



# DEMOGRAPHICS

Founded by a steamboat captain in 1851, Winona's location on an island in the Mississippi 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

<b>Area</b>	<b>2000 Census</b>	<b>1999 Estimate</b>	<b>1996 Estimate</b>	<b>1994 Estimate</b>	<b>1990 Census</b>
City	27,069	26,335	26,612	25,805	25,435
County	49,985	49,576	49,223	48,788	47,828
Households	10,301	10,061	9,992	NA	9,340

Source: U.S. Census, State Demographer

## Major Employers\*

<b>Employer</b>	<b>SIC</b>	<b>Products/Services</b>	<b>Employees Count</b>
Fastenal Company	5072	Hardware	1159
Benchmark Electronics	3672	Printed Circuit Boards	850
Winona Health	8062	General Medical & Surgical Hospitals	820
TRW Automotive Electronics	3599	Industrial Machinery, nec.	760
Winona State University	8221	Colleges & Universities	750
Winona Public Schools-Dist #861	8211	Elementary and Secondary Schools	615
RTP Company	2821	Plastics Materials Synthetic Resins	415
Watlow Controls	3823	Process Control Instruments	413
St. Mary's University	8221	College & Universities	380
Wincraft	2392	Housefurnishings, nec.	330
Sprint	4813	Telephone Communications Ex Radio	300

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

## Workforce

	<b>Winona County</b>		<b>Winona County</b>
Total Employment	27,438	High School Degree or Higher	76.9%
Available Workforce	28,334	Bachelors Degree or Higher	22.6%
Annual Average Unemployment	3.2%		



## CITY OF WINONA, MINNESOTA

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## Occupation & Wage Data for the Southeast Region of Minnesota\*

Computer Operators	\$ 10.30	General Office Support	\$ 9.00
Reception/Information Clerk	9.42	Machinist	14.30
Accountant/Auditor	16.03	Computer Programmer	17.76
General Manager, Executive	22.16		

\*The quality of life in Southeastern Minnesota outweighs wage scale considerations for many residents.

## Housing Information

Single Family Units: 6,397	Percentage Owner Occupied: 63%
Multiple Family Units: 3,741	Median Sales Price: \$109,000
Mobile Homes: 71	Median Assessed Value: \$101,730
Median Rent: \$516	Vacancy Rate: 3%
Number of Units Built Since Last Census: 606	
Number of Residential Building Permits for 2000: 882	
Value of Residential Building Permits for 2000: \$9,788,938	

Source: Maxfield Research, City of Winona Community Development

## Commercial Activity Information

Number of Commercial Building Permits for 2000: 108  
Value of Commercial Building Permits for 2000: \$18,119,964

## Education

### Public & Private

Elementary	13
Middle School	2
High School	2*
Post-Secondary	3

Minnesota State College-Southeast Technical  
Winona State University  
St. Mary's University

Total estimated post-secondary enrollment - 9,000

\*Graduates attending post-secondary schools = 86%; State Average = 77%;  
12 National Merit Finalists from Winona School District (Average = < 1).

## Other Information

Winona is home to a hospital, two clinics, and more than 200 dentists and doctors. There are approximately 600 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 Occupations

Systems Analyst  
Computer Engineer  
Electronics Assembly  
Healthcare Worker

## Job Growth

1995	2%
1997	2%
2000	1.1%

Average Annual Growth: 1.6%  
Cumulative Growth '94-'00: 9.7%

## Municipal Distinctions

All-American City  
Star City  
AA2 Bond Rating Since  
Sister-City Partnership  
with Kogota, Japan

## Region

Mileage between Winona and major area cities:

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