

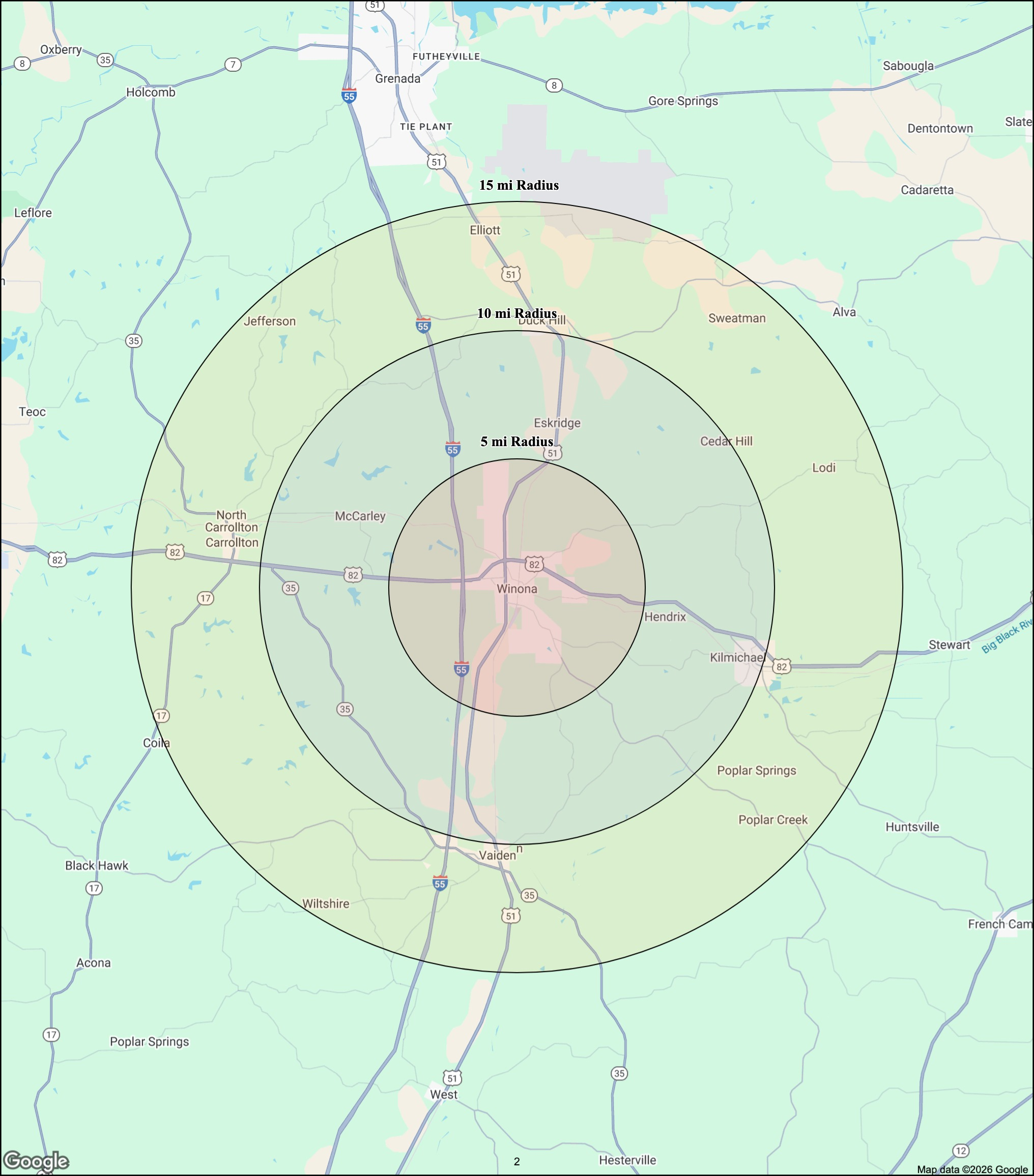
**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

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

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# Demographics



## Winona, Mississippi

### Radius

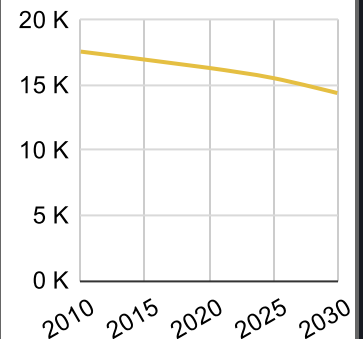
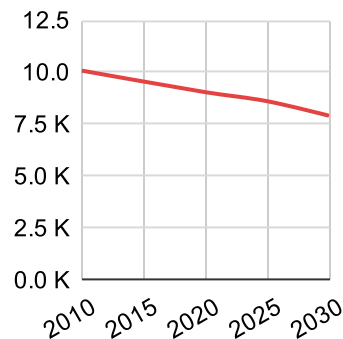
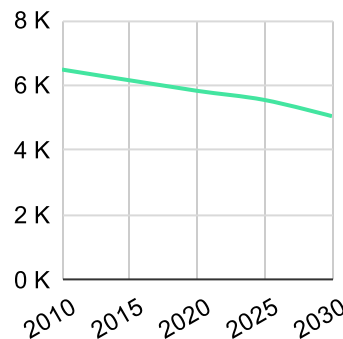
5 mi radius

10 mi radius

15 mi radius

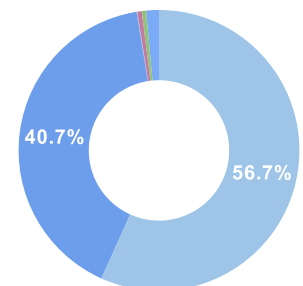
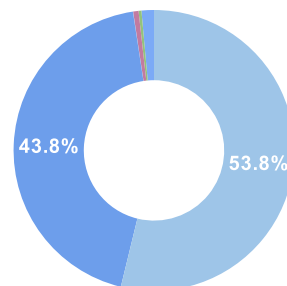
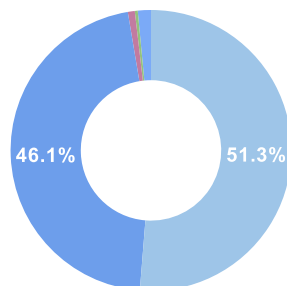
#### Population

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

Black or African American

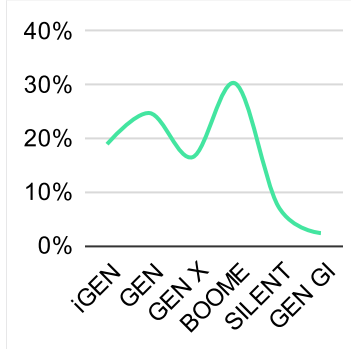
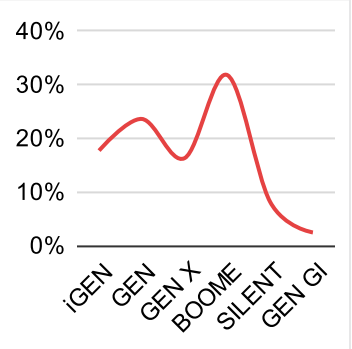
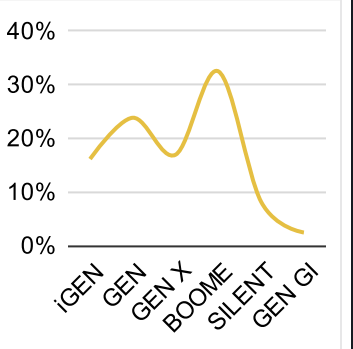
American Indian or Alaskan Native

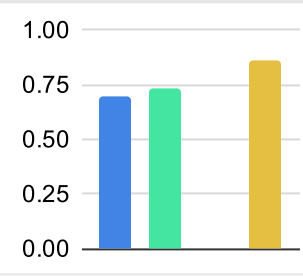
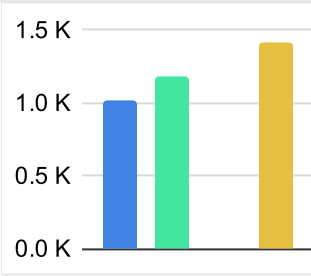
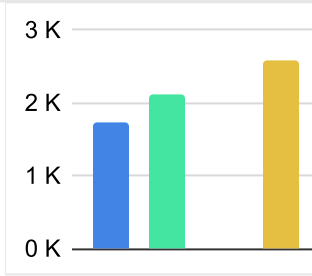
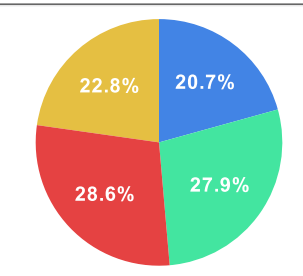
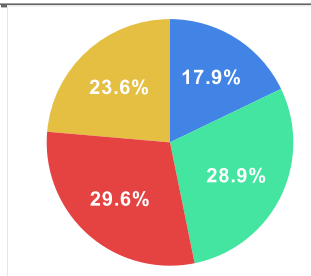
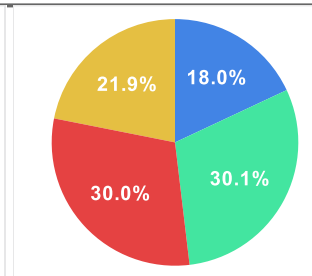
Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

Winona, Mississippi							
Radius	5 mi radius			10 mi radius		15 mi radius	
Age Distribution (2025)							
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		
Generation (2025)							
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		5 mi radius	10 mi radius	15 mi radius
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%
<div> <div>Family Households w/ Children</div> <div>Family Households No Children</div> <div>Non-Family Households w/ Children</div> <div>Non-Family Households No Children</div> </div>				
<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%
<div> <div>Elementary or Some High School</div> <div>High School Graduate</div> <div>Some College or Associate Degree</div> <div>Bachelor or Graduate Degree</div> </div>				
<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		
Population							
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	-	-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	
Households							
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	-2.3%	-381	-2.1%	-600	-1.9%	
Historical Annual Change (2010-2025)	-272	-0.7%	-362	-0.6%	-560	-0.5%	
Average Household Income							
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	-0.1%	-\$316	-	-\$112	-	
Historical Annual Change (2000-2025)	\$21,484	2.4%	\$25,443	2.7%	\$32,723	3.4%	
Median Household Income							
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	-	-\$160	-	-\$468	-0.2%	
Historical Annual Change (2000-2025)	\$11,440	1.8%	\$14,438	2.2%	\$19,786	3.0%	
Per Capita Income							
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	-0.7%	-\$827	-0.6%	-\$651	-0.4%	
Historical Annual Change (2000-2025)	\$10,348	3.0%	\$12,534	3.5%	\$15,023	4.2%	
Estimated Average Household Net Worth (2025)	\$812,926		\$891,426		\$944,014		



Winona, Mississippi		5 mi radius		10 mi radius		15 mi radius	
Radius							
Race and Ethnicity							
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	5 mi radius			10 mi radius		15 mi radius	
Total Age Distribution (2025)							
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%	

Winona, Mississippi		5 mi radius		10 mi radius		15 mi radius	
Radius							
Male Age Distribution (2025)							
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%
Males per 100 Females (2025)							
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		5 mi radius		10 mi radius		15 mi radius	
Radius							
Household Type (2025)							
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	
Marital Status (2025)							
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%
Educational Attainment (2025)							
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		5 mi radius		10 mi radius		15 mi radius	
Radius							
Housing							
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 -		509 -		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)							
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)							
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)							
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)							
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	
Transportation To Work (2025)							
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%
Daytime Demographics (2025)							
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	
Labor Force							
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%
Occupation (2025)							
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		5 mi radius		10 mi radius		15 mi radius	
Radius							
Units In Structure (2025)							
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%	
Homes Built By Year (2025)							
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	
Home Values (2025)							
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		



Winona, Mississippi		5 mi radius		10 mi radius		15 mi radius	
Radius							
Total Annual Consumer Expenditure (2025)							
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	
Monthly Household Consumer Expenditure (2025)							
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

Winona, Mississippi						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$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
<b>Gasoline Stations</b>	\$3.64 M / \$13.63 M	-73	\$6.16 M / \$13.91 M	-56	\$11.43 M / \$21.37 M	-46
<b>Motor Vehicle, Parts Dealers</b>	\$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

## Retail Potential Profile



Winona, Mississippi				
Radius	5 mi radius	10 mi radius	15 mi 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>	\$5.64 M	\$9.2 M	\$16.9 M	
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>	\$4.81 M	\$7.83 M	\$14.32 M	
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>	\$4.78 M	\$7.98 M	\$14.72 M	
<b>Gasoline Stations</b>	\$3.64 M	\$6.16 M	\$11.43 M	
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$4.66 M	\$7.56 M	\$13.88 M	
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>	\$7.02 M	\$11.66 M	\$21.73 M	
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	



## Retail Potential Profile



Winona, Mississippi				
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



Winona, Mississippi						
Radius	5 mi radius		10 mi radius		15 mi radius	
Population						
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%
Households						
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%
Average Household Income						
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	-
Median Household Income						
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%
Per Capita Income						
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%
Other Income						
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



Winona, Mississippi						
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>	\$164.73 M		\$271.51 M		\$506.68 M	
Per Household ~ Per Capita	\$71,724	\$29,679	\$75,007	\$31,525	\$78,708	\$32,587
Non-Retail Expenditures	\$75.14 M	45.6%	\$123.57 M	45.5%	\$233.65 M	46.1%
Per Household ~ Per Capita	\$32,717	\$13,538	\$34,137	\$14,348	\$36,295	\$15,027
Retail Expenditures	\$89.59 M	54.4%	\$147.94 M	54.5%	\$273.03 M	53.9%
Per Household ~ Per Capita	\$39,007	\$16,141	\$40,870	\$17,177	\$42,413	\$17,560
Alcoholic Beverages	\$969.5 K	0.6%	\$1.6 M	0.6%	\$3 M	0.6%
Per Household ~ Per Capita	\$422	\$175	\$442	\$186	\$467	\$193
Apparel	\$3.07 M	1.9%	\$5.02 M	1.8%	\$9.31 M	1.8%
Per Household ~ Per Capita	\$1,336	\$553	\$1,386	\$583	\$1,446	\$599
Contributions	\$4.55 M	2.8%	\$7.7 M	2.8%	\$14.8 M	2.9%
Per Household ~ Per Capita	\$1,982	\$820	\$2,128	\$894	\$2,299	\$952
Education	\$3.39 M	2.1%	\$5.67 M	2.1%	\$10.79 M	2.1%
Per Household ~ Per Capita	\$1,475	\$610	\$1,568	\$659	\$1,677	\$694
Entertainment	\$9.61 M	5.8%	\$15.67 M	5.8%	\$29 M	5.7%
Per Household ~ Per Capita	\$4,183	\$1,731	\$4,329	\$1,820	\$4,504	\$1,865
Food Away From Home	\$7.2 M	4.4%	\$11.81 M	4.4%	\$21.99 M	4.3%
Per Household ~ Per Capita	\$3,137	\$1,298	\$3,264	\$1,372	\$3,415	\$1,414
Grocery	\$13.06 M	7.9%	\$20.59 M	7.6%	\$36.72 M	7.2%
Per Household ~ Per Capita	\$5,685	\$2,353	\$5,689	\$2,391	\$5,703	\$2,361
Health Care	\$15.37 M	9.3%	\$24.57 M	9.0%	\$43.99 M	8.7%
Per Household ~ Per Capita	\$6,691	\$2,769	\$6,787	\$2,852	\$6,833	\$2,829
Household Furnishings and Equipment	\$4.29 M	2.6%	\$7.05 M	2.6%	\$13.17 M	2.6%
Per Household ~ Per Capita	\$1,866	\$772	\$1,948	\$819	\$2,046	\$847
Household Operations	\$3.2 M	1.9%	\$5.19 M	1.9%	\$9.56 M	1.9%
Per Household ~ Per Capita	\$1,395	\$577	\$1,435	\$603	\$1,486	\$615
Miscellaneous Expenses	\$2.78 M	1.7%	\$4.58 M	1.7%	\$8.53 M	1.7%
Per Household ~ Per Capita	\$1,212	\$501	\$1,265	\$531	\$1,325	\$549
Personal Care	\$2.45 M	1.5%	\$3.9 M	1.4%	\$7.01 M	1.4%
Per Household ~ Per Capita	\$1,067	\$441	\$1,076	\$452	\$1,089	\$451
Shelter	\$28.11 M	17.1%	\$44.37 M	16.3%	\$80.74 M	15.9%
Per Household ~ Per Capita	\$12,238	\$5,064	\$12,258	\$5,152	\$12,543	\$5,193
Tax and Retirement	\$27.99 M	17.0%	\$49 M	18.0%	\$98.76 M	19.5%
Per Household ~ Per Capita	\$12,188	\$5,043	\$13,537	\$5,690	\$15,341	\$6,352
Tobacco and Related	\$1.28 M	0.8%	\$1.93 M	0.7%	\$3.27 M	0.6%
Per Household ~ Per Capita	\$558	\$231	\$533	\$224	\$508	\$210
Transportation	\$27.95 M	17.0%	\$47.97 M	17.7%	\$89.59 M	17.7%
Per Household ~ Per Capita	\$12,169	\$5,036	\$13,251	\$5,569	\$13,918	\$5,762
Utilities	\$9.46 M	5.7%	\$14.88 M	5.5%	\$26.44 M	5.2%
Per Household ~ Per Capita	\$4,120	\$1,705	\$4,111	\$1,728	\$4,107	\$1,700

## Consumer Expenditure Trend



Winona, Mississippi						
Radius		5 mi radius		10 mi radius		15 mi radius
Population / Households (2025)						
Estimated Population		5,550		8,613		15,549
Estimated Households		2,297		3,620		6,437
Total Annual Consumer Expenditure (2025)						
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
Monthly Household Consumer Expenditure (2025)						
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



Winona, Mississippi				
Radius	5 mi radius	10 mi radius	15 mi radius	
<b>Population / Households (2030)</b>				
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

Winona, Mississippi				
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	
Renasant 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		

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