M	\$23.73 M
<b>Consumer Expenditure Growth (2025 to 2030)</b>			
Total Household Expenditure	\$-20.93 M	\$-31.27 M	\$-51.6 M
Total Non-Retail Expenditure	\$-9.64 M	\$-14.28 M	\$-23.59 M
Total Retail Expenditure	\$-11.29 M	\$-16.99 M	\$-28.01 M
Alcoholic Beverages	\$-122.9 K	\$-184.03 K	\$-307.19 K
Apparel	\$-390.49 K	\$-578.52 K	\$-951.68 K
Contributions	\$-571.65 K	\$-878.35 K	\$-1.51 M
Education	\$-427.19 K	\$-649.19 K	\$-1.1 M
Entertainment	\$-1.22 M	\$-1.8 M	\$-2.96 M
Food Away From Home	\$-915.92 K	\$-1.36 M	\$-2.25 M
Grocery	\$-1.68 M	\$-2.4 M	\$-3.77 M
Health Care	\$-1.77 M	\$-2.72 M	\$-4.5 M
Household Furnishings and Equipment	\$-543.99 K	\$-811.22 K	\$-1.35 M
Household Operations	\$-408.21 K	\$-599.43 K	\$-975.17 K
Miscellaneous Expenses	\$-352.26 K	\$-524.58 K	\$-872.35 K
Personal Care	\$-315.29 K	\$-453.43 K	\$-718.97 K
Shelter	\$-3.63 M	\$-5.15 M	\$-8.22 M
Tax and Retirement	\$-3.43 M	\$-5.5 M	\$-9.84 M
Tobacco and Related	\$-163.68 K	\$-222.61 K	\$-327.74 K
Transportation	\$-3.77 M	\$-5.7 M	\$-9.23 M
Utilities	\$-1.22 M	\$-1.74 M	\$-2.71 M

# **Crime Risk**

## Crime Risk Profile



Radius	5 mi radius	10 mi radius	15 mi radius
<b>Demographics</b>			
Population	5,550	8,613	15,549
Census Population	5,832	9,047	16,328
Households	2,297	3,620	6,437
Average Household Income	\$58,032	\$63,507	\$70,734
Median Household Income	\$36,802	\$40,489	\$45,872
Per Capita Income	\$24,075	\$26,761	\$29,338
<b>Total Crime</b>			
Crime Index	77	62	55
Crime Level	Below Average	Below Average	Low Risk
<b>Personal Crime</b>			
Crime Index	70	59	52
Crime Level	Below Average	Low Risk	Low Risk
<b>Murder</b>			
Crime Index	172	144	114
Crime Level	High Risk	Above Average	Average
<b>Rape</b>			
Crime Index	98	88	77
Crime Level	Average	Below Average	Below Average
<b>Robbery</b>			
Crime Index	43	31	22
Crime Level	Low Risk	Low Risk	Very Low
<b>Assault</b>			
Crime Index	70	61	55
Crime Level	Below Average	Below Average	Low Risk
<b>Property Crime</b>			
Crime Index	79	63	57
Crime Level	Below Average	Below Average	Low Risk
<b>Burglary</b>			
Crime Index	161	141	130
Crime Level	High Risk	Above Average	Above Average
<b>Larceny</b>			
Crime Index	66	50	45
Crime Level	Below Average	Low Risk	Low Risk
<b>Motor Vehicle Theft</b>			
Crime Index	65	51	40
Crime Level	Below Average	Low Risk	Low Risk

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

# **Void Analysis**

Winona, Mississippi Radius	Site / Market Locations	Avg Square Footage	Closest Location
<b>Auto Parts/Tires</b>			
AutoZone	1 / 1	6,600	
NAPA	1 / 1	6,200	
<b>Banks</b>			
Regions Bank	2 / 1	5,100	
Renaissance Bank	1 / 1	4,100	
<b>Banks Minor</b>			
Bank	5 / 2		
<b>Convenience Stores</b>			
Chevron	2 / 1	1,700	
Circle K	1 / 1	3,200	
Exxon	2 / 1	2,600	
Pilot Travel Centers	1 / 1	3,200	
Shell	1 / 0	1,800	
Sunoco	1 / 0	4,700	
<b>Dollar Stores</b>			
Dollar General	6 / 1	9,600	
Dollar Tree	1 / 1	11,800	
Family Dollar	1 / 1	9,400	
Family Dollar   Dollar Tree	1 / 0	12,100	
<b>Education</b>			
Day Care	8 / 5		
PK - 8	5 / 3		
PK - 8 (Private)	2 / 1		
<b>EV Charging Stations</b>			
Shell Recharge	1 / 1		
Tesla	1 / 1		
<b>Health Care</b>			
Dialysis Centers	1 / 1		
Emergency Medicine	1 / 1		
Family Practice	4 / 4		
General Surgery	1 / 1		
Internal Medicine	1 / 1		
Nephrology	1 / 1		
Nurse Practitioner	6 / 4		
Optometry	1 / 1		
Physical Therapy	1 / 1		

Winona, Mississippi Radius	Site / Market Locations	Avg Square Footage	Closest Location
<b>Home Improvement</b>			
Sherwin-Williams	1 / 1	7,300	
<b>Hotels</b>			
Americas Best Value Inn	1 / 1	15,000	
Holiday Inn Express	1 / 1	16,400	
<b>Restaurants Casual</b>			
Waffle House	1 / 1	2,000	
<b>Restaurants Fast Food Major</b>			
Burger King	1 / 1	4,000	
KFC	1 / 1	3,100	
McDonald's	1 / 1	4,600	
Sonic	1 / 1	2,800	
Taco Bell	1 / 1	2,500	
<b>Restaurants Fast Food Minor</b>			
Krispy Krunchy Chicken	3 / 1		
<b>Restaurants Pizza</b>			
Little Caesars	1 / 1	1,800	
Pizza Inn	1 / 1	3,600	
<b>Restaurants Sandwich</b>			
Subway	1 / 1	1,700	
<b>Worship</b>			
Baptist	4 / 2		
Christian	1 / 0		
Methodist Episcopal	2 / 1		
Presbyterian	3 / 1		