

MEMORANDUM

November 8, 2023

To: Sarah Grainger

Organization: City of Viroqua

From: Jaz Warren & Shaun Murphy-Lopez

Project: City of Viroqua Bicycle and Pedestrian Plan and Addendum to the Safe Routes to School Plan

Re: Demographics Summary

Viroqua Demographics

This memo describes the demographic characteristics of City of Viroqua residents. Understanding the demographics of Viroqua will allow the project team to measure outreach success to be sure feedback received is representative of the community. We propose these five demographic categories be part of the surveying process. Follow-up engagement opportunities may allow us to tailor outreach to under-represented groups.

Gender

Viroqua residents are almost equally male and female with 49.9% female and 50.1% male as shown in Figure 1.

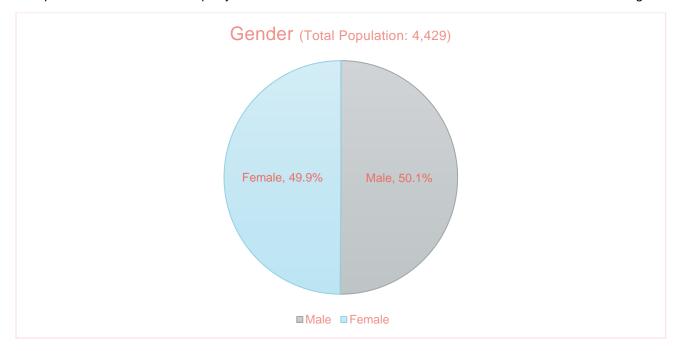


Figure 1: Gender of Viroqua Residents

Age

While 24% of Viroqua residents are under the age of 18 and 3% are between the ages of 20-24, the population above the age of 24 is more evenly distributed as shown in Figure 2. Typically, in our surveys we do not hear from youth under age 18, which is why we have recommended focus groups with youth. Alternatively, we could create an online survey tailored for youth if school staff were willing to send it to parents to complete with their children.

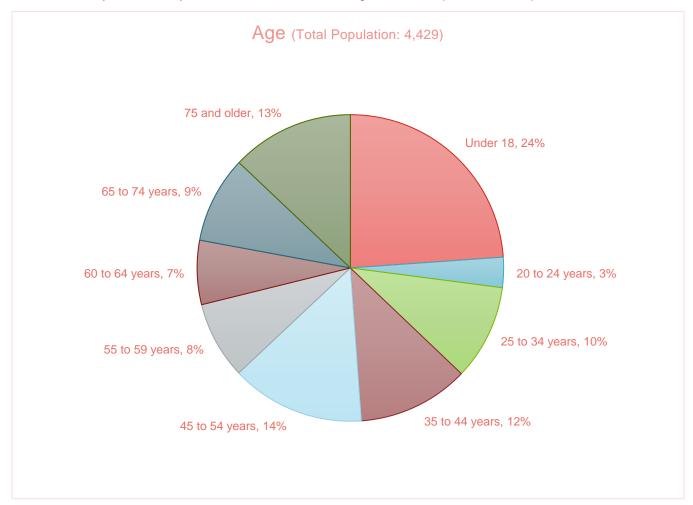


Figure 2: Age of Viroqua Residents

Race

Most residents in Viroqua are white (90%), with 10% identifying as Black, American Indian, Asian or Pacific Islander, Hispanic, or two or more races. Typically, most survey respondents are White. This is why we have recommended a diversity of race for members of the Advisory Committee.

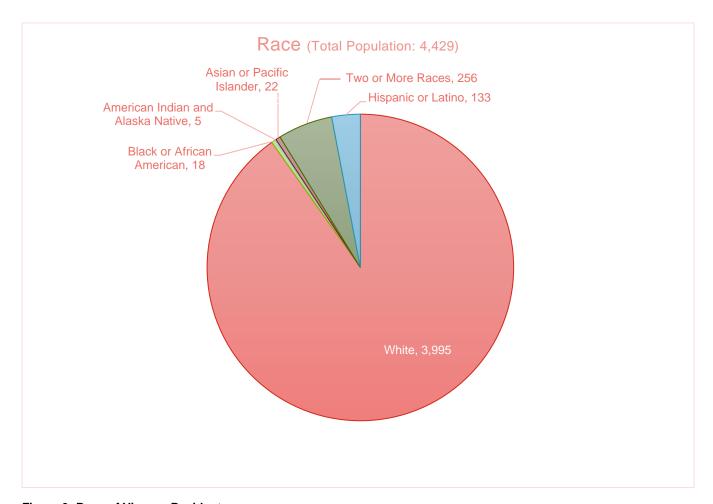


Figure 3: Race of Viroqua Residents

Income

The largest income group in Viroqua (27%) have a household income of under \$25,000, while the median household income is \$46,991. Typically, we hear more from higher income residents.

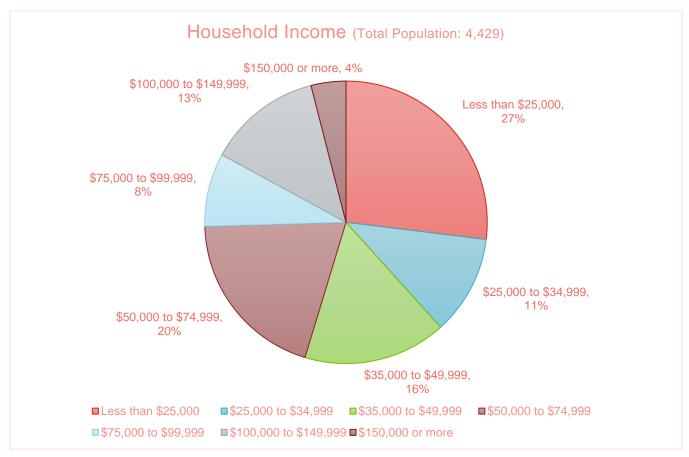
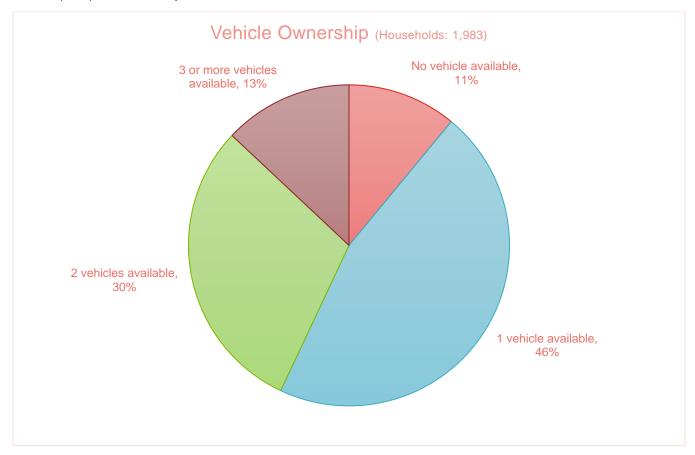


Figure 4: Income of Viroqua Residents

Vehicle Ownership

Most Viroqua households have at least 1 vehicle (89%), with nearly half of households owning more than one vehicle (43%). 11% of Viroqua households do not have a vehicle available.



Commuting

Most residents (68%) in Viroqua drive alone to work, while 9% walk or bicycle.

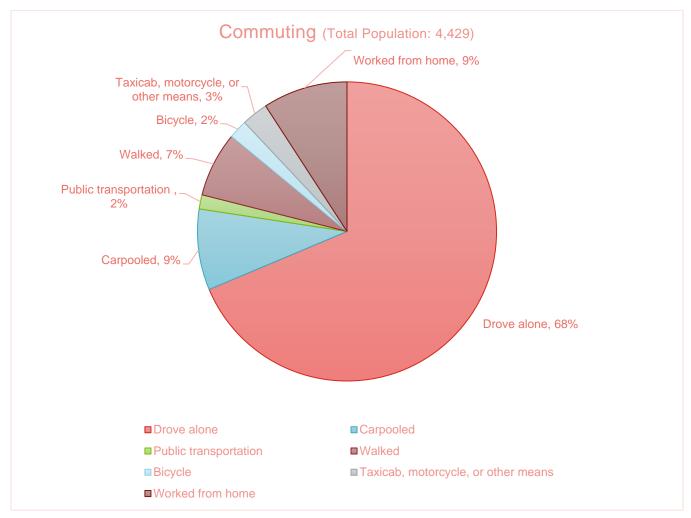


Figure 5: Commuting Modes of Viroqua Residents