



DEMOGRAPHICS

The City of Winona is set along the scenic banks of the Mississippi River, between the bluffs, and is a vibrant city that blends natural beauty with economic vitality. With a population of almost 26,000, Winona boasts a strong sense of community and rich cultural heritage. The city's diverse economy thrives on education, healthcare, manufacturing, and tourism, anchored by institutions like Winona State University and numerous healthcare facilities. Quality of life in Winona is exceptional, offering residents and visitors alike an array of outdoor recreational activities, top-notch educational opportunities, and a bustling arts scene. Its charming downtown, excellent schools, and low crime rate make Winona not only a great place to visit but also an ideal place to live and work.

Population

	2023 Estimate	2020 Census	2010 Census	2000 Census
City	25,943	25,948	27,592	27,069
County	49,721	49,671	51,461	49,985
City Households	10,625	10,971	10,449	10,301
County Households	20,126	20,109	19,554	18,744

Source: U.S. Census & State Demographer

Major Employers*

Employer	NAICS	Products/Services	Employees Count (FTE)
Fastenal Company	423710	Hardware Merchant Wholesalers	1629
Winona State University	6113	Colleges & Universities	768
Winona Health	622000	Healthcare	690
Fanatics	339999	Other Miscellaneous Mfg	625
Winona Area Public Schools	61110	Elementary & Secondary Schools	478
RTP Company	325991	Custom Compounding of Purchased Resins	472
Saint Mary's University of MN	6113	Colleges & Universities	319
Hal Leonard	512230	Music Publishers	291
Winona County	9211	Local Government	277
Watlow Electric Mfg.	334513	Manufacture Electronic Temperature Controls	247
Syensqo	33641	Aerospace Products & Parts	245
Peerless Chain Company	332618	Other Fabrication-Wire Production Manufacturing	214
Emplify Health by Gundersen	6214	Outpatient Care Center	188
Merchants Bank	522110	Commercial Banking	185
City of Winona	921120	Legislative Bodies	180
HyVee	445110	Supermarkets & Other Grocery	168
The Watkins Company	311942	Spices & Extract Manufacturing	137
Thern, Inc.	333923	Overhead Traveling Crane, Hoist & Monorail System Mfg.	125
Behrens	332431	Steel Can Manufacturing	117
Bay State Milling	311211	Flour Milling	110

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

Workforce (May 2025)

	Winona County	City of Winona		
Labor Force	29,053	15,471	High School Degree or Higher	93.9%
Employment	28,152	15,025	Bachelor's Degree or Higher	33.5%
Unemployment Rate	3.1%	2.9%	Median HH Income (2023)	\$56,163

Source: MN Dept. Employment & Economic Development & U.S. Census



CITY OF WINONA, MINNESOTA

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Occupation & Median Wage Data for the Southeast Region of Minnesota

Accountant & Auditor	\$38.34	Office & Administrative Support	\$18.91
Computer Network Support	\$37.79	Production Worker	\$21.79
Computer Programmer	\$46.73	Receptionist/Information Clerk	\$17.20
Healthcare Support Workers	\$20.27	Tool & Die Maker	\$32.35
Machinist	\$28.38	Truck Driver, Heavy	\$28.52

Source: OES 1ST Quarter 2025 Data (SE Region)

Housing Information

Owner Occupied Units: 6,317	Percentage Owner Occupied: 54%
Rental Units: 4,642	Rental Vacancy Rate: 1.1%
Median Rent: \$839	Median Sale Price Home: \$222,250
# of Residential Bldg. Permits for 2024: 634	Value of Residential Bldg. Permits for 2024: \$13,028,978

Source: City of Winona Community Development, SEMR 2024 Annual Stats, 2023 ACS 5 Yr. Estimate

Commercial Activity Information

Number of Commercial Building Permits for 2024:	88
Value of Commercial Building Permits for 2024:	\$21,284,560

Sales & Use Tax:

Winona County gross taxable sales for 2022 (includes City)	\$ 471,666,203
City of Winona gross taxable sales for 2022	\$ 343,824,086

Source: MN Dept of Revenue

Education

Public & Private	Post-Secondary (Fall 2024)
Elementary 9	Minnesota State College Southeast - 1765
Middle School 7	Winona State University – 6072
High School 4	Saint Mary’s University of MN – 858
Post-Secondary 3	Total Enrollment - 8695

Other Information

Public Transportation is provided by Winona Transit Service. Winona is served by a small municipal airport, Conrad Field. Traditional passenger service is available through regional airports in La Crosse and Rochester. The nearest major airport, MSP International Airport, is approximately 2.5 hours northwest, in the Twin Cities.

Winona offers a strong industrial base for a community of its size. The anchor public employer in the market is Fastenal Company that has over 2,200 retail branches and employs over 22,000 persons in its total operations. Other significant private employers include Winona Health, Benchmark, WinCraft, Wal-Mart, Peerless Chain, Hal Leonard, Watlow Controls, Watkins, Syensqo, and RTP Company.

Fastest Growing Occupation Areas

Healthcare & Social Assistance, Manufacturing, Construction, & Educational Services

Municipal Distinctions

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