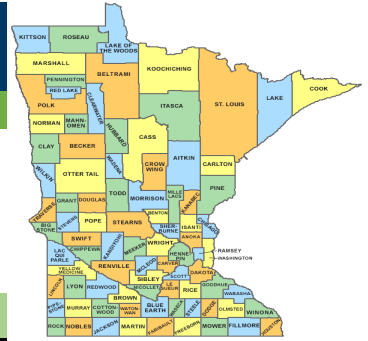


**COUNTY PROFILE**

# Winona Co.

Winona Co. is a part of Economic Development Region 10, which is located in the Southeast Planning Region.



## POPULATION CHARACTERISTICS

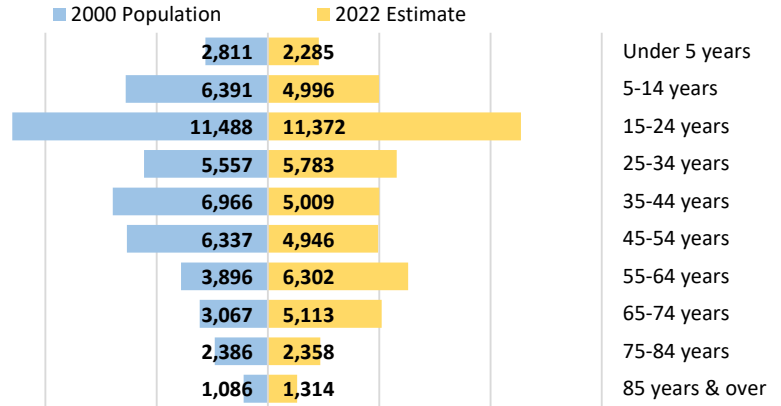
2022 population:	<b>49,478 people</b>	Median Age:	<b>35.6 years</b>
Population change, 2010-2022	-1,983 people -3.9% decline	state:	38.5 years

Winona Co. is the 19th largest of the 87 counties in the state. Its population decreased over the past decade, ranking as the 72nd fastest growing in the state from 2010 to 2022. Winona Co.'s population has a younger median age than the state and a larger percentage of people aged 65 years and older. The population is aging, especially as the Baby Boom generation moves through the population pyramid (see Figure 1).

	Number	Percent
Under 5 years	2,285	4.6%
5-14 years	4,996	10.1%
15-24 years	11,372	23.0%
25-34 years	5,783	11.7%
35-44 years	5,009	10.1%
45-54 years	4,946	10.0%
55-64 years	6,302	12.7%
65-74 years	5,113	10.3%
75-84 years	2,358	4.8%
85 years & over	1,314	2.7%
<b>Total Population</b>	<b>49,478</b>	<b>100.0%</b>

Source: Census Population Estimates, 2018-2022 ACS

Figure 1. Population Pyramid, 2000-2022



Winona Co. suffered a negative natural increase - more deaths than births from 2020 to 2022, but also experienced net out-migration - meaning more people moved out than moved in. Despite suffering domestic out-migration, Winona Co. welcomed net international immigration - gaining new Minnesotans from foreign countries (see Table 2).

	Total Population Change	April 1, 2020 to July 1, 2022					
		Natural Increase	Vital Events		Net Migration		
			Births	Deaths	Total	International	Domestic
Winona Co.	-184	-10	1,012	1,022	-206	124	-330
State of Minnesota	10,680	26,917	144,350	117,433	-17,365	20,012	-37,377

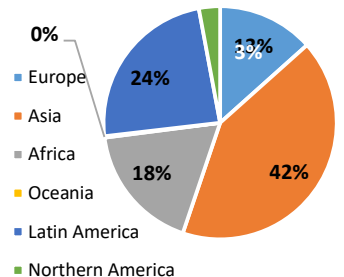
Source: U.S. Census Bureau, Population Estimates Program

Compared to the state, Winona Co. has a smaller percentage of foreign-born residents. From 2010 to 2022, Winona Co. saw a decrease in the number of foreign-born residents, though it was slower than the statewide increase.

	Winona Co.		Change 2010-2022		Minnesota	
	Number	Percent	Number	Percent	Percent	Change
<b>Foreign-born Population</b>	<b>1,531</b>	<b>3.1%</b>	<b>-112</b>	<b>-6.8%</b>	<b>8.5%</b>	<b>31.3%</b>
Europe	205	13.4%	-9	-4.2%	9.3%	-0.6%
Asia	640	41.8%	-107	-14.3%	36.7%	30.2%
Africa	272	17.8%	170	166.7%	28.1%	93.1%
Oceania	3	0.2%	3	#DIV/0!	0.4%	20.4%
Americas:	411	26.8%	-169	-29.1%	25.4%	7.5%
Latin America	366	23.9%	-139	-27.5%	22.9%	9.0%
Northern America	45	2.9%	-30	-40.0%	2.5%	-4.6%

Source: U.S. Census Bureau, 2018-2022 American Community Survey

Figure 2. Place of Birth for the Foreign Born Population, 2022



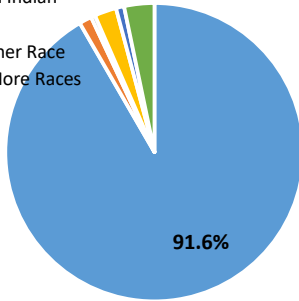
## COUNTY PROFILE

Winona Co.

Winona Co.'s population was becoming more racially diverse over time. Since 2011, the county's white population declined, but the number of people of other races increased (see Table 4).

**Figure 3. Population by Race, 2022**

- White
- Black or African American
- American Indian
- Asian
- Some Other Race
- Two or More Races



	Winona Co.			Minnesota	
	Number	Percent	Change from 2011-2022	Percent	Change from 2011-2022
<b>Total</b>	<b>49,792</b>	<b>100.0%</b>	<b>-3.1%</b>	<b>100.0%</b>	<b>7.9%</b>
White	45,634	91.6%	-6.2%	79.7%	-0.4%
Black or African American	678	1.4%	31.7%	6.7%	44.3%
American Indian or Alaska Native	225	0.5%	21.6%	0.9%	-10.2%
Asian or Other Pac. Islanders	1,184	2.4%	6.2%	5.1%	37.1%
Some Other Race	439	0.9%	51.4%	2.3%	84.7%
Two or More Races	1,632	3.3%	148.8%	5.3%	159.6%
Hispanic or Latino origin	1,588	3.2%	35.4%	5.7%	34.6%

Source: U.S. Census Bureau, 2018-2022 American Community Survey

## POPULATION PROJECTIONS

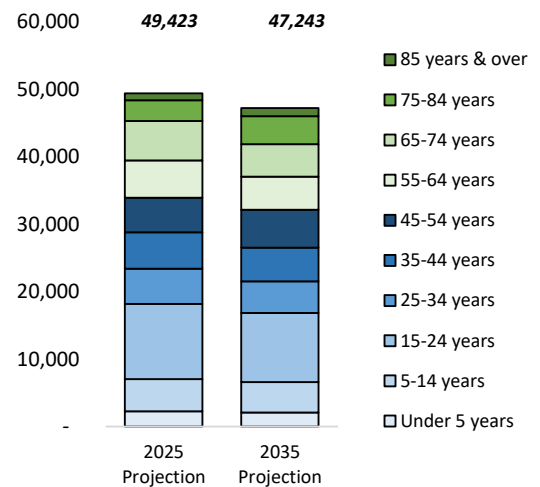
According to the Minnesota State Demographic Center, Winona Co.'s population is expected to decline from 2025 to 2035, with a rate of change that is slower than the projected statewide growth rate (4.5%). Despite the decline, the number of people aged 65 years and older is expected to increase over the next decade (see Figure 4 and Table 5).

**Table 5. Population Projections by Age Group, 2025-2035**

Winona Co.	2025 Projection	2035 Projection	Numeric Change	Percent Change
Under 5 years	2,253	2,066	-187	-8.3%
5-14 years	4,798	4,542	-256	-5.3%
15-24 years	11,124	10,250	-874	-7.9%
25-34 years	5,247	4,689	-558	-10.6%
35-44 years	5,399	4,984	-415	-7.7%
45-54 years	5,130	5,604	474	9.2%
55-64 years	5,515	4,929	-586	-10.6%
65-74 years	5,845	4,826	-1,019	-17.4%
75-84 years	3,089	4,148	1,059	34.3%
85 years & over	1,023	1,205	182	17.8%
<b>Total Population</b>	<b>49,423</b>	<b>47,243</b>	<b>-2,180</b>	<b>-4.4%</b>

Source: Minnesota State Demographic Center

**Figure 4. Projections by Age Group, 2025-2035**



## EDUCATIONAL ATTAINMENT

Winona Co. has a higher percentage of adults (18 years & over) with at least a high school diploma than the state (93.0%), and a higher percentage of people with at least some college experience. Winona Co. also has a higher percentage of people with an Associate's degree and a lower percentage of people with a Bachelor's degree or higher.

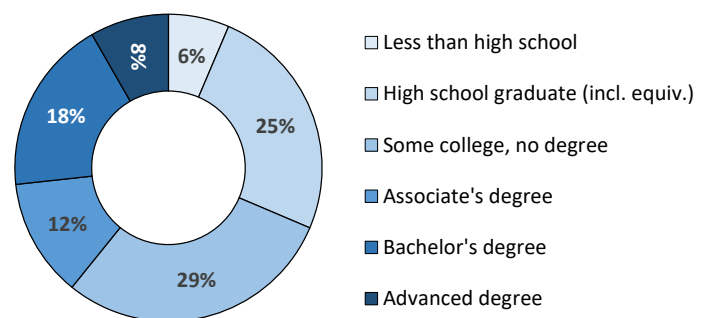
**Percentage of the adult population (18 years & over) with at least a high school diploma:**

**93.6%**

**College-educated:** 68.6%  
state: 68.5%

**Associate's Degree:** 12.5%  
**Bachelor's Degree:** 18.4%  
**Advanced Degree:** 8.3%

**Figure 5. Educational Attainment, 2022**



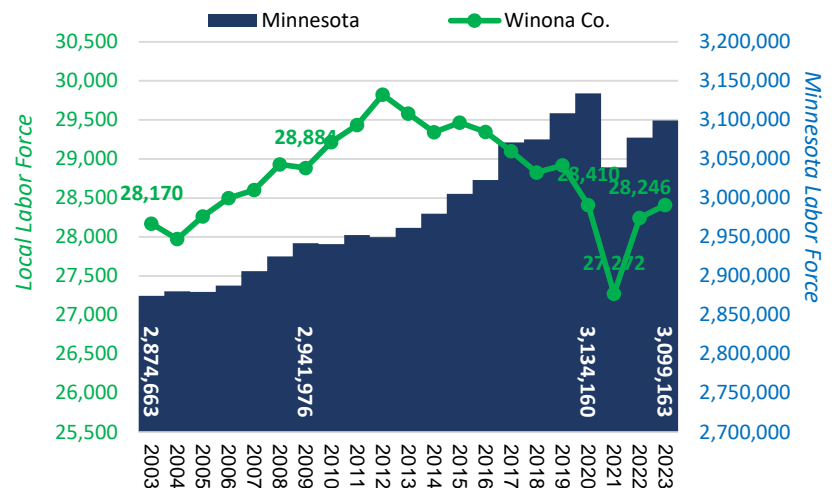
Source: U.S. Census Bureau, 2018-2022 American Community Survey

LABOR FORCE TRENDS

At 2.2%, Winona Co. had a lower unemployment rate than the state in 2023. After the pandemic recession Winona Co.'s unemployment rate declined compared to the 3.1% pre-pandemic rate posted in 2019. The number of unemployed workers actively seeking work in Winona Co. increased over the past year, and is down compared to 2019.

<b>28,246</b> available workers	
Labor Force change, 2008-2023	-519 workers -1.8% decline
<b>2.2%</b> unemployment rate	2.7% state
<b>621</b> unemployed workers	

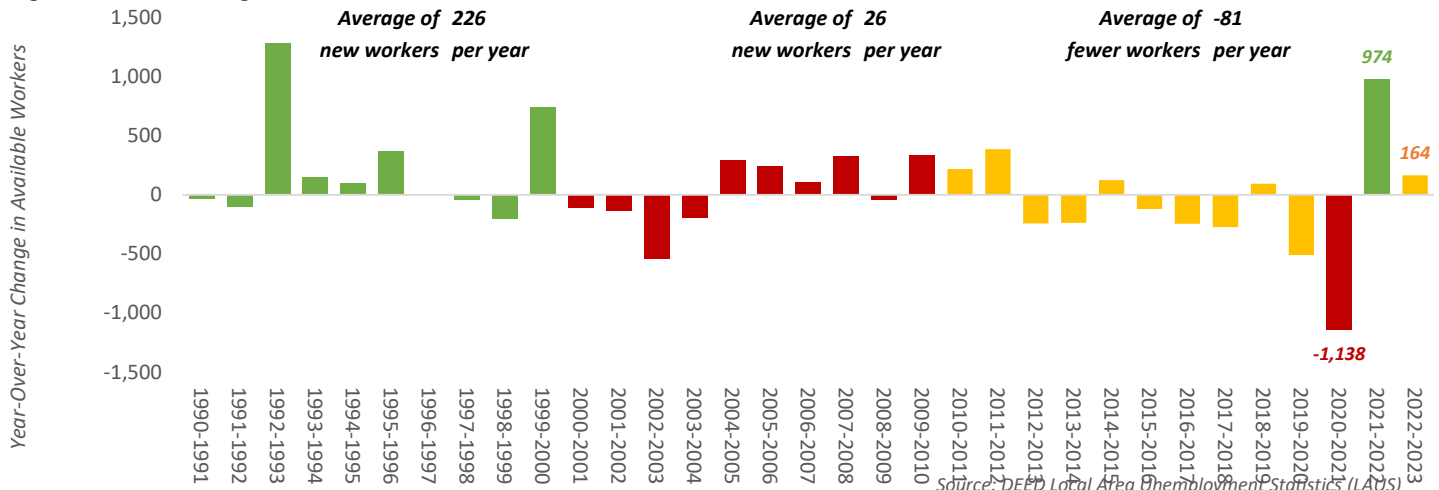
Figure 6. Annual Labor Force Estimates



Source: DEED Local Area Unemployment Statistics

Labor force growth has slowed in recent years. After experiencing a net gain of workers each year from 1990 to 2000, Winona Co. averaged an annual gain of new workers from 2000 to 2010, and most recently a loss of fewer workers since 2010 (see Figure 7). Moving forward, Winona Co. is expected to see a labor force decline from 2025 to 2035 (see Table 6).

Figure 7. Annual Change in Labor Force, 1990-2023



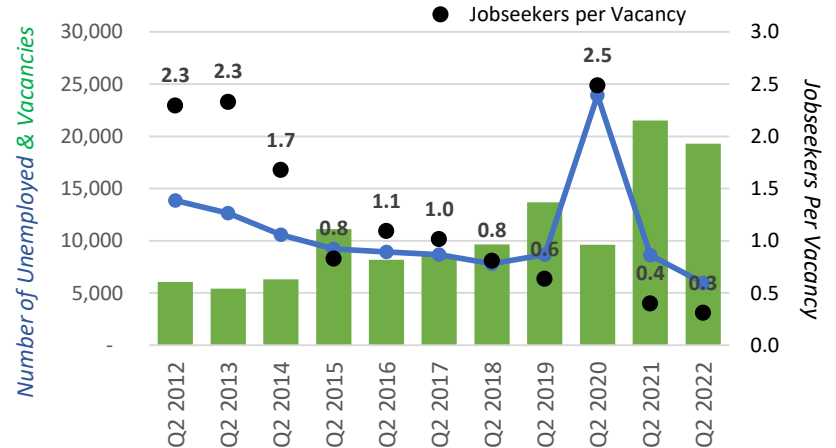
Source: DEED Local Area Unemployment Statistics (LAUS)

Table 6. Labor Force Projections, 2025-2035	Labor Force Projection	
	2025	2035
16 to 24 years	7,076	6,562
25 to 54 years	14,436	13,974
55 to 64 years	3,862	3,452
65 years & over	2,261	2,086
<b>Total Labor Force</b>	<b>27,635</b>	<b>26,074</b>

Source: Minnesota State Demographic Center, 2018-2022 ACS

The labor market had grown extremely tight in recent years, with less than 1 jobseeker per vacancy until the pandemic recession intervened in early 2020 and the number of unemployed workers spiked. Job vacancies in Southeast reached new highs in the 4th quarter of 2021, quickly bringing back challenges in finding new workers and 2022 showed the lowest jobseeker-per-vacancy ratio on record (see Figure 8).

Figure 8. Jobseekers Per Vacancy, 2012-2022



Source: DEED Job Vacancy Survey, LAUS program

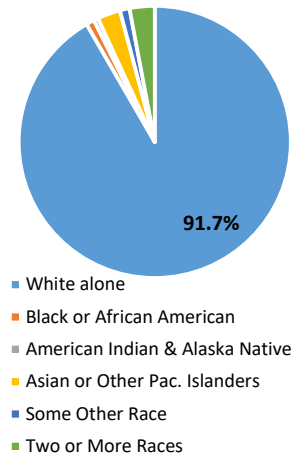
**LABOR FORCE CHARACTERISTICS**

Winona Co. had a lower labor force participation rate than the state. The labor force in Winona Co. is less racially diverse than the state (where 81.3% of workers are white alone), but is becoming more diverse over time.

**Table 7. Employment Characteristics, 2022**

	Winona Co.			Minnesota		Labor Force by Gender	
	In Labor Force (available workers)	Labor Force Partic. Rate	Unemp. Rate	Labor Force Partic. Rate	Unemp. Rate	Male	Female
<b>Total Labor Force</b>	<b>28,488</b>	<b>68.1%</b>	<b>2.8%</b>	<b>68.7%</b>	<b>4.0%</b>	<b>14,621</b>	<b>13,863</b>
16 to 19 years	2,175	56.4%	6.6%	53.0%	9.8%	951	1,225
20 to 24 years	5,376	77.3%	2.7%	83.1%	6.7%	2,350	3,027
25 to 44 years	9,965	91.7%	2.7%	88.8%	3.5%	5,446	4,519
45 to 54 years	4,529	91.0%	1.8%	87.8%	2.9%	2,442	2,085
55 to 64 years	4,441	70.0%	2.9%	72.8%	3.1%	2,283	2,158
65 to 74 years	1,585	30.8%	1.6%	27.6%	3.3%	920	665
75 years & over	414	11.2%	0.2%	6.6%	3.2%	229	184
<b>Employment Characteristics by Race &amp; Hispanic Origin</b>							
White alone	26,122	67.5%	2.9%	67.8%	3.4%		
Black or African American	278	61.9%	0.4%	71.5%	8.7%		
American Indian & Alaska Native	151	75.9%	0.0%	57.6%	11.9%		
Asian or Other Pac. Islanders	778	77.7%	1.7%	73.9%	3.6%		
Some Other Race	325	86.0%	8.6%	76.1%	6.1%		
Two or More Races	849	76.8%	0.0%	74.3%	6.6%		
Hispanic or Latino	955	87.8%	3.6%	77.0%	6.3%		
<b>Employment Characteristics by Disability, 20 to 64 years</b>							
With Any Disability, 20 to 64 years	1,422	56.7%	11.2%	54.4%	10.2%		
<b>Employment Characteristics by Educational Attainment, 25 to 64 years</b>							
Population, 25 to 64 years	18,942	85.4%	2.5%	84.4%	3.3%		
Less than H.S. Diploma	964	74.7%	4.2%	67.2%	4.6%		
H.S. Diploma or Equivalent	4,357	82.9%	0.8%	76.8%	2.5%		
Some College or Assoc. Degree	7,098	86.7%	1.5%	85.1%	3.6%		
Bachelor's Degree or Higher	6,508	87.4%	1.6%	90.3%	2.0%		

**Figure 9. Labor Force by Race, 2022**



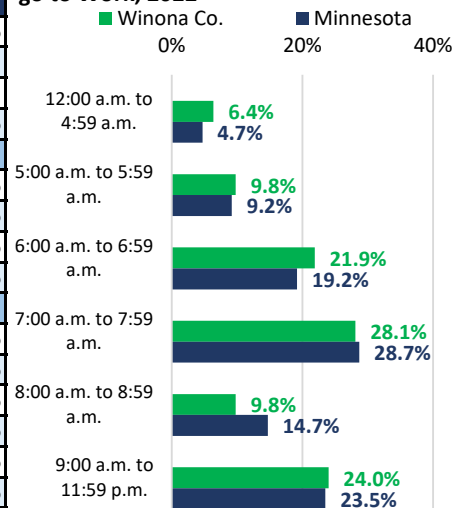
Source: 2018-2022 American Community Survey, 5-Year Estimates

A larger percentage of workers in Winona Co. worked in the same county in which they live compared to the state. Winona Co. also had a shorter average commute time than the state.

**Table 8. Commuting Characteristics, 2022**

	Winona Co.		Minnesota	
	Number	Percent	Number	Percent
Worked in state of residence	25,336	93.7%	2,867,086	97.7%
Worked in county of residence	21,713	80.3%	1,957,366	66.7%
Worked out of county of residence	3,623	13.4%	909,720	31.0%
Worked outside state of residence	1,704	6.3%	67,495	2.3%
<b>MEANS OF TRANSPORTATION TO WORK</b>				
Car, truck, or van	22,227	82.2%	2,387,561	81.6%
Public transportation (excl. taxicab)	406	1.5%	81,926	2.8%
Other method (walk, bike, taxi, etc.)	2,190	8.1%	122,889	4.2%
Worked at home	2,217	8.2%	333,556	11.4%
<b>TRAVEL TIME TO WORK</b>				
Less than 10 minutes	8,193	30.3%	465,223	15.9%
10 to 19 minutes	10,221	37.8%	895,335	30.6%
20 to 29 minutes	3,218	11.9%	649,557	22.2%
30 to 44 minutes	3,245	12.0%	567,631	19.4%
45 to 59 minutes	1,082	4.0%	190,186	6.5%
60 or more minutes	1,082	4.0%	158,000	5.4%
<b>Mean travel time to work (minutes)</b>	<b>17.5 minutes</b>		<b>23.3 minutes</b>	

**Figure 10. Time Leaving Home to go to Work, 2022**



Source: 2018-2022 American Community Survey, 5-Year Estimates

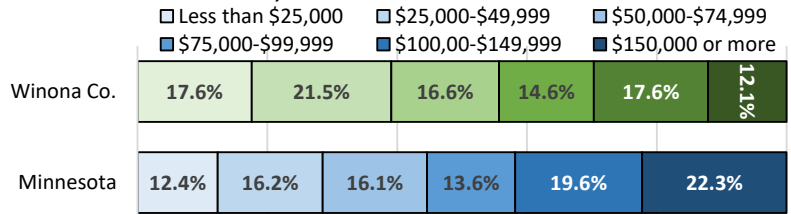
**INCOMES, COST OF LIVING, & HOUSING**

Winona Co. had a lower median household income than the state, and a higher percentage of households with incomes below \$50,000. Overall, Winona Co. had the 61st highest median household income of the 87 counties in the state.

<b>Median Household Income</b>	<b>\$66,162</b>
state	\$84,313
<b>Median Family Income</b>	<b>\$92,534</b>
state	\$107,072
<b>Per Capita Income</b>	<b>\$34,889</b>
state	\$44,947

Source: 2018-2022 American Community Survey

Figure 11. Household Incomes, 2022



Source: 2018-2022 American Community Survey 5-Year Estimates

The cost of living has increased over the past 2 years with costs up in many areas. Winona Co. had a lower cost of living than the state, with a required hourly wage of \$14 for a single person living alone to meet a basic needs cost of living, and an hourly wage requirement of \$15.59 for a typical family with 2 adults and 1 child (see Table 9).

Table 9. Basic Needs Cost of Living Estimates, 2022

Category	Single Yearly Cost of Living	Hourly Wage Required	Monthly Costs						
			Child Care	Food	Health Care	Housing	Transportation	Other	Taxes
Single Adult, 0 children									
Winona Co.	\$29,113	\$14.00	\$0	\$394	\$163	\$685	\$717	\$261	\$206
State of Minnesota	\$34,992	\$16.82	\$0	\$403	\$159	\$961	\$760	\$330	\$303
Typical Family: 2 Adults (1 working full-time, 1 part-time), 1 child									
Winona Co.	\$48,638	\$15.59	\$339	\$901	\$528	\$874	\$833	\$429	\$149
State of Minnesota	\$60,720	\$19.46	\$574	\$921	\$555	\$1,216	\$886	\$517	\$391

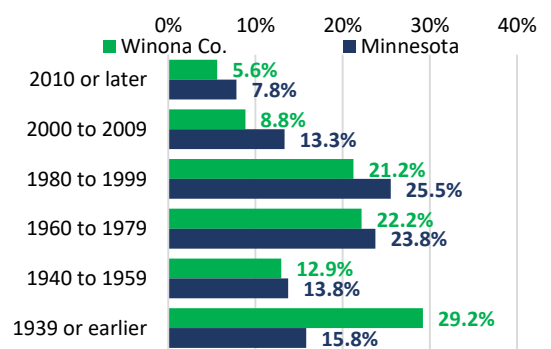
Source: DEED Cost of Living tool

Winona Co. had a lower median house value than the state, having the 45th highest value of the 87 counties in 2021. Winona Co.'s housing stock was older than the state's, with a lower percentage of units built since 2000 (see Figure 12).

Table 10. Estimated Value of Owner-occupied Housing Units, 2022	Winona Co.		Minnesota
	Total	Percent	Percent
<b>Total</b>	<b>13,891</b>	<b>100.0%</b>	<b>100.0%</b>
Less than \$50,000	623	4.5%	4.1%
\$50,000 to \$99,999	987	7.1%	4.6%
\$100,000 to \$149,999	2,327	16.8%	7.1%
\$150,000 to \$199,999	2,839	20.4%	10.7%
\$200,000 to \$299,999	4,047	29.1%	27.1%
\$300,000 to \$499,999	2,141	15.4%	31.7%
\$500,000 or more	927	6.7%	14.7%
<b>Median (dollars)</b>	<b>\$203,500</b>		<b>\$286,800</b>

Source: 2018-2022 American Community Survey, 5-Year Estimates

Figure 12. Year Structure Built, 2022



**Median monthly owner costs, owner-occupied units with a mortgage** **\$1,415**

state \$1,818

**Percentage of households with a mortgage spending 30% or more of their income on housing costs** **22.0%**

state 22.0%

**Median monthly rent costs** **\$803**

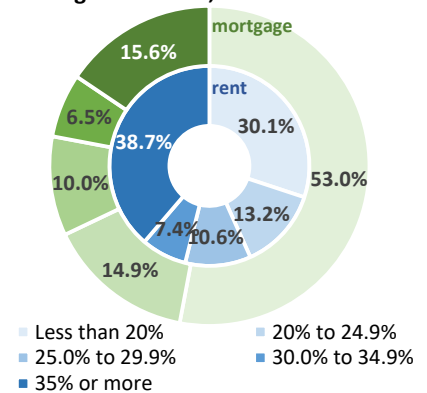
state \$1,178

**Percentage of renters spending 30% or more of their household income on rent** **46.1%**

state 46.7%

Source: 2018-2022 American Community Survey, 5-Year Estimates

Figure 13. Housing Costs as a Percentage of Income, 2022





OCCUPATIONS

At \$23.44 in 2023, wages were lower in Region 10 than the state. Overall, Region 10 had the 2nd highest median hourly wage level of the 13 economic development regions in the state. Wages were highest for management occupations (\$48.3) and lowest for food preparation and serving related jobs (\$14.24) (see Table 11).

Table 11. Occupational Employment & Wage Statistics, 2023

Occupational Group	Region 10				State of Minnesota		
	Median Hourly Wage	Estimated Regional Jobs	Share of Total Jobs	Regional Location Quotient	Median Hourly Wage	Estimated Statewide Jobs	Share of Total Jobs
<b>Total, All Occupations</b>	<b>\$23.44</b>	<b>236,590</b>	<b>100.0%</b>	<b>1.0</b>	<b>\$24.25</b>	<b>2,827,310</b>	<b>100.0%</b>
Management	\$48.30	12,310	5.2%	0.8	\$51.58	193,760	6.9%
Business & Financial Operations	\$34.82	9,260	3.9%	0.5	\$38.19	201,940	7.1%
Computer & Mathematical	\$42.65	4,280	1.8%	0.5	\$49.73	99,250	3.5%
Architecture & Engineering	\$38.83	3,390	1.4%	0.8	\$40.60	53,100	1.9%
Life, Physical & Social Science	\$37.08	2,520	1.1%	1.0	\$39.37	29,070	1.0%
Community & Social Service	\$28.75	4,480	1.9%	1.0	\$25.82	54,820	1.9%
Legal	\$40.10	740	0.3%	0.5	\$47.87	18,730	0.7%
Education, Training & Library	\$24.64	14,590	6.2%	1.1	\$24.82	158,830	5.6%
Arts, Design, Entertainment & Media	\$24.58	2,110	0.9%	0.7	\$28.80	37,630	1.3%
Healthcare Practitioners & Technical	\$41.68	30,920	13.1%	2.0	\$41.07	186,700	6.6%
Healthcare Support	\$18.00	14,050	5.9%	1.0	\$17.40	162,400	5.7%
Protective Service	\$28.06	3,460	1.5%	1.0	\$25.83	40,620	1.4%
Food Preparation & Serving Related	\$14.24	19,140	8.1%	1.1	\$14.89	216,970	7.7%
Building, Grounds Cleaning & Maint.	\$17.95	6,300	2.7%	1.0	\$18.26	76,210	2.7%
Personal Care & Service	\$15.98	4,470	1.9%	0.9	\$16.96	58,120	2.1%
Sales & Related	\$16.54	18,100	7.7%	0.9	\$18.14	239,500	8.5%
Office & Administrative Support	\$22.20	27,900	11.8%	1.0	\$23.06	345,830	12.2%
Farming, Fishing & Forestry	\$18.65	420	0.2%	1.2	\$19.84	4,060	0.1%
Construction & Extraction	\$29.56	8,510	3.6%	0.9	\$31.00	113,930	4.0%
Installation, Maintenance & Repair	\$25.43	8,300	3.5%	1.0	\$27.95	98,670	3.5%
Production	\$20.84	22,610	9.6%	1.3	\$22.07	209,380	7.4%
Transportation & Material Moving	\$19.69	18,740	7.9%	1.0	\$19.80	227,780	8.1%

Source: DEED Occupational Employment & Wage Statistics, Qtr. 1 2023

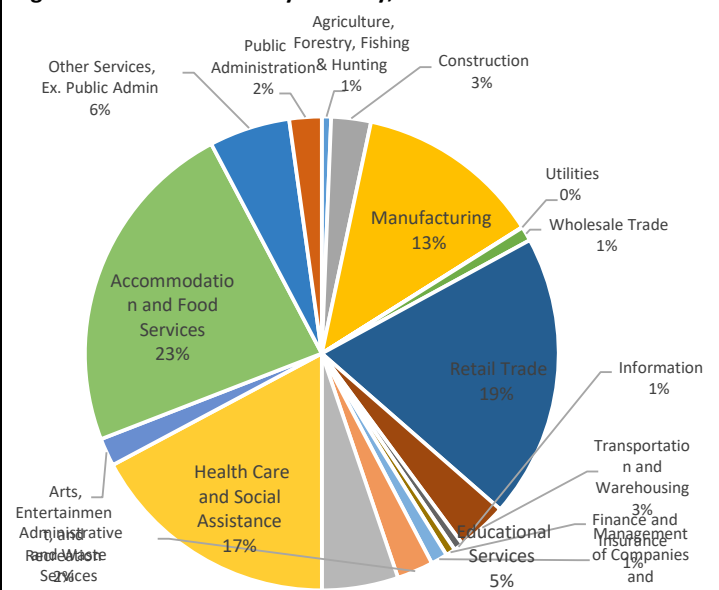
JOB VACANCY SURVEY

Winona Co. is a part of the Southeast planning region. There were 19304 job vacancies posted by employers in 2022, indicating extensive opportunity in the region, with openings across several occupations and industries (see Figure 14).

Table 12. Southeast Job Vacancy Survey Results, 2022

Occupational Group	Number of Vacancies	Wage Offer
<b>Total, All Occupations</b>	<b>19,304</b>	<b>\$16.08</b>
Management	333	\$30.93
Business & Financial Operations	254	\$24.78
Computer & Mathematical	188	\$33.61
Architecture & Engineering	186	\$29.46
Life, Physical & Social Sciences	152	\$24.51
Community & Social Service	171	\$23.79
Education, Training & Library	490	\$20.68
Healthcare Practitioners & Technical	1,328	\$31.77
Healthcare Support	1,139	\$15.40
Protective Service	100	\$19.68
Food Preparation & Serving Related	4,822	\$13.72
Building, Grounds Cleaning & Maint.	945	\$15.09
Personal Care & Service	805	\$15.13
Sales & Related	2,248	\$14.59
Office & Administrative Support	828	\$16.86
Construction & Extraction	924	\$19.83
Installation, Maintenance & Repair	739	\$14.23
Production	1,593	\$15.96
Transportation & Material Moving	1,752	\$16.97

Figure 14. Job Vacancies by Industry, 2022



Source: DEED Job Vacancy Survey, 2022

OCCUPATIONS IN DEMAND

Table 13. Southeast Planning Region Occupations in Demand, 2022

Less than High School	High School or Equivalent	Some College or Assoc. Deg.	Bachelor's Degree or Higher
Home Health & Personal Care Aides \$33,154/yr	Automotive Service Technicians & Mechanics \$48,274/yr	Registered Nurses \$86,697/yr	Elementary School Teachers \$63,367/yr
First-Line Supervisors of Retail Sales Workers \$44,169/yr	Nursing Assistants \$38,287/yr	Clinical Laboratory Technologists & Technicians \$60,703/yr	Pharmacists \$143,081/yr
Laborers & Freight, Stock, & Material Movers, Hand \$40,221/yr	Hairdressers, Hairstylists, & Cosmetologists \$36,972/yr	Radiologic Technologists & Technicians \$80,182/yr	Secondary School Teachers \$65,242/yr
Heavy & Tractor-Trailer Truck Drivers \$55,244/yr	Licensed Practical & Licensed Vocational Nurses \$52,969/yr	Police & Sheriff's Patrol Officers \$71,226/yr	Accountants & Auditors \$70,366/yr
Retail Salespersons \$31,528/yr	Medical Assistants \$49,832/yr	Dental Hygienists \$84,003/yr	Software Developers \$104,831/yr
Stockers & Order Fillers \$33,967/yr	Electricians \$66,736/yr	Biological Technicians \$66,195/yr	Medical & Health Services Managers \$101,144/yr
Janitors & Cleaners, exc. Maids & Housekeeping \$37,499/yr	Industrial Machinery Mechanics \$52,730/yr	Surgical Technologists \$68,975/yr	Physician Assistants \$129,221/yr
Teaching Assistants, exc. Postsecondary \$37,835/yr	Computer User Support Specialists \$63,467/yr	Paralegals & Legal Assistants \$63,872/yr	Industrial Engineers \$83,210/yr
Bartenders \$25,042/yr	Heating, Air Conditioning, & Refrigeration Mechanics & Installers \$64,819/yr	Industrial Engineering Technologists & Technicians \$62,105/yr	Physicians, All Other NA
Customer Service Representatives \$41,637/yr	Dental Assistants \$58,673/yr	Computer Network Support Specialists \$73,341/yr	Nurse Practitioners \$134,164/yr

Source: DEED Occupations in Demand

Winona Co. is a part of the Southeast planning region, which is projected to see a 5.1% increase in employment levels over the next decade. In addition to new jobs created, there will be a much larger number of exit openings (see Figure 15).

Table 14. Regional Industry Employment Projections, 2020-2030

	Estimated Employment 2020	Projected Employment 2030	Percent Change 2020-2030
<b>Southeast Planning Region</b>			
<b>Total, All Industries</b>	<b>261,589</b>	<b>274,824</b>	<b>5.1%</b>
Natural Resources & Mining	3,447	3,477	0.9%
Utilities	1,160	1,150	-0.9%
Construction	9,396	9,891	5.3%
Manufacturing	36,536	36,636	0.3%
Wholesale Trade	7,047	7,342	4.2%
Retail Trade	25,379	24,160	-4.8%
Transportation & Warehousing	7,801	8,311	6.5%
Information	2,943	2,941	-0.1%
Finance & Insurance, Real Estate	6,025	6,133	1.8%
Professional Services & Mgmt. of Companies	7,642	7,966	4.2%
Admin. Support & Waste Mgmt.	8,158	8,815	8.1%
Educational Services	19,447	20,396	4.9%
Health Care & Social Assistance	64,850	70,687	9.0%
Leisure & Hospitality	19,129	23,366	22.1%
Other Services	8,287	9,159	10.5%
Public Administration	13,990	14,748	5.4%

Source: DEED 2020-2030 Employment Outlook

Figure 15. Regional Occupational Employment Projections, 2020-2030

