

COUNTY PROFILE

Winona Co.

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



POPULATION CHARACTERISTICS

2025 population:	50,523 people	Median Age:	36.4 years
Population change, 2020-2025	847 people 1.7% increase	state:	38.8 years

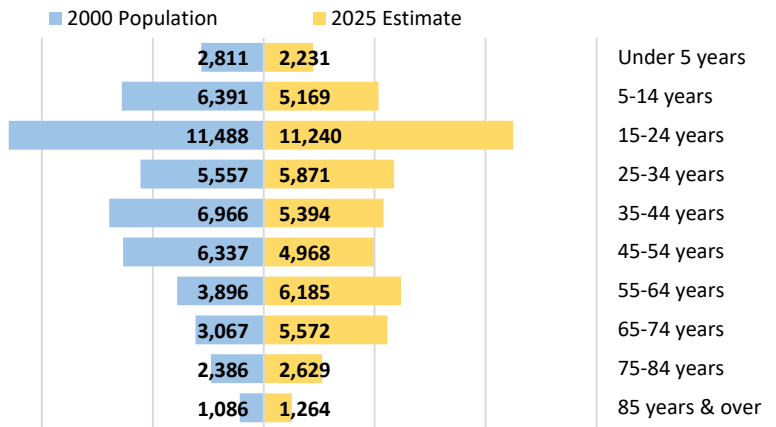
Winona Co. is the 19th largest of the 87 counties in the state. Its population increased so far this decade, ranking as the 33rd fastest growing in the state from 2020 to 2025. Winona Co.'s population has a younger median age than the state and a larger percentage of people aged 65 years and older. The population is aging, especially as the Baby Boom generation moves through the population pyramid (see Figure 1).

Table 1. Population by Age Group, 2025

	Number	Percent
Under 5 years	2,231	4.4%
5-14 years	5,169	10.2%
15-24 years	11,240	22.2%
25-34 years	5,871	11.6%
35-44 years	5,394	10.7%
45-54 years	4,968	9.8%
55-64 years	6,185	12.2%
65-74 years	5,572	11.0%
75-84 years	2,629	5.2%
85 years & over	1,264	2.5%
Total Population	50,523	100.0%

Source: Census 2025 Population Estimates, 2020-2024 ACS

Figure 1. Population Pyramid, 2000-2025



Winona Co. suffered a negative natural increase - more deaths than births from 2020 to 2025, but also experienced net in-migration - meaning more people moved in than moved out. In addition to domestic in-migration, Winona Co. welcomed net international in-migration - gaining new Minnesotans from foreign countries (see Table 2).

Table 2. Cumulative Estimates of the Components of Population Change, 2020-2025

	Total Population Change	April 1, 2020 to July 1, 2025					
		Natural Increase	Vital Events		Net Migration		
			Births	Deaths	Total	International	Domestic
Winona Co.	835	-62	2,313	2,375	897	423	474
State of Minnesota	122,685	63,075	330,813	267,738	59,610	96,812	-37,202

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

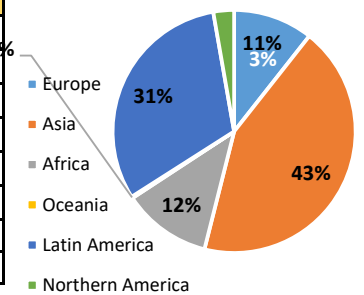
Compared to the state, Winona Co. has a smaller percentage of foreign-born residents. From 2014 to 2024, Winona Co. saw a decrease in the number of foreign-born residents, though it was slower than the statewide increase.

Table 3. Place of Birth for the Foreign Born Population, 2024

	Winona Co.		Change 2014-2024		Minnesota	
	Number	Percent	Number	Percent	Percent	Change
Foreign-born Population	1,487	3.0%	-457	-23.5%	8.7%	23.3%
Europe	158	10.6%	-66	-29.5%	8.7%	-3.6%
Asia	644	43.3%	-193	-23.1%	34.8%	12.8%
Africa	176	11.8%	-3	-1.7%	28.6%	73.9%
Oceania	3	0.2%	-18	-85.7%	0.4%	5.4%
Americas:	506	34.0%	-177	-25.9%	27.4%	12.8%
Latin America	465	31.3%	-152	-24.6%	25.0%	14.5%
Northern America	41	2.8%	-25	-37.9%	2.4%	-2.8%

Source: U.S. Census Bureau, 2020-2024 American Community Survey

Figure 2. Place of Birth for the Foreign Born Population, 2024



Winona Co.'s population was becoming more racially diverse over time. Since 2014, the white population declined, but the number of people of other races increased (see Table 4).

Figure 3. Population by Race, 2024

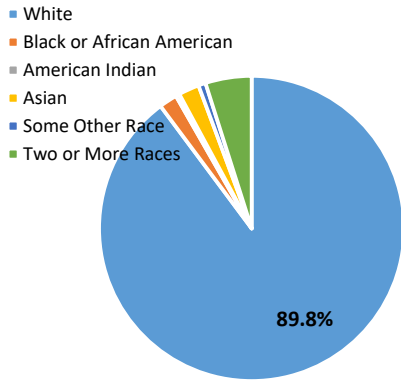


Table 4. Race and Hispanic Origin, 2024	Winona Co.			Minnesota	
	Number	Percent	Change from 2014-2024	Percent	Change from 2014-2024
Total	49,779	100.0%	-2.9%	100.0%	6.6%
White	44,707	89.8%	-7.4%	77.1%	-3.5%
Black or African American	958	1.9%	40.3%	7.0%	38.6%
American Indian or Alaska Native	202	0.4%	11.0%	0.9%	-8.6%
Asian or Other Pac. Islanders	1,092	2.2%	-15.5%	5.2%	27.1%
Some Other Race	385	0.8%	1.0%	2.9%	107.8%
Two or More Races	2,435	4.9%	421.4%	7.0%	188.0%
Hispanic or Latino origin	1,930	3.9%	43.7%	6.4%	38.4%

Source: U.S. Census Bureau, 2020-2024 American Community Survey

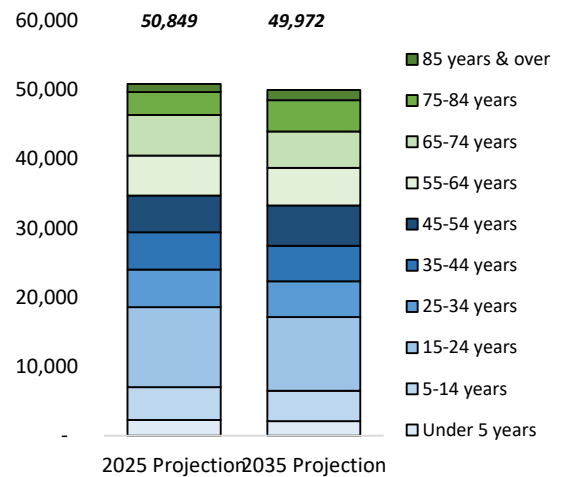
POPULATION PROJECTIONS

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 (3.7%). 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	2,264	2,116	-148	-6.5%
5-14 years	4,731	4,393	-338	-7.1%
15-24 years	11,582	10,649	-933	-8.1%
25-34 years	5,442	5,176	-266	-4.9%
35-44 years	5,398	5,136	-262	-4.9%
45-54 years	5,280	5,809	529	10.0%
55-64 years	5,799	5,439	-360	-6.2%
65-74 years	5,874	5,272	-602	-10.2%
75-84 years	3,301	4,487	1,186	35.9%
85 years & over	1,178	1,495	317	26.9%
Total Population	50,849	49,972	-877	-1.7%

Source: Minnesota State Demographic Center

Figure 4. Projections by Age Group, 2025-2035

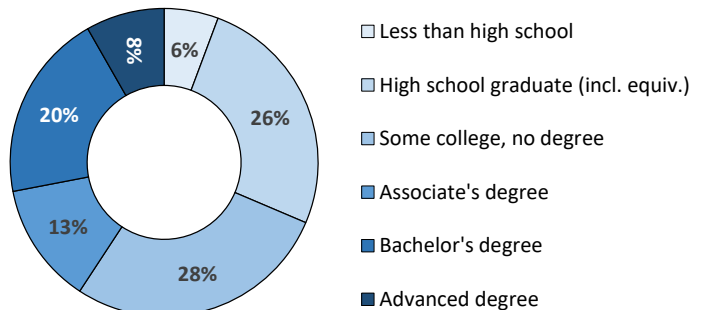


EDUCATIONAL ATTAINMENT

Winona Co. has a higher percentage of adults (18 years & over) with at least a high school diploma than the state (93.3%), and a lower 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:	94.3%
College-educated:	68.6%
state:	68.9%
Associate's Degree:	12.7%
Bachelor's Degree:	19.8%
Advanced Degree:	8.3%

Figure 5. Educational Attainment, 2024



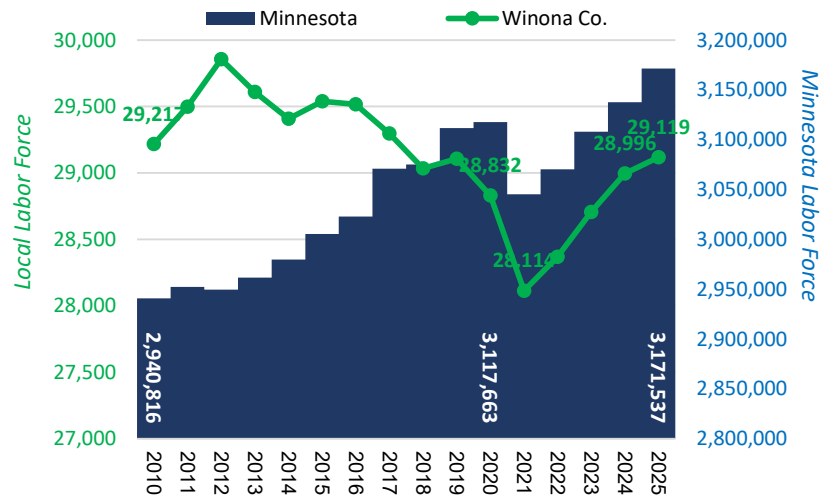
Source: U.S. Census Bureau, 2020-2024 American Community Survey

LABOR FORCE TRENDS

At 3.2%, Winona Co. had a lower unemployment rate than the state in 2025. Winona Co.'s unemployment rate declined compared to the 4.9% pandemic rate posted in 2020. The number of unemployed workers actively seeking work in Winona Co. increased over the past year, and is down compared to 2020.

29,119	available workers
Labor Force change, 2010-2025	-98 workers -0.3% decline
3.2%	unemployment rate
3.9%	state
932	unemployed workers

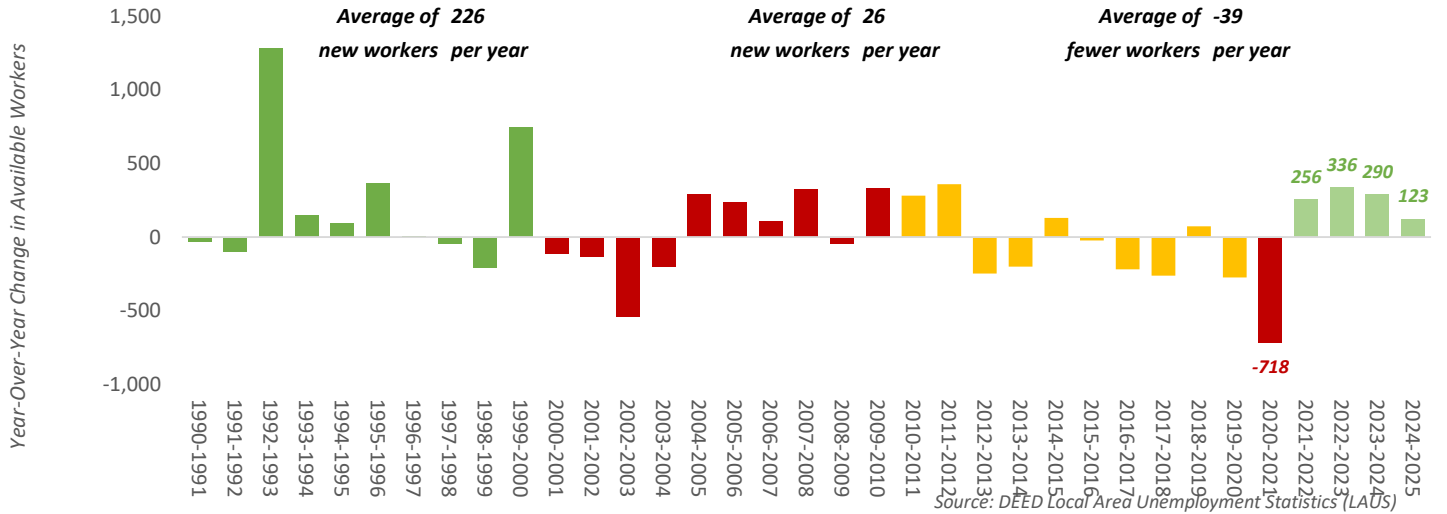
Figure 6. Annual Labor Force Estimates



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, 1990-2025



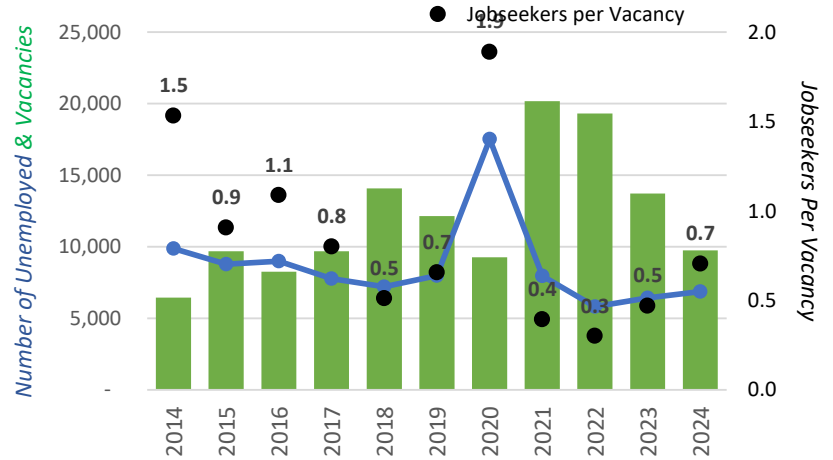
Source: DEED Local Area Unemployment Statistics (LAUS)

Table 6. Labor Force Projections, 2025-2035	Labor Force Projection	
	2025	2035
16 to 24 years	7,774	7,135
25 to 54 years	14,703	14,693
55 to 64 years	4,328	4,059
65 years & over	2,227	2,221
Total Labor Force	29,032	28,108

Source: Minnesota State Demographic Center, 2020-2024 ACS

The labor market had grown extremely tight in recent years, with less than 1 jobseeker per vacancy until the pandemic recession. In 2024, job vacancies in Southeast returned to pre-pandemic levels and the number of unemployed workers was trending upward, but employers were still seeing challenges finding enough workers for open jobs (see Figure 8).

Figure 8. Jobseekers Per Vacancy, 2014-2024



Source: DEED Job Vacancy Survey, LAUS program

LABOR FORCE CHARACTERISTICS

Winona Co. had a higher labor force participation rate than the state. The labor force in Winona Co. is less racially diverse than the state (where 78.7% of workers are white alone), but is becoming more diverse over time.

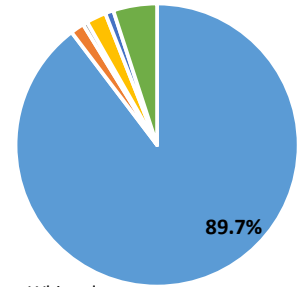
Table 7. Employment Characteristics, 2024

	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
Total Labor Force	28,642	68.4%	2.3%	68.1%	4.1%	14,911	13,733
16 to 19 years	2,020	52.4%	8.7%	52.6%	10.3%	989	1,032
20 to 24 years	5,436	82.3%	2.0%	83.3%	6.6%	2,516	2,922
25 to 44 years	10,200	91.9%	2.2%	88.7%	3.7%	5,445	4,757
45 to 54 years	4,396	89.8%	1.2%	87.8%	3.0%	2,385	2,009
55 to 64 years	4,548	74.6%	1.7%	72.7%	3.2%	2,397	2,151
65 to 74 years	1,609	29.3%	1.2%	27.7%	3.6%	891	715
75 years & over	433	11.3%	0.2%	6.7%	3.2%	288	147

Employment Characteristics by Race & Hispanic Origin

White alone	25,684	67.3%	2.2%	67.0%	3.5%
Black or African American	448	80.3%	2.2%	70.8%	8.7%
American Indian & Alaska Native	153	95.6%	0.0%	58.0%	10.8%
Asian or Other Pac. Islanders	649	67.6%	12.2%	75.2%	3.5%
Some Other Race	273	78.4%	2.9%	75.4%	5.8%
Two or More Races	1,435	85.2%	0.3%	74.0%	5.7%
Hispanic or Latino	1,119	88.7%	1.2%	76.6%	5.8%

Figure 9. Labor Force by Race, 2024



- White alone
- Black or African American
- American Indian & Alaska Native
- Asian or Other Pac. Islanders
- Some Other Race
- Two or More Races

Employment Characteristics by Disability, 20 to 64 years

With Any Disability, 20 to 64 years	1,693	64.1%	6.7%	56.1%	9.4%
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Employment Characteristics by Educational Attainment, 25 to 64 years

Population, 25 to 64 years	19,151	86.7%	1.8%	84.5%	3.4%
Less than H.S. Diploma	800	73.8%	2.8%	66.2%	4.9%
H.S. Diploma or Equivalent	4,283	83.4%	0.9%	76.6%	2.5%
Some College or Assoc. Degree	7,091	87.4%	0.9%	85.0%	3.7%
Bachelor's Degree or Higher	6,966	89.8%	1.9%	90.5%	2.2%

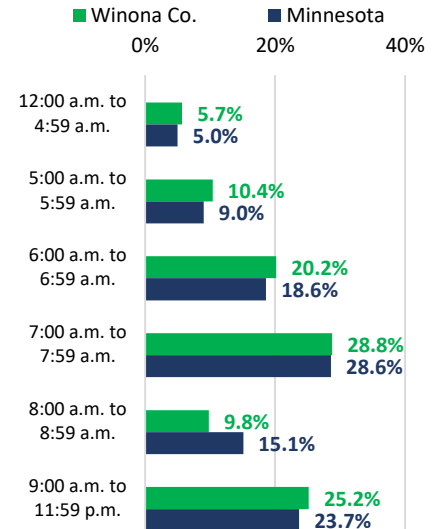
Source: 2020-2024 American Community Survey, 5-Year Estimates

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, 2024

	Winona Co.		Minnesota	
	Number	Percent	Number	Percent
Worked in state of residence	25,453	93.0%	2,875,211	97.8%
Worked in county of residence	22,114	80.8%	2,013,824	68.5%
Worked out of county of residence	3,339	12.2%	864,327	29.4%
Worked outside state of residence	1,916	7.0%	64,678	2.2%
MEANS OF TRANSPORTATION TO WORK				
Car, truck, or van	22,443	82.0%	2,246,075	76.4%
Public transportation (excl. taxicab)	192	0.7%	52,918	1.8%
Other method (walk, bike, taxi, etc.)	1,998	7.3%	123,475	4.2%
Worked at home	2,737	10.0%	517,420	17.6%
TRAVEL TIME TO WORK				
Less than 10 minutes	8,840	32.3%	490,961	16.7%
10 to 19 minutes	9,935	36.3%	943,704	32.1%
20 to 29 minutes	3,284	12.0%	658,535	22.4%
30 to 44 minutes	3,093	11.3%	538,000	18.3%
45 to 59 minutes	1,177	4.3%	164,634	5.6%
60 or more minutes	1,067	3.9%	144,055	4.9%
Mean travel time to work (minutes)	17.6 minutes		22.7 minutes	

Figure 10. Time Leaving Home to go to Work, 2024



Source: 2020-2024 American Community Survey, 5-Year Estimates

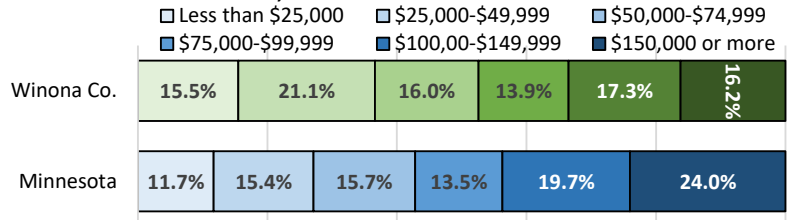
INCOMES, COST OF LIVING, & HOUSING

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 65th highest median household income of the 87 counties in the state.

Median Household Income	\$70,744
state	\$89,062
Median Family Income	\$100,803
state	\$113,993
Per Capita Income	\$38,508
state	\$48,237

Source: 2020-2024 American Community Survey

Figure 11. Household Incomes, 2024



Source: 2020-2024 American Community Survey 5-Year Estimates

The cost of living has increased in recent years with expenses up in many areas. Winona Co. had a lower cost of living than the state, with a required hourly wage of \$14.56 for a single person living alone to meet a basic needs cost of living, and an hourly wage requirement of \$19.65 for a typical family with 2 adults and 1 child (see Table 9).

Table 9. Basic Needs Cost of Living Estimates, 2024

Single Adult, 0 children	Single Yearly Cost of Living	Hourly Wage Required	Monthly Costs						
			Child Care	Food	Health Care	Housing	Transportation	Other	Taxes
Winona Co.	\$30,285	\$14.56	\$0	\$431	\$183	\$791	\$545	\$270	\$304
State of Minnesota	\$38,376	\$18.45	\$0	\$452	\$202	\$1,199	\$561	\$365	\$419

Typical Family: 2 Adults (1 working full-time, 1 part-time), 1 child	Family Yearly Cost of Living	Hourly Wage Required	Monthly Costs						
			Child Care	Food	Health Care	Housing	Transportation	Other	Taxes
Winona Co.	\$61,300	\$19.65	\$486	\$979	\$639	\$981	\$990	\$433	\$600
State of Minnesota	\$74,616	\$23.92	\$558	\$1,028	\$697	\$1,498	\$1,026	\$558	\$853

Source: DEED Cost of Living tool

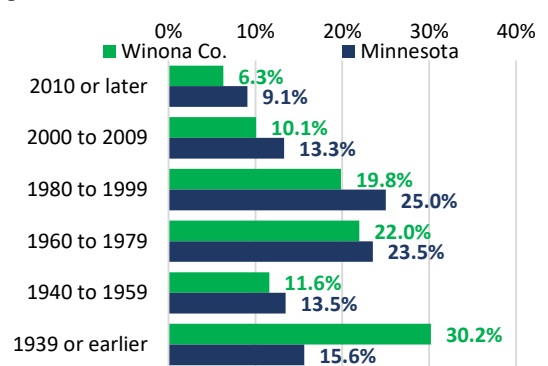
Winona Co. had a lower median house value than the state, having the 43rd highest value of the 87 counties in 2024. Winona Co.'s housing stock was older than the state's, with a lower percentage of units built since 2000 (see Figure 12).

Table 10. Estimated Value of Owner-occupied Housing Units, 2024

Total	Winona Co.		Minnesota
	Total	Percent	Percent
Total	14,073	100.0%	100.0%
Less than \$50,000	738	5.2%	4.0%
\$50,000 to \$99,999	621	4.4%	3.7%
\$100,000 to \$149,999	1,759	12.5%	5.2%
\$150,000 to \$199,999	2,354	16.7%	8.1%
\$200,000 to \$299,999	4,380	31.1%	22.6%
\$300,000 to \$499,999	2,972	21.1%	36.9%
\$500,000 or more	1,249	8.9%	19.6%
Median (dollars)	\$235,400		\$329,300

Source: 2020-2024 American Community Survey, 5-Year Estimates

Figure 12. Year Structure Built, 2024



Median monthly owner costs, owner-occupied units with a mortgage **\$1,543**

state \$1,947

Percentage of households with a mortgage spending 30% or more of their income on housing costs **20.7%**

state 23.2%

Median monthly rent costs **\$907**

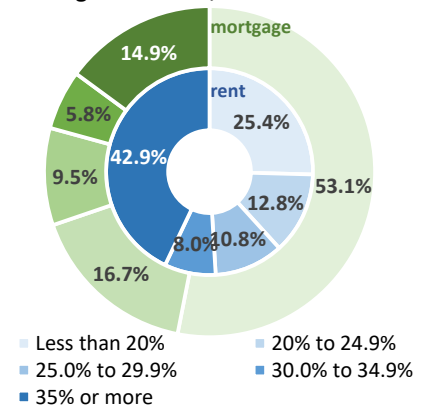
state \$1,280

Percentage of renters spending 30% or more of their household income on rent **50.9%**

state 48.1%

Source: 2020-2024 American Community Survey, 5-Year Estimates

Figure 13. Housing Costs as a Percentage of Income, 2024



OCCUPATIONS

At \$24.82 in 2025, 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 (\$53.29) and lowest for food preparation and serving related jobs (\$14.99) (see Table 11).

Table 11. Occupational Employment & Wage Statistics, 2025

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
Total, All Occupations	\$24.82	244,290	100.0%	1.0	\$26.22	2,920,470	100.0%
Management	\$53.29	13,010	5.3%	0.8	\$59.38	200,060	6.9%
Business & Financial Operations	\$38.96	10,780	4.4%	0.6	\$39.95	208,210	7.1%
Computer & Mathematical	\$51.70	5,900	2.4%	0.7	\$50.02	97,460	3.3%
Architecture & Engineering	\$43.11	3,400	1.4%	0.7	\$45.03	57,950	2.0%
Life, Physical & Social Science	\$38.18	5,540	2.3%	2.1	\$38.33	32,150	1.1%
Community & Social Service	\$30.99	4,740	1.9%	1.0	\$29.82	59,290	2.0%
Legal	\$39.41	770	0.3%	0.4	\$49.52	20,750	0.7%
Education, Training & Library	\$27.94	14,850	6.1%	1.0	\$27.84	170,270	5.8%
Arts, Design, Entertainment & Media	\$26.54	2,200	0.9%	0.7	\$28.84	36,030	1.2%
Healthcare Practitioners & Technical	\$47.57	26,980	11.0%	1.7	\$46.51	187,480	6.4%
Healthcare Support	\$18.96	12,930	5.3%	0.9	\$18.67	176,750	6.1%
Protective Service	\$29.97	4,130	1.7%	1.1	\$29.37	46,960	1.6%
Food Preparation & Serving Related	\$14.99	21,890	9.0%	1.1	\$16.05	240,830	8.2%
Building, Grounds Cleaning & Maint.	\$18.41	7,160	2.9%	1.0	\$19.16	81,700	2.8%
Personal Care & Service	\$17.18	5,210	2.1%	1.0	\$17.54	63,300	2.2%
Sales & Related	\$17.30	18,530	7.6%	0.9	\$18.66	244,780	8.4%
Office & Administrative Support	\$23.47	27,940	11.4%	1.0	\$24.07	340,040	11.6%
Farming, Fishing & Forestry	\$24.04	240	0.1%	0.9	\$23.48	3,300	0.1%
Construction & Extraction	\$32.20	8,560	3.5%	0.9	\$34.20	114,050	3.9%
Installation, Maintenance & Repair	\$29.51	9,110	3.7%	1.0	\$30.40	105,650	3.6%
Production	\$23.22	21,360	8.7%	1.2	\$23.56	205,220	7.0%
Transportation & Material Moving	\$21.98	19,050	7.8%	1.0	\$19.80	228,260	7.8%

Source: DEED Occupational Employment & Wage Statistics, Qtr. 1 2025

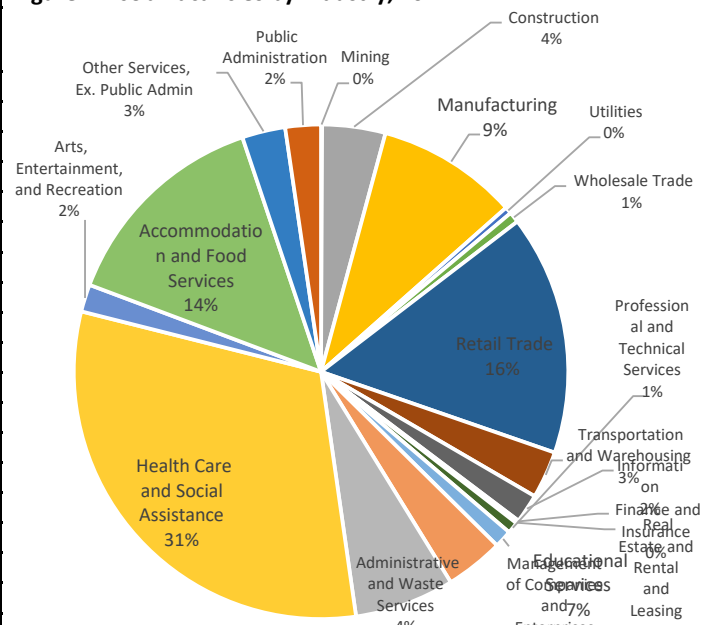
JOB VACANCY SURVEY

Winona Co. is a part of the Southeast planning region. There were 9737 job vacancies posted by employers in 2024, indicating extensive opportunity in the region, with openings across several occupations and industries (see Figure 14).

Table 12. Southeast Job Vacancy Survey Results, 2024

Occupational Group	Number of Vacancies	Wage Offer
Total, All Occupations	9,737	\$20.20
Management	389	\$36.87
Business & Financial Operations	272	\$27.57
Computer & Mathematical	135	\$39.56
Architecture & Engineering	143	\$36.14
Life, Physical & Social Sciences	174	\$31.85
Community & Social Service	187	\$25.98
Education, Training & Library	398	\$21.05
Healthcare Practitioners & Technical	1,716	\$37.89
Healthcare Support	640	\$19.33
Protective Service	107	\$19.30
Food Preparation & Serving Related	1,556	\$16.15
Building, Grounds Cleaning & Maint.	102	\$16.25
Personal Care & Service	329	\$12.98
Sales & Related	993	\$16.02
Office & Administrative Support	562	\$19.49
Construction & Extraction	73	\$31.11
Installation, Maintenance & Repair	431	\$20.38
Production	654	\$21.65
Transportation & Material Moving	624	\$18.33

Figure 14. Job Vacancies by Industry, 2024



Source: DEED Job Vacancy Survey, 2024

OCCUPATIONS IN DEMAND

Table 13. Southeast Planning Region Occupations in Demand, 2025

High School or Less	Vocational Training	Associate Degree	Bachelor's Degree or Higher
Fast Food and Counter Workers \$30,764/yr	Nursing Assistants \$45,256/yr	Registered Nurses \$104,037/yr	General and Operations Managers \$83,159/yr
Cashiers \$32,432/yr	Heavy and Tractor-Trailer Truck Drivers \$59,333/yr	Radiologic Technologists and Technicians \$78,940/yr	Physical Therapists \$97,502/yr
Home Health and Personal Care Aides \$37,070/yr	Licensed Practical and Licensed Vocational Nurses \$62,330/yr	Police and Sheriff's Patrol Officers \$78,311/yr	Clinical Laboratory Technologists and Technicians \$75,903/yr
Retail Salespersons \$34,818/yr	Bookkeeping, Accounting, and Auditing Clerks \$51,098/yr	Biological Technicians \$46,075/yr	Software Developers \$132,339/yr
First-Line Supervisors of Food Preparation and \$44,719/yr	Heating, Air Conditioning, and Refrigeration Mechanics and Installers \$66,151/yr	Dental Hygienists \$96,675/yr	Elementary School Teachers, Except Special Education \$63,226/yr
Medical Secretaries and Administrative Assistants \$48,642/yr	Substance abuse, behavioral disorder, and mental health counselors \$58,516/yr	Veterinary Technologists and Technicians \$49,140/yr	Secondary School Teachers, Except Special and Career/Technical \$65,875/yr
Stockers and Order Fillers \$36,836/yr	Automotive Service Technicians and Mechanics \$50,022/yr	Medical Equipment Repairers \$70,530/yr	Nurse Practitioners \$124,565/yr
Waiters and Waitresses \$23,887/yr	Hairdressers, Hairstylists, and Cosmetologists \$42,305/yr	Cardiovascular Technologists and Technicians \$47,876/yr	Accountants and Auditors \$79,738/yr
First-Line Supervisors of Retail Sales Workers \$46,722/yr	Electricians \$81,994/yr	Mechanical Drafters \$66,044/yr	Physician Assistants \$134,893/yr
Teaching Assistants, Except Postsecondary \$38,361/yr	Machinists \$59,033/yr	Physical Therapist Assistants \$65,886/yr	Medical and Health Services Managers \$127,365/yr

Source: DEED Occupations in Demand

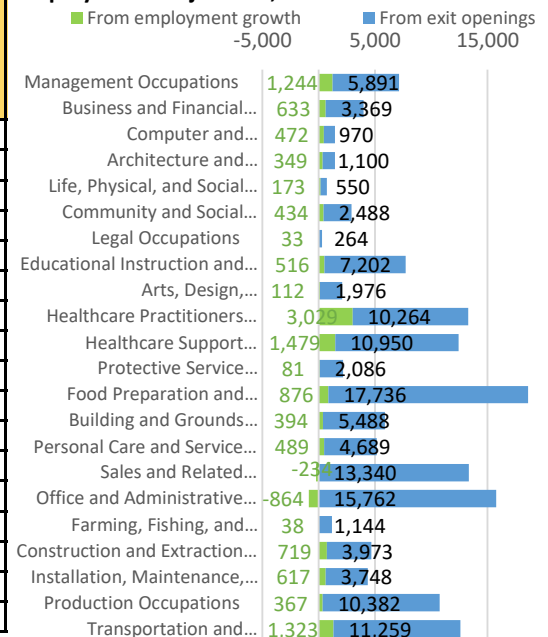
Winona Co. is a part of the Southeast planning region, which is projected to see a 4.5% increase in employment levels over the next decade. In addition to new jobs created, there will be a much larger number of exit openings (see Figure 15).

Table 14. Regional Industry Employment Projections, 2022-2032

Southeast Planning Region	Estimated Employment 2022	Projected Employment 2032	Percent Change 2022-2032
Total, All Industries	270,975	283,255	4.5%
Natural Resources & Mining	3,474	3,657	5.3%
Utilities	1,211	1,212	0.1%
Construction	9,574	10,360	8.2%
Manufacturing	36,161	37,414	3.5%
Wholesale Trade	7,317	7,736	5.7%
Retail Trade	26,514	26,404	-0.4%
Transportation & Warehousing	7,187	7,827	8.9%
Information	2,802	2,782	-0.7%
Finance & Insurance, Real Estate	6,243	6,457	3.4%
Professional Services & Mgmt. of Companies	8,457	9,278	9.7%
Admin. Support & Waste Mgmt.	7,883	8,597	9.1%
Educational Services	20,296	20,531	1.2%
Health Care & Social Assistance	65,729	71,175	8.3%
Leisure & Hospitality	22,983	24,366	6.0%
Other Services	8,780	9,078	3.4%
Public Administration	15,203	15,540	2.2%

Source: DEED 2022-2032 Employment Outlook

Figure 15. Regional Occupational Employment Projections, 2022-2032



ECONOMIC CHARACTERISTICS

After losing jobs over the past year, Winona Co. had the 16th largest economy of the 87 counties in the state. Winona Co. was the 46th fastest growing in the past year and the 43rd fastest growing since 2020. From 2020 to 2025, employment in Winona Co. has grown since the pandemic recession.

1,255 business establishments

\$54,288 annual average wage

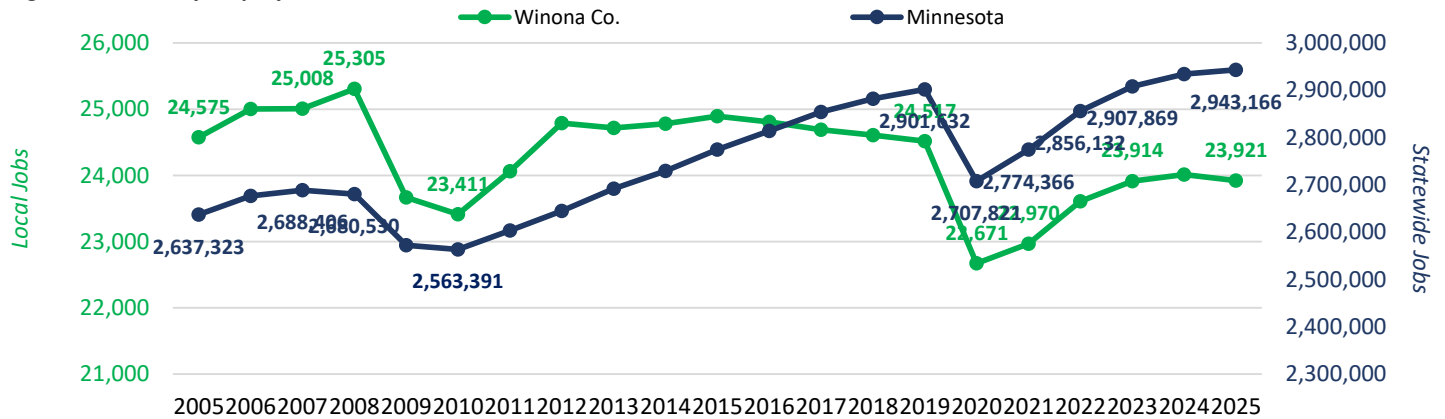
23,921 jobs

\$1,299,596,008 total industry payroll

Job change, 2020-2025
1,250 jobs
5.5% increase

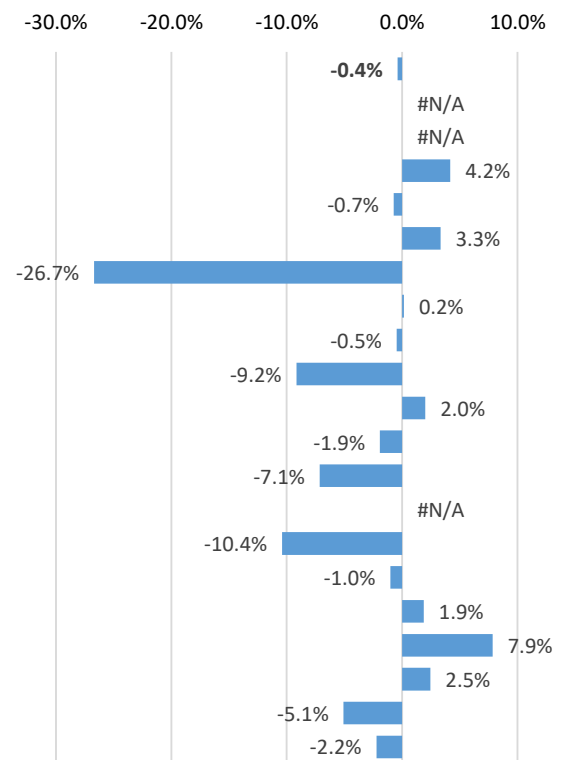
Figure 16. Industry Employment Statistics, 2005-2025

Source: DEED QCEW program



Industry	Number of Jobs	Percent of Total Jobs	Average Annual Wage
Total, All Industries	23,921	100.0%	\$54,288
Agriculture, Forestry, Fishing & Hunting	#N/A	#N/A	#N/A
Mining	#N/A	#N/A	#N/A
Construction	722	3.0%	\$65,624
Manufacturing	5,354	22.4%	\$71,448
Utilities	41	0.2%	\$109,165
Wholesale Trade	560	2.3%	\$70,893
Retail Trade	2,586	10.8%	\$34,008
Transportation & Warehousing	1,304	5.5%	\$66,664
Information	377	1.6%	\$50,076
Finance & Insurance	557	2.3%	\$74,672
Real Estate & Rental & Leasing	102	0.4%	\$39,156
Professional & Technical Services	306	1.3%	\$59,488
Management of Companies	#N/A	#N/A	#N/A
Admin. Support & Waste Mgmt. Services	297	1.2%	\$38,151
Educational Services	2,898	12.1%	\$57,200
Health Care & Social Assistance	2,754	11.5%	\$50,284
Arts, Entertainment, & Recreation	412	1.7%	\$17,264
Accommodation & Food Services	2,584	10.8%	\$23,712
Other Services	524	2.2%	\$34,840
Public Administration	966	4.0%	\$61,880

Figure 17. Change in Jobs, 2024-2025



Source: DEED Quarterly Census of Employment & Wages (QCEW)

For more information on Winona Co.'s population, labor force, and economic trends, contact:

Amanda Blaschko | Regional Analyst, Southeast & South Central
 CareerForce Rochester | 2070 College View Rd. E | Rochester MN 55904
 Office: 320-441-6571 | E-mail: amanda.blaschko@state.mn.us
 web: www.mn.gov/deed/data/regional-lmi/

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