



DEMOGRAPHICS

Founded by a steamboat captain in 1851, Winona's location on an island in the Mississippi River made it a transportation hub and one of the world's richest cities by 1900. This legacy remains in the form of historic buildings, an ongoing harmony with the river, and an economy that still thrives. Surrounded by bluffs and water, the beauty of Winona reflects the high quality of employment, education, and recreation its residents enjoy.

Population

	2021 <i>Estimate</i>	2016 <i>Estimate</i>	2010 <i>Census</i>	2000 <i>Census</i>
City	28,628	27,213	27,592	27,069
County	53,441	50,875	51,461	49,985
City Households	10,681	10,461	10,812	10,301
County Households	20,291	20,350	19,414	18,744

Source: U.S. Census, State Demographer

Major Employers*

Employer	NAIC	Products/Services	Employees Count (FTE)
Fastenal Company	423710	Hardware and Supplies Merchandise	1403
Winona Health	622000	Healthcare	855
Winona State University	6113	Colleges & Universities	832
WinCraft	3159	Apparel Accessories	595
Winona Area Public Schools	6111	Elementary & Secondary Schools	527
TRW Automotive Electronics	334419	Manufacturing Other Electronic	525
RTP Company	325991	Custom Compounding of Purchased Resins	400
St. Mary's University of MN	6113	Colleges & Universities	371
Winona County	9211	Local Government	277
Peerless Chain Company	332618	Other Fabrication-Wire Production Manufacturing	268
Watlow Controls	334513	Manufacture Electronic Temperature Controls	258
Hal Leonard	512230	Music Publishers	236
Merchants Bank	522110	Commercial Banking	232
HyVee	445110	Supermarkets & Other Grocery Stores	229
Solvay Group	3252	Synthetic Resins	199
J R Watkins	311942	Manufacture of Personal Care, Homecare, Spices & Extracts	170
City of Winona	921120	Legislative Bodies	170
Thern, Inc.	333923	Overhead Traveling Crane, Hoist, & Monorail System Mfg.	120

*A high quality of life makes it easy to recruit key executives and managers from outside the area.

Workforce (October, 2016)

	Winona County	City of Winona	
Labor Force	29,042	High School Degree or Higher	94%
Employment	28,140	Bachelors Degree or Higher	31.4%
Unemployment Rate	3.1%	Median HH Income (2016)	41,023

Source: MN Dept of Employment & Economic Dev. and U.S. Census



CITY OF WINONA, MINNESOTA

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Occupation & Wage Data for the Southeast Region of Minnesota

Accountant & Auditor	\$27.59	Office & Administrative Support	\$12.83
Computer Support	\$22.92	Production Worker	\$14.74
Computer Programmer	\$46.73	Receptionist/Information Clerk	\$13.10
Healthcare Support Workers	\$12.09	Tool & Die Maker	\$21.63
Machinist	\$20.00	Truck Driver, Heavy	\$20.93
First Line Supervisor	\$25.77		

Source: OES 2nd Quarter 2015 Data (SE Region)

Housing Information

Single Family Units: 6,800	Percentage Owner Occupied: 60%
Multiple Family Units: 4,487	Vacancy Rate: 2%
Median Rent: \$705	Average Sale Price Home: \$127,500
Number of Building Permits for 2015: 637	Value of Building Permits for 2015: \$12,079,801

Source: Maxfield Research & City of Winona Community Development

Commercial Activity Information

Number of Commercial Building Permits for 2015: 136
Value of Commercial Building Permits for 2015: \$26,321,499

Retail Sales Tax:

Winona County taxable sales for 2013/2014 (includes City)	\$ 849,294,000
City of Winona taxable sales for 2013/2014	\$ 563,815,000

Education

Public & Private	Post-Secondary (2015-2016)
Elementary 10	Minnesota State College Southeast Technical - 2,207
Middle School 6	Winona State University – 8,701
High School 4	St. Mary's University - 1,861
Post-Secondary 3	Total Enrollment - 12,769

Other Information

Winona is home to a hospital, two clinics, and more than 200 dentists and doctors. There are approximately 694 hotel/motel rooms available throughout Winona. There is Inter-City and Intra-City bus service available as well as passenger rail service. The Mississippi River, Lake Winona, a municipal pool, surrounding bluffs and many local parks provide exceptional outdoor recreation.

Fastest Growing Occupation Areas

Healthcare
Computers & Math
Community & Social Services

Municipal Distinctions

All-American City
Star City
Aa1 Bond Rating
Sister-City Partnership with Misato, Japan and Bytow, Poland

Region

Mileage between Winona and major area cities:

Rochester, MN - 45
Mpls/St. Paul, MN - 120
Des Moines, IA - 250
La Crosse, WI - 30
Madison, WI - 165
Milwaukee, WI - 240
Chicago, IL - 300

City of Winona, Minnesota