

## MEMORANDUM

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**TO:** Winona CPU Steering Committee  
**FROM:** Jeff Miller and Rita Trapp, HKGi  
**DATE:** January 21, 2022  
**RE:** General Methodology for Winona 2045 Population Projections

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### **Methodology for 2045 Population Projections**

In order to develop 2045 population projections for the City of Winona, we have updated and analyzed historic population numbers at the city and county level for 1960 – 2020. Since the MN State Demographic Center has prepared projections out to 2070 at the state and county level, we have analyzed these population numbers and the reasoning behind them. Additional considerations for projecting Winona's future population include the declining college population trend in the U.S. and job growth trends. Population was analyzed first, followed by the number of households over time.

#### ***Population History for the City and County***

See the attached table - Population History and Projections: Winona City and County.

#### Initial Findings:

- The City's population grew from 24,895 in 1960 to 27,592 in 2010, an increase of 2,697 people or 11%
- The County's population grew by 10,497 people from 1960 – 2010 or 26%
- From 1960 – 2010, the County's population growth exceeded the City's growth for every 10-year period
- Both the City's and the County's populations peaked in 2012, with the County's population declining by 733 and the City's population declining by 530 since 2012
- The U.S. Census 2020 population count for the City of Winona is 25,948, which is a substantial decline from 2010 (-1,644) and 2019 (-1,304); more investigation into the 2020 Census data is needed

#### ***Closer Look at Winona's Population History and WSU's Student Enrollment History***

The following table shows Winona's population history and change by year 2000 – 2020. Winona's population has been very stable, with slight fluctuations up and down over the past 20 years. The table also shows WSU's student enrollment and change over the past 10 years, 2010 -2020. While the City's population has grown slightly over 20 years, WSU's

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student enrollment has declined substantially. Nationally, college enrollment began to decline in 2012. The table shows that this trend also began at WSU in 2012. The relationship between WSU's student enrollment and the City's population is unclear. Students living in campus housing are considered as part of the group quarters population by the U.S. Census, whereas, students living off-campus in Winona are considered as household population. Of course, some WSU students are not Winona residents. In general, the declines in WSU student enrollment since 2012 are greater than the change in the City's population. More investigation is needed to determine whether the City's non-college population has been declining or growing since 2012. Staff and consultants are consulting with WSU, as well as the other two colleges, to gain insights into the college enrollment data and any future projections.

<b>Year</b>	<b>Population</b>	<b>Change</b>	<b>% Change</b>	<b>WSU Student Enrollment</b>	<b>Change</b>
2000	27,069	-	-		
2001	27,100	+31	+0.1%		
2002	26,902	-198	-0.7%		
2003	27,018	+116	+0.4%		
2004	27,221	+203	+0.8%		
2005	27,295	+74	+0.3%		
2006	27,324	+29	+0.1%		
2007	27,458	+134	+0.5%		
2008	27,582	+124	+0.5%		
2009	27,474	-108	-0.4%		
2010	27,592	+118	+0.4%	8,543	
2000 - 2010		+523			
2011	27,603	+11	0.0%	8,896	+353
2012	27,782	+179	+0.6%	8,884	-12
2013	27,741	-41	-0.1%	8,755	-129
2014	27,581	-160	-0.6%	8,653	-102
2015	27,591	+10	0.0%	8,472	-181
2016	27,478	-113	-0.4%	8,126	-346
2017	27,271	-207	-0.8%	7,953	-173
2018	27,207	-64	-0.2%	7,788	-165
2019	27,252	+45	+0.2%	7,599	-189
2010 - 2019		-340	-1.2%		-944
2000 - 2019		+183	+0.7%		
2020	25,948	-1,304	-4.8%	7,119	-480
2021	Not Available			6,651	-558

### ***U.S. & State Projections***

Building upon these historic population trends, we have also analyzed future projections for the State, County, and City out to 2045. The State Demographic Center has prepared population projections out to 2070, which is informed by U.S. Census Bureau's projections for the U.S. and each state. Population changes are essentially driven by three factors: births, deaths, and migration. The U.S. Census Bureau is projecting that the level of net international migration (the difference between immigrants arriving in the U.S. vs. U.S. residents leaving for other countries) will remain essentially flat in the future, which means the rate of net-migration will actually decline slightly.

	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>	<b>2030</b>	<b>2035</b>	<b>2040</b>	<b>2045</b>
<b>State of Minnesota</b>	5,303,925	5,482,435	5,687,161	5,844,466	5,974,304	6,089,935	6,189,207	6,278,094
<b>Change</b>	-	178,510	204,726	157,305	129,838	115,631	99,272	88,887
<b>% Change</b>	-	+3.4%	+3.7%	+2.8%	+2.2%	+1.9%	+1.6%	+1.4%
<b>Winona County</b>	51,434	50,808	50,521	49,829	48,895	47,691	46,249	44,633
<b>Change</b>	-	(626)	(287)	(692)	(934)	(1,204)	(1,442)	(1,616)
<b>% Change</b>	-	-1.2%	-0.6%	-1.4%	-1.9%	-2.5%	-3.0%	-3.5%

At the same time as the U.S. population continues to become older on average, the number of deaths will increase. Around 2040, the number of deaths will begin to exceed the number of births, in the U.S. and in Minnesota. This shift will mean that Minnesota will experience a natural decrease in its population for a period of time. As a result, the State Demographic Center's projections for population 2020 – 2045 at the state level show small increases, between 1% and 3% every 5 years. While some counties and cities will see more population growth during these decades, many will experience declining populations. The State Demographic Center shows Winona County's population declining about 5,900 people (+12%) over the next 25 years.

### ***Job Growth Trends***

The number of jobs in the City of Winona can also impact the 2045 population projections. The number of jobs first peaked at 20,876 in 2011, increasing by 2,450 jobs (+13%) over 2002. The number of jobs declined from 2011 to 2017. In 2018 and 2019, the City had healthy job increases that brought the total back up to 20,631.

### ***Population and Household Projections***

See the attached table - Population History and Projections: Winona City and County.

Our general approach for developing the 2045 population projections incorporates the City's recent historic trend through 2019, initial assumptions about the recent college enrollment declines, the projected declines at the state and Winona County levels, analysis of household vs. group quarters population, and analysis of average household size trends.

Please keep in mind that these projections are a first draft. We anticipate that there will be adjustments during the comprehensive planning process as we receive more detailed data, work with the three colleges to better understand their data, and gain a clearer understanding of the City's non-college population trends.

# Population/Households History and Projections: Winona City and County

Draft 2045 City Population & Household Projections - January 2022

	Census Data*						Projections					
	1960	1970	1980	1990	2000	2010	2020	2025	2030	2035	2040	2045
<b>Winona City Population</b>	24,895	26,438	25,075	25,399	26,989	27,592	25,948	27,000	27,250	27,500	27,750	28,000
<b>Change</b>	1,543	-1,363	324	1,590	603	-1,644	1,052	250	250	250	250	250
<b>Change</b>	6.2%	-5.2%	1.3%	6.3%	2.2%	-6.0%	4.1%	0.9%	0.9%	0.9%	0.9%	0.9%
<b>Household Population</b>	22,983	22,937	21,681	22,050	23,336	23,369	22,576	23,200	23,400	23,600	23,800	24,000
<b>Change</b>	-46	-1,256	369	1,286	33	-793	624	200	200	200	200	200
<b>% Change</b>	-0.2%	-5.5%	1.7%	5.8%	0.1%	-3.4%	2.8%	0.9%	0.9%	0.9%	0.8%	0.8%
<b>Non-Household Population</b>	1,912	3,501	3,394	3,653	4,223	3,372	3,800	3,850	3,900	3,950	4,000	
<b>Change</b>	1,589	-107	-45	304	570	-851	428	50	50	50	50	50
<b>% Change</b>	83.1%	-3.1%	-1.3%	9.1%	15.6%	-20.2%	12.7%	1.3%	1.3%	1.3%	1.3%	1.3%
<b>Winona City Households</b>	7,462	8,037	8,786	9,334	10,301	10,449	10,509	10,791	10,884	10,977	11,070	11,163
<b>Change</b>	575	749	548	967	148	60	282	93	93	93	93	93
<b>Winona City Average Household Size</b>	3.08	2.85	2.47	2.36	2.27	2.24	2.15	2.15	2.15	2.15	2.15	2.15
<b>Change</b>	-0.23	-0.39	-0.11	-0.10	-0.03	-0.03	-0.09	0.00	0.00	0.00	0.00	0.00
<b>Winona County Population</b>	40,937	44,409	46,256	47,828	49,985	51,434	50,521	49,829	48,895	47,691	46,249	44,633
<b>Change</b>	3,472	1,847	1,572	2,157	1,449	-913	-692	-934	-1,204	-1,442	-1,616	

\*Data Source: Decennial Census Data, except Household Population for 2020, which is ACS estimate for 2019

## Winona Population/Households History and Projections

