

# **ALICE: A STUDY OF FINANCIAL HARDSHIP IN WISCONSIN**

**LIVE UNITED**

**2018  
REPORT**



**ALICE® is an acronym for Asset Limited, Income Constrained, Employed.**

The United Way ALICE Project is a collaboration of United Ways in Connecticut, Florida, Hawai'i, Idaho, Indiana, Iowa, Louisiana, Maryland, Michigan, New Jersey, New York, Ohio, Oregon, Texas, Virginia, Washington, and Wisconsin.



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*Note: In addition to the corporate sponsorships, this report was made possible by the United Ways noted above in bold.*

Learn more here: [unitedwaywi.site-ym.com/page/ALICE](https://unitedwaywi.site-ym.com/page/ALICE)

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The following companies are major funders and supporters of the United Way *ALICE* Project.

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# LETTER TO THE COMMUNITY

Dear Wisconsinites,

A flourishing community starts with healthy, secure families. How different would Wisconsin be if every working family earned enough to get ahead financially? What if families could not only meet their basic needs but also save for emergencies and their family's future? Thriving families support local businesses and make our community stronger.

In 2016, United Ways in Wisconsin brought awareness and a voice to people in our communities who work hard yet still struggle to make ends meet; people who we call **ALICE** — **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. In 2018, we are reviewing the progress and continuing status of ALICE in Wisconsin.

You've likely become aware of ALICE all around you. We see ALICE every day — hard workers who keep our economy running, but who aren't always sure that they can put food on their own tables. We find ALICE each day working behind cash registers, fixing our cars, serving us in restaurants and retail stores, and caring for our young and our elderly.

This report updates the research that illustrates the depth and breadth of ALICE in Wisconsin — county by county. Nearly 38 percent of Wisconsin residents are still not earning enough to “get by” based on the ALICE Household Survival Budget. These families are working hard, but are one small emergency away from a major financial crisis.

Wisconsin United Ways are dedicated to understanding and supporting ALICE. In this latest report, we have revisited all data points to refine, clarify, and update as we continue to develop our understanding of the challenges so many face and to identify solutions that make it easier for ALICE to become more financially secure. We ask that you read and share this report to raise awareness about ALICE.

United Way's goal is to create long-lasting changes by addressing the underlying causes of our communities' problems. We will continue to fight for the health, education, and financial stability of every person in every community through leadership, partnerships and supporting big-picture solutions so that ALICE families — real families in our communities — can succeed.

Our complete United Way ALICE Report with county-level information is available online at [www.unitedwaywi.org](http://www.unitedwaywi.org). We invite you to join us today by contacting your local United Way, and together we will build a stronger and more prosperous Wisconsin.

Sincerely,



**Charlene Mouille**  
*Executive Director, United Way of Wisconsin*



**Rodney Prunty**  
*President, United Way of Wisconsin  
Board of Directors*

The United Way *ALICE Project* provides a framework, language, and tools to measure and understand the struggles of a population called **ALICE** — an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. ALICE is the growing number of households in our communities that do not earn enough to afford basic necessities. This research initiative partners with state United Way organizations to present data that can stimulate meaningful discussion, attract new partners, and ultimately inform strategies for positive change.

Together, United Ways, government agencies, nonprofits, and corporations have the opportunity to evaluate current initiatives and discover innovative approaches that give ALICE a voice, and create changes that improve life for ALICE and the wider community.

## States With United Way ALICE Reports



# THE ALICE RESEARCH TEAM

The United Way *ALICE Project* provides high-quality, research-based information to foster a better understanding of who is struggling in our communities. To produce the United Way ALICE Report for Wisconsin, a team of researchers collaborated with a Research Advisory Committee, composed of 12 representatives from across Wisconsin, who advised and contributed to the report. This collaborative model, practiced in each state, ensures each report presents unbiased data that is replicable, easily updated on a regular basis, and sensitive to local context. Working closely with United Ways, the United Way *ALICE Project* seeks to equip communities with information to create innovative solutions.

## Lead Researcher

**Stephanie Hoopes, Ph.D.** is the lead researcher and director of the United Way *ALICE Project*. Dr. Hoopes began this effort with a pilot study of a more accurate way to measure financial hardship in Morris County, New Jersey in 2009. Since then, she has overseen its expansion into a broad-based, state-by-state research initiative now spanning 18 states across the country. Her research on the ALICE population has garnered both state and national media attention.

Before joining United Way full time in 2015, Dr. Hoopes taught at Rutgers University and Columbia University. Dr. Hoopes has a doctorate from the London School of Economics, a master's degree from the University of North Carolina at Chapel Hill, and a bachelor's degree from Wellesley College.

Dr. Hoopes is on the board of directors of the McGraw-Hill Federal Credit Union, and she received a resolution from the New Jersey General Assembly for her work on ALICE in 2016.

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# EXECUTIVE SUMMARY

**In 2016, 872,561 households in Wisconsin — 37.5 percent — could not afford basic needs such as housing, child care, food, transportation, and health care.**

This United Way ALICE Report for Wisconsin provides the most comprehensive look at the population called **ALICE** — an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. ALICE households have incomes above the Federal Poverty Level (FPL) but struggle to afford basic household necessities. Since it is well established that economic conditions worsened during the Great Recession, this Report focuses on the recovery that started in 2010 and looks at how households have fared since.

Despite recent reports of overall improvement in employment and gains in median incomes, the economic recovery in Wisconsin has been uneven. Many families continue to face challenges from low wages, depleted savings, and the increasing cost of basic household goods. The total number of Wisconsin households that cannot afford basic needs increased 5 percent between 2010 and 2016.

This Report also shows what has changed in Wisconsin since the first United Way ALICE Report for Wisconsin was published two years ago. It updates the cost of basic needs in the **Household Survival Budget** for each county in Wisconsin, and the number of households earning below the amount needed to afford that budget (**the ALICE Threshold**). The Report delves deeper into county and municipal data and looks at the demographics of ALICE and poverty-level households by race/ethnicity, age, and household type to reveal variations in hardship that are often masked by state averages. Finally, the Report highlights emerging trends that will affect ALICE households in the future.

For the period of 2010 to 2016, the data reveals an ongoing struggle for ALICE households and a range of obstacles to achieving financial stability:

- **The extent of hardship:** Of Wisconsin's 2,326,846 households, 11.7 percent lived in poverty in 2016 and another 25.8 percent were ALICE households. Combined, 37.5 percent (872,561 households) had income below the ALICE Threshold, an increase of 5 percent since 2010.
- **The basic cost of living:** The cost of basic household expenses in Wisconsin increased steadily to \$61,620 for a family of four (two adults with one infant and one preschooler) and \$19,848 for a single adult — significantly higher than the FPL of \$24,300 for a family of four and \$11,880 for a single adult. The cost of the family budget increased by 18 percent from 2010 to 2016 — higher than the national rate of inflation of 9 percent during those years.
- **Jobs:** Low-wage jobs continued to dominate the employment landscape in Wisconsin, with 62 percent of all jobs paying less than \$20 per hour. Although unemployment rates fell, wages remained low for many occupations. With more contract work and on-demand jobs, job instability also increased, making it difficult for ALICE workers to meet regular monthly expenses or to save.
- **The role of public assistance:** Public and private assistance continued to provide support to many living in poverty or earning slightly above the FPL, but it provided less support to ALICE households whose income is above eligibility levels. Spending on health care and health insurance outpaced spending in other budget areas; there remained large gaps in assistance, especially in housing and child care.
- **Emerging trends:** Going forward, several trends could change the economic landscape for ALICE families:

- *The Changing American Household* — Shifting demographics, including the rise of the millennials, the aging of the baby boomers, and domestic and foreign migration patterns, are having an impact on who is living together in households and where and how people work. These changes, in turn, influence the demand for goods and services, ranging from the location of housing to the provision of caregiving.
- *Market Instability* — Within a global economy, economic disruptions, natural disasters, and technological advances in other parts of the world trigger rapid change across U.S. industries and cause shifts in supply and demand. This will increasingly destabilize employment opportunities for ALICE workers.
- *Growing Health Inequality* — With the cost of health care outpacing the ability of many households to afford it, there will be increasing disparities in health according to income. The societal costs of having large numbers of U.S. residents in poor health will also grow.

Using the best available information on those who are struggling, this Report offers an enhanced set of tools for stakeholders to measure the real challenges ALICE households face in trying to make ends meet. The FPL gives an outdated calculation of the number of people struggling; that in turn distorts the identification of problems related to poverty, misguides policy solutions, and raises questions of equity, transparency, and fairness in the allocation of resources. The United Way *ALICE Project* has developed new resources in order to move beyond stereotypes and judgments of “the poor,” and to instead encourage the use of more accurate data to inform programmatic and policy solutions for these households and their communities.

## GLOSSARY

**ALICE** is an acronym that stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed — households with income above the Federal Poverty Level but below the basic cost of living. A household consists of all the people who occupy a housing unit. In this report, households do not include those living in group quarters such as a dorm, nursing home, or prison.

**The Household Survival Budget** calculates the actual costs of basic necessities (housing, child care, food, transportation, health care, and a smartphone) in Wisconsin, adjusted for different counties and household types.

**The ALICE Threshold** is the average income that a household needs to afford the basic necessities defined by the Household Survival Budget for each county in Wisconsin. (Unless otherwise noted in this Report, households earning below the ALICE Threshold include both ALICE and poverty-level households.)

**The Household Stability Budget** is greater than the basic Household Survival Budget and reflects the cost for household necessities at a modest but sustainable level. It adds a savings category and an expanded technology category (smartphone and basic home internet), and it is adjusted for different counties and household types.

**The ALICE Income Assessment** is the calculation of all sources of income, resources, and assistance for ALICE and poverty-level households. Even with assistance, the Assessment reveals a shortfall, or Unfilled Gap, between what these households bring in and what is needed for them to reach the ALICE Threshold.

# DATA & METHODOLOGY

## WHAT'S NEW

Every two years, the United Way *ALICE Project* engages a national Research Advisory Committee of external experts to scrutinize the ALICE methodology and sources and ensure that the best local data is presented. The focus remains on the county level because state averages mask significant differences between counties. For example, the percent of households below the ALICE Threshold in Wisconsin ranges from 27 percent in Ozaukee County to 62 percent in Menominee County.

This rigorous process results in enhancements to the methodology and new ideas for how to more accurately measure and present data on financial hardship. While these changes impact specific calculations, the overall trends have remained the same: ALICE represents a large percentage of our population, and these households are struggling to meet their basic needs. To ensure consistency and accuracy in change-over-time comparisons in this Report, data has been recalculated for previous years (2010–2014).

**For a more detailed description of the methodology and sources, see the Methodology Overview on our website, [UnitedWayALICE.org](https://UnitedWayALICE.org).**

**For this Report, the following improvements have been incorporated:**

**The cost of a smartphone has been added to the Household Survival Budget:** Technology is increasingly essential to live and work in the modern economy, and smartphone use in particular has become an expectation for employment in many contexts. Therefore, the cost of a basic smartphone plan for each adult in the household has been added to the Household Survival Budget. The Household Stability Budget, which already included the cost of a smartphone for each adult in the family, now includes basic home internet service as well.

**The source for state taxes has been updated:** In order to provide greater consistency across states and reduce the complexity of calculations while maintaining accuracy, the Tax Foundation's individual income tax rates and deductions for each state are used instead of state-level tax sources. Each state treasury's *1040: Individual Income Tax, Forms and Instructions* is still used to confirm state tax deductions and exemptions, such as the Personal Tax Credit and Renter's Credit.

**Change-over-time ranges have shifted:** The first United Way ALICE Reports measured change before and after the Great Recession, in 2007 and 2010. This update focuses on the recovery, measuring change from the baseline of 2010 followed by the even years since — 2012, 2014, and 2016 — and highlighting trends since the end of the Recession. The 2016 results will also serve as an important baseline from which to measure the effects of the rollout of the Affordable Care Act (ACA) in 2014, as well as new policies implemented under the Trump administration.

**Additional detail is provided at the sub-county level:** With the development of our website, there is more ALICE data available at the local or sub-county level, including, place, zip code, Public Use Microdata Area (PUMA), and Congressional District.

**What remains the same:** This Report examines issues surrounding ALICE households from different angles to draw the clearest picture with the range of data available. Sources include the American Community Survey, the U.S. Department of Housing and Urban Development, the U.S. Department of Agriculture, the Bureau of Labor Statistics at the U.S. Department of Labor, the Internal Revenue Service, the Tax Foundation, and these agencies' Wisconsin state counterparts, as well as Supporting Families Together Association (the state's umbrella organization for child care resource and referral agencies) and the Wisconsin Department of Children and Families. State, county, and municipal data is used to provide different lenses on ALICE households. The data are estimates; some are geographic averages, others are one- or five-year averages depending on population size. In this Report, many percentages are rounded to whole numbers for ease of reading. In some cases, this may result in percentages totaling 99 or 101 percent instead of 100 percent.

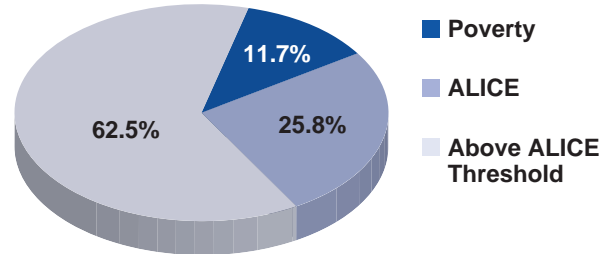
# AT-A-GLANCE: WISCONSIN

2016 Point-in-Time Data

Population: 5,778,709 | Number of Counties: 72 | Number of Households: 2,326,846

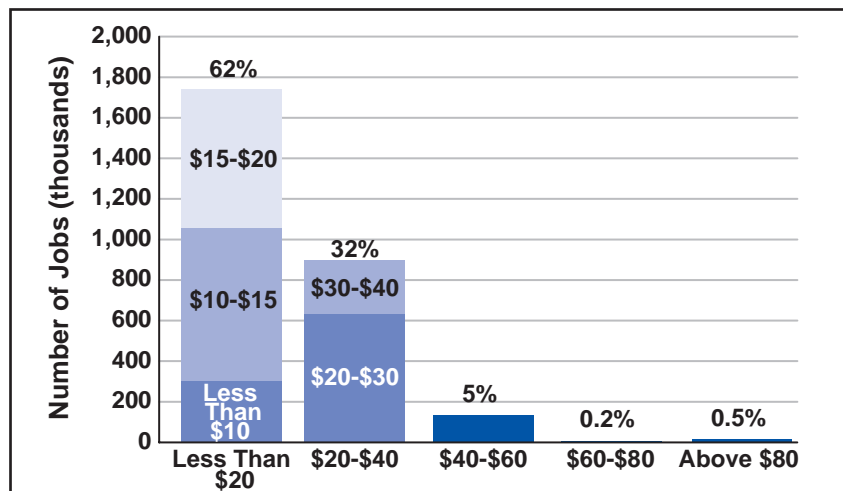
## How many households are struggling?

**ALICE**, an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed, are households that earn more than the Federal Poverty Level (FPL), but less than the basic cost of living for the state (the ALICE Threshold). Of Wisconsin's 2,326,846 households, 271,935 earn below the FPL (11.7 percent) and another 600,626 (25.8 percent) are ALICE households.



## How much does ALICE earn?

In Wisconsin, 62 percent of jobs pay less than \$20 per hour, with more than half of those paying less than \$15 per hour. Another 32 percent of jobs pay between \$20 and \$40 per hour. Less than 6 percent of jobs pay more than \$40 per hour.



## What does it cost to afford the basic necessities?

Despite low national inflation during the recovery (9 percent from 2010 to 2016), the bare-minimum Household Survival Budget increased by 18 percent for a family and 24 percent for a single adult. Affording only a very modest living, this budget is still significantly more than the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four.

Household Survival Budget, Wisconsin Average, 2016		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs		
Housing	\$492	\$735
Child Care	\$—	\$1,231
Food	\$158	\$525
Transportation	\$349	\$698
Health Care	\$215	\$802
Technology*	\$55	\$75
Miscellaneous	\$150	\$467
Taxes	\$235	\$602
Monthly Total	\$1,654	\$5,135
ANNUAL TOTAL	\$19,848	\$61,620
Hourly Wage**	\$9.92	\$30.81

\*New to budget in 2016

\*\*Full-time wage required to support this budget

## AT-A-GLANCE: WISCONSIN

Wisconsin Counties, 2016		
COUNTY	TOTAL HOUSEHOLDS	% ALICE & POVERTY
Adams	7,950	45%
Ashland	6,670	46%
Barron	19,017	43%
Bayfield	6,798	37%
Brown	104,804	34%
Buffalo	5,707	35%
Burnett	7,308	42%
Calumet	18,839	29%
Chippewa	24,973	36%
Clark	12,732	42%
Columbia	23,019	30%
Crawford	6,652	42%
Dane	217,506	31%
Dodge	34,648	39%
Door	13,023	32%
Douglas	18,538	43%
Dunn	16,445	42%
Eau Claire	41,312	42%
Florence	1,958	38%
Fond du Lac	40,815	31%
Forest	3,940	43%
Grant	19,353	43%
Green	14,772	34%
Green Lake	7,939	41%
Iowa	9,692	34%
Iron	2,954	41%
Jackson	8,066	42%
Jefferson	32,378	37%
Juneau	9,978	45%
Kenosha	64,386	38%
Kewaunee	8,211	32%
La Crosse	47,086	35%
Lafayette	6,692	37%
Langlade	8,521	42%
Lincoln	12,546	34%
Manitowoc	34,234	34%
Marathon	55,147	35%
Marinette	18,380	41%

Wisconsin Counties, 2016		
COUNTY	TOTAL HOUSEHOLDS	% ALICE & POVERTY
Marquette	6,328	38%
Menominee	1,215	62%
Milwaukee	381,318	48%
Monroe	17,813	38%
Oconto	15,440	36%
Oneida	14,965	41%
Outagamie	72,994	30%
Ozaukee	35,417	27%
Pepin	2,948	40%
Pierce	15,101	42%
Polk	18,188	34%
Portage	28,009	34%
Price	6,676	36%
Racine	75,921	40%
Richland	7,506	38%
Rock	63,222	42%
Rusk	6,245	45%
Sauk	25,293	42%
Sawyer	7,488	42%
Shawano	16,940	40%
Sheboygan	47,652	34%
St. Croix	33,460	31%
Taylor	8,751	38%
Trempealeau	11,840	37%
Vernon	11,843	39%
Vilas	10,648	39%
Walworth	40,039	39%
Washburn	7,151	39%
Washington	53,090	29%
Waukesha	156,503	31%
Waupaca	21,412	36%
Waushara	9,749	41%
Winnebago	69,943	32%
Wood	32,749	34%

**Sources:** *Point-in-Time Data:* American Community Survey, 2016. *ALICE Demographics:* American Community Survey and the ALICE Threshold, 2016. *Wages:* Bureau of Labor Statistics, 2016. *Budget:* U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

# I. ALICE BY THE NUMBERS

In 2016, six years after the end of the Great Recession, many households in Wisconsin were still struggling to find jobs with high enough wages and long enough hours to cover their basic monthly household expenses. More than one in three households in Wisconsin (37.5 percent) could not afford basic needs such as housing, child care, food, transportation, health care, and a smartphone. While many of Wisconsin's households were living below the Federal Poverty Level (FPL), an even greater number were households with incomes above the FPL, but not high enough to afford basic necessities. These households are **ALICE: Asset Limited, Income Constrained, Employed**.

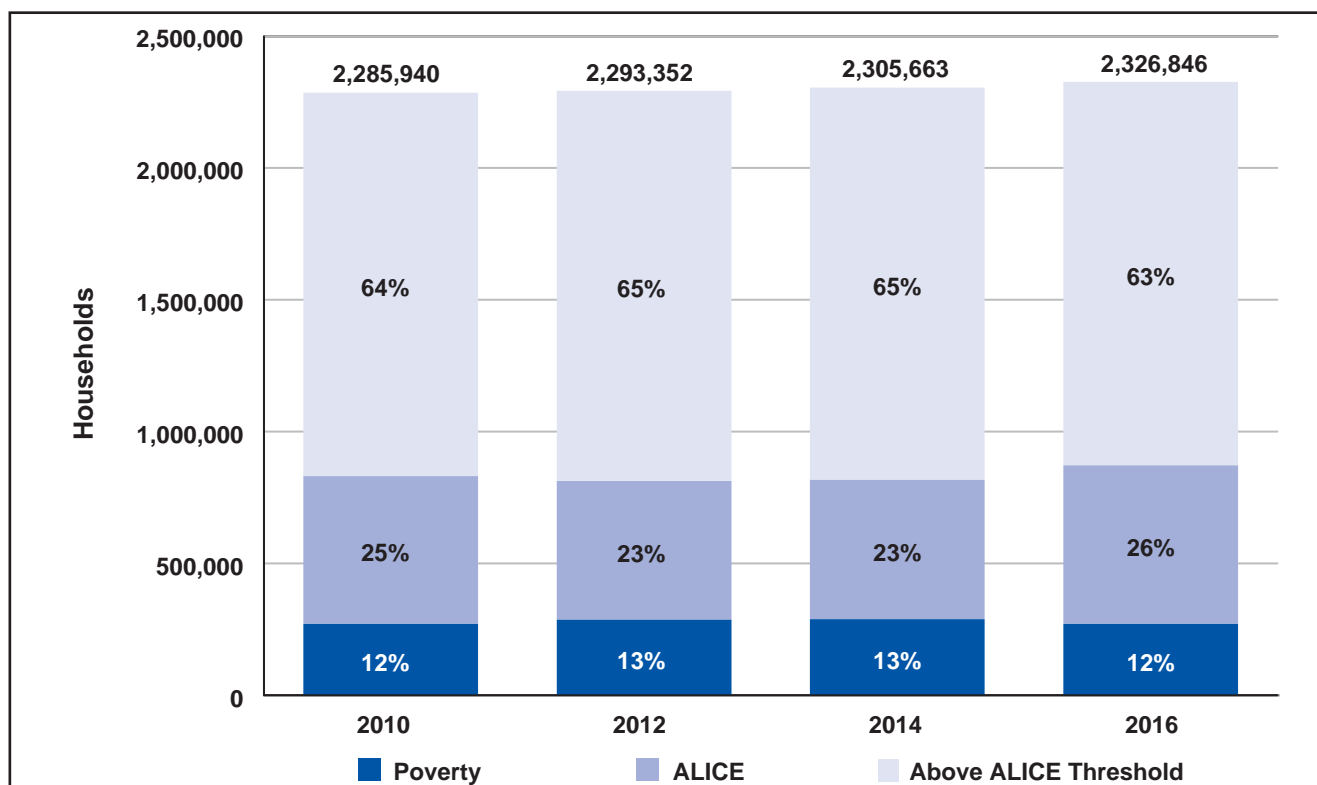
This section drills down further to reveal the demographics of ALICE and poverty-level households by age, race/ethnicity, and household type over time. Also reported are important local variations that are often masked by state averages. The first United Way ALICE Report for Wisconsin, published in 2016 with 2014 data, showed that during the Recession there was an increase in the number of households with income below the ALICE Threshold, increasing from 35 percent in 2007 to 36 percent in 2010. This Report focuses on how Wisconsin residents fared post-Recession, from 2010 to 2016. While the overall economic climate has improved since 2010, the number of ALICE and poverty-level households rose to 37.5 percent of all Wisconsin households by 2016.

## OVERVIEW

In Wisconsin, the total number of households increased by 2 percent between 2010 and 2016 to 2,326,846. But the number of ALICE and poverty-level households increased by even more (5 percent) (Figure 1):

- **Poverty:** The number of households in poverty — defined as those earning at or below \$11,880 for a single adult and \$24,300 for a family of four — rose very slightly from 271,832 in 2010 to 271,935 in 2016. The proportion of poverty-level households fluctuated between 11.7 and 12.5 percent during the period.
- **ALICE:** The number of ALICE households rose from 559,808 in 2010 to 600,626 in 2016, a 7 percent increase. The proportion of ALICE households rose from 24.5 percent to 25.8 percent during that period.

**Figure 1.**  
**Household Income, Wisconsin, 2010 to 2016**



Source: American Community Survey, 2007-2016, and the ALICE Threshold, 2007-2016. For the Methodology Overview and additional data, visit our website: [UnitedWayALICE.org](http://UnitedWayALICE.org)



# ALICE DEMOGRAPHICS

The number of households living below the ALICE Threshold in Wisconsin increased in almost all age and racial/ethnic groups from 2010 to 2016. Yet two age groups are changing the overall demographics in Wisconsin: the baby boomers and the millennials.

## Households by Age

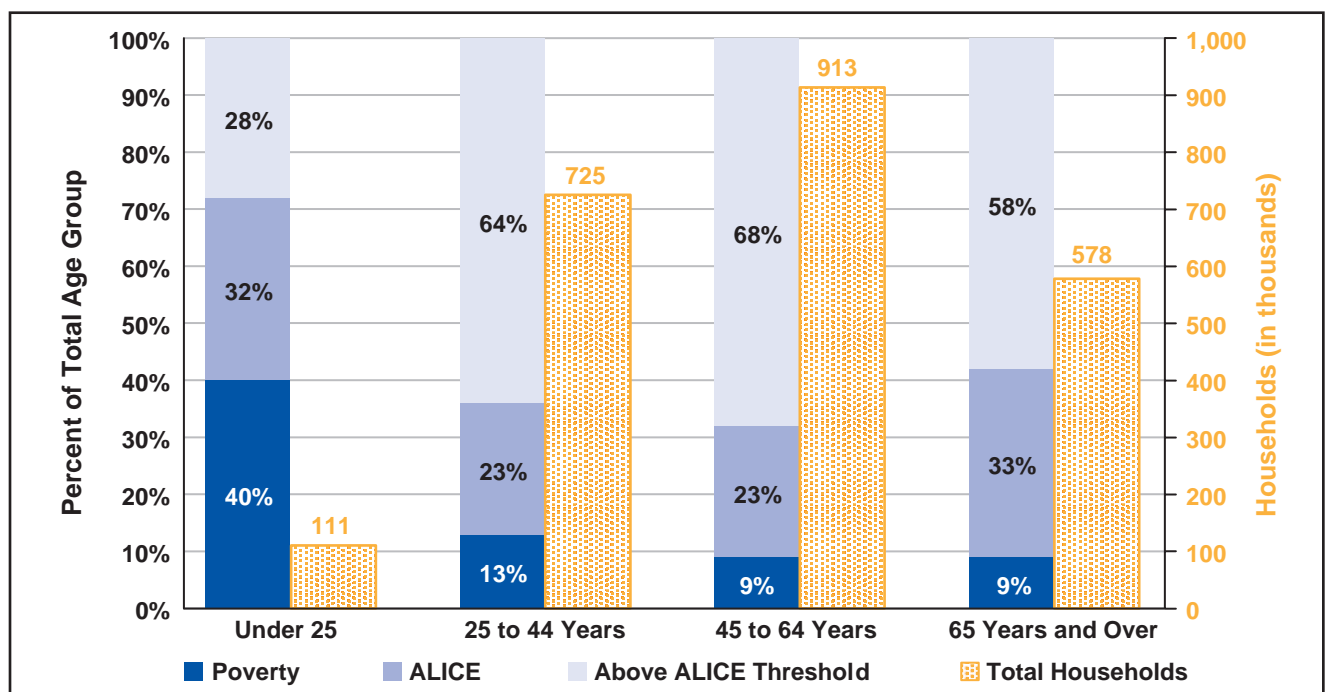
The baby boomers are the largest generation in the U.S., and as they age, their needs and preferences change. The second largest group is the millennials (adults born between 1981 and 1996, according to the Pew Research Center), who are making different lifestyle and working choices than previous generations. Between the two population bubbles is the smaller Generation X, made up of adults born between 1964 and 1980. To analyze general trends, the ALICE data on age is presented by household in more precise Census breaks: under-25, 25–44, 45–64, and 65+. Millennials are covered by the youngest two brackets and baby boomers by the oldest two (Dimock, 2018).

**Millennials:** Even though the population of millennials is increasing, the number of households headed by them is decreasing in Wisconsin. The youngest segment of the millennials, households headed by under-25-year-olds, decreased 8 percent, from 119,838 households in 2010 to 110,598 in 2016, and the number with income below the ALICE Threshold fell at almost the same rate. The older segment of millennials, households headed by 25- to 44-year-olds, fell by 5 percent overall, and the number with income below the ALICE Threshold decreased by 4 percent (American Community Survey, 2010 and 2016).

In many ways, millennials differ from previous generations. First, they are more racially and ethnically diverse: Nationally, compared to previous generations, a much smaller percentage of millennials are White (56 percent), and a larger percentage (nearly 30 percent) are Hispanic, Asian, or people identifying as two or more races. The share of Black millennials resembles that of previous generations. In Wisconsin, racial and ethnic diversity ranges widely across the state, with Black, Hispanic, and Asian Wisconsinites concentrated primarily in Milwaukee and in Dane, Racine, and Kenosha counties.

Second, many millennials cannot afford to live on their own. Instead, they are more likely than previous generations to live with their parents or with roommates, and for the first time in more than a century, they are less likely to be living with a romantic partner. Of the youngest householders in Wisconsin who live on their own, 72 percent have income below the ALICE Threshold (Cilluffo & Cohn, 2017; Cohn & Caumont, 2016; Frey W. H., 2018) (Figure 2).

**Figure 2.**  
**Household Income by Age of Head of Household, Wisconsin, 2016**



Source: American Community Survey, 2016, and the ALICE Threshold, 2016



**Aging Population:** The increase in the number of ALICE households in Wisconsin is driven by older households, both seniors and those aged 45 to 64. From 2010 to 2016, the number of senior households (65+) increased by 16 percent to 577,718 households (Figure 3). Yet senior households with income below the ALICE Threshold grew even faster, increasing by 23 percent. Even with Social Security benefits, 42 percent of Wisconsin seniors have income below the ALICE Threshold (American Community Survey, 2010 and 2016).

The number of households headed by those aged 45 to 64 remained flat from 2010 to 2016, but the number of households in this age group with income below the ALICE Threshold jumped 5 percent. For a group in their prime earning years, it is surprising to see 32 percent with income below the ALICE Threshold (American Community Survey, 2010 and 2016).

**Figure 3.**  
**Household Income by Age of Head of Household, Wisconsin, 2010 to 2016**



Source: American Community Survey, 2016, and the ALICE Threshold, 2016

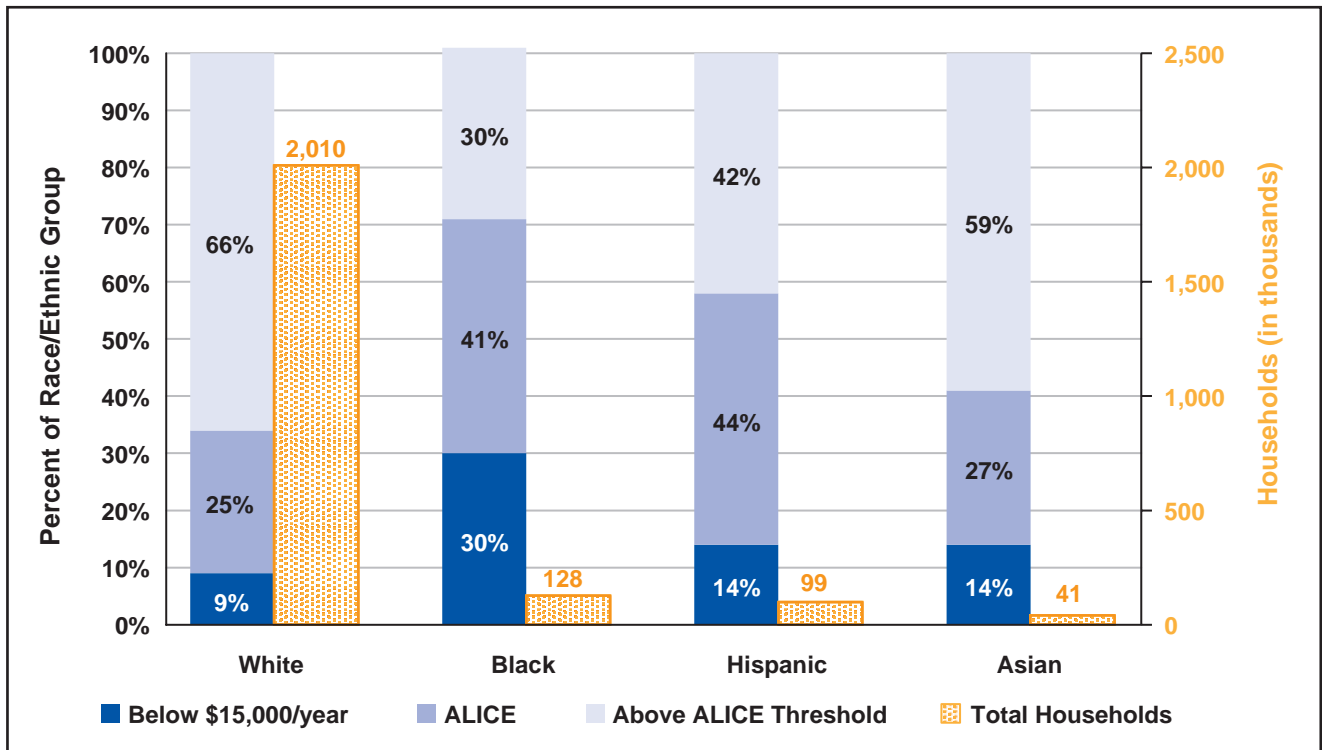
## Households by Race and Ethnicity

The United Way ALICE Reports follow U.S. Census classifications for the largest non-White populations: Black, Asian, Hispanic, and American Indian/Alaska Native, as well as people identifying as two or more races. Because people of any race, including Whites, can also be of Hispanic ethnicity, the ALICE data looks at White, Black, Asian, and American Indian/Alaska Native categories “alone” (i.e., not also Hispanic), as well as at Hispanic populations (Figure 4).

In 2016, White households were the largest racial group in Wisconsin with 2,010,175 households, compared to 127,682 Black households, 99,231 Hispanic households, and 41,403 Asian households. Statewide numbers, however, often mask important changes in smaller racial and ethnic groups. For example, the number of Black, Hispanic, and Asian households grew faster from 2010 to 2016 than the state average, while the number of White households did not grow at all. Hispanic and Asian households each increased by 23 percent, and Black households increased by 5 percent.

Some racial and ethnic groups in Wisconsin are extremely small and the Census does not report their income, so ALICE data is not available for them. Less than 1 percent of households in Wisconsin identify themselves as American Indian/Alaska Native (18,895 households); another 1.2 percent identify as being of “Two or More Races” (27,356 households); and 1.5 percent identify as “Some Other Race” (34,775 households) (American Community Survey, 2016).

**Figure 4.**  
**Households by Race/Ethnicity and Income, Wisconsin, 2016**



Note: Because household poverty data is not available for the American Community Survey's Race/Ethnicity categories, annual income below \$15,000 is used as a proxy for poverty.

Source: American Community Survey, 2016, and the ALICE Threshold, 2016

**White households** are the largest racial group in Wisconsin. They account for a majority of households, but their percentage of total households has been declining, falling from 88 percent in 2010 to 86 percent in 2016.

**Black households** make up the largest population of color in Wisconsin, which has become more diverse over time. In addition to African-Americans who have lived in Wisconsin for generations or who migrated from other parts of the country, there is an increasing number of African immigrants, who now account for 6 percent of Wisconsin's foreign-born residents. This population includes recent African refugees, many from the Democratic Republic of the Congo and Sudan. Nationally, African immigrants are among the most recent immigrants to the U.S.; almost two-thirds (63 percent) arrived in the U.S. in 2000 or later. Nineteen percent of African immigrants have settled in the Midwest. Wisconsin's Black residents live predominantly in six southeastern counties: Dane, Kenosha, Milwaukee, Racine, Rock, and Waukesha (Anderson, 2015; Wisconsin Department of Health Services, 2016; Migration Policy Institute, 2016).

**Hispanic households** are the next largest population of color in Wisconsin, nearly doubling in size since 2000, with the largest concentrations in Milwaukee County, but also in Brown, Dane, and Kenosha counties. The fastest growth in the state's Hispanic population has occurred in Iron, Lafayette, and Trempealeau counties. The Hispanic population is increasingly diverse due to waves of immigration over the last seven decades.

Nationally, Mexico has historically sent the largest numbers of migrants to the U.S., starting in the late 1800s. More recent waves include Puerto Rican immigrants in the 1940s and 1950s, Cuban immigrants in the 1960s and early 1970s, immigrants from the Central American nations of El Salvador, Guatemala, Honduras, and Nicaragua in the 1970s and 1980s, and immigrants from Argentina, Chile, Colombia, Peru, and Ecuador between 2000 and 2010. For immigrant populations, date of entry impacts income: Hispanic immigrants who have lived in the U.S. the longest earn higher incomes than those who immigrated more recently (Gutiérrez, 2013; Wisconsin Department of Health Services, 2016; Flores A. , 2017).

In 2016, Hispanic immigrants from Latin America accounted for 38 percent of foreign-born residents in Wisconsin, with the largest numbers by country coming from Mexico. However, since 2000, the primary source of growth of the Hispanic population in Wisconsin has been U.S. births (American Community Survey, 2010 and 2016; Migration Policy Institute, 2016).

**Asian households** in Wisconsin account for 33 percent of the foreign-born population, and nationally Asians are the fastest growing racial/ethnic group, increasing 72 percent since 2000. Approximately one-third of Wisconsin's Asian population was born in the U.S., slightly higher than the U.S. average of one-quarter. The largest Asian groups in Wisconsin are Hmong, Indian, and Chinese. Most Asians live in Brown, Dane, Marathon, Milwaukee, Sheboygan, and Waukesha counties (Pew Research Center, 2017; Migration Policy Institute, 2016; Wisconsin Department of Health Services, 2018).

Nationally, 15 percent of Asian residents identify as two or more races — much higher than the comparable mixed-race share of Blacks (7 percent), Hispanics (6 percent), or Whites (3 percent). Unlike most immigrant groups, Asian households vary less in income status by year of entry to the U.S. and more by country of origin. For example, Indian-Americans lead all other groups by a significant margin in their levels of income and education. Immigrants from India are more likely to have a college degree, followed by those from the Philippines and Japan. Immigrants from Vietnam are more likely to have higher rates of poverty than the overall U.S. population. Interestingly, there is also a wide range of immigrants from Korea and China, including some of the best educated but also some with the lowest incomes (Pew Research Center, 2017).

## Trends in Race and Ethnicity in Wisconsin

**Immigration to Wisconsin includes refugee resettlement.** Wisconsin has the third largest Hmong population in the U.S., accounting for 38 percent of Asians in the state. More than 100,000 Hmong came primarily as political refugees from 1975 through the 1990s (American Community Survey, 2014; American Immigration Council, 2015; Grey, Woodrick, Yehieli, and Hoelscher, 2003; Wisconsin Department of Health Services, 2018).

**The number of the youngest millennial households is decreasing.** The number of White under-25-year-old households fell by 10 percent from 2010 to 2016, driving a decrease in the overall number of young households in Wisconsin. Adding to the decline, the number of under-25-year-old Black households fell by 17 percent, under-25-year-old Asian households fell by 10 percent, and under-25-year-old Hispanic households fell by 2 percent.

Among households headed by 25- to 44-year-olds, however, White households declined by only 1 percent and all other groups increased: Asian households by 57 percent, Hispanic households by 18 percent, and Black households by 1 percent.

**Seniors of all races and ethnic groups are increasing.** White senior households (65+ years) are driving the overall growth in the senior population in Wisconsin, increasing by 15 percent from 2010 to 2016, but other senior groups are experiencing significant growth as well. Senior Hispanic households increased by 59 percent, Asian households by 48 percent, and Black households by 27 percent.

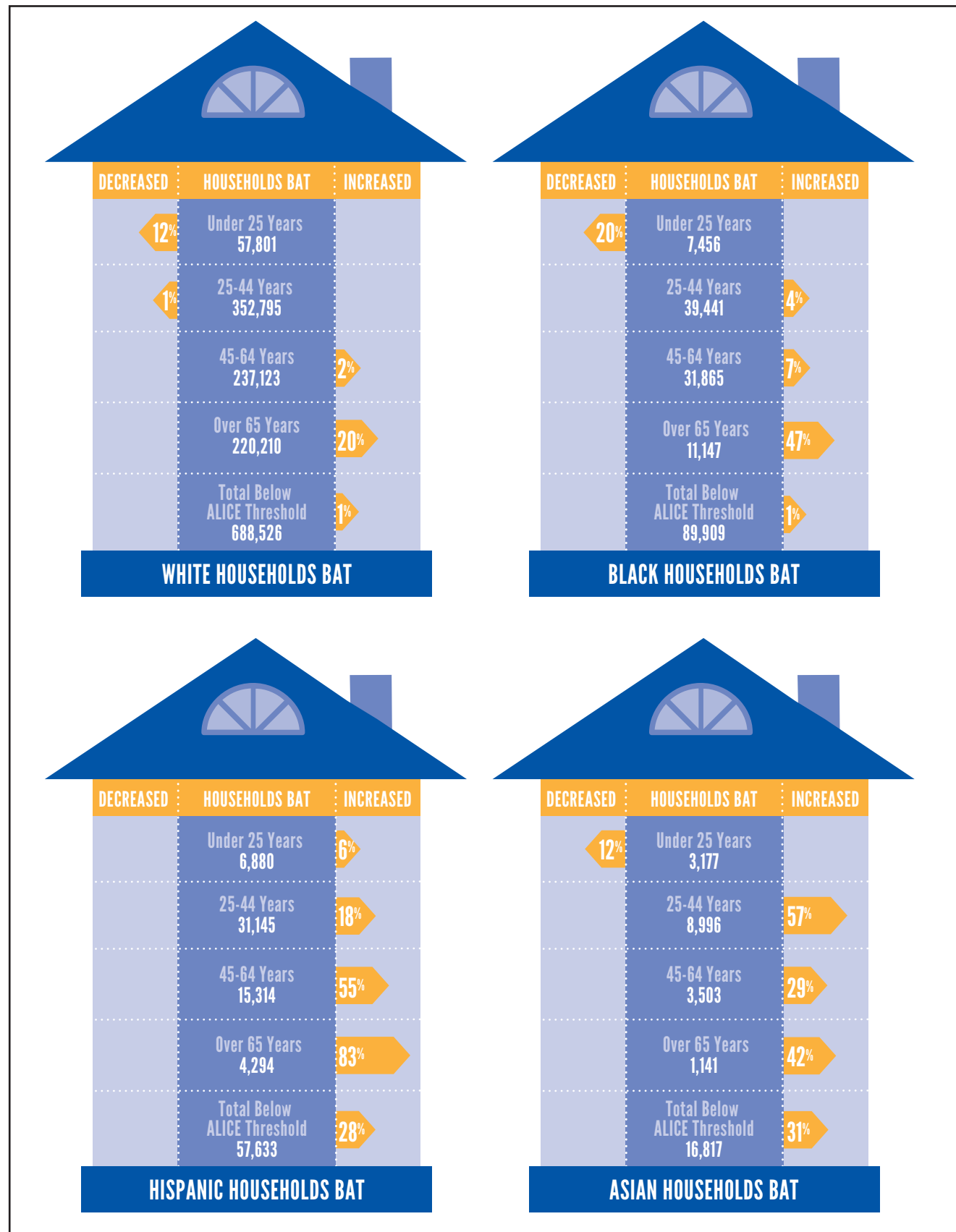
On a slightly different trajectory, White 45- to 64-year-old households actually fell by 4 percent, yet all other ethnicities increased in this age group: Hispanic households by 42 percent, Asian households by 28 percent, and Black households by 27 percent.

**Households earning below the ALICE Threshold increased across the board.** While the number of households earning below the ALICE Threshold in Wisconsin increased across almost all age and racial/ethnic groups from 2010 to 2016, the largest increases were among older Hispanic and Asian households. Hispanic 45- to 64-year-old households earning below the ALICE Threshold increased by 55 percent and senior Hispanic households by 83 percent, while Asian 45- to 64-year-old households earning below the ALICE Threshold increased by 29 percent and senior Asian households by 42 percent (Figure 5).

Groups that saw a decrease in total households — White, Black, and Asian under-25-year-old households — also experienced a decrease in households below the ALICE Threshold.

**Figure 5.**

**Households Below ALICE Threshold (BAT), by Age and Race/Ethnicity, Wisconsin, 2010 to 2016**

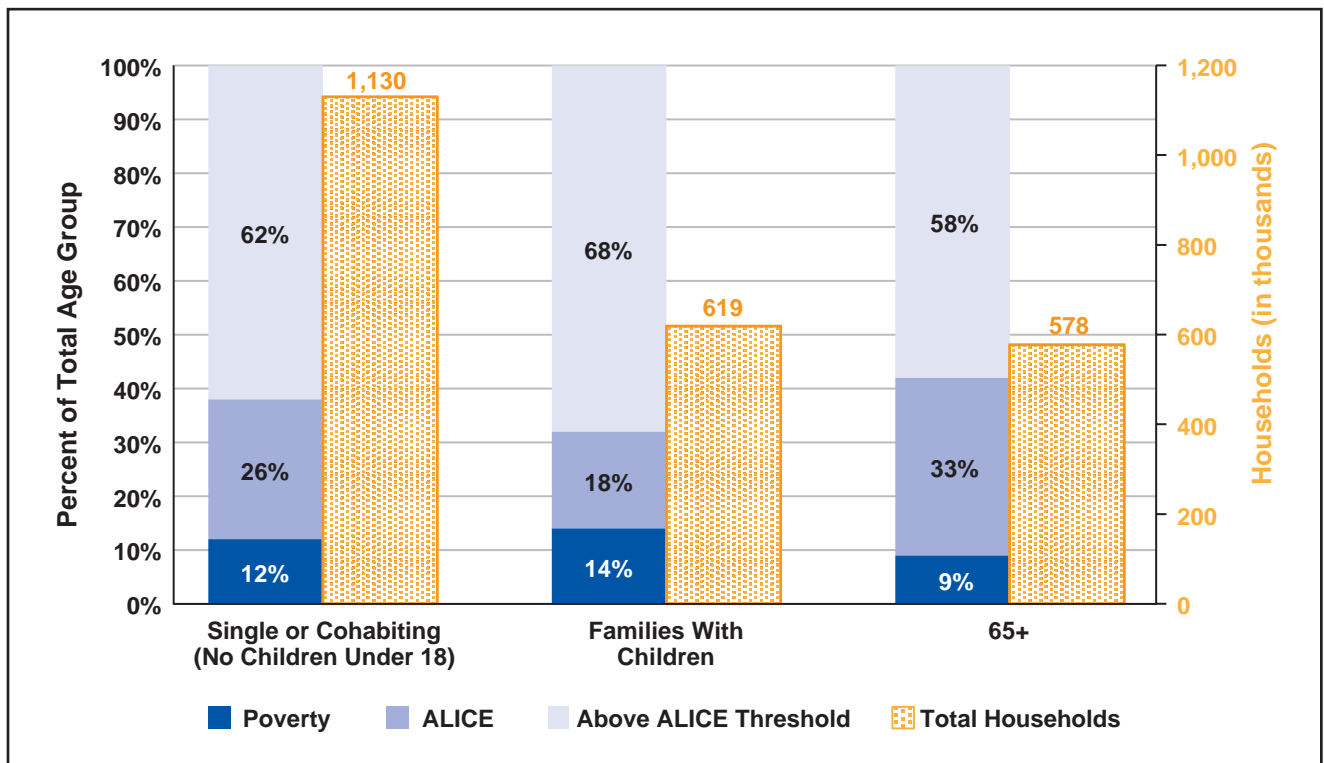


Source: American Community Survey, 2010-2016, and the ALICE Threshold, 2010-2016

# THE AMERICAN HOUSEHOLD IS CHANGING

There have been significant changes in Americans' living arrangements, and these changes partly explain the increasing number of ALICE households. After decades of declining marriage rates and rising levels of divorce, remarriage, and cohabitation, the household made up of a married couple with two children is no longer typical. Since the 1970s, U.S. households have trended toward smaller households, fewer households with children, and fewer married-couple households. There are also more people living alone, especially at older ages. People are increasingly living in a wider variety of arrangements, including singles living alone or with roommates, and grown children living with parents. The share of American adults who have never been married is at a historic high. Single or cohabiting adults under age 65 with no children under age 18 make up the largest household type in Wisconsin, accounting for 49 percent of households (Figure 6). Nationally, approximately 27 percent of all households are single-adult households younger than age 65 (Vespa, Lewis, & Kreider, 2013; Cohn & Caumont, 2016).

**Figure 6.**  
**Household Types by Income, Wisconsin, 2016**



Source: American Community Survey, 2016, and the ALICE Threshold, 2016

These single or cohabiting households without children under age 18 are also the group with the largest number of households below the ALICE Threshold in Wisconsin. In 2016, 430,178 of these households, 38 percent, had income below the ALICE Threshold (Figure 6), the same as in 2010 (American Community Survey, 2010 and 2016).

## Families With Children

Families with children are also changing, with mothers doing more paid work outside the home as the cost of living continues to rise. Nationally, in 2015, 42 percent of mothers were sole or primary breadwinners, bringing in 50 percent or more of family earnings, and another 22 percent were co-breadwinners, bringing home 25 to 49 percent of earnings. Traditional gender roles are changing for men as well, with fathers doing more housework and child care. Over the last 30 years, the number of stay-at-home fathers has doubled to 2.2 million, and the amount of housework fathers report doing has also doubled, to an average of nine hours a week (Glynn, 2016; Cohn & Caumont, 2016; Parker & Livingston, 2017; Livingston, 2014).

The composition of families with children is also changing. There is increasing variety in the structure of families, including those with several cohabiting generations and those with lesbian, gay, bisexual, and transgender (LGBT) parents. More than a quarter of married LGBT couples are now raising children, and the number of same-sex marriages more than doubled nationally from just before the *Windsor v. United States* Supreme Court ruling in 2013, which required the federal government to recognize state-sanctioned marriages of same-sex couples, to the 2015 Obergefell ruling that enabled same-sex marriage nationwide. Finally, the fluidity of the family has increased, with more children growing up amid changes including non-marital cohabitation, divorce, and remarriage. Households with combined children from parents' prior relationships are also on the rise (Cohn & Caumont, 2016; Pew Research Center, 2015; Gates & Brown, 2015).

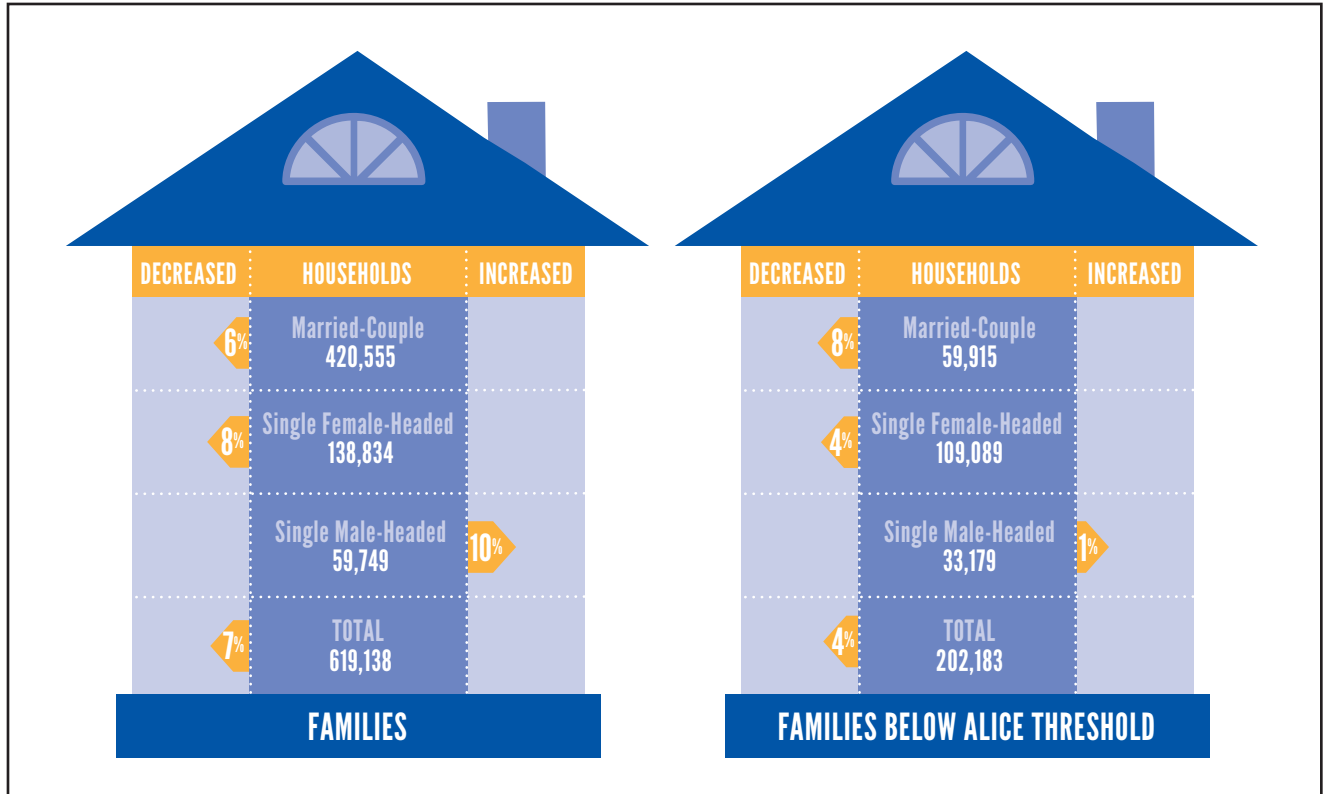
From 2010 to 2016, the number of Wisconsin families with children fell by 7 percent, while the number below the ALICE Threshold decreased by 4 percent. **By 2016, almost one-third (32 percent) of all Wisconsin families with children had income below the ALICE Threshold.**

In particular:

- **Married-parent families** decreased by 6 percent, as did the number below the ALICE Threshold (by 8 percent). This group made up nearly one-third of Wisconsin families with children below the ALICE Threshold in 2016.
- **Single-female-headed families** decreased by 8 percent, and the number below the ALICE Threshold fell by 4 percent. This group made up more than half of Wisconsin families with children below the ALICE Threshold in 2016.
- **Single-male-headed families**, the smallest group, was the only group to increase, rising by 10 percent, and the number below the ALICE Threshold increased as well, by 1 percent. This group made up 16 percent of Wisconsin families with children below the ALICE Threshold in 2016 (Figure 7).

The increase in the number of single-parent families may in part be due to how that arrangement is defined, and to people becoming more comfortable self-identifying as single parents. According to the U.S. Census, the category of single-parent households includes one parent as the sole adult (37 percent), or a parent with a cohabiting partner (11 percent), or a parent with another adult age 18 or older who lives in the home, such as a grown child or grandparent (52 percent). In other words, in most single-parent families, there are nonetheless two adults in the home, and therefore potentially two income-earners (Vespa, Lewis, & Kreider, 2013).

**Figure 7.**  
**Families With Children by Income, Wisconsin, 2010 to 2016**



Source: American Community Survey, 2010–2016, and the ALICE Threshold, 2010–2016

## CHANGES AT THE LOCAL LEVEL

The importance of where we live — particularly where we grow up — in determining the directions that our lives take has been well demonstrated by the Harvard Equality of Opportunity Project (Chetty & Hendren, 2015). Local economic conditions largely determine the number of households that struggle financially in a given county or state. Examining these conditions gives a clearer, localized picture of the minimum income families need to afford basic household necessities.

### ALICE by County

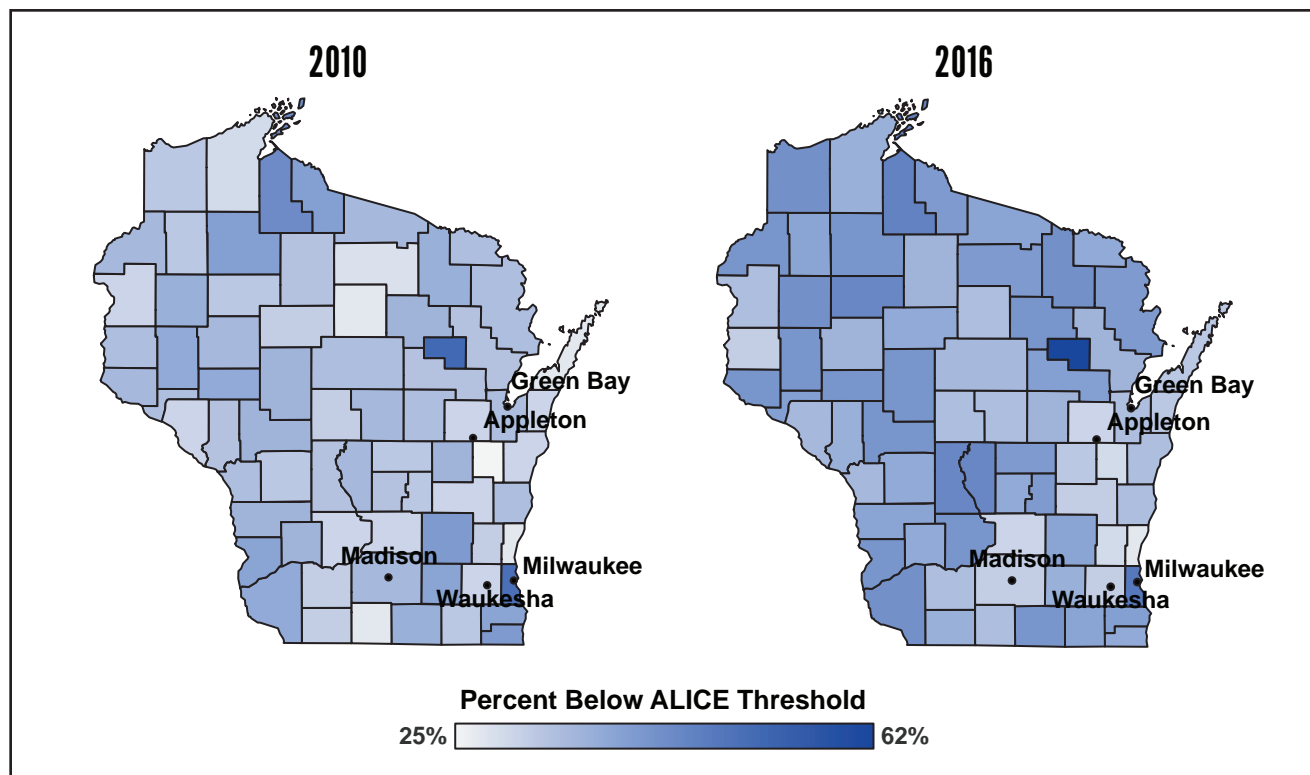
Counties are small enough to reveal regional variation and large enough to provide reliable, consistent data. Behind the Wisconsin state average, there is enormous variation among counties in the percentage of ALICE and poverty-level households, ranging from 28 percent of households with income below the ALICE Threshold in Calumet and Ozaukee counties to 62 percent in Menominee County. Contrary to stereotypes that suggest financial hardship only exists in inner cities, ALICE families live in every county in Wisconsin, across rural, urban, and suburban areas (Figure 8).

County data also provides a useful lens on changes in financial hardship from 2010 and 2016. Overall, more Wisconsin counties had a higher percentage of households with income below the ALICE Threshold in 2016 than in 2010.



**Figure 8.**

**Percentage of Households With Income Below the ALICE Threshold by County, Wisconsin, 2010 and 2016**



Source: American Community Survey, 2010 and 2016, and the ALICE Threshold, 2010 and 2016. Details on each county's household income and ALICE demographics, as well as further breakdown by municipality, are listed in the ALICE County Pages and Data File at [UnitedWayALICE.org](http://UnitedWayALICE.org)

## ALICE by Towns and Cities

Looking at household income by towns and cities provides another view of financial hardship in Wisconsin. In 2016, ALICE and poverty-level households represented more than 35 percent of households in most Wisconsin towns and cities. Data from Wisconsin's smaller towns and cities is limited to five-year estimates, making it more difficult to track. However, there is reliable data on change over time for the state's largest cities and towns.

Wisconsin's largest cities — those with more than 20,000 households — are leading many of the demographic changes in the state, and this is reflected in their changing numbers of households and the proportion of those households earning below the ALICE Threshold. From 2010 to 2016, several cities experienced significant growth in total population (by 7 percent or more in Eau Claire, Oshkosh, and Madison) and others experienced a significant increase in the percentage of households below the ALICE Threshold (by more than 20 percent in Eau Claire and Janesville). Only two cities had negative population growth (La Crosse and Sheboygan), and three saw a decrease in the percentage of households below the ALICE Threshold (Milwaukee, Madison, and Kenosha, each by 7 percent or less) (Figure 9).

**Figure 9.**  
**Households Below the ALICE Threshold, Largest Cities and Towns in Wisconsin, 2016**

Largest Cities and Towns (Above 20,000 Households)	Number of Households 2016	Percentage of Households Below ALICE Threshold 2016	Percent Change 2010–2016	
			TOTAL HOUSEHOLDS	HOUSEHOLDS BELOW ALICE THRESHOLD
Milwaukee	228,283	58%	0%	-3%
Madison	109,549	38%	9%	-5%
Green Bay	43,285	45%	3%	8%
Kenosha	38,531	44%	1%	-7%
Racine	30,599	60%	1%	9%
Waukesha	29,102	48%	2%	13%
Appleton	28,852	36%	0%	5%
Eau Claire	27,912	47%	7%	24%
West Allis	27,604	50%	2%	9%
Oshkosh	26,655	43%	8%	4%
Janesville	26,098	43%	3%	21%
La Crosse	20,882	52%	-2%	14%
Wauwatosa	20,623	31%	2%	11%
Sheboygan	20,574	46%	-1%	10%

Source: American Community Survey, 2010–2016, and the ALICE Threshold, 2010-2016; For additional data, visit our website: [UnitedWayALICE.org](http://UnitedWayALICE.org)

## COMPOUNDING FACTORS

This Report highlights the great variations among ALICE households by age, race and ethnicity, and location — variations often masked by state and national averages. As discussed in the 2016 United Way ALICE Report for Wisconsin, other factors can also make households more likely to be ALICE or to be in poverty. These include being a household headed by a recent immigrant, especially those who are undocumented or unskilled; by someone with low proficiency in English; by an LGBT individual (though gay men, particularly those in married couples, are less likely to be low-income than other LGBT groups); by someone with a low level of education; or by someone living with a disability. Groups with more than one of these factors — younger combat veterans, for example, who may have both a disability and a low level of education, or ex-offenders, many of whom are Black and may have a low level of formal education — are even more likely to fall below the ALICE Threshold. Awareness of these challenges has increased within the culture, and this Report highlights some examples of structural change in the workplace designed to increase opportunity for these groups. However, these systemic trends persist in Wisconsin, as they do across the country (Bui, 2016).

# II. WHAT DOES IT COST TO LIVE IN TODAY'S ECONOMY?

## THE HOUSEHOLD SURVIVAL BUDGET

The Household Survival Budget reflects the bare minimum cost to live and work in the modern economy. In 2016, the average Household Survival Budget in Wisconsin was \$61,620 for a four-person family and \$19,848 for a single adult (Figure 10). These costs continue to outpace the rate of inflation. The hourly wage necessary to support a family budget is \$30.81 for one parent working 40 hours per week, 50 weeks per year (or \$15.41 per hour each, if two parents work), and \$9.92 per hour, full time, for a single adult (Figure 10).

**Figure 10.**  
**Household Survival Budget, Wisconsin Average, 2016**

Household Survival Budget, Wisconsin Average, 2016			Percent Change 2010-2016	
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>				
Housing	\$492	\$735	6%	12%
Child Care	\$-	\$1,231	N/A	-9%
Food	\$158	\$525	0%	10%
Transportation	\$349	\$698	15%	15%
Health Care	\$215	\$802	90%	76%
Technology*	\$55	\$75	N/A	N/A
Miscellaneous	\$150	\$467	24%	18%
Taxes	\$235	\$602	38%	43%
<b>Monthly Total</b>	<b>\$1,654</b>	<b>\$5,135</b>	<b>24%</b>	<b>18%</b>
<b>ANNUAL TOTAL</b>	<b>\$19,848</b>	<b>\$61,620</b>	<b>24%</b>	<b>18%</b>
<b>Hourly Wage**</b>	<b>\$9.92</b>	<b>\$30.81</b>	<b>24%</b>	<b>18%</b>

\*New to budget in 2016

\*\*Full-time wage required to support this budget

Source: U.S. Department of Housing and Urban Development, 2016; U.S. Department of Agriculture, 2016; Bureau of Labor Statistics, 2016; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016. For the Methodology Overview and additional data, visit our website: [UnitedWayALICE.org](http://UnitedWayALICE.org)

The cost of household basics in the Household Survival Budget — housing, child care, food, transportation, health care, technology, and taxes — increased by 24 percent for a single adult and 18 percent for a family of four from 2010 to 2016 in Wisconsin. These higher costs outpaced the 9 percent national rate of inflation during that period. National median earnings increased by 11 percent, compared to a 14 percent increase in Wisconsin. The rise in the Household Survival Budget in Wisconsin was driven primarily by the addition of a smartphone and substantial increases in the cost of transportation and health care. Higher health care costs stem primarily from an increase in out-of-pocket health care costs and to a lesser degree from the addition of the Affordable Care Act penalty, both of which our methodology assumes ALICE households pay because they are uninsured (for more details on health care costs, see the Methodology Overview on our website: [UnitedWayALICE.org](http://UnitedWayALICE.org)) (Bradley, 2017).

# SURVIVAL BUDGET COMPONENTS

**Housing:** The housing budget uses the U.S. Department of Housing and Urban Development's Fair Market Rent for an efficiency apartment for a single adult and a two-bedroom apartment for a family. The cost includes utilities but not telephone service, and it does not include a security deposit.

**Child Care:** The child care budget represents the cost of home-based child care for an infant and a 4-year-old. Home-based child care sites are not regulated by state law and the YoungStar quality rating system is used only by some sites, so the quality of care may vary widely between locations. Licensed child care centers, which are fully regulated to meet standards of quality care, are significantly more expensive.

**Food:** The food budget is based on the U.S. Department of Agriculture's Thrifty Food Plan, which is also the basis for benefits from the Supplemental Nutrition Assistance Program and Special Supplemental Nutrition Program for Women, Infants, and Children.

Like the USDA's original Economy Food Plan, the Thrifty Food Plan was designed to meet the nutritional requirements of a healthy diet, but it includes foods that need a lot of home preparation time with little waste, plus skill in both buying and preparing food. The cost of the Thrifty Food Plan takes into account broad regional variation across the country but not localized variation, which can be even greater, especially for fruits and vegetables (Hanson, 2008; Leibtag & Kumcu, 2011).

**Transportation:** The transportation budget is calculated using average annual expenditures for transportation by car and by public transportation from the Bureau of Labor Statistics' Consumer Expenditure Survey (CES). Since the CES is reported by metropolitan statistical areas and regions, counties are matched with the most local level possible.

**Health Care:** The health care budget includes nominal out-of-pocket health care spending, medical services, prescription drugs, and medical supplies using the average annual health expenditure reported in the CES, plus a penalty for not purchasing insurance as mandated by the Affordable Care Act. Because ALICE households do not qualify for Medicaid or for Silver Marketplace subsidies and yet cannot afford even the lowest-cost Bronze Plan premiums and deductibles, the budget uses the cost of the "shared responsibility payment" — the penalty for not having coverage that was required of households in 2016. That year, the penalty was \$695 annually for a single adult and \$2,085 for a family of four.

**Technology:** Because cell phones have become essential for workers, the cost of a smartphone is added to the Household Survival Budget for each adult in the household. The cost is based on the cheapest available as reported by Consumer Reports. While there are government subsidies for low-income residents, the income eligibility threshold (135 percent of the FPL) is significantly less than the ALICE Threshold, so these subsidies are excluded.

**Miscellaneous:** The miscellaneous category includes 10 percent of the budget total (including taxes) to cover cost overruns. This category can also cover additional essentials such as toiletries, diapers, cleaning supplies, or work clothes.

**Taxes:** The tax budget includes both federal and state income taxes where applicable, as well as Social Security and Medicare taxes. These rates include standard federal and state deductions and exemptions, as well as the federal Child Tax Credit and the Child and Dependent Care Credit as defined in the Internal Revenue Service's *Form 1040: Individual Income Tax, Forms and Instructions*. They also include state tax deductions and exemptions such as the Personal Tax Credit and renter's credit as defined in each state Department of Revenue's *Form 1040: Individual Income Tax, Forms and Instructions*. In most cases, ALICE households do not qualify for the Earned Income Tax Credit.

Across the country, the cost of basic necessities has risen faster than the cost of the wider range of goods included in the Consumer Price Index over the last 30 years. While steady increases are difficult for ALICE families, volatility presents another set of challenges, especially for budgeting. Of all expenses, food and energy costs have been the most volatile (Church, 2015; Church & Stewart, 2013).

The Household Survival Budget varies across Wisconsin's counties. In 2016, the basic essentials were least expensive for a family in Price County at \$55,392 per year, and for a single adult in Iron, Pepin, and Taylor counties at \$18,324. They were most expensive for a family in Dane County at \$77,616, and for a single adult in Pierce County at \$24,600. A Household Survival Budget for each county in Wisconsin is presented in the County Pages available on our website: [UnitedWayALICE.org](http://UnitedWayALICE.org).

## COST OF LIVING FOR SENIORS

It is particularly important to understand the financial challenges seniors, the largest population in the U.S., face. As people age, health issues increase along with associated costs of care. Even with Social Security and Medicare, many seniors struggle financially. As Figure 11 illustrates, Social Security provides, on average, sufficient funds for seniors to live above the FPL. According to a study by the Pew Foundation, without Social Security, the poverty rate among seniors in the U.S. would have been more than 50 percent in 2014 — more than triple the actual rate of 15 percent. Yet Social Security is not enough to cover a basic household budget, and the gap between benefits and expenses is getting wider. The purchasing power of Social Security payments dropped by 30 percent from 2000 to 2015, according to a study by the nonpartisan Senior Citizens League (Johnson, 2017; Grovum, 2014).

While Medicare provides crucial health care coverage and many seniors would be far worse off without it, the benefit does not cover all health care. It notably omits most dental and foot care, eye exams and glasses, home health aides, and most health care equipment. Nor does it cover short-term custodial care or long-term care (Centers for Medicare & Medicaid Services, 2016; Foster A. C., 2016; Centers for Medicare & Medicaid Services, 2018).

The Household Survival Budget does not take into account different spending patterns for some seniors; its costs for housing, food, and transportation are on target for seniors who are healthy and working. However, many seniors face additional health care-related expenses, including in-home health care, residential assisted living care, and residential nursing care. These are compared in Figure 11.

The Elder Economic Security Standard™ Index (the Elder Index), a budget tool from the Gerontology Institute at the University of Massachusetts Boston and the National Council on Aging, includes additional expenses that older people often incur, primarily in health care. The Elder Index is a measure of how much money seniors require in order to meet basic needs and age in place with dignity. As a basic budget, it does not include the cost of auto or home repairs, housekeeping services such as cooking or cleaning, home health aide services for personal care such as bathing and dressing, or adult day health care. Yet in Wisconsin, even at this basic level, the Index's budget calculation for a senior renter in 2016 is still 11 percent higher than the Household Survival Budget (National Council on Aging, 2017; Genworth, 2016).

As more health care is required, basic budget costs for seniors increase:

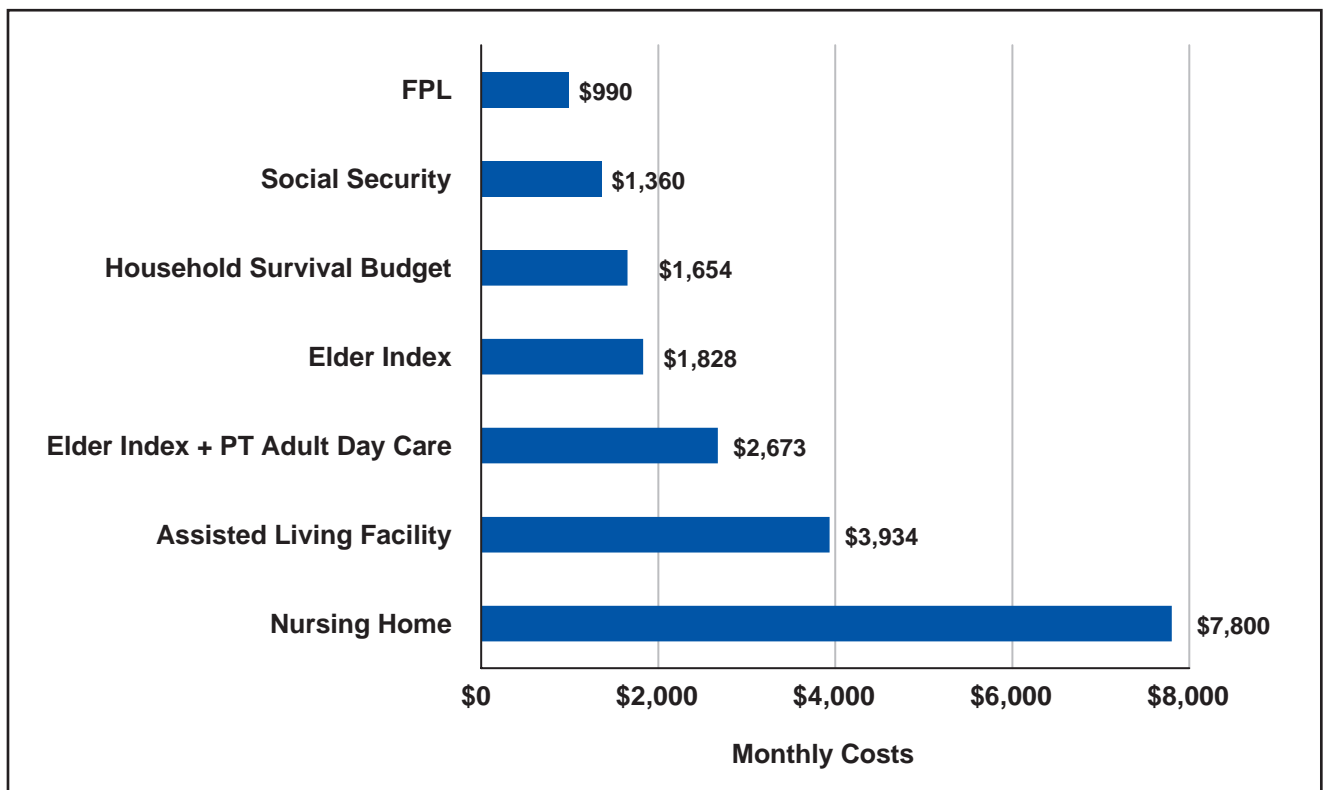
**Adult day care:** Adding three days per week of adult day care to the Elder Index budget increases that budget by 46 percent, an additional expense almost as large as a mortgage. If a senior is injured, Medicare covers skilled nursing care necessary for recovery — 100 percent of the cost for the first 20 days and 80 percent afterward up to the 100-day mark — but it does not cover care for longer-term conditions (Genworth, 2016).

**Assisted living:** The cost of assisted living arrangements adds even more expense — and the number of seniors needing these arrangements is increasing rapidly, in part due to higher rates of debilitating chronic conditions such as diabetes, cancer, high cholesterol, and high blood pressure. The national median monthly rate for an assisted living facility with personal care and health services was \$3,934 per month (\$47,208 annually) in 2016 — 138 percent higher than the Household Survival Budget for a single adult in Wisconsin and 115 percent higher than the Elder Index budget.

**Nursing home care:** A nursing home with 24-hour, on-site nursing care is even more expensive, at \$7,800 per month (\$93,600 annually) for a semi-private room — 372 percent higher than the Household Survival Budget in Wisconsin and 327 percent higher than the Elder Index budget.

Medicare covers the cost of medically necessary care during short-term stays in a nursing facility, but not custodial care (such as help with bathing and dressing) or long-term care (Genworth, 2016). Medicaid pays for an estimated half of total nursing home costs in the U.S. annually and is the largest payer of nursing home care. Yet it has strict eligibility guidelines: 100 percent of costs are covered only for those who make less than \$26,460 annually and have less than \$2,000 in assets, though requirements vary depending on age, marital status, veteran status, and state of residence (Genworth, 2016; Bradley, 2017).

**Figure 11.**  
**Comparison of Senior Budgets for a Single Adult, Wisconsin, 2016**



Source: Household Survival Budget, 2016; Genworth, 2016; Mutchler, Li, & Xu, 2016; Social Security Administration, 2017; U.S. Department of Health and Human Services, 2016

# HOW DOES THE SURVIVAL BUDGET COMPARE?

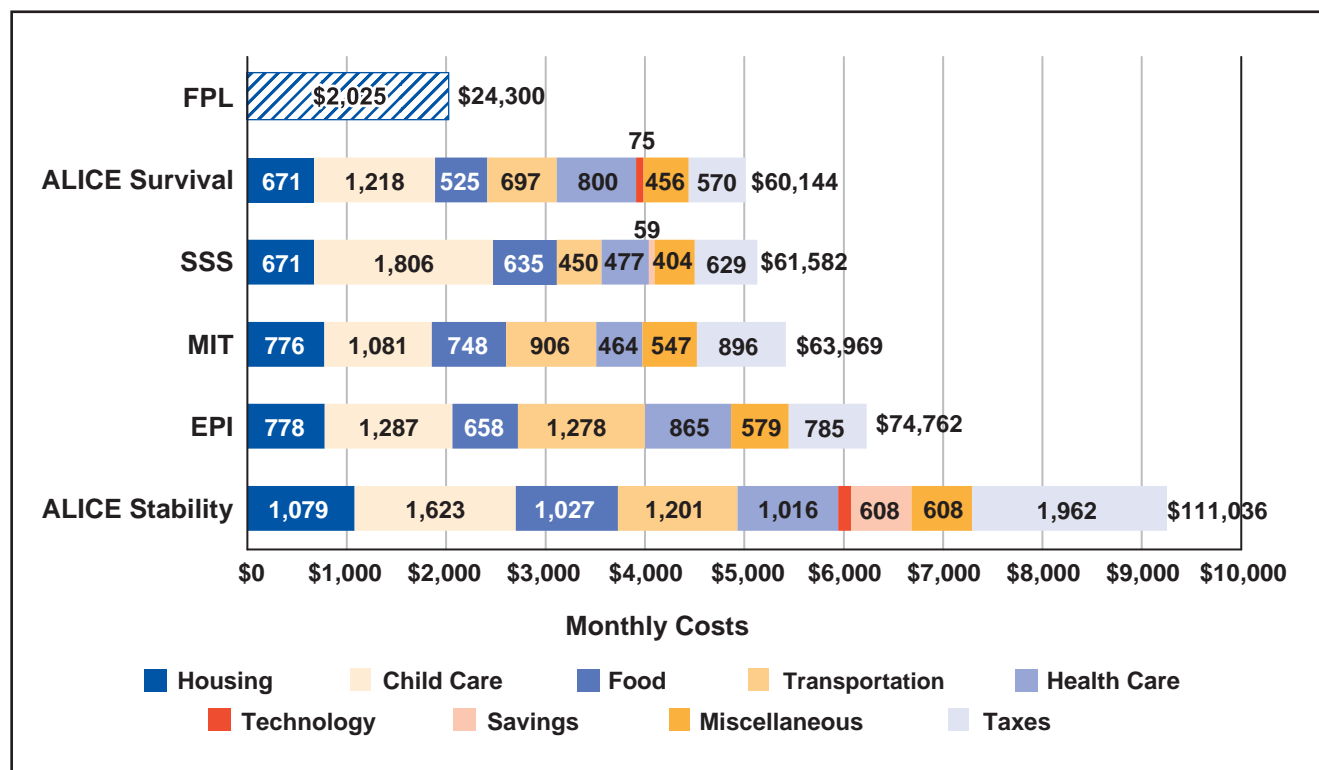
The Household Survival Budget measures the bare-minimum costs for a household to live and work in the modern economy, calculated for actual household expenditures. Here it is compared to less modest budgets created by other organizations, which use different sets of measures. The Self-Sufficiency Standard measures the income necessary to meet a family's basic needs without assistance. The Massachusetts Institute of Technology (MIT) Living Wage Calculator measures the minimum employment earnings necessary to meet a family's basic needs while also maintaining self-sufficiency. The Economic Policy Institute's (EPI) Family Budget Calculator measures the cost to provide a reasonably secure yet modest standard of living.

In addition, this Report presents another budget, the Household Stability Budget, which provides for stability over time, a reasonable quality of life, and a measure of future financial security. It is the most expensive of the budgets because it estimates what it costs to support and sustain a secure, economically viable household; this budget highlights how far short of that level an ALICE family's earnings fall. The statewide average Wisconsin Household Stability Budget for a four-person family is moderate in what it includes, yet it still totals \$110,196 per year — almost double both the Household Survival Budget of \$61,620 and the Wisconsin median family income of \$56,811 per year. To afford the Household Stability Budget for a two-parent family, each parent must earn \$27.55 per hour or one parent must earn \$55.10 per hour.

The statewide average Household Stability Budget for a single adult totals \$32,700 per year, 65 percent higher than the single-adult Household Survival Budget, but less than the Wisconsin median earnings for a single adult of \$35,803. To afford the Household Stability Budget, a single adult must earn \$16.35 per hour. The Stability Budget for various household types is available at [UnitedWayALICE.org/Wisconsin](http://UnitedWayALICE.org/Wisconsin).

Comparing these four budgets and the FPL for Green County helps put these different tools in perspective (Figure 12).

**Figure 12.**  
**Comparison of Household Budgets (Family of Four), Green County, Wisconsin, 2016**



Source: American Community Survey, 2016; ALICE Household Survival Budget, 2016; Pearce, 2016; MIT, 2016; Economic Policy Institute, 2018



Using the example of Green County, the FPL provides the lowest measure — \$24,300 per year for a family of four (U.S. Department of Health and Human Services, 2016). After the FPL, the Household Survival Budget has the lowest costs. The Self-Sufficiency Standard is 2 percent higher than the Household Survival Budget. The MIT budget is 6 percent higher (using 2015 costs, the latest provided); the EPI budget is 24 percent higher (in 2017 costs). The Household Stability Budget is the most expensive, at 85 percent higher. A detailed comparison of the budgets is outlined below (Economic Policy Institute, 2015; Glasmeier A. K., 2018; Pearce, 2016) (Figure 13).

The budgets all use similar calculations for taxes, but as each total budget increases, the income needed to cover the expenses also increases, and higher income results in a larger tax bill (U.S. Department of Health and Human Services, 2016; Gould, Cooke, Kimball, & Davis, 2015; Glasmeier & Nadeau, 2017).



**Figure 13.**  
**Comparison of Household Budgets by Category, Wisconsin, 2016**

	<b>Household Survival Budget</b>	<b>Self-Sufficiency Standard</b>	<b>MIT Living Wage Calculator</b>	<b>EPI Family Budget Calculator</b>	<b>Household Stability Budget</b>
<b>Objective</b>	Calculate the bare minimum needed to live and work in the modern economy	Make ends meet without public or private assistance	Meet a family's basic needs while also maintaining self-sufficiency	Provide a reasonably secure yet modest standard of living	Support and sustain a secure and economically viable household
<b>Housing</b>	HUD's 40 <sup>th</sup> rent percentile for a two-bedroom apartment (which includes all utilities whether paid by landlord/owner or by renter)	HUD's 40 <sup>th</sup> rent percentile for a two-bedroom apartment	HUD's 40 <sup>th</sup> rent percentile for a two-bedroom apartment, plus additional utilities above HUD's estimate	HUD's 40 <sup>th</sup> rent percentile for a two-bedroom apartment, plus additional utilities above HUD's estimate	Median rent for single adults and single parents, and a moderate house with a mortgage for a two-parent family
<b>Child Care</b>	Home-based child care for an infant and a preschooler	Full-time care for infants and preschoolers and part-time before- and after-school care for school-age children using weighted average of family child care and center child care	Lowest-cost child care option available (usually home-based care) for a 4-year-old and a school-age child, whose care is generally less costly than infant care	Lowest-cost child care option available (center care in metro area or family care in non-metro area) for a 4-year-old; after-school and summer care for an 8-year-old; all generally less costly than infant care	Licensed and accredited center for an infant and a preschooler
<b>Food</b>	USDA's Thrifty Food Plan for a family of four	USDA's Low-Cost Food Plan, varying food costs by the number and ages of children and the number and gender of adults	USDA's Low-Cost Food Plan for a family of four	USDA's Low-Cost Food Plan national average for a family of four, adjusted for county-level variation	USDA's Moderate Food Plan, plus one meal out per month
<b>Transportation</b>	Operating costs for a car, or public transportation where available	Operating and ownership costs for one car per adult, or public transportation where available	Operating costs for a car, vehicle expenses and financing, and public transportation	Operating costs for a car based on county-level data	Operating costs for a car, plus cost for leasing one car
<b>Health Care</b>	Out-of-pocket health care expenses, plus the Affordable Care Act (ACA) penalty	Employer-sponsored health insurance plus out-of-pocket health-care costs	Employer-sponsored health insurance, medical services and supplies, and prescription drugs	ACA's least expensive plan, plus out-of-pocket health care costs	Employer-sponsored health insurance, plus out-of-pocket health care costs
<b>Technology</b>	Lowest-cost smartphone plan for each adult in household	Included in Miscellaneous	None	Included in Miscellaneous	Cost of smartphone for each adult in household and basic home internet service
<b>Miscellaneous</b>	Cost overruns, estimated at 10 percent of budget	All other essentials including clothing, shoes, paper products, diapers, nonprescription medicines, cleaning products, household items, personal hygiene items, and telephone service; estimated at 10 percent of budget	Includes essential clothing and household expenses	"Other Necessities" includes apparel, entertainment, personal care expenses, household supplies, telephone services, and school supplies	Cost overruns contingency as well as savings; each is 10 percent of budget
<b>Savings</b>	None	Amount needed to cover living expenses minus unemployment benefits.	None	None	To ensure stability over time, monthly savings set at 10 percent of budget
<b>Latest Year Data Available</b>	2016	2016	2015	2017	2016

Source: Economic Policy Institute, March 2018; Gould, Cooke, Kimball, & Davis, 2015; Glasmeier & Nadeau, 2017; Pearce, 2016; and ALICE Methodology Overview, 2018 available at [UnitedWayALICE.org](http://UnitedWayALICE.org)

# III. ALICE IN THE WORKFORCE

Today, ALICE workers primarily hold jobs in occupations that build and repair our infrastructure and educate and care for the workforce. This range of jobs is broader than the service sector, and it ensures that the economy runs smoothly. These workers were aptly described as “maintainers” by technology scholars Lee Vinsel and Andrew Russel in 2016. Yet despite ALICE workers’ importance to the economy, improvements in employment and productivity still have not enabled many of them to earn enough to afford a basic household budget (Vinsel & Russell, 2016; Frey & Osborne, September 2013).

ALICE workers across the U.S. are still struggling for several reasons:

- **The structure of the new economy** has shifted more risk and fewer gains to workers and added more technological disruption.
- **The persistence of low wages** and increasingly unstable work schedules makes it harder to earn a viable annual income.
- **Barriers to finding stable employment and being promoted can be rooted in discrimination**, such as by race/ethnicity, sex, gender identity, sexual orientation, and immigration status. Other barriers include level of education as well as the location and size of businesses.

## THE NEW ECONOMY: NATIONAL TRENDS

While discussion of the economy today often focuses on novel jobs (such as Uber drivers) and automation, there are some larger, underlying national trends that are reshaping the financial landscape for families as well as businesses. These include the shift of risk from employers to workers, technological disruption of processes and services, and the increasing importance of short-term productivity gains.

### Workers at Risk

In 2016, as the economy approached full employment (defined as less than 5 percent unemployment) in many parts of Wisconsin, ALICE workers were more likely to be employed, but their income still lagged behind the cost of living in most areas. In some cases, the problem is simply low wages. But there is also the challenge of finding full-time, continuous work.

Over the last decade there has been a shift away from traditional full-time, full-benefit jobs. In 2017, up to one-third of the workforce nationally was working as a consultant or contingent worker, temp, freelancer, or contractor within the so-called gig economy. As a result, more and more workers are experiencing gaps in employment and less regular schedules, and going without retirement plans, health insurance, and worker safety protections. Many gig-economy workers struggle to pay ongoing monthly expenses or to qualify for loans or other financial products that require regular income. In addition, they are significantly more likely to report economic anxiety than regular full-time workers (Gaggl & Eden, 2015; Abraham, Haltiwanger, Sandusky, & Spletzer, 2016; Katz & Krueger, 2016; Freelancers Union & Elance-oDesk, 2016; Wald, 2014; U.S. Government Accountability Office, 2015; Edison Research, 2018).

Declining unemployment rates also do not reflect the larger number of people outside the traditional labor force (defined as people aged 16 to 64 years old). There are significant numbers of potential workers who are currently not participating in the workforce: After rising for more than three decades, the overall U.S. labor-force participation rate peaked in early 2000 at 67 percent, and subsequently trended down to 63 percent in 2016. There are workers who are underemployed (working fewer hours than they want, in either the traditional or the gig economy), and those who have accepted a lower income than they had in the past (Hipple, 2015; Bureau of Labor Statistics, 2016).

In addition, workers older than 65 years are a huge labor reserve, as many want — or need — to work beyond the traditional retirement age of 65. The average retirement age rose from 62 in the mid-1990s to 64 in 2015 for men, and from 60 to 62 for women. The proportion of the population age 65 and older in the labor force increased from 12 percent in 1990 to 18 percent in 2016. The increase in working senior women was one of the main drivers of this trend (Kromer & Howard, 2013; Desilver, 2016; Munnell, 2011; Munnell, 2015).

## Automation

The automation of many jobs has improved safety, reducing the risk of injury for workers such as coal miners, and increasing quality control in services such as pharmaceutical dispensing. The regularity of these processes reduces room for human error and will continue to improve public safety through real-time monitoring and reaction in occupations such as long-distance driving and emergency response (MWES Engineered Systems, 2018; McKinsey Global Institute, 2017).

Many are predicting the demise of ALICE workers' maintainer jobs due to automation; recent research and media coverage often focus on innovations that automate jobs, such as self-checkout lines at the grocery store. Yet jobs that repair the physical infrastructure and care for the workforce are actually predicted to grow faster than all other types of occupations in the coming decades. And many innovations, like online customer service, have created new maintainer jobs rather than replacing them with automation (as discussed further in Section VI). It is more realistic to acknowledge that ALICE workers' maintainer jobs, in one form or another, are here to stay (Vinsel & Russell, 2016; Frey & Osborne, September 2013).

## Productivity

Gains in productivity have traditionally been shared across the economy with workers, management, and even communities. In the last few decades, there has been a shift away from this shared prosperity. Compensation for most workers, especially in maintainer jobs, has not increased with the cost of living, even in cases where there have been significant gains in productivity. Instead of sharing gains with employees, companies have chosen to spend more on capital, and more recently on profits and dividends to increase stock prices. Since most corporate leaders' compensation is directly linked to stock prices, they have benefited hugely from this practice; the compensation of top U.S. executives has doubled or tripled since the first half of the 1990s, while workers' wages have remained flat. Investment in capital can have long-term benefits, but the shift in strategy to focus on short-term stock prices reduces prosperity — for wages and stock prices alike — in the long term (Economic Policy Institute, 2017; Sprague & Giandrea, 2017; Lazonick, 2014).

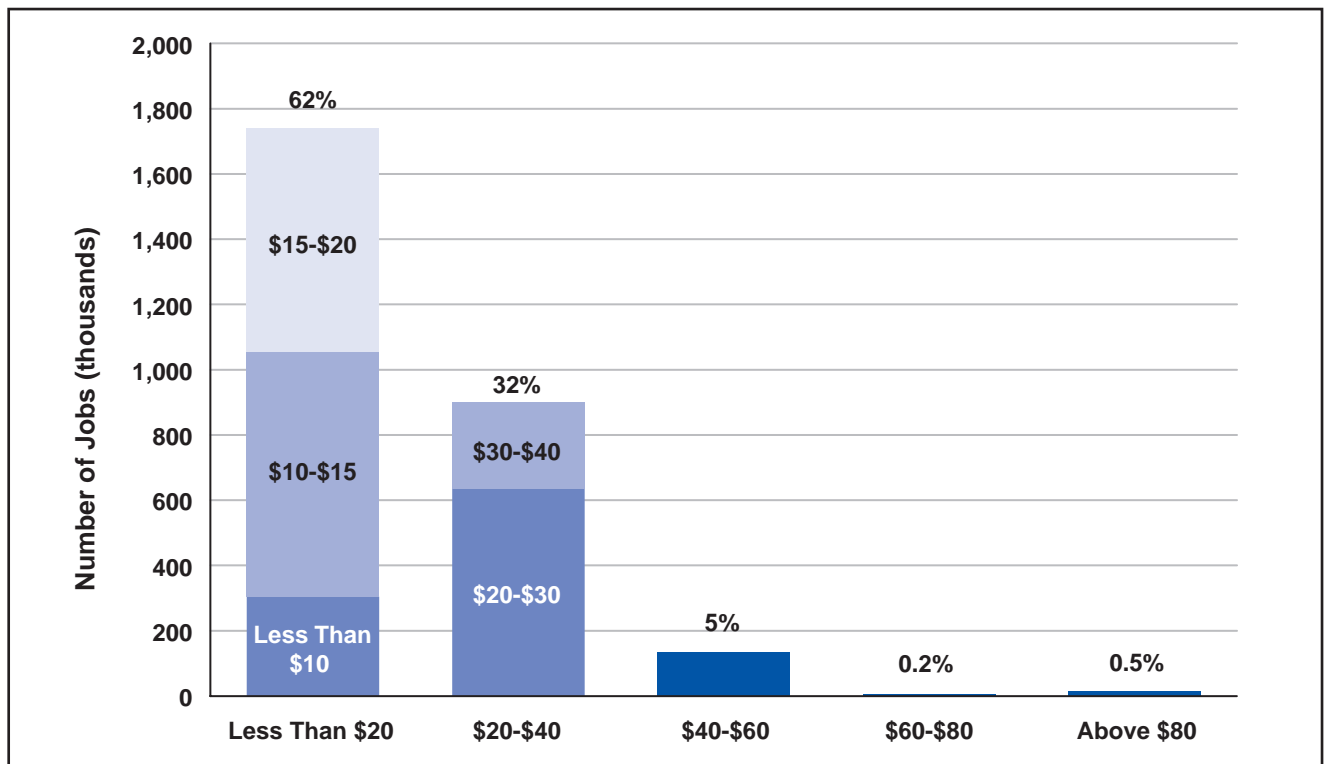
# THE WISCONSIN ECONOMY: LOW WAGES

The Wisconsin economy has grown since the economic recovery began in 2010, and the unemployment rate is low. Yet overall, real wages declined from 2010 to 2015 in Wisconsin, then started to increase. Though the Wisconsin economy is diversifying, it is still reliant on the manufacturing sector, where productivity has been flat since 2010 (Guo & Williams, 2018; Nunley, 2018).

Low-wage jobs continue to dominate the Wisconsin economy. The continued decline in the share of income going to workers, and the fact that medium-wage jobs have not returned, make it more challenging for workers to find jobs with wages that can support even a basic household budget.

With 2.8 million total jobs in Wisconsin recorded by the Bureau of Labor Statistics in 2016, the job market has shown improvement since 2010, but it has not returned to its 2007 size. **In addition, 62 percent of Wisconsin's jobs pay less than \$20 per hour, with 61 percent of those jobs paying less than \$15 per hour** (Figure 14). A full-time job that pays \$15 per hour grosses \$30,000 per year, which is less than half of the Household Survival Budget for a family of four in Wisconsin (Bureau of Labor Statistics, 2007 and 2016).

**Figure 14.**  
**Number of Jobs by Hourly Wage, Wisconsin, 2016**



Source: Bureau of Labor Statistics, Occupational Employment Statistics (OES) Wage Survey – All Industries Combined, 2016

The top 20 occupations in Wisconsin in terms of total employment are predominantly maintainer jobs, which are more likely to pay low wages. Of these occupations, only two — general and operations managers and registered nurses — paid enough in 2016 to support the family Household Survival Budget, a minimum of \$30.81 per hour (Figure 15).

Retail sales, the most common occupation in Wisconsin, pays a wage that is well below what is needed to make ends meet. The state's more than 85,000 retail salespeople make an average of \$10.13 per hour, or

\$20,260 if working full-time, year-round. These jobs fall short of meeting the family Household Survival Budget by more than \$41,000 per year. Even if both parents in a two-parent family worked full time at this wage, they would fall short of the Household Survival Budget by \$21,000 per year.

The changing economic landscape is also apparent in the decrease in the number of traditional jobs such as cashiers and nursing assistants. Jobs that are increasing the most — personal care aides (which nearly quadrupled since 2010), office clerks, and customer service representatives — have wages of less than \$20 per hour. There has also been growth in median hourly wages, with wages in six occupations — office clerks, bookkeeping and accounting clerks, customer service representatives, laborers and movers, personal care aides, and nursing assistants — growing faster than the rate of inflation. But only one group — laborers and movers — saw wages increase at the same rate as the cost of the Household Survival Budget (Bureau of Labor Statistics, 2010 and 2016).

**Figure 15.**  
**Top 20 Occupations by Employment and Wage, Wisconsin, 2016**

OCCUPATION	2016		Percent Change 2010-2016	
	NUMBER OF JOBS	MEDIAN HOURLY WAGE	NUMBER OF JOBS	MEDIAN HOURLY WAGE
Retail Salespersons	85,100	\$10.13	12%	7%
Office Clerks	84,250	\$15.71	34%	17%
Food Prep, Including Fast Food	71,230	\$8.84	12%	5%
Cashiers	61,290	\$9.18	-15%	6%
Customer Service Representatives	60,650	\$16.64	31%	11%
Personal Care Aides	59,690	\$10.78	395%	15%
Registered Nurses	55,410	\$31.94	5%	6%
Laborers and Movers	52,690	\$14.43	23%	18%
Heavy and Tractor-Trailer Truck Drivers	49,140	\$19.50	13%	8%
Waiters and Waitresses	43,190	\$9.06	-1%	6%
Janitors and Cleaners	42,760	\$11.37	-1%	3%
Team Assemblers	41,480	\$14.38	26%	4%
Sales Representatives	38,650	\$28.56	16%	8%
Stock Clerks and Order Fillers	35,190	\$10.45	7%	7%
Bookkeeping and Accounting Clerks	32,880	\$17.12	2%	10%
Nursing Assistants	32,380	\$13.22	-14%	10%
General and Operations Managers	32,350	\$45.66	26%	3%
Maintenance and Repair Workers	30,430	\$18.40	26%	3%
Elementary School Teachers	29,160	\$18.40	4%	-29%
Bartenders	28,120	\$9.18	13%	5%

Source: Bureau of Labor Statistics, Occupational Employment Statistics (OES) Wage Survey – All Industries Combined, 2010 and 2016.

# THE WISCONSIN ECONOMY: JOB OPPORTUNITIES

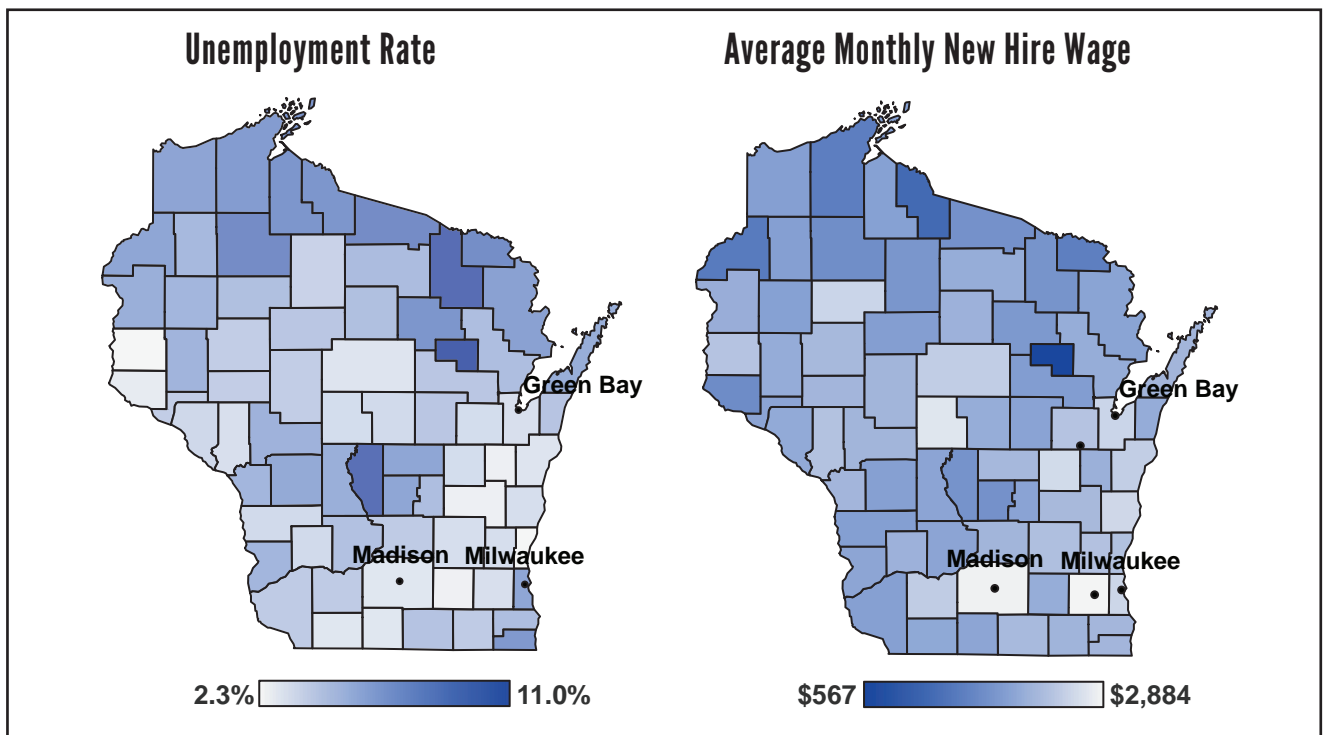
Technology is often said to be at the root of the split between “high-skill, high-wage” and “low-skill, low-wage” jobs. Yet there are other factors that better explain job inequality in Wisconsin, including job location, company size, and discrimination faced by women, LGBT people, people of color, and people with low levels of education (Schmitt, Shierholz, & Mishel, 2013).

## Job Location

Location often determines the availability of jobs and wages. Across Wisconsin, there is wide variation in both wages and unemployment rates.

In 2016, the unemployment rate in Wisconsin was 4.1 percent, compared to the U.S. rate of 5.8 percent. But within Wisconsin there is wide variation by county, with unemployment ranging from 2 percent in Ozaukee and St. Croix counties to more than 10 percent in Menominee, Forest, and Adams counties. Rates also vary by region across the state (Figure 16).

**Figure 16.**  
**Unemployment and Average New-Hire Wage by County, Wisconsin, 2016**



Source: American Community Survey, 2016; Bureau of Labor Statistics, Occupational Employment Survey, 2016

Location also impacts wages, with the average monthly wage for a newly hired employee ranging from \$567 in Menominee County to \$2,884 in Waukesha County (Figure 16). Wages and employment rates are often inversely correlated: Workers in the areas around Madison and Milwaukee, where unemployment rates are low, tend to earn more, while those in rural areas with higher rates of unemployment tend to have lower wages. In addition, wages are affected by an employer's firm size, as discussed later in this section.

## Income Disparities: Women, LGBT Communities, People of Color, and People With Low Levels of Education

Beginning in the 1970s, income disparities began to widen across the country. The average income for the top 0.01 percent of households grew 322 percent, to \$6.7 million, between 1980 and 2015, whereas the average income of the bottom 90 percent increased only 0.03 percent. By 2015, half of all U.S. income went to the top 10 percent of earners. Though there have been some recent improvements in median wages, the most striking trend is that disparities continue to grow not only between income groups, but also within them, divided by knowledge and education; sex, gender identity, and sexual orientation; and race and ethnicity. This is true both nationally and in Wisconsin (Gould, 2016; Stone, Trisi, Sherman, & Horton, 2017; Saez, 2017; Gilson & Rios, 2016).

**Sex:** In general, women's wages are lower than men's in Wisconsin (Figure 17); men earn 26 percent more in both full-time and part-time jobs. However, there appears to be some slow but consistent closing of the gender wage gap for all but the highest earners. Nationally from 2000 to 2015, the gender wage gap at the median fell, with median women's wages rising from 78 percent to 83 percent of median men's wages. Unfortunately, the primary reason for this narrowing has been falling men's wages. For the bottom 70 percent of male workers, wages have stagnated or declined since 2007 (Gould, 2016; Gould & Davis, 2015).

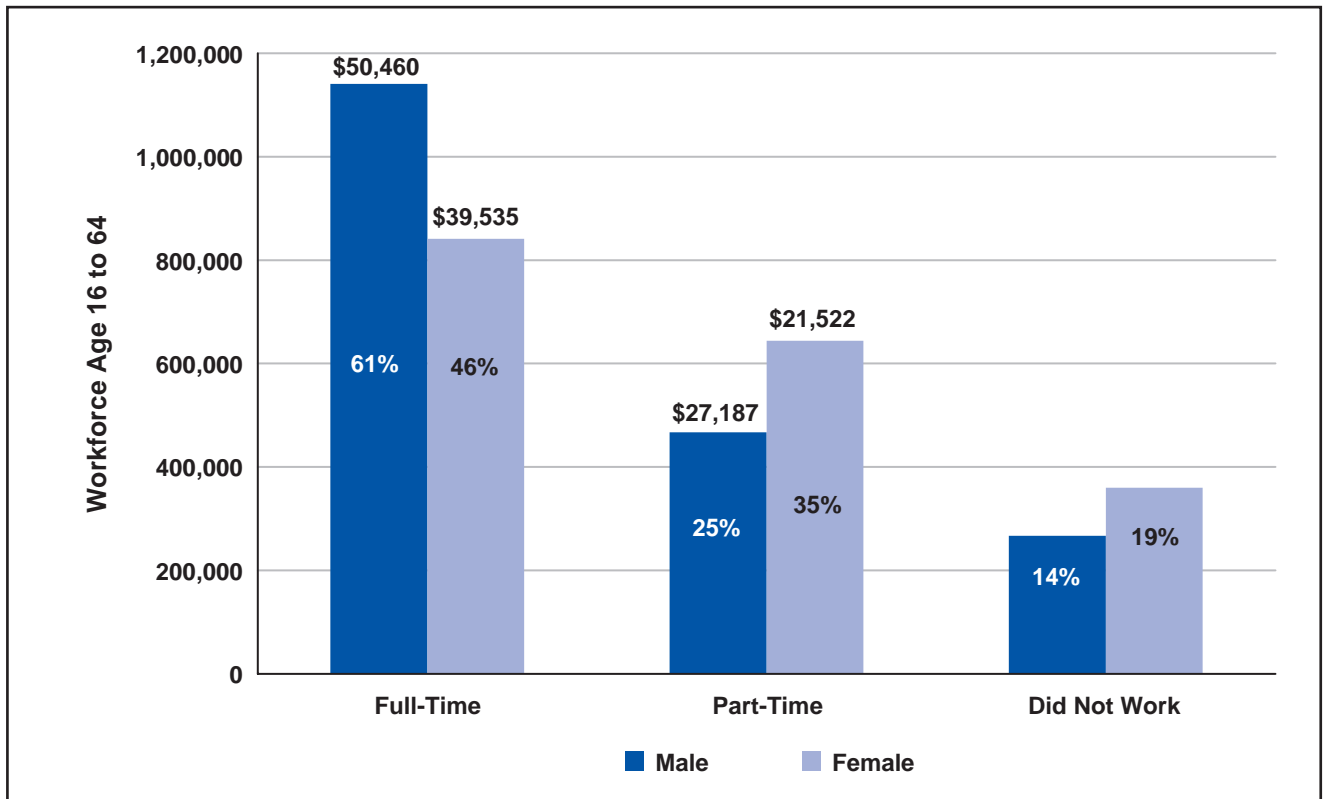
Among the college-educated, men's wages grew more than twice as fast as women's wages nationally between 2000 and 2015. While gender wage gaps narrowed during those years for people without a college degree, they grew among people with an advanced degree.

Lack of opportunity can be an even more stubborn barrier than lack of equal pay for equal work. According to the research website PayScale.com, men and women tend to work at similar job levels, most starting in similar entry-level positions. Over the course of their careers, both men and women move into manager- or supervisor-level roles, and eventually to director- and executive-level roles. But men tend to move into these roles more often and more quickly than women (PayScale, 2016).

Since 2010, unemployment rates in Wisconsin have improved, but underemployment, or not consistently working enough hours, remains an issue for many workers. A greater percentage of women work part time (35 percent, compared to 25 percent of men). Perhaps more important is the percentage by gender who are out of the workforce in Wisconsin — 19 percent of women and 14 percent of men in 2016 (American Community Survey, 2016). Nationally, for women 25 to 54 years old, the most common reason for not working was in-home responsibilities. According to a 2016 survey by the Brookings Institution and The Hamilton Project, the primary reason for women not working was caregiving for a relative or friend (36 percent of respondents); men were far less likely to be caregivers (only 3 percent of respondents) (Hipple, 2015; McCarthy, 2017).



**Figure 17.**  
**Full- and Part-Time Employment and Wages for Men and Women, Wisconsin, 2016**



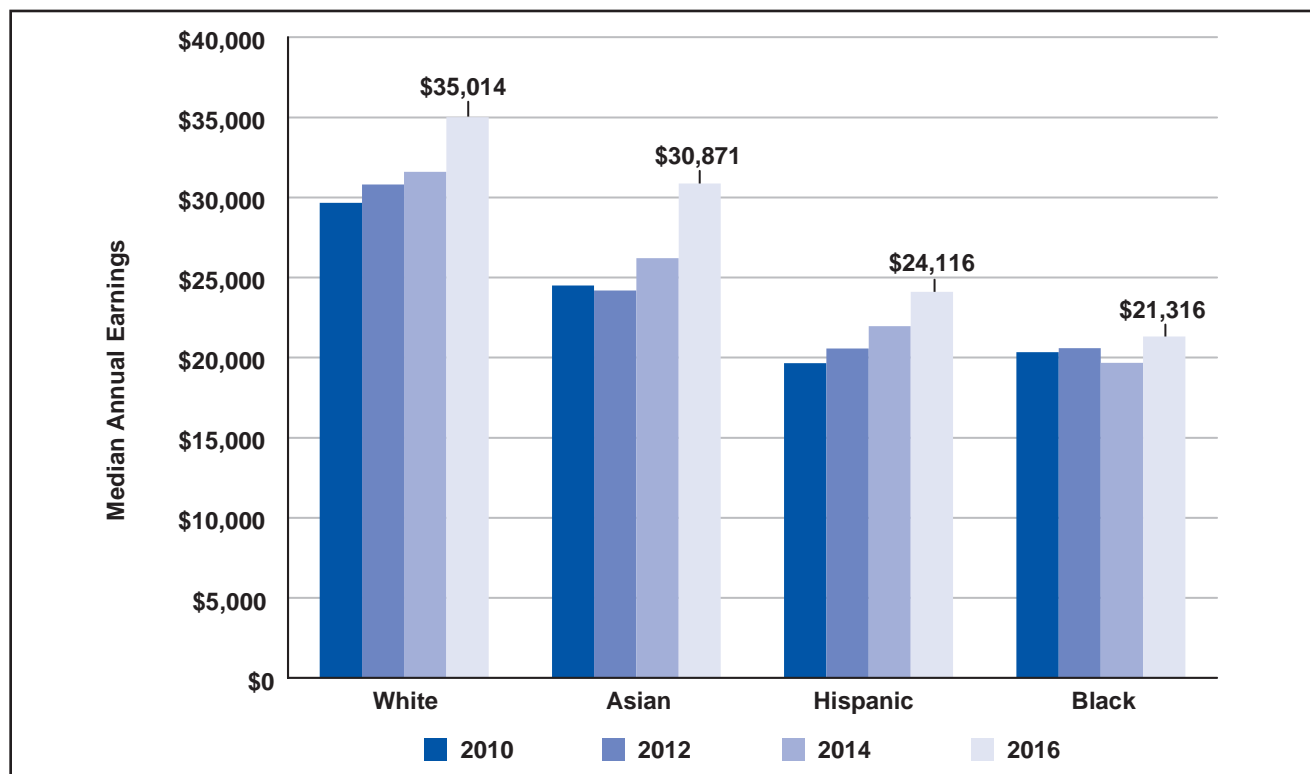
Source: American Community Survey, 2016

**Gender identity and sexual orientation:** Differences in employment and wages are even greater for the more than 4 percent of the U.S. workforce who identify as lesbian, gay, bisexual, or transgender (LGBT). Despite having more education than the general population, these workers are more likely to earn less than their non-LGBT counterparts, and more likely to experience financial hardship, such as poverty and food insecurity, as a result (Brown, Romero, & Gates, 2016; Flores, Herman, Gates, & Brown, 2016; The Williams Institute, 2015; Badgett, Durso, & Schneebaum, 2013).

**Race and ethnicity:** In both earnings and employment, the differences between racial and ethnic groups in Wisconsin are stark. Since 2010, White workers have had the highest median earnings and they have increased steadily, to \$35,014 in 2016. Asian workers have the next highest earnings, which fell slightly from 2010 to 2012 but then increased to \$30,871 in 2016. Hispanic workers have seen steady increases in median earnings, but since they started from a lower wage, those earnings still lag behind those of White and Asian workers, reaching \$24,116 in 2016. Black workers have the lowest median earnings and have not experienced much improvement since 2010, reaching only \$21,316 in 2016 (American Community Survey, 2007, 2010, 2012, 2014 and 2016; COWS, 2017) (Figure 18).



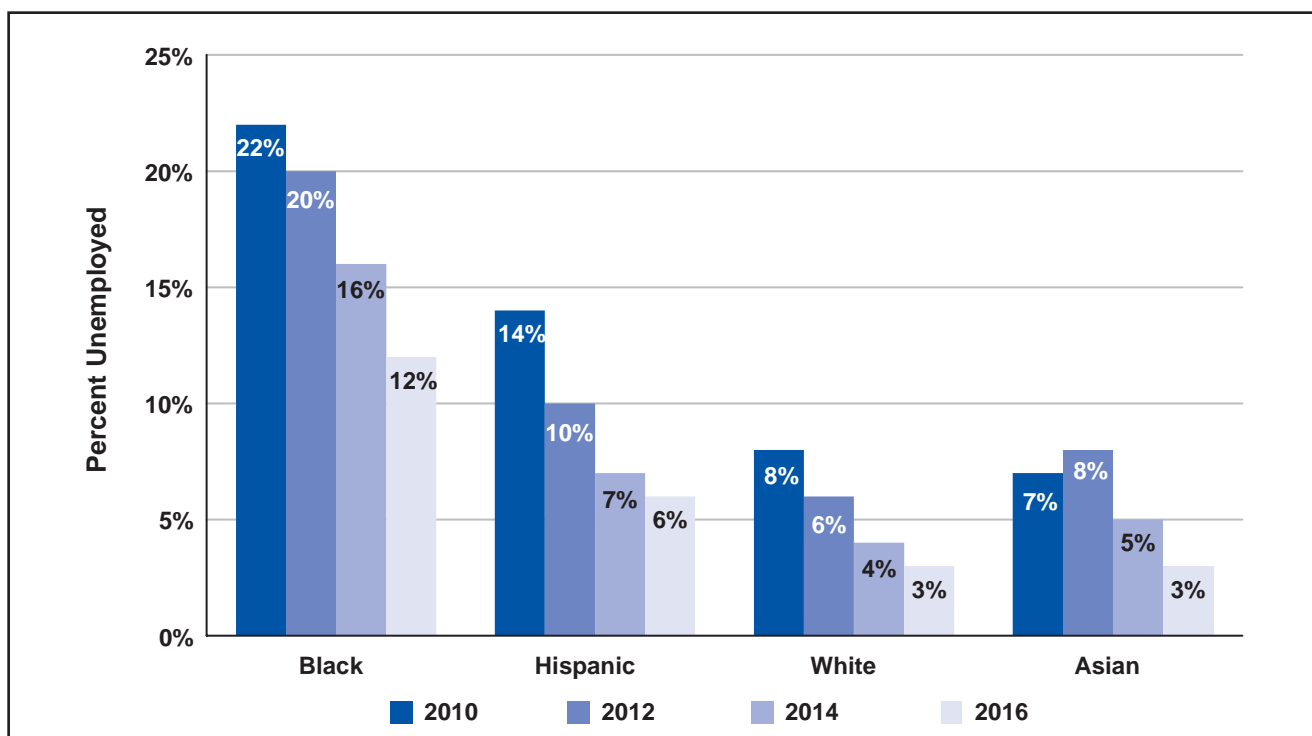
**Figure 18.**  
**Median Earnings for White, Asian, Hispanic, and Black Workers, Wisconsin, 2010 to 2016**



Source: American Community Survey, 2010–2016.

Black and Hispanic workers in Wisconsin, both men and women, are also more likely to be unemployed than Asian and White workers (Figure 19). Unemployment has improved for White and Asian workers, reaching a low of 3 percent in 2016. Unemployment for Hispanic workers improved significantly, falling from 14 percent in 2010 to 6 percent in 2016. The unemployment rate for Black workers also fell dramatically, but from a high of 22 percent in 2010 to 12 percent in 2016 — still twice the rate for Hispanic workers, and four times the rate for White and Asian workers. In addition, despite vast gains from 2007 to 2012, more than 10 percent of the overall Wisconsin population was self-employed (proxy for business ownership) in 2015, but less than 5 percent of workers of color were self-employed (Small Business Administration, 2017; Small Business Administration, 2016; Applied Population Laboratory, 2014).

**Figure 19.**  
**Unemployment Rates for Black, Hispanic, Asian, and White Workers, Wisconsin, 2010 to 2016**



Source: American Community Survey, 2010–2016

In addition to differences between racial and ethnic groups, there is significant and growing variation within these groups. Most notably, wages for the lowest earning 60 percent of Black workers in the U.S. were still lower in 2015 than in 2000, while wages for Blacks as a whole have increased slightly. For both Asian and White workers, there has been increased variation within each group, primarily due to stronger growth at the top of the income distribution than at the bottom. For Hispanic workers, wages have increased slightly across all earners, so the gap between higher and lower earners has not widened (Gould, 2016).

**Education:** As the complexity of a job (and the knowledge required) rises, average hourly pay also rises. Nationally, the average hourly wage for workers in lower-skilled jobs such as cashiers or stock clerks is \$9.16 (\$9.18 and \$10.45, respectively, in Wisconsin). Wages steadily rise with each skill level, reaching \$20.14 for bookkeeping clerks and customer service representatives (\$17.12 and \$16.64, respectively, in Wisconsin), \$37.44 for registered nurses (\$31.94 in Wisconsin), and \$74.80 per hour for architects and engineers (\$54.15 in Wisconsin) in 2016. Access to medical and retirement benefits, paid sick leave, paid vacation, and holidays is also significantly higher in jobs with higher wages (Monaco, 2017). These wage differences have increased over time: Real wages for those without a college degree dropped from 2007 to 2013, started to improve in 2014, but have not yet rebounded to their 2007 levels (Gould, 2016; U.S. Census, 2016).

In terms of K–12 education, the evidence is clear on the importance of needing, at a minimum, a solid high school education to achieve economic success. Wisconsinites with more education earn more: Those with a high school diploma earned an average of \$31,233 in 2016, while those with an associate’s degree earned \$36,035, and those with a bachelor’s degree earned \$50,323. Nationally, the difference in lifetime earnings between high school graduates and those who hold a bachelor’s degree is estimated to be \$830,800. The difference in earnings between high school graduates and those with an associate’s degree is estimated at \$259,000. And estimates of the difference in the net earnings of a high school graduate versus a high school

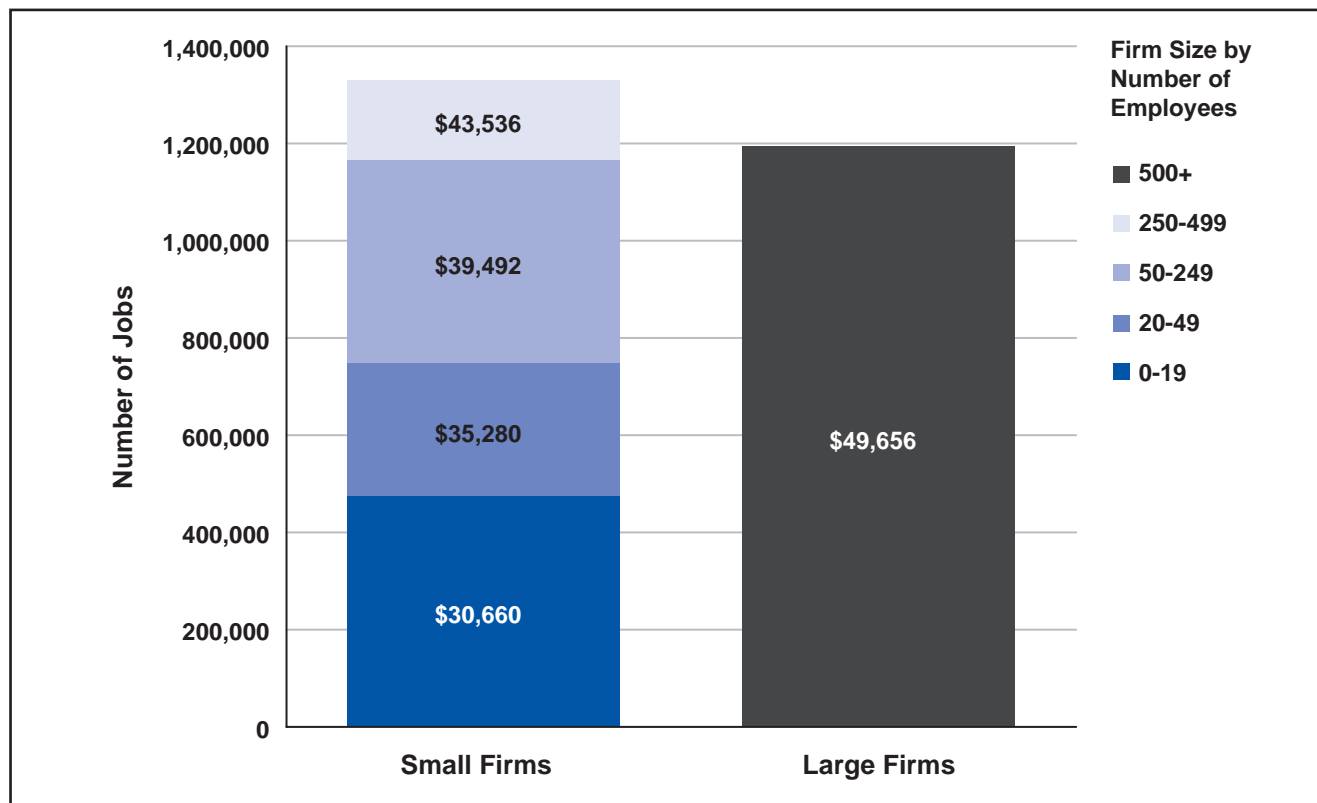
dropout range from \$260,000 to \$400,000 (when including income from tax payments, and minus the cost of government assistance, institutionalization, and incarceration) (Center for Labor Market Studies, 2009; Daly & Benagli, 2014; Klor de Alva & Schneider, 2013; Tyler & Lofstrom, 2009; Carnevale, Rose, & Cheah, 2011).

## Employer Size

One of the key determinants of an ALICE worker's wages, benefits, and job stability is the size of their employer. Large companies have greater resources to offer career growth opportunities, continuous employment, and better benefits. Small businesses, defined by the Bureau of Labor Statistics as firms with fewer than 500 workers nationally, have been an important engine for growth in the U.S. economy — driving job creation, innovation, and wealth — and traditionally have grown to become medium or large employers. However, small businesses are more vulnerable to changes in demand, price of materials, and transportation costs, as well as to cyberattacks and natural disasters. As a result, their employees face more instability, reduced wages, and a greater risk of job loss. The past two decades have been particularly tough for small businesses, with entrepreneurial growth in the U.S. largely down from the levels experienced in the 1980s and 1990s (Ewing Marion Kauffman Foundation, 2017; Haltiwanger, Jarmin, Kulick, & Miranda, 2017).

Small firms employed more than half of the private-sector workforce in Wisconsin in 2016 (Figure 20). The very smallest firms — those with fewer than 20 people — account for the largest share of small-business employment.

**Figure 20.**  
**Private-Sector Employment by Firm Size With Average Annual Wage, Wisconsin, 2016**

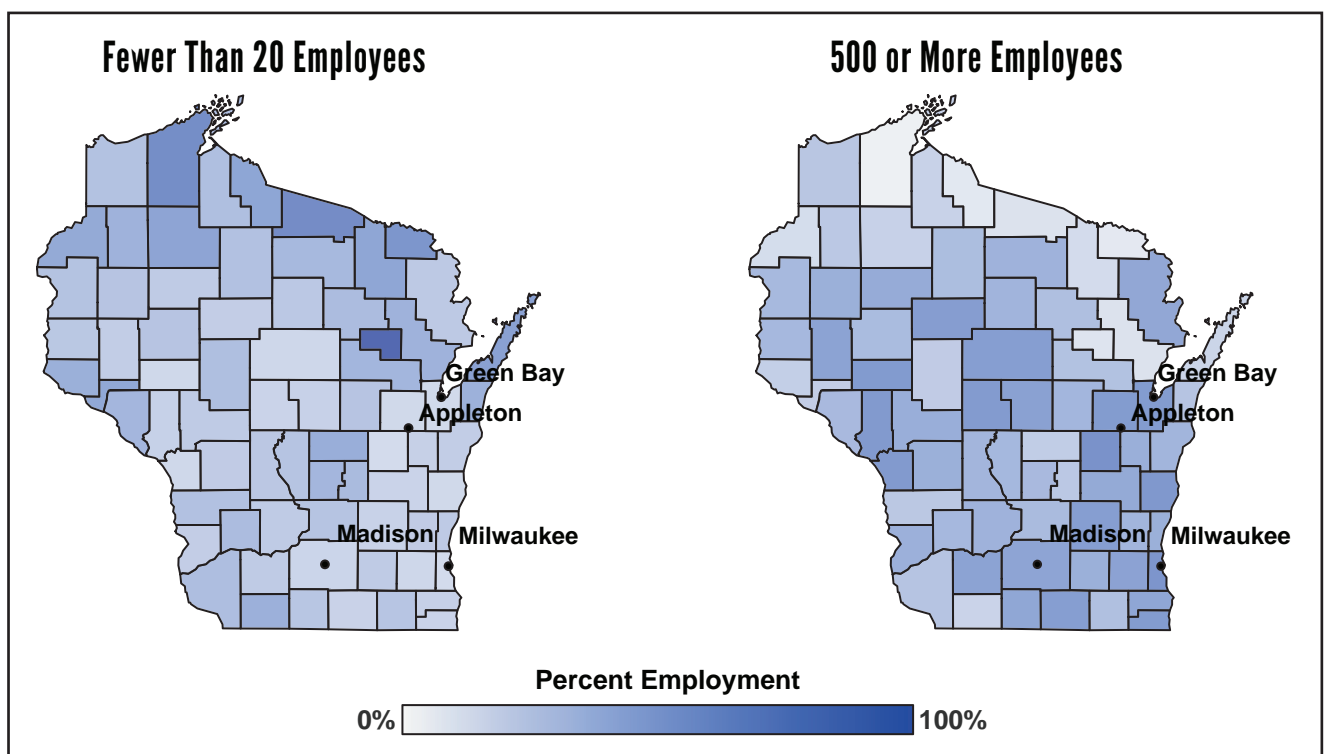


Source: U.S. Census Bureau, Quarterly Workforce Indicators, 2016

The wages of employees in the smallest firms increased from 2010 to 2016: by 14 percent for employees in firms with fewer than 20 employees, 12 percent in firms with 20 to 49 employees, and 15 percent for those in firms with 50 to 249 employees. Those in larger firms started with higher wages and those wages increased even more over the time period. While higher than the 9 percent national inflation rate, these increases were still below the 18 percent increase in the cost of the family Household Survival Budget. Workers in firms with 250 to 499 employees saw their wages increase by 14 percent, and wages for those in companies with 500 or more employees increased by 15 percent.

Firm size in Wisconsin varies widely by location and by sector. Small businesses operate across the state, and areas dominated by small firms tend to have lower wages and less job stability. This is particularly the case in many rural counties, where more than half of employment is in firms with fewer than 20 employees (Figure 21). Large companies — those with 500 or more employees — are more concentrated around Wisconsin's largest cities.

**Figure 21.**  
**Employment Percentage by Firm Size and Location, Wisconsin, 2016**



Source: U.S. Census Bureau, Quarterly Workforce Indicators, 2016. Further breakdown by county is included on the ALICE County Pages at [UnitedWayALICE.org](http://UnitedWayALICE.org)

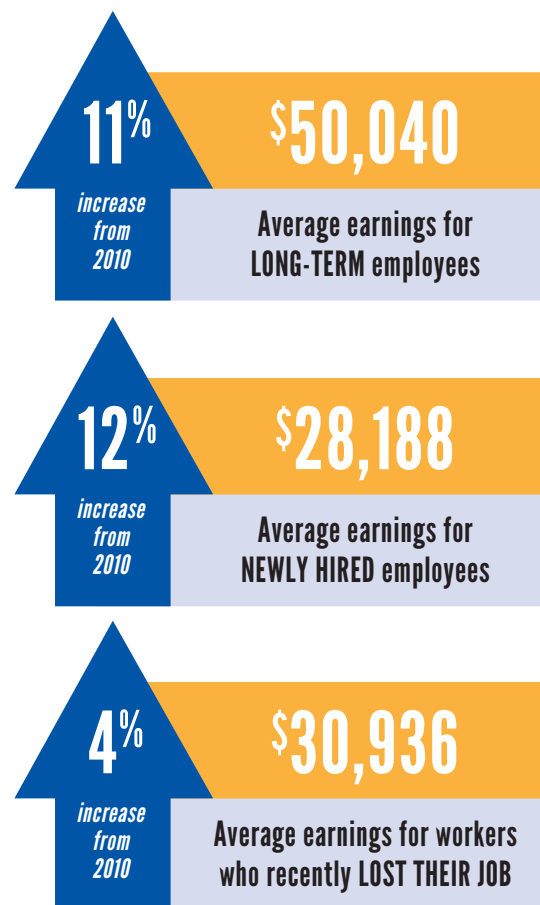
Small businesses and their employees experienced the largest shifts during the Great Recession, a trend that continued through 2016. In the second quarter of 2015, for example, 3,417 small businesses started up in Wisconsin and 3,227 exited (i.e., closed, moved to another state, or merged with another company). Small-business startups generated 11,484 new jobs while exits caused 9,911 job losses (Bureau of Labor Statistics, 2016; U.S. Small Business Administration, 2016).

These changes affect the wages of workers moving in and out of employment. Workers who are newly hired or who have recently lost their jobs tend to have lower wages than long-term, stable employees. Because new-hire wages are slightly higher than the wages of those losing their jobs, some losing jobs may be workers leaving a low-paying job for a higher-wage job. New employees and those losing jobs typically have the least seniority or the lowest-level positions — and they are the least likely to have resources to weather a period of unemployment (Figure 22).

In terms of sectors, small businesses in Wisconsin are most concentrated in services industries (where 89 percent of employees work in small businesses), real estate and construction (82 percent), agriculture and forestry (81 percent), and arts and entertainment (76 percent) (Figure 23). Some of the largest small-business sectors — services industries, accommodation and food service, and construction — tend to have less stability in daily and weekly schedules and in job security. They also tend to have lower wages.

For many small businesses, there is a dual challenge when ALICE workers are both the employee and the customer. This is true in child care centers, where more than 90 percent of operators are sole proprietors. On the one hand, child care workers are ALICE; according to the Bureau of Labor Statistics, there are 7,170 child care workers in Wisconsin, earning an average wage of \$9.78 per hour (\$19,560 annually if full-time). A University of Wisconsin survey found over 22,000 child care teaching staff, including child care, preschool, and kindergarten teachers and assistants. Family providers earn even less on average at \$7.50 per hour, with most relying on another source of income to support their family. On the other hand, ALICE families use child care so that parents can work, and it is often the most expensive item in an ALICE family budget, even more expensive than housing. The conundrum is that if these small businesses increase the wages of their employees (who are ALICE workers), those expenses are passed on to customers (who are also ALICE workers). Certain ALICE workers will earn more money, but child care will become more expensive for ALICE families overall (U.S. Small Business Administration, 2016; SBDCNet, 2014; U.S. Census Bureau, 2016; Dresser, Rodriguez, & Meder, 2015).

**Figure 22.**  
**Earnings by Duration of Employment,**  
**Wisconsin, 2016**



**Figure 23.**  
**Small Business Employment by Sector, Wisconsin, 2015**

	Small Business Employment Share of Sector	Total Employment (excluding government positions)
Other Services (except Public Administration)	89%	95,172
Real Estate and Rental and Leasing	82%	20,644
Construction	82%	83,336
Agriculture, Forestry, and Fishing and Hunting	81%	2,572
Arts, Entertainment, and Recreation	76%	32,385
Accommodation and Food Services	70%	163,571
Professional, Scientific, and Technical Services	70%	75,488
Wholesale Trade	63%	73,962
Mining, Quarrying, and Oil and Gas Extraction	63%	1,969
<b>Total for All Sectors</b>	<b>74%</b>	<b>549,099</b>

Source: U.S. Small Business Administration, 2018

## IV. BEYOND INCOME: ASSETS, CREDIT, AND ASSISTANCE

When families do not have enough income to cover current expenses, they cannot save, and without savings, they cannot generate returns that improve a household's well-being over time. The lack of savings limits an ALICE family's ability to make a down payment on a house, for example, even if the monthly mortgage payments would be cheaper than renting. It limits their ability to invest in the future, such as in higher education or retirement savings. The lack of savings also leaves ALICE households vulnerable to unexpected economic events and emergencies. Savings and other assets are at least as powerful as income in reducing material hardship after an involuntary job loss or other negative event. Without them, families with income below the ALICE Threshold often find themselves in a vicious cycle of financial instability (Lerman & McKernan, 2008; Hendey, McKernan, & Woo, 2012; McKernan, Ratcliffe, & Vinopal, 2009).

While savings and assets are a crucial aspect of an ALICE family's financial status, little information on household savings, assets, income, and wealth is collected at the state or local level. For this reason, we rely on national data for overall trends and cross-check it with the few state-level data points available.

Overall, American household wealth has not fully recovered from the Great Recession. In 2016, the median wealth of all U.S. households was \$97,300, well below median wealth levels from before the Recession began in late 2007 (\$139,700 in 2016 dollars). Wealth is much more concentrated than income, and as a result, disparities in wealth are even greater than those in income. The recovery has been uneven for different income groups, and despite gains in wealth in recent years for lower- and middle-income families, differences in wealth have actually grown. The median household net worth for lower-income families was \$10,800 in 2016, 33 percent lower than in 2007; for middle-income families it was \$110,000, also 33 percent lower than in 2007; and for upper-income families it was \$810,800, *10 percent higher than in 2007*. As a result, wealth inequality between upper-income families and lower- and middle-income families is currently at the highest levels ever recorded (Kochhar & Cilluffo, 2017).

This inequality is exacerbated by race and ethnicity, explaining why some groups are more likely to be part of the ALICE population. Black and Hispanic households have substantially less wealth than White households, a gap that has been widening in recent years.

Nationally (wealth data is not available at the state level), the median wealth of White households was 13 times the median wealth of Black households in 2013, compared with eight times the wealth in 2010, according to the Pew Research Center (Kochhar & Fry, 2014).

Disparities by race and ethnicity also exist within income groups. Among lower- and middle-income households, White families have four times as much wealth as Black families and three times as much as Hispanic families. These gaps have narrowed since 2007, primarily because lower-income White families lost roughly half of their wealth during the Great Recession, while losses for lower-income Black and Hispanic households were less than 5 percent. The larger losses for lower-income White families predominately stem from their greater exposure to the housing market crash. In 2007, the homeownership rate for lower-income White households was 56 percent, compared to 32 percent for lower-income Black and Hispanic households. The homeownership rate among lower-income White households fell to 49 percent in 2016, while the rate for Black and Hispanic households remained the same (Kochhar & Cilluffo, 2017).

Finally, there is a common misconception that working families do not need public or charitable assistance, but many ALICE families do turn to government and private sources for assistance with income and basic household necessities. This section looks at how much assistance is available, how close it brings families to the ALICE Threshold, and what gaps remain in specific budget areas.

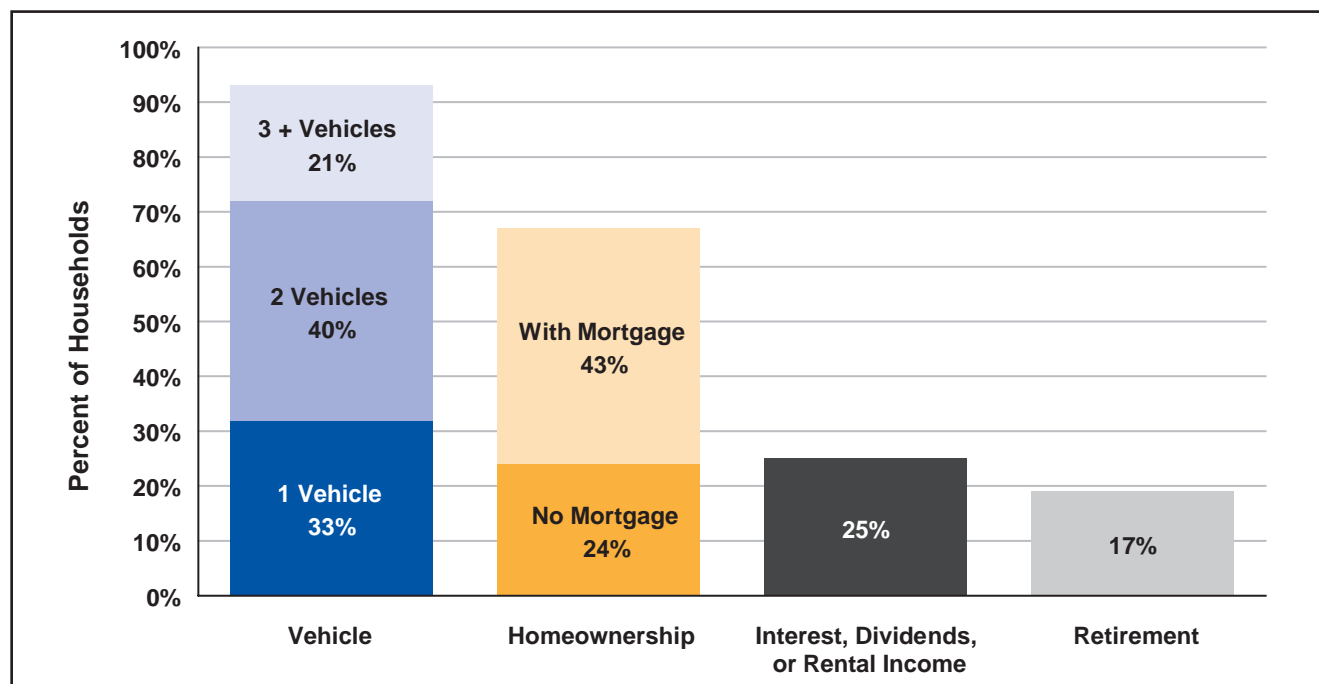
# ASSETS

With so many ALICE families not able to keep up with the cost of living, accumulating assets is difficult in Wisconsin. The cost of unexpected emergencies, ranging from natural disasters to personal health crises, can deplete savings. Job losses have forced people to tap into their retirement savings, or to take out second mortgages or home equity lines of credit. Having few or no assets can also increase overall costs for ALICE households when they have to use alternative financing, with fees and high interest rates that make it difficult or impossible to save money or amass more assets.

Having savings can help families navigate job loss, pay unexpected bills, buy a home, start a business, or work toward a secure retirement. Yet in 2015, 51 percent of Wisconsin residents did not have money set aside to cover expenses for three months as protection against an emergency such as illness or the loss of a job (Prosperity Now, 2018; McKernan, Ratcliffe, & Shanks, 2011; FINRA Investor Education Foundation, 2016).

While data on savings and investments is minimal, levels of ownership of three of the most common assets in Wisconsin —vehicles, homes, and investments — show what resources families have to cope with emergencies and to accumulate wealth (Figure 24).

**Figure 24.**  
**Households With Assets, Wisconsin, 2016**



Source: American Community Survey, 2016

## Car Ownership

Most Wisconsin households have at least one vehicle, often a necessity to get to work. In 2016, 32 percent of all households had one vehicle, 40 percent had two, and 21 percent had three or more. Car ownership has been found to be linked to positive employment outcomes. Yet while cars offer benefits beyond their cash value, they are not an effective means of accumulating wealth, because the value of a car normally depreciates over time. In addition, many ALICE households need to borrow money in order to buy a vehicle (Jones, 2014; Center for Responsible Lending, 2014; Kiernan, 2016; Zabritski, 2016; McKernan, Ratcliffe, & Shanks, 2011).



## Homeownership

The second most common asset is a home, an asset that has traditionally provided financial stability and the primary means for low-income families to accumulate wealth. Homeownership can increase both financial and social stability for families: Children whose parents own their home tend to have higher educational attainment and lower rates of teen pregnancy. But not all families can ride out housing market downturns. Since the subprime housing crisis in 2007 and a slower rate of increase in housing prices, homeownership has become a less reliable way of building assets. In Wisconsin at the peak of homeownership in 2004, 73 percent of households owned a home, but that rate dropped to just under 68 percent by 2016 (McKernan, Ratcliffe, & Shanks, 2011; Federal Reserve Bank of St. Louis, 2016).

In many locations, it would be more economical for ALICE households to buy a home than rent, but they often cannot save enough for a down payment and cannot qualify for a traditional low-rate mortgage. Many ALICE families have chosen non-traditional mortgage products as the availability and outreach of such products have expanded. But the higher borrowing costs of these products reduce the borrower's overall investment opportunity (Acolin, Bostic, An, & Wachter, 2016; McKernan, Ratcliffe, & Shanks, 2011; Federal Reserve Bank of St. Louis, 2016; Herbert, McCue, & Sanchez-Moyano, September 2013; Federal Reserve, 2014; FINRA Investor Education Foundation, 2016).

Black and Hispanic households are significantly less likely than White households to own their own home in Wisconsin. While 72 percent of White households owned their homes, less than half of all households of color owned their homes in 2010 (latest data available): 48 percent of Asian households, 41 percent of Hispanic households, and 31 percent of Black households (Applied Population Laboratory, 2014).

## Investment and Retirement Assets

Income from an investment provides families with an effective resource to weather an emergency. Yet in 2016, only 25 percent of households in Wisconsin (still above the national average of 21 percent) received income from an investment, which can range from a checking account to a rental property to a stock or bond. In addition, there is likely large overlap between households receiving investment income and those receiving retirement income. In 2016, 17 percent of Wisconsin households received retirement, survivor, or disability income from a former employer, a labor union, the government, or the U.S. military, or regular income from IRA and Keogh plans (above the national average of 19 percent) (FINRA Investor Education Foundation, 2016; American Community Survey, 2016).

Investment assets also provide the means to accumulate more assets. By investing money in a small business or by owning a home, for example, families can increase their resources over time. Assets also enable families to improve their social and economic situation through education and new technology, and allow them to finance a secure retirement (McKernan, Ratcliffe, & Shanks, 2011).

The number of households with investment income dropped during the Great Recession, as the assets lost value in the stock market crash or were used to cover emergencies and periods of unemployment and underemployment. These events led many households to become part of the ALICE population and made things harder for those who were already struggling. The recovery of investment value has been slow: Nationally, the number of households with interest or dividend income decreased from 34 percent in 2010 to 24 percent in 2016. Interestingly, the number of households with retirement, survivor, or disability income increased from 2010 to 2016, but as a percentage of total households, they fell from 21 percent in 2010 to 17 percent in 2016 (though a recent Census report suggests that retirement income is underreported) (Bricker, et al., 2014; Federal Reserve, 2014; Bee & Mitchell, 2017; American Community Survey, 2016).

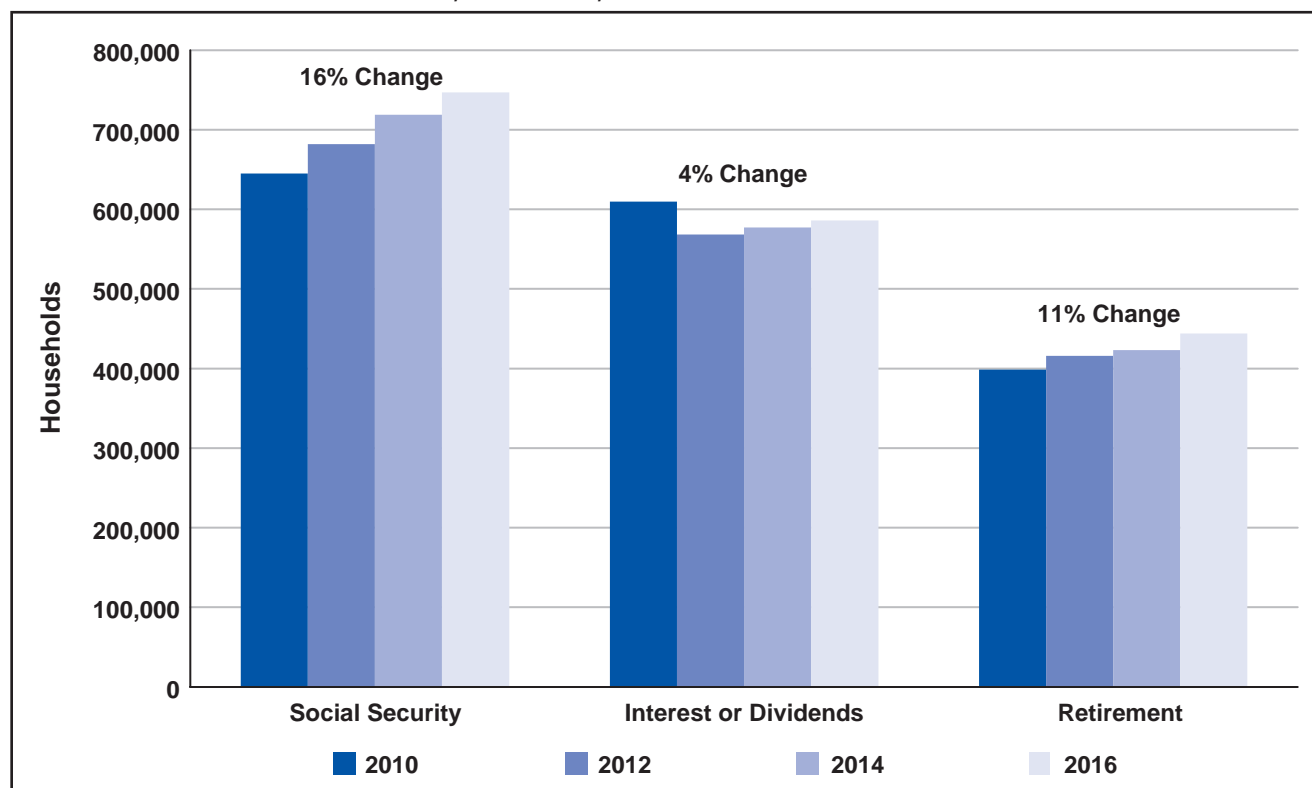
In terms of retirement assets, several indicators show that Americans are not financially prepared to maintain their standard of living in retirement:

- According to the National Retirement Risk Index, 52 percent of Americans are at risk of being unable to maintain their standard of living in retirement, even if households work to age 65 and annuitize all their financial assets, including the receipts from reverse mortgages on their homes (Munnell, Hou, & Sanzenbacher, 2017; Board of Governors of the Federal Reserve System, 2017).
- The National Institute on Retirement Security has found that the median retirement account balance is \$3,000 for all working-age households and \$12,000 for near-retirement households (Oakley & Kenneally, 2017).

The makeup of retirement plans has shifted since the 1970s, from defined benefit plans — traditional pensions that provide benefits for the lifespan of the participant — to defined contribution plans, such as a 401(k). By 2000, defined contribution plans accounted for more than 90 percent of retirement plans nationally. In 2016, 34 percent of private-sector workers had no employer-sponsored plan, 44 percent had employee-managed defined contribution plans, and 15 percent had employer-funded defined benefit plans (U.S. Government Accountability Office, 2017).

The most common source of income for retirement, however, is Social Security. The aging of the U.S. population is evident in the 16 percent increase in the number of Wisconsin households receiving Social Security between 2010 and 2016 — larger than the 11 percent increase in the number of Wisconsin households receiving retirement income. In contrast, the number receiving investment income fell by 4 percent (American Community Survey, 2010 and 2016) (Figure 25).

**Figure 25.**  
**Retirement and Investment Income, Wisconsin, 2010 to 2016**



Source: American Community Survey, 2010–2016

## ACCESS TO CREDIT

An additional tool for weathering a financial emergency or investing in the future is borrowing. The ability to borrow varies greatly by income and assets: The higher the income and greater the assets, the more borrowing options a family has, and at better rates. Families with low incomes and no assets are often unable to borrow; as a result, in the face of an emergency, they buy less, and household hardship increases (McKernan, Ratcliffe, & Shanks, 2011).

When these families do borrow, it is often in high-risk markets, at high interest rates and at an increased risk of predatory lending practices. Yet in some cases, the need for these loans outweighs the risks they pose. It may cost more to forgo heat or necessary medical care, for example, than to pay the higher rates of predatory loans. The continued use of high-risk lending, despite these higher costs, underlines the degree of hardship that these families are experiencing (McKernan, Ratcliffe, & Shanks, 2011; McKernan, Ratcliffe, & Vinopal, 2009; Mills & Amick, 2011).

The most common way to access credit is borrowing from a bank. But not all adults have access to traditional banking, due to low income, location, immigration status, or, in some cases, community or cultural norms. In Wisconsin, 8 percent of adults do not have access to credit because they do not have a credit file or even a credit score (better than the national average of 11 percent), and 23 percent of adults have a subprime credit score (better than the national average of 32 percent). Nationally, 7 percent of the overall adult population is unbanked, meaning they do not have a checking, savings, or money market account, and 19 percent are underbanked, defined as having a depository account but also having used at least one alternative financial service in the prior year (Federal Reserve Bank of New York, 2017).

Another common way to access credit, especially in the short term, is with a credit card. Nationally, there is wide variation in credit card usage by income level; for example, the share of families with at least one credit card was 65 percent for families with income below \$40,000 in 2016 but more than 90 percent for families with income above that level. In addition, location matters: Families living in low-income neighborhoods often find only high-cost lending options are available to them. In these neighborhoods, there is less saving and borrowing (Hendey, McKernan, & Woo, 2012; Board of Governors of the Federal Reserve System, 2018).

Without access to quality financial products, lower-income families (including many Black and Hispanic families, who are disproportionately lower-income) are more likely to use alternative financial services, which charge higher interest rates. In Wisconsin, where there is no cap on high-interest loans, the average annual interest rate on payday loans was 565 percent in 2015. The impact is cumulative, with high rates leading to greater need and a vicious cycle of high-risk borrowing. Conversely, lower rates lead to greater savings and a better chance to pay off a loan. Such savings make an enormous difference in a family's budget and can also help them build equity and wealth (Lerman and Hendey 2011; Hendey, McKernan, & Woo, 2012; Board of Governors of the Federal Reserve System, 2017; Bowden, 2016).

## PUBLIC AND PRIVATE ASSISTANCE

There is a common misconception that working families do not need public or charitable assistance. In addition to the wage and budget data presented here, national studies and surveys show that working families make up a majority of households facing the greatest need. As a result, many ALICE households have turned to government and charitable supports and services for assistance with income, food, health care, education and training, housing and utility assistance, and counseling. More than half of government spending on public assistance goes to working families (Allegretto et al., 2013; Dube and Jacobs, 2004; Wider Opportunities for

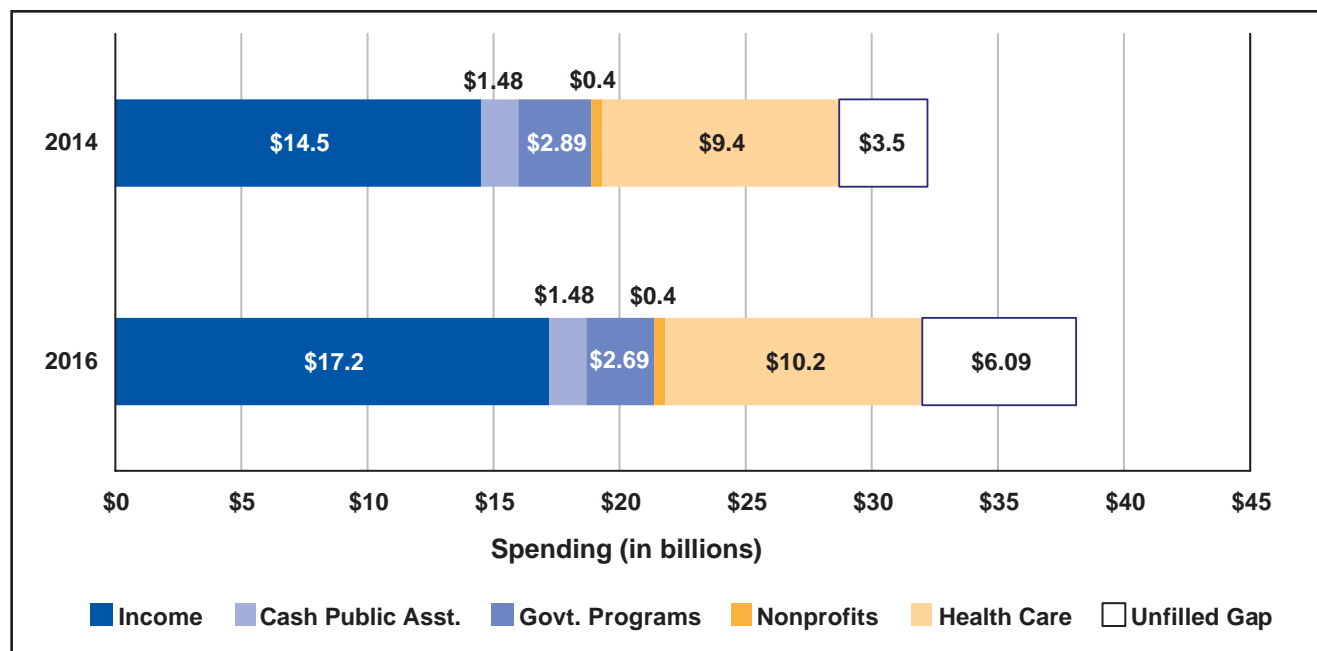
Women, 2011; Jacobs, Perry, and MacGillvary, 2016; The Pew Charitable Trusts, 2013; Feeding America, 2014; U.S. Department of Agriculture, 2016). But even with this assistance added to their income, many working families cannot cobble enough together to make ends meet.

**The ALICE Income Assessment** quantifies the total need of all households below the ALICE Threshold and then compares it to their income and to the amount of public and nonprofit assistance directed toward low-income households. Despite the fact that assistance makes a significant contribution to financial stability for many families, there has not been enough assistance to bring all families above the ALICE Threshold in any state where the Income Assessment has been applied.

The picture in Wisconsin did not improve from 2014 to 2016. The average amount of assistance each Wisconsin household received in 2016 was \$17,024 in federal, state, and local government and nonprofit assistance, a 15 percent increase from 2014. From 2014 to 2016, the number of households below the ALICE Threshold increased, and the earnings of these households also increased, from \$14.5 billion to \$17.2 billion. But the cost of basic necessities grew as well, from \$32 billion to \$38 billion. This created an even larger gap in the amount of need after government and nonprofit assistance, which jumped from \$3.5 to \$6.1 billion during those years.

Federal and state government spending on cash public assistance (excluding health care) remained the same from 2014 to 2016, at \$1.48 billion. Spending by government programs (also excluding health care) had the largest decrease, declining by 7 percent to \$2.69 billion. Health care spending increased by 9 percent to \$10.2 billion. As a result, the size of the Unfilled Gap — the amount still needed, after income and assistance, to bring all households to the ALICE Threshold — increased by 74 percent (Figure 26) (Office of Management and Budget, 2017; Urban Institute 2012; U.S. Department of Agriculture, 2017; National Association of State Budget Officers, 2017; American Community Survey, 2017) (Figure 26).

**Figure 26.**  
**Public and Private Assistance, Wisconsin, 2014 to 2016**

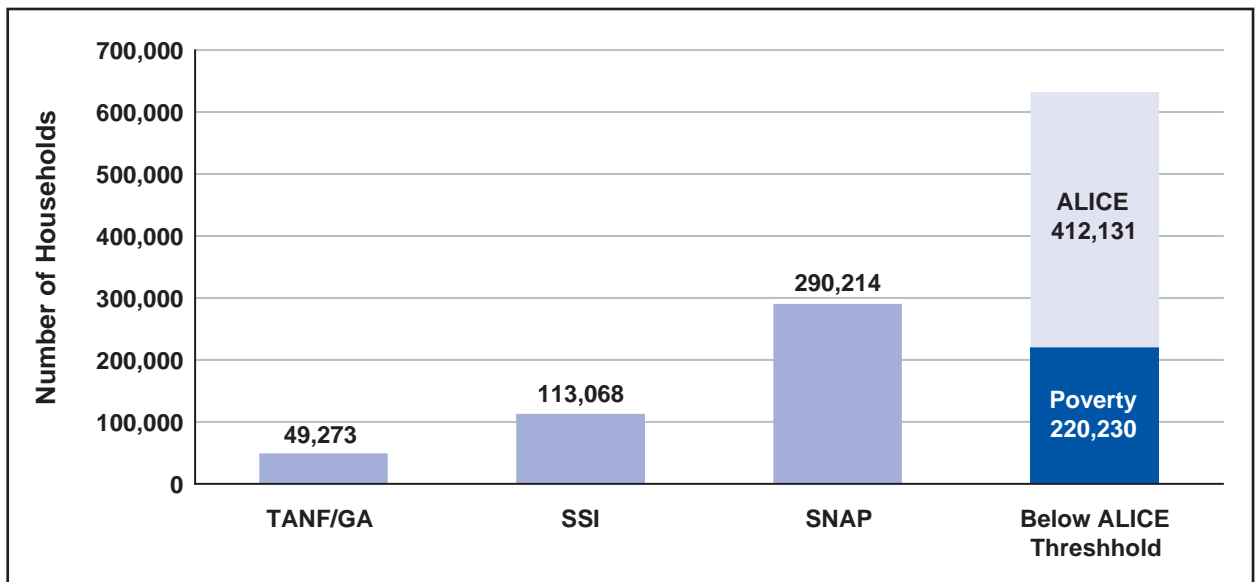


Source: Office of Management and Budget, 2017; American Community Survey, 2017; National Association of State Budget Officers, 2017; Urban Institute, 2012; U.S. Department of Agriculture, 2017; for more details, see the Methodology Overview on our website: [UnitedWayALICE.org](http://UnitedWayALICE.org)

Programs like the Supplemental Nutrition Assistance Program (SNAP), formerly known as the Food Stamp Program, the Earned Income Tax Credit (EITC) and Child Tax Credit, Medicaid, and food banks provide a critical safety net for basic household well-being, and enable many households to work (Sherman, Trisi, & Parrott, 2013; Dowd & Horowitz, 2011; Grogger, 2003; Coleman-Jensen, Rabbitt, Gregory, & Singh, September 2015; Rosenbaum, 2013; Feeding America, 2014). While this assistance is critical in keeping ALICE households functioning, there are four significant barriers to this assistance meeting basic needs:

1. **Duration of benefits:** The majority of government programs are intended to fill short-term needs, such as basic housing, food, clothing, health care, and child care. By design, their goal is not to help households achieve long-term financial stability but to fill short-term gaps and alleviate immediate poverty. Benefits are often structured to end before a family reaches stability, known as the “cliff effect.” In Wisconsin, SNAP benefits disappear once income reaches 200 percent of the Federal Poverty Level (FPL), or just \$49,200 for a family of four — about \$12,420 less than the Household Survival Budget (Shaefer & Edin, 2013; O’Dea, 2016; Ben-Shalom, Moffitt, & Scholz, 2012; Kaiser Family Foundation, 2015; Wisconsin Department of Health Services, 2017) (Figure 27).

**Figure 27.**  
**Households (Under 65) by Benefits and Income Status, Wisconsin, 2016**



Source: American Community Survey, 2016; ALICE Threshold, 2016

2. **Eligibility thresholds:** Crucial resources are often targeted to households near or below the FPL, meaning that many struggling ALICE households are not eligible for assistance (Figure 27). Federal public assistance programs do not have enough resources to reach all those in need. SNAP, the government’s largest program, reached 290,214 households in Wisconsin in 2016, falling short of providing resources to almost all ALICE households. Other programs cover even fewer households: Temporary Assistance for Needy Families (TANF) or General Assistance (GA) — which provide payments from state or local welfare offices — reached about 49,273 families in 2016, just 6 percent of those below the ALICE Threshold. And Supplemental Security Income (SSI), which includes welfare payments to low-income people who are 65 and older and to people of any age who are blind or disabled, supported 113,068 households — only 13 percent of those below the ALICE Threshold (U.S. Department of Health and Human Services, 2009, 2014; Kaiser Family Foundation, 2015).

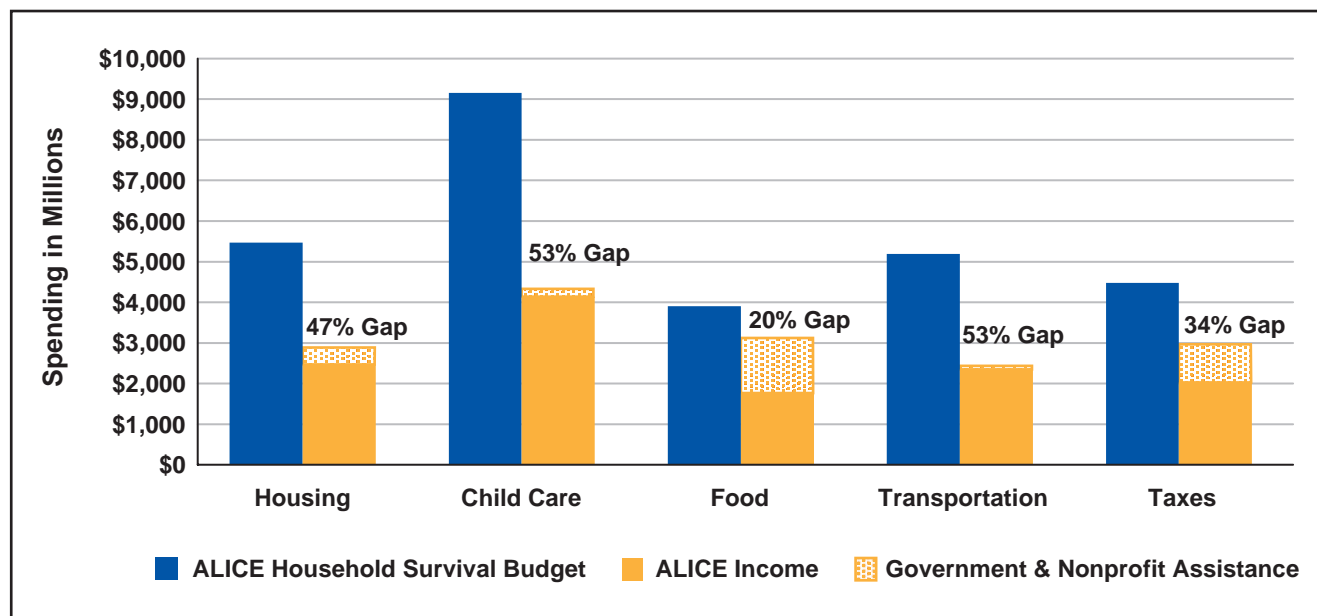
3. **Uneven funding or distribution of assistance:** Resources may not be available where they are needed, either because there are geographic disparities in distribution across Wisconsin — such as food pantries in some locations but not all — or because there is not enough funding for a program. For example, recent budget cuts lowered the average household SNAP benefit in Wisconsin by 9 percent, from \$116.57 per month in 2010 to \$105.63 in 2016 (Kaiser Family Foundation, 2015).
4. **Targeted assistance and services:** Because public and nonprofit assistance is allocated for specific purposes and often delivered as services, it can only be used for specific parts of the household budget. Only 10 percent of the assistance provided in Wisconsin is done through cash transfers, which households can use toward any of their most pressing needs. The remainder is earmarked for specific items, like food assistance or health care. This means that not all households benefit equally from assistance. For example, a household that only visits a doctor for an annual checkup does not receive its share of the spending put toward health care assistance in Wisconsin, while a household that experiences a medical emergency receives far more than the average.

## Spending by Category

As outlined above, public and nonprofit assistance is often distributed to households in specific forms and for intended purposes, as opposed to cash assistance that can be used by households to cover needs as appropriate. Therefore, we analyze public and nonprofit assistance for families with children by spending category, to assess a household's ability to meet each necessity.

This analysis reveals large gaps in key areas, particularly housing, child care, and transportation. Figure 28 compares the budget amounts for each category of the Household Survival Budget for a family of four with income from households below the ALICE Threshold, plus the public and nonprofit spending in each category. Program funding sources are assigned to their respective categories, earned income is appropriated based on its proportion of the Household Survival Budget, and nonprofit and cash assistance are evenly distributed across spending needs.

**Figure 28.**  
**Comparing Basic Need With Assistance by Category for Households Below the ALICE Threshold, Wisconsin, 2016**



Note: Excludes health care and miscellaneous expense categories.

Source: Office of Management and Budget, 2017; U.S. Department of Agriculture, 2016; Internal Revenue Service, 2016; American Community Survey, 2016; National Association of State Budget Officers, 2017; Urban Institute, 2012; ALICE Household Survival Budget, 2016; and the ALICE Threshold, 2016.



## Housing

In the Household Survival Budget for a Wisconsin family of four, housing accounts for 14 percent of the family budget. Yet if ALICE households spend 14 percent of their income on housing, they are left far short of what is needed to afford rent at the U.S. Department of Housing and Urban Development's 40<sup>th</sup> percentile. To make up the gap, federal housing programs, including Section 8 Housing Choice Vouchers, the Low Income Home Energy Assistance Program, the Public Housing Operating Fund, and the Community Development Block Grant Program, provide \$329.5 million in assistance. In addition, we estimate that nonprofits in Wisconsin spend \$87.2 million on housing assistance. Despite this assistance, the state's households below the ALICE Threshold still fell \$2.58 billion — 47 percent — shy of their total need in 2016.

## Child Care

In the Household Survival Budget, child care accounts for 24 percent of the Wisconsin family budget, well above the 10 percent affordability threshold established by the U.S. Department of Health and Human Services. Yet for many ALICE households, 24 percent of earned income is not enough to pay for even home-based child care, the least expensive organized care option (and regulated child care centers, which are more expensive, could use 35 percent or more of an ALICE household's income). There are additional child care resources available to Wisconsin families, including \$108 million from the U.S. Department of Health and Human Services' Head Start program and Wisconsin's early-education program. Nonprofits provide additional child care assistance, including vouchers and child care services estimated at \$87.2 million. Yet even with these resources combined with income, Wisconsin's households below the ALICE Threshold still had less than half of what they needed to afford basic child care in 2016: This gap was 53 percent of what was required to meet their needs (Gould & Cooke, 2015; U.S. Government Accountability Office, 2016).

## Food

In the Household Survival Budget, food accounts for 10 percent of the Wisconsin family budget, yet for many ALICE households, 10 percent of what they actually earn is insufficient to afford even the U.S. Department of Agriculture's Thrifty Food Plan. Food assistance for Wisconsin households includes \$1.3 billion of federal spending on food programs — primarily SNAP, school breakfast and lunch programs, and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). Nonprofits also provide approximately \$87.2 million in food assistance, including food pantries, food banks, and soup kitchens, based on the Urban Institute's nonprofit database. That number may be slightly higher, as Feeding Wisconsin estimates that Wisconsin citizens and businesses donated \$90 million of food investments in 2016. Yet even with this assistance combined with income, Wisconsin's households below the ALICE Threshold still fell 20 percent short of what they required to meet their most basic food needs in 2016 (Lee, 2018; Feeding Wisconsin, 2018).

## Transportation

In the Household Survival Budget, transportation accounts for 14 percent of the Wisconsin family budget. Yet for many ALICE households, 14 percent of what they actually earn is not enough to afford even the running costs of a car. While Wisconsin's public transportation systems are state-funded, there is no government spending on transportation specifically for ALICE and poverty-level families. Nonprofits provide some assistance, spending an estimated \$87.2 million on programming. Yet even with income and nonprofit assistance combined, there was still a 53 percent gap in resources for all of Wisconsin's households below the ALICE Threshold to meet the basic cost for transportation in 2016.



## Taxes

In the Household Survival Budget, taxes account for 12 percent of the Wisconsin family budget. Though earning enough to afford the Household Survival Budget would put some ALICE households above the eligibility level for the EITC, many households below the ALICE Threshold benefit from the EITC; the average income for households receiving EITC in Wisconsin in 2016 was \$15,126. The federal EITC provided \$844 million in tax credits and refunds for Wisconsin's working families in 2016. Eligible households collected an average federal tax refund of \$2,170, which helped 389,000 ALICE and poverty-level households in Wisconsin that year. Wisconsin's EITC provided an additional \$99.7 million in 2015 (National Conference of State Legislatures, 2016; Brookings, 2016). The per-household tax burden depends on a recipient's income; for every additional dollar families with children earned above \$17,830 (\$23,260 for married families), the amount of credit they received decreased. Yet with income, government credits, and refunds combined, there remained a 34 percent gap in resources for all of Wisconsin's households below the ALICE Threshold to meet the basic cost of taxes in 2016.

## The Special Case of Health Care

Health care resources are separated from other government and nonprofit spending because they account for the largest single source of assistance to low-income households (both ALICE households and those in poverty): \$10.2 billion, or 27 percent of all spending in Wisconsin. Health care spending includes federal grants (along with state-matching grants) for Medicaid and the Children's Health Insurance Program (CHIP), as well as those for hospital Charity Care programs; state-matching grants for Medicaid, CHIP, and Medicare Part D "clawback" payments; and the cost of unreimbursed or unpaid services provided by Wisconsin hospitals (Office of Management and Budget, 2017; Internal Revenue Service, 2007, 2010 and 2012; National Association of State Budget Officers, 2017). Between 2014 and 2016, this spending increased by 9 percent.

With the increasing cost of health care and the implementation of the Affordable Care Act, spending on health care has increased in Wisconsin, but it's important to note that the percentage of residents who are insured has also increased, across all income groups. In 2016, spending on health care in Wisconsin surpassed the amount needed for each household below the ALICE Threshold to afford basic out-of-pocket health care expenses.

While this overall spending seems like good news for ALICE and poverty-level households, it does not necessarily guarantee good or improved health to low-income Wisconsin households. Because there is greater variation in the amount of money families need for health care than there is in any other single category of budget spending, it is difficult to estimate the average health care needs and costs per household, and even more difficult to deliver health care efficiently to ALICE families or those living in poverty. An uninsured (or even an insured) household with a severe and sudden illness could be burdened with hundreds of thousands of dollars in medical bills in a single year, while a healthy household would have few expenses. National research has shown that a small proportion of households facing severe illness or injury account for more than half of all health care expenses, and those expenses can vary greatly from year to year (U.S. Department of Housing and Urban Development, 2010; Stanton, 2006; Kaiser Family Foundation, 2012).

# V. LOCAL CONDITIONS: HOUSING AND COMMUNITY RESOURCES

According to the Harvard Equality of Opportunity Project, our lives are profoundly influenced by where we live, and especially where we grow up (Chetty & Hendren, 2015). This is particularly true for ALICE households; local economic conditions largely determine how many households in a county or state struggle financially.

To understand the challenges that the ALICE population faces in Wisconsin, it is important to recognize that local conditions do not impact all socioeconomic and geographic groups in the same way. For example, focusing only on Wisconsin's cost of living obscures the problem of the lack of high-skilled jobs in many counties. Likewise, while county unemployment statistics clearly reveal where there are not enough jobs, having a job is only part of the economic picture for ALICE households.

The full picture requires an understanding of the local conditions that matter most to ALICE households, in addition to the job opportunities, local wages, and public and private assistance discussed in Sections III and IV. The most important local conditions are housing affordability and the level of community resources in the areas of education, health, and social capital (represented here by preschool enrollment, health insurance coverage, and voter turnout) in each county. While the ideal is to do well in each of these areas, the reality is that these conditions vary across Wisconsin's counties. This section reviews several indicators that help explain why so many households struggle to achieve basic economic stability throughout Wisconsin, and why that struggle is harder in some parts of the state than in others.

## HOUSING AFFORDABILITY

The more affordable housing there is in a county, the easier it is for a household in that county to be financially stable. In Wisconsin, housing is generally less expensive than in most other states, and affordability generally improved from 2010 to 2016. Yet there is variation between counties, and a common challenge is to find job opportunities in the same counties that are affordable places for ALICE households to live.

The three key indicators of housing affordability for ALICE households in a given county are the affordable housing gap, the housing burden, and real estate taxes. These indicators, described below, show which counties offer an adequate supply of units that ALICE households can afford, a relatively low percentage of households that spend more than 30 percent of their income on housing, and low real estate taxes.

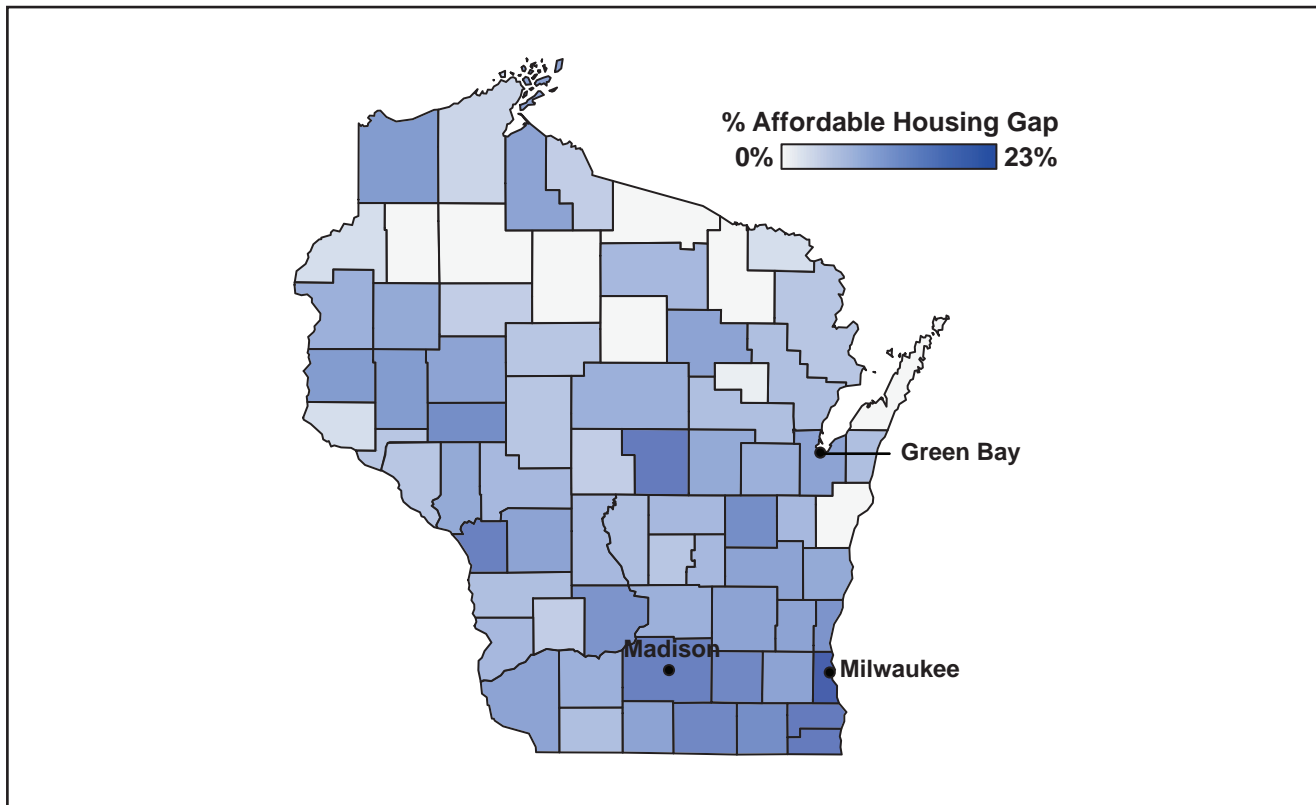
### The Affordable Housing Gap

In Wisconsin, housing is generally affordable, but it continues to be a strain for those at the low end of the market. Ownership can be more affordable than renting in many areas of Wisconsin, but that is only an option for those who can afford a down payment and real estate taxes and who qualify for a mortgage. For these households, homeownership is typically within reach in all counties across the state.

Finding low-cost housing, however, is a challenge in Wisconsin, especially in urban areas. The lack of supply is apparent when examining the affordable housing gap measure — an estimate of the difference between the total number of ALICE households (renters and owners) in a county and the number of available housing units those households can afford while spending no more than one-third of their income on housing. This measure assesses the total housing stock in a county and includes subsidized as well as market-rate units affordable to both ALICE and poverty-level households. The larger the gap, the harder it is for households below the ALICE Threshold to find affordable housing. From county to county, Wisconsin's affordable housing gap varies. The gap was larger than 15 percent in Dane, Jefferson, Kenosha, La Crosse, Portage, Racine, and Rock counties,

and reached 23 percent in Milwaukee County in 2016; by contrast, there was no housing gap in Door, Forest, Lincoln, Manitowoc, Price, Sawyer, Vilas, and Washburn counties (Figure 29). From 2010 to 2016, the housing gap more than doubled in Dane, Kenosha, La Crosse, Racine, Sauk, Walworth, and Washington counties.

**Figure 29.**  
**Affordable Housing Gap by County, Wisconsin, 2016**



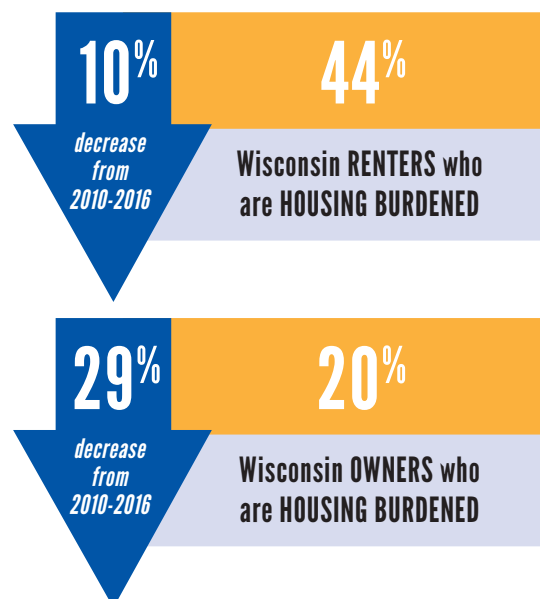
Source: American Community Survey, 2016, and the ALICE Threshold, 2016

## Housing Burden

The second key indicator of housing affordability in a county is housing burden — housing costs that exceed 30 percent of household income, as defined by the Department of Housing and Urban Development. That standard evolved from the United States Housing Act of 1937; while rent thresholds shifted over the ensuing decades, since 1981, the standard has been that 30 percent of income is the most a family can spend on housing and still afford other household necessities (Schwartz & Wilson, 2008).

The rate of housing burden in Wisconsin is generally low for owners but remains much higher for renters, despite the fact that rates for both groups fell slightly from 2010 to 2016. In 2016, 44 percent of Wisconsin renters paid more than 30 percent of their household income on rent, down from 49 percent in 2010. Among owners, 20 percent paid more than 30 percent of their income on monthly owner costs (which included their mortgage) in 2016, down from 28 percent in 2010 (American Community Survey, 2010 and 2016) (Figure 30).

**Figure 30.**  
**Housing Burden, Renters and Owners, Wisconsin, 2016**

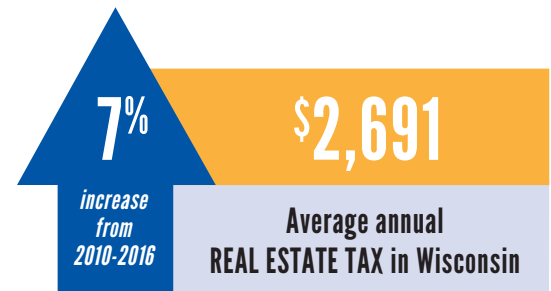


Rates vary across the state. In 2016, the highest rates of housing burden across both renters and owners were in Milwaukee County (36 percent) and Walworth County (34 percent). Manitowoc County had the lowest rate of housing burden at 19 percent (American Community Survey, 2016).

## Real Estate Taxes

While related to housing cost, real estate taxes also reflect a county's standard of living. Even for renters, real estate taxes raise the cost of housing. The average annual real estate tax in Wisconsin was \$2,691 in 2016 (a 7 percent increase from \$2,513 in 2010) (Figure 31). There is wide variation across counties, ranging from \$1,577 in Iron County to more than three times that in Dane County, at \$4,915. From 2010 to 2016, real estate taxes increased by more than 10 percent in one-third of Wisconsin's counties. The largest increase was in Menominee County, where taxes rose by 27 percent (American Community Survey, 2010 and 2016).

**Figure 31.**  
**Real Estate Taxes, Wisconsin, 2016**



## COMMUNITY RESOURCES

Community resources in the areas of education, health, and social capital provide a fundamental support structure for working families. In both the short and long term, these resources can make a difference in the financial stability of ALICE households. Yet it is a challenge across all Wisconsin counties to find adequate key community resources, such as access to quality schools, high rates of health insurance coverage, and the types of community engagement that create social capital.

Overall, Wisconsin is on par with the rest of the country in providing education resources (represented by preschool enrollment rates), health resources (represented by rates of health insurance coverage), and social capital (represented by rates of voter participation), although there are concerns about educational achievement gaps by race and ethnicity. While some community resources are fairly evenly spread across Wisconsin, others vary widely by county, suggesting that availability of these resources is determined by a combination of state-level factors and local policies.

## Education Resources

The provision of public education has long been a fundamental American value, and education is widely regarded as a means to achieve economic success. Quality learning experiences have social and economic benefits for children, parents, employers, and society as a whole.

Education is also important for the health of communities: People with lower levels of education are often less engaged in their communities and less able to improve conditions for their families. Over half of people without a high school diploma report not understanding political issues, while 89 percent of those with a bachelor's degree have at least some understanding of political issues. Similarly, having a college degree significantly increases the likelihood of volunteering, even controlling for other demographic characteristics (Baum, Ma, & Payea, 2013; Campbell, 2006; Mitra, 2011).

**Figure 32.**  
**Preschool Enrollment, Wisconsin, 2016**

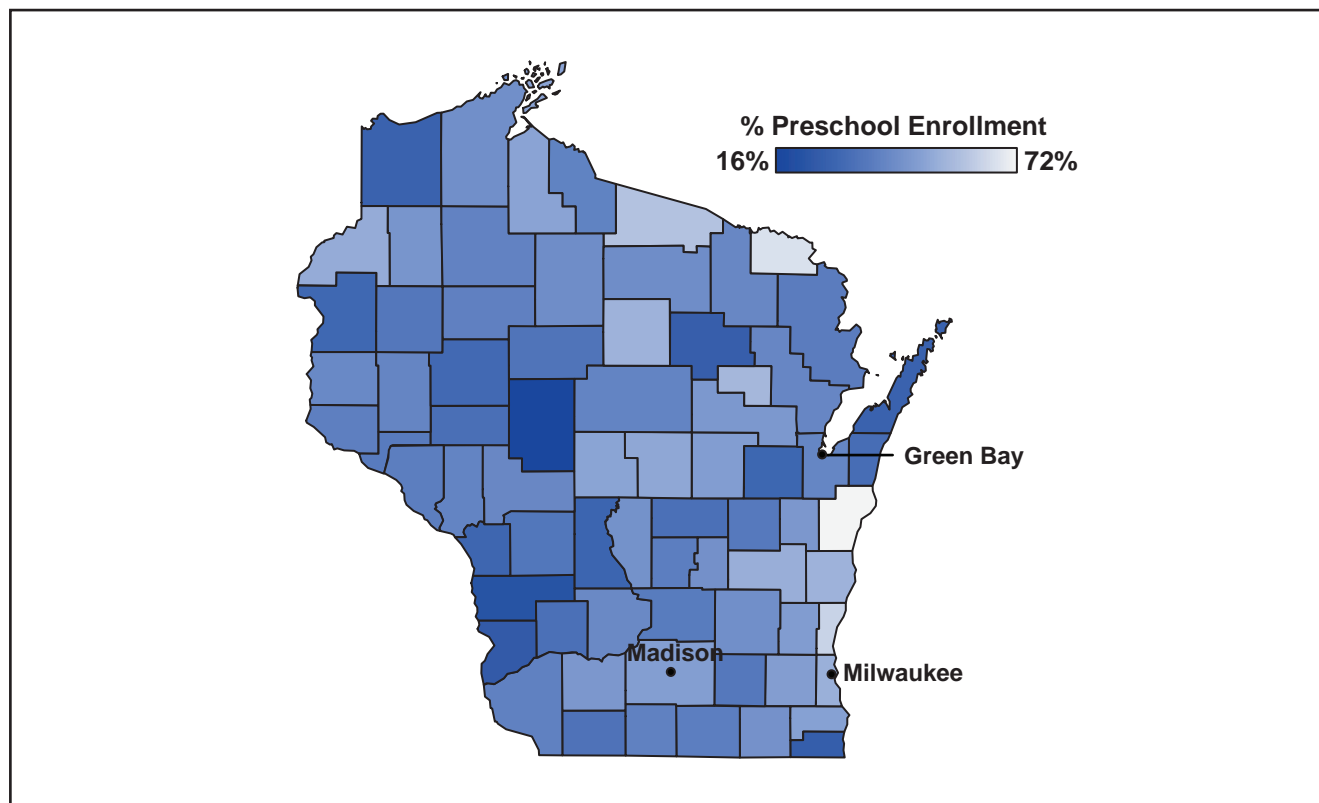


Early learning in particular enables young children to gain skills necessary for success in kindergarten and beyond, with 85 percent of brain development occurring by age 3 and 90 percent by age 5. Early

education also enables parents to work, which enhances the family's current and future earning potential. For these reasons, the quality of education available to low-income children could be one of the most important determinants of their future. In our analysis, the percentage of 3- and 4-year-olds enrolled in preschool is a proxy for the level of education resources in a county. The average share of 3- and 4-year-olds enrolled in preschool (all public and private combined) in Wisconsin was 48 percent in 2016 (Figure 32). Both in the number of 3- and 4-year-olds in child care programs with high YoungStar ratings, and in its universally available 4K programs, Wisconsin has made great progress in preschool education. In 2002, just 4 percent of 4-year-olds were enrolled in state preschools. By 2016, 78 percent of 4-year-olds were served through the state's 4K and Head Start programs (American Community Survey, 2016) (National Institute for Early Education Research, 2016).

Within Wisconsin, preschool enrollment varies widely among counties. In 2016, 67 percent of 3- and 4-year-olds were enrolled in preschool in Ozaukee County, while only 20 percent were enrolled in Clark and Vernon counties. This indicates that there are very different policies and resources devoted to early childhood education across the state (Figure 33).

**Figure 33.**  
**Preschool Enrollment by County, Wisconsin, 2016**



Source: American Community Survey, 2016, and the ALICE Threshold, 2016

From early learning through post-secondary studies, ALICE households are challenged to find quality, affordable education at all levels in Wisconsin. Secondary and higher education resources, including high school, two- and four-year colleges, and skills training, are important to the functioning of the state economy. Ultimately, basic secondary education remains essential for any job. According to the Alliance for Excellent Education, if only 5 percent more male students graduated from high school in Wisconsin, annual earnings for that graduating class would increase by \$21 million, and annual crime-related savings across the state would be \$192 million (Alliance for Excellent Education, 2013).

Although Wisconsin's Black, Hispanic, and Asian populations are relatively small, the state's education system still does not produce equal results for all residents, as demonstrated by the educational achievement gap affecting students from low-income families and families of color. The Education Equality Index shows that the state's K–12 achievement gap increased between 2011 and 2014, suggesting that necessary changes are not occurring. And the gap remains higher than the national average, with Wisconsin ranking 27<sup>th</sup> out of 34 states for which data is available. Madison and Milwaukee, the cities with the state's largest non-White populations, rank almost last — 98<sup>th</sup> and 99<sup>th</sup> — out of the nation's 100 largest cities on this measure (Education Equality Index, 2016).

These systemic differences affect both high school graduation rates and college performance. Among teenagers in Wisconsin, 64 percent of Black students, 78 percent of Hispanic students, and 77 percent of economically disadvantaged students (qualifying for free or reduced-price lunch) go on to college after high school, compared to 93 percent of White students. That effect persists in college; students who are Black or Hispanic are more likely to need remediation and have lower grade point averages than students who are White. And the gap extends beyond education: The Annie E. Casey Foundation found that across 12 indices, Wisconsin had the largest disparity in well-being between Black and White children (National Center for Education Statistics, 2016; Kids Count, 2017; Becker, 2015).

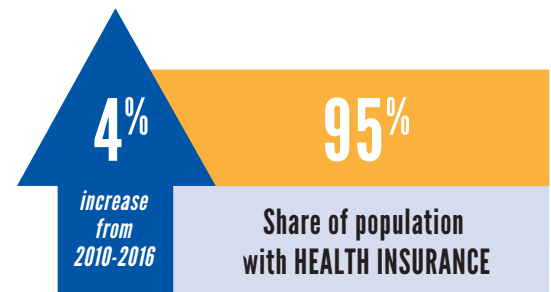
## Health Resources

For people living below the ALICE Threshold, poor health is both a cause and a consequence of being low-income. Access to quality, affordable health care is essential, and a strong predictor of receiving good care is having health insurance. Many ALICE families fall into a critical gap in health-insurance coverage because they often earn more than Medicaid eligibility levels, but not enough to afford the high deductibles of the lowest-cost Affordable Care Act plans.

The overall level of health insurance coverage in Wisconsin remained flat over two decades at around 91 percent, then improved to 95 percent from 2013 to 2016 (U.S. Census Bureau, 1995; Barnett & Berchick, 2017). With BadgerCare Plus (Wisconsin's Medicaid/CHIP program for parents, children, and pregnant women), and the introduction of the Affordable Care Act in 2014, low-income households have had more access to health insurance, though they are still slightly less likely to have coverage than higher-income households. Of Wisconsin residents under age 65 with annual income below 200 percent of the FPL, 88 percent had health insurance in 2016, compared to 92 percent of residents under age 65 at all income levels (Kaiser Family Foundation, 2016; Gates & Rudowitz, 2014) (Figure 34).

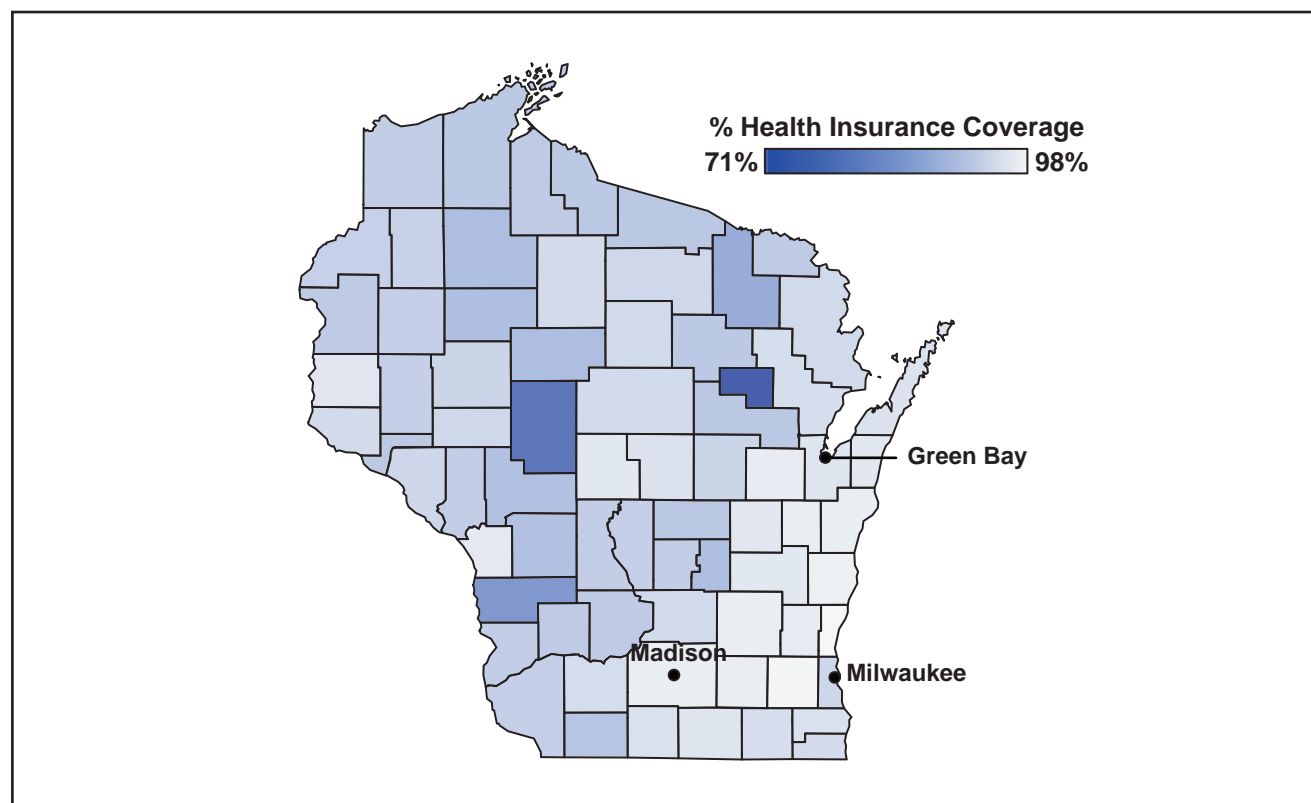
Coverage rates vary across Wisconsin, but as rates have improved, differences across counties have decreased. The lowest rate is 71 percent in Menominee County, and the highest is 98 percent in Ozaukee County (American Community Survey, 2016) (Figure 35).

**Figure 34.**  
**Health Insurance Coverage,**  
**Wisconsin, 2016**





**Figure 35.**  
**Health Insurance by County, Wisconsin, 2016**



Source: American Community Survey, 2016, and the ALICE Threshold, 2016

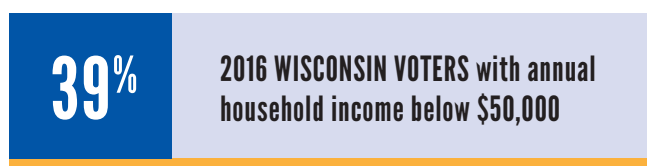
Wisconsin was one of the top-20 healthiest states in the country in 2016, as measured by America's Health Rankings. Rankings are based on measures of behaviors, community and environment, policy, clinical care, and health outcomes. Wisconsin's primary strengths were high rates of high school graduation and health insurance coverage, and a low prevalence of diabetes. The state still struggles, however, with a high prevalence of excessive drinking and high rates of pertussis, as well as low per-capita public health funding (United Health Foundation, 2016).

## Social Capital

In our analysis, voter turnout is used as a proxy for social capital — activities that reflect community engagement. The share of voting-age Wisconsin residents who voted in the presidential election (when turnout is traditionally highest) was 69 percent in 2016, well above the national average of 60 percent. According to Wisconsin exit polls, ALICE residents accounted for more than one-third of the voting electorate: 39 percent of voters had household income below \$50,000, 34 percent had income between \$50,000 and \$100,000, and 27 percent had income above \$100,000 (U.S.

Election Assistance Commission, 2016; United States Elections Project, 2016; CNN Politics, 2016) (Figure 36).

**Figure 36.**  
**Voter Turnout, 2016 Presidential Election,**  
**Wisconsin, 2016**





# VI. EMERGING TRENDS

While ALICE families differ in their composition, challenges, and level of need, there are three broad trends that will impact the conditions they will face and the opportunities they will have to change their financial status over the next decade: the changing American household; increasing market instability, both in the U.S. and globally; and growing inequality of health. These trends will have significant implications for both local communities and Wisconsin as a whole.

## THE CHANGING AMERICAN HOUSEHOLD

Decades of shifting demographic trends have created new household configurations, many of them in ALICE families. In the U.S., Wisconsin ranks 39<sup>th</sup> in population growth, at only a fraction of a percent (0.35) annually since 2010. Demographics within the state are shifting: Baby boomers are aging, millennials are driving social change with lifestyles that differ from their parents and grandparents, and immigration trends are changing the racial and ethnic composition of communities. These changes impact the demand for housing, health care, transportation, and community services. That demand, in turn, shapes Wisconsin's communities, with many implications for who ALICE households are and where they live and work (World Population Review, 2018).

### Growing Populations: Millennials and Baby Boomers

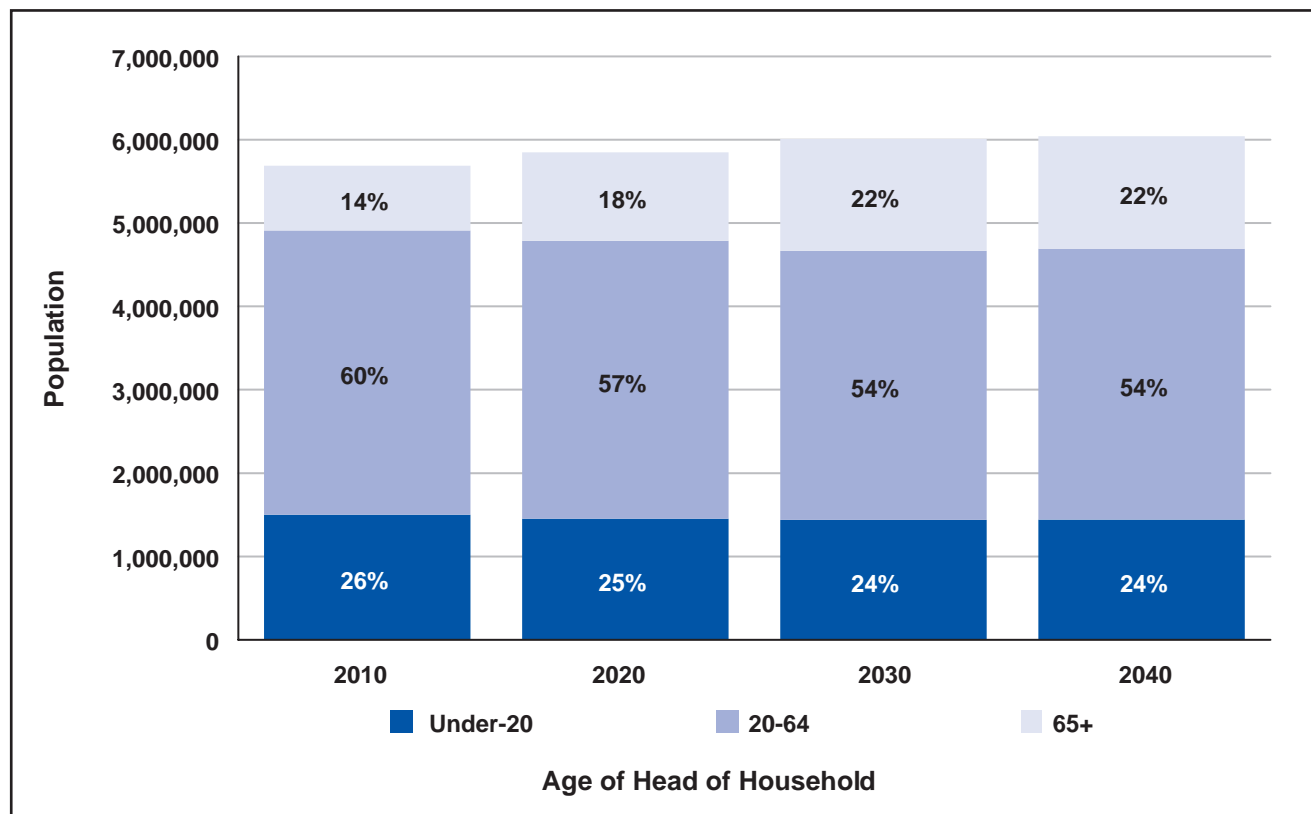
The growth of certain age groups is changing the landscape in Wisconsin and across the country. Both millennials and baby boomers are powerful demographic forces. Millennials tend to have different lifestyle preferences than past generations, including choosing to live in urban areas and delaying both marriage and having children. The large boomer cohort encompasses a group that is working longer, remains involved in a wide array of activities, and is generally healthier than previous generations.

Seniors (65 years and over) are currently Wisconsin's smallest population cohort by age, but this population is projected to grow from 777,314 (14 percent) in 2010 to 1.35 million (22 percent) by 2040, a 74 percent increase (Figure 37). In contrast, demographers predict that by 2040, the rest of the population will decrease in numbers. The number of 0- to 19-year-olds will fall from 1.5 million to 1.4 million, and their share of the state population will decline from 26 to 24 percent. The number of 20- to 64-year-olds will fall from 3.4 million to 3.2 million, and their share will decline from 60 to 54 percent.

Wisconsin's overall growth in population also masks differences across the state. Wisconsin's rural areas are experiencing declines in population, especially among younger residents, which is part of a national trend, while the state's metropolitan areas are seeing growth among people of all ages (Weldon Cooper Center for Public Service, 2016; Egan-Robertson, 2013; Wisconsin Hospital Association, 2017; Milewski, 2016).

Another change in American households by age group is the record number of Americans (nearly 61 million in 2014) living in multigenerational households — those that include two or more adult generations, or those with grandparents and grandchildren. Growing racial and ethnic diversity in the U.S. helps explain some of the rise in multigenerational living. The Asian and Hispanic populations overall are growing more rapidly than the White population, and these groups are more likely than Whites to live in multigenerational family households (Cilluffo & Cohn, 2017).

**Figure 37.**  
**Population Projection, Wisconsin, 2010 to 2040**



Source: Weldon Cooper Center for Public Service, 2016

**Millennials:** Millennials are the most racially diverse generation in American history: 43 percent of millennials are non-White, the highest share of any generation. They are also on track to be the most educated generation. Yet at the same time, they are more likely than previous generations to be in debt and living in their parents' homes (Cilluffo & Cohn, 2017; Cohn & Caumont, 2016).

Young workers are a state's future economic growth, but college debt, low wages, and underemployment limit their economic contribution and may cause them to become part of the ALICE population. Wisconsin's college loan default rate was 10 percent in 2014, slightly lower than the national rate of 12 percent. As a result, many recent graduates and young workers have delayed living on their own, getting married, and having children. This is reflected in the decline in the number of Wisconsin households headed by a younger millennial (someone under 25 years old), in the high rate of poverty-level and ALICE households among young people living alone, and in millennials having the lowest geographic mobility among young adults in 50 years. The financial constraints of the under-25 population have a ripple effect on the wider economy as well: Housing construction slows, as do furniture and appliance manufacturing, and there are indirect effects on retail and utilities, which all dampen economic growth (Cilluffo & Cohn, 2017; U.S. Department of Education, 2017; Keely, van Ark, Levanon, & Burbank, May 2012).

**Baby Boomers:** On the other end of the population spectrum, the senior population (those 65 and over — the older baby boomers) is growing even faster than the millennials. This senior generation faces additional financial challenges: the added expenses of living longer, the increasing cost of health care, and minimal retirement savings. Because of these age-specific issues and the difficulties of working and saving as we age,

the situation of the baby boomers raises well-founded concerns that extend beyond individual seniors to the potential slowing of the entire economy (Bloom, Canning, & Fink, 2011).

Workforce challenges have been especially severe for baby boomers. Because the demands of the labor market have changed — with job loss, lower-wage jobs, and less available work overall — many seniors do not have the retirement savings they need. In 2014, 18 percent of those over age 55 had no savings for retirement and 35 percent had less than \$10,000 (though this did not include the value of a primary residence or defined benefit plan) (Employee Benefit Research Institute and Greenwald & Associates, 2014).

As a result, those on the brink of retirement are finding that they often cannot afford to fully leave the workforce. Even younger baby boomers feel these pressures: Nationally, those aged 55 and over are expected to make up a larger share of the labor force in the next decade. The over-55 age group steadily increased its share of the U.S. labor force from 12 percent in 1992 to 14 percent in 2002, and further to 21 percent in 2012; it is projected to increase to 26 percent by 2022. In Wisconsin, within the 65- to 74-year-old population, 22 percent of women and 28 percent of men were still in the workforce in 2016 (Bricker, et al., 2014; Bureau of Labor Statistics, 2014; Wisconsin Department of Health Services, 2017).

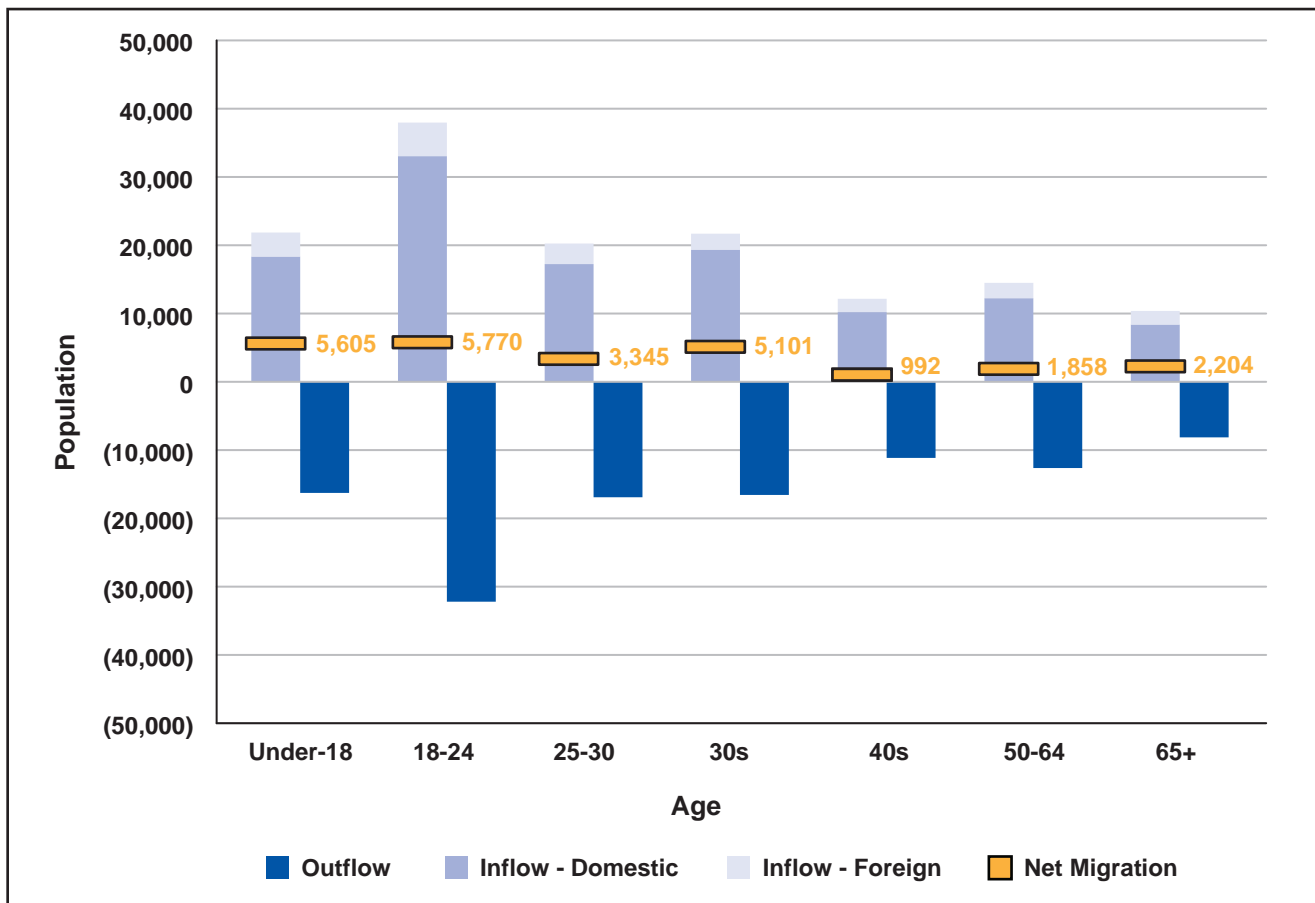
Many ALICE seniors are healthy and continue to work. But for those whose health has declined, the costs of managing their health conditions are often prohibitive. Health care expenses rise considerably for seniors; 80 percent of adults 65 and older have at least one chronic condition, and 68 percent have at least two conditions and account for three-fourths of U.S. health care spending. Costs for seniors and their families rise especially sharply for those who need residential health care, which can become essential for those with debilitating illnesses such as diabetes, cancer, or heart disease. The most expensive conditions, however, are Alzheimer's disease and other dementias, costing more than cancer and heart disease combined. The average Medicare spending for seniors with Alzheimer's is almost three times higher than average per-person spending for all other seniors. Today, there are about 5.2 million individuals treated for this disease in the U.S., and by 2050, the number is expected to triple (Bradley, 2017; Alzheimer's Association, 2017; National Council on Aging, 2017; Centers for Disease Control and Prevention, 2017).

As U.S. seniors age and need more care, that demand will take a toll on younger ALICE workers who will struggle to continue working while providing caregiving to family members. Because the number of seniors is projected to increase faster than the workforce, there will be more pressure on current workers to provide caregiving. There will also be pressure on the government for additional revenue both to sustain Medicare and to accommodate the new infrastructure demands that seniors will make, which are discussed later in this section.

## Growing Populations: Migration and Immigration

In addition to internal growth and aging, Wisconsin's population is changing through both domestic migration (primarily from Illinois, Minnesota, and other Midwestern states) and immigration. In Wisconsin, there was significant variation in migration by age group in 2016, with the largest movement being a net gain of more than 5,770 college-aged students. But all age groups experienced at least a slight net inflow. Blacks, Hispanics, Asians, and immigrants are more common in the younger age groups, making those groups more diverse than the older cohort (Aisch, Gebeloff, & Quealy, 2014) (Figure 38).

**Figure 38.**  
**Population Inflows and Outflows, Wisconsin, 2016**

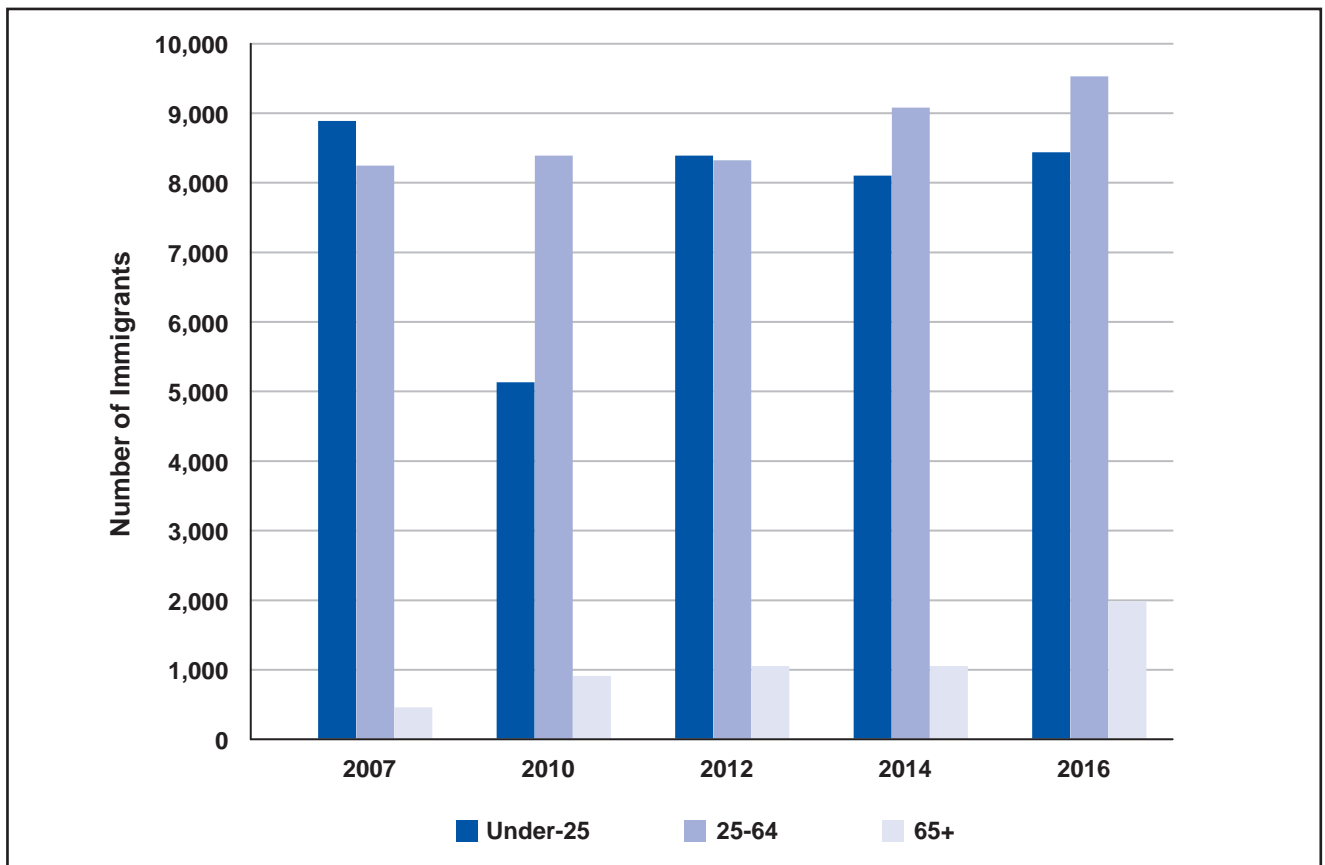


Source: American Community Survey, 2016

**Immigration:** Immigration plays an increasing role in Wisconsin’s racial and ethnic composition. The number of immigrants has risen over time, from 17,675 in 2007 to 19,943 in 2016 (Figure 39). In 2016, the largest group was college-aged young adults (18–24 years old), followed by children and teens under 18 years old, and then by their parents — working-age people (25–64 years old) — and a smaller number of seniors (American Community Survey, 2007, 2010, 2012, 2014 and 2016; U.S. Census Bureau, 2010, 2015).

Because of this increase, the foreign-born population rose to 5 percent of Wisconsin’s total population in 2016, up from 3.6 percent in 2000. Almost half (46 percent) have become citizens, 30 percent are legal permanent residents, and 25 percent are undocumented. Current immigrants in Wisconsin have come primarily from Mexico and Central American countries (38 percent) and Asia (37 percent), but they also hail from Africa, Eastern Europe, and Canada (Migration Policy Institute, 2016; American Community Survey, 2016; Aisch, Gebeloff, & Quealy, 2014; Migration Policy Institute, 2014).

**Figure 39.**  
**Immigration by Age, Wisconsin, 2007 to 2016**



Source: American Community Survey, 2016

Immigrants in Wisconsin vary widely in language, education, age, and skills, as well as in their financial stability. Within Wisconsin's foreign-born population aged 25 and older, 25 percent have less than a high school education, compared to 6 percent of the native-born population. However, 18 percent of the foreign-born population has a graduate or professional degree, compared to 8 percent of the native-born population (American Community Survey, 2016; Cilluffo & Cohn, 2017).

There are many well-educated and financially successful immigrants in Wisconsin. Yet there are also immigrant families with distinct challenges that make them more likely to be unemployed or in a struggling ALICE household. These challenges can include lower levels of education, minimal English proficiency, and lack of access to support services if their citizenship status is undocumented (American Community Survey, 2016; Aspen Institute, 2013).

Immigration has had a particular impact on Wisconsin's workforce; the state's civilian labor force would have declined slightly by 2016 if not for immigrants, a trend across the Midwest. Immigrants in the state make up a majority of workers in manufacturing (27 percent) and a significant portion of workers in other industry groups, including education, health care and social assistance (18 percent); arts, entertainment, recreation, hotel and food services (13 percent); and farming (5 percent overall, but up to 40 percent in dairy farming) (Haynes, 2018; Jones M. , 2017; Chappell, 2017).

As both workers and entrepreneurs, immigrants are an important source of economic growth in Wisconsin, making up 6 percent of the state's workforce (186,626 workers) in 2015, according to the U.S. Census. Across the state, there were more than 14,500 immigrant-owned businesses with combined sales receipts totaling \$250 million in 2015, according to the U.S. Census Survey of Business Owners. As consumers, the state's immigrants had a combined purchasing power of about \$5.5 billion in 2014 (New American Economy, 2017; New American Economy, 2017a; American Immigration Council, 2015).

The state's undocumented workers make up a small part of the overall immigrant population — about 25 percent of the foreign-born population — and come primarily from Mexico and Guatemala. Nationally, the estimated number of undocumented immigrants in the U.S. roughly doubled from about 5.7 million in 1995 to about 11.1 million in 2014. In terms of race and ethnicity, Hispanic immigrants make up the largest share of the U.S. undocumented population — almost three-quarters — and Asian immigrants account for about 10 to 11 percent (National Academies of Sciences, Engineering, and Medicine, 2017; Gee, Gardner, Hill, & Wiehe, 2017; Pew Research Center, 2017; American Immigration Council, 2015).

Though undocumented residents make up a small subgroup of Wisconsin's immigrants, their fiscal impact is hotly debated. On one hand, undocumented workers contribute to the state's economy and tax base; in 2014 they paid \$72 million in taxes in Wisconsin, according to the Institute for Taxation and Economic Policy. In addition, they are responsible for both economic activity and jobs: The Perryman Group estimates that if all undocumented workers were removed from the state, Wisconsin would lose \$3 billion in economic activity and approximately 41,000 jobs. According to the U.S. Chamber of Commerce, removing undocumented workers nationwide would not lead to the same number of job openings for unemployed Americans for two reasons: first, because it would remove millions of entrepreneurs, consumers, and taxpayers from the U.S. economy; and second, because immigrants and native-born workers typically do not compete for the same jobs (U.S. Chamber of Commerce, 2013; Perryman Group, 2008; Colombo, 2016).

On the other hand, undocumented workers use community resources. However, these are primarily local government services such as K–12 education, parks, and highways — services available to all Wisconsin residents. For specific state benefits such as FoodShare, WisconsinWorks, or BadgerCare Plus, eligibility is restricted to legal immigrants with a minimum of five years of qualified status (The Pew Charitable Trusts, 2014; Pereira, et al., 2012; Hall, 2017).

The fiscal impact of undocumented residents also shifts as the children of immigrants become adults. They are among the strongest economic and fiscal contributors within the U.S. population, contributing more in taxes than either their parents or the native-born population (National Academies of Sciences, Engineering, and Medicine, 2017).

Overall, immigrants have a positive impact on long-term U.S. economic growth. Immigrant workers run businesses and pay taxes, contribute to a range of fields from engineering and science to the service sector, and in 2012 were 30 percent more likely to start their own businesses than native-born residents. One-quarter of public U.S. companies backed by venture capital have been founded by immigrants — companies including Google, Intel, and eBay. At the other end of the occupational spectrum, in service jobs, lower-skilled immigrant workers such as child care providers or caregivers form the foundation that enables higher-income parents to pursue full-time careers while having children. All of these disparate factors contribute to economic growth and the tax base (National Academies of Sciences, Engineering, and Medicine, 2017; Furman & Gray, 2012).

Immigrants and their children will account for the vast majority of current and future U.S. workforce growth. Nationally, the portion of the labor force that is foreign-born has risen from about 11 percent to just over 16 percent in the last 20 years. Without immigrants, there would be an estimated 18 million fewer working-age adults in the country in 2035, and U.S. population growth would be less than 1 percent annually, slow by historical standards (National Academies of Sciences, Engineering, and Medicine, 2017). The full size of the next wave of immigrant workers and their children is not yet clear and could impact the growth trajectories of all age groups in Wisconsin.

## Implications of Demographic Trends

The growth of Wisconsin's millennial, baby boomer, and immigrant populations will have an impact both on the wider economy and on the communities where ALICE lives and works. As these changes unfold, there will be opportunities to improve financial stability for ALICE families in Wisconsin. But there will also be additional pressures, particularly in two areas: infrastructure and elder care.

### Infrastructure

There will be greater pressure on the state's infrastructure, especially the housing market for smaller, affordable rental units. Different groups prioritize different amenities in these units: Many young millennials want to rent near urban centers with shopping, restaurants, and public transportation; seniors generally want housing that is accessible to family, health care, and other services; and many immigrants want locations close to schools, public transportation, and jobs. However, unless changes are made to Wisconsin's infrastructure or housing stock, the current shortage of affordable housing units will increase, pushing up prices for low-cost units and making it harder for ALICE households to find and afford basic housing (U.S. Census Bureau, 2017; Department of Numbers, 2017; U.S. Department of Housing and Urban Development, 2016).

Changes in modes of transportation may offer Wisconsin residents more options in the future. With the rise of new forms of transportation, from ride-sharing companies like Uber to the prospect of self-driving cars, there are more ways to be mobile than owning a car or using public transportation. With many millennials preferring not to own cars and many older adults no longer driving, these services will be desirable. For example, self-driving cars could help seniors in rural areas who are no longer able to drive to get to doctor's appointments, family, and grocery stores. While we have yet to see the definitive shift toward automation predicted to happen in the next decade, self-driving technology is already being used in the long-haul trucking industry, enabling more goods to be transferred to and from rural areas. Ride-sharing companies have already altered the urban transportation landscape, providing new options for passengers but also impinging on the traditional taxi and livery industries, where many drivers are ALICE workers (Schmidt, 2017; Securing America's Future Energy, 2017).

The changing transportation dynamic could also impact the delivery of social services and health care. For example, Uber is currently working with Meals on Wheels to provide rides to volunteers doing food deliveries. In the future, fleets of publicly owned self-driving cars could provide transportation for seniors and those with disabilities to doctor's visits and social services at a fraction of the cost of building a new and easily accessible public transportation system (Cakebread, 2017; Arcadis, HR&A Advisors, and Sam Schwartz, 2017; Zimmer, 2016).

Housing could also be impacted by the evolution of self-driving cars. If this technology can offer lower-cost transportation and more productive commuting time, the proximity of housing to work and amenities might become less important, thereby increasing the range of locations for affordable housing. In addition, a reduced need for car ownership will change the demand for houses with garages and for on-street parking (Jiao, Miró, & McGrath, 2017).

### Elder Care

The aging population will increase demand for geriatric health services, including assisted living and nursing facilities, and home health care. Seniors will face a number of challenges in getting the care they need, including a lack of savings and fewer available caregivers.



**Numbers of available caregivers:** In Wisconsin, the caregiver support ratio — the number of potential caregivers aged 45 to 64 for each person aged 80 and older — was 6.7 to 1 in 2010 and is projected to fall to 4 to 1 by 2030, and then to 2.9 to 1 by 2050. Out of the 50 states, the Long-Term Services and Supports State Scorecard ranked Wisconsin 14<sup>th</sup> in 2014 in its support for family caregivers and 8<sup>th</sup> overall in its long-term support and services for older adults on a scale that measures affordability, access, and quality of life (Reinhard, et al., 2014; AARP Public Policy Institute, 2015; Redfoot, Feinberg, & Houser, 2013).

With the increased demand for caregivers, there is a growing need for more paid direct-care workers (home health aides, personal care aides, and nursing assistants), who are themselves likely to be ALICE workers. Personal care aides, one of the fastest-growing jobs in Wisconsin, are paid \$10.74 per hour and require reliable transportation, which can consume a significant portion of the worker's wage. These jobs do not require extensive training and are not well regulated, yet they involve substantial responsibility for the health of vulnerable clients. Together, these factors may lead to poor-quality caregiving and the risk of physical, mental, and financial abuse and neglect — an issue that is on the rise in Wisconsin and across the country (MetLife Mature Market Institute, June 2011; U.S. Bureau of Justice Statistics, 2015; Wisconsin Department of Workforce Development, 2018).

**Immigrants in the caregiving workforce:** Immigrants make up a large share of employees at the nation's nursing homes, assisted living facilities, and home care agencies. A recent study found that one in four direct-care workers is foreign-born, and that share is probably much higher among “gray market” workers — home care workers hired directly by families and often paid under the table (Espinoza, 2017).

The immigrant direct-care workforce is economically and politically vulnerable. These workers are largely women who work mostly part-time or part-year jobs with a median annual income of \$19,000. This is despite the fact that immigrant direct-care workers are more likely to have higher-education degrees than U.S.-born direct-care workers. Fewer immigrant direct-care workers are nursing assistants, who earn a higher income and more often have employer-sponsored health insurance. A large majority of immigrant direct-care workers come from Central American, Caribbean, and Southeast Asian countries, all regions targeted by recent immigration restrictions. Losing direct-care workers from these populations at a time when the U.S. senior population is growing would both increase the cost and reduce the quality of care, adding pressure to families to provide their own care. (Espinoza, 2017).

**Unpaid family caregivers:** While families of all income levels may choose to care for family members themselves, many ALICE caregivers are forced into the role because they cannot afford to hire outside care. Half of all family caregivers report that they had no choice in taking on their caregiving responsibilities, and almost half (47 percent) report household income of less than \$50,000 per year (AARP Public Policy Institute, 2015).

Family caregiving has significant value; the presence of an informal caregiver can improve well-being and recovery and defray medical care and institutionalization costs. Yet caregiving is also costly for families in several ways: direct costs, such as those for supplies; lost income due to decreased hours or job loss, which also impact future earnings; and mental and physical strain on the caregiver (Dixon, 2017; MetLife Mature Market Institute, 2010; AARP Public Policy Institute, 2015; Ramchand, et al., 2014; Tanielian, et al., 2013; Rainville, Skufca, & Mehegan, 2016).

# MARKET INSTABILITY

There are a few trends converging to destabilize markets and reshape the American — if not global — workforce: the ripple effects of natural and human-made disasters through a connected global economy, the shifting of risk from companies to workers and from high- to low-wage jobs, and the often disruptive effects of technology on jobs and workplaces.

Each of these trends is likely to become more prevalent going forward, and these changes will impact ALICE workers disproportionately because they have the fewest resources to weather instability and risk. According to a recent workforce survey, more than three-quarters of U.S. workers live paycheck-to-paycheck at least some of the time, and nearly that many are in debt. What makes market instability especially difficult for ALICE families is their lack of financial resilience: They do not have savings or other resources that might sustain them through a low period of income or an unexpected disaster. Instead, an emergency can quickly spiral into a crisis, with devastating consequences for households (CareerBuilder, 2017).

## Disasters Felt Globally

While some Americans may not think much about the global economy, our new economic reality is a complex, integrated system that features both technological advances as well as disruptions. Technology has expanded international connections and increased the speed of these interactions; but that connectedness can function both for better and for worse. When an earthquake and tsunami pummeled Japan in 2011, the global supply chain of semiconductor equipment and materials was disrupted. With Japan responsible for 20 percent of the global semiconductor market, the cost of the world's semiconductor products increased, including those made for Apple's iPad. And there is no global governing body to help moderate the effects of cycles of disaster, inflation, or industry bubbles, as the U.S. has, for example, with the Federal Reserve (World Economic Forum, 2017; van Paasschen, 2017; Morgenstern, 2011; Amadeo, 2011)..

## Workers at Risk

The changing economy has put pressure on businesses to seek new ways to improve productivity and reduce costs. A common practice has been to shift the risk of market fluctuations in supply and demand from the business to the worker. For example, when crops are reduced after a drought, there are lower wages for field hands due to less work even if farm owners can charge more for limited output; and when demand for vacations falls after a hurricane in a tourist destination, hotels and restaurants can cut their losses by sending workers home. Risks from environmental hazards, natural and human-made, are also often pushed onto workers and low-income communities. Lower-income workers are particularly likely to be exposed to hazards such as pollutants in factory work, chemicals and pesticides in farming and manufacturing, and injuries in nursing and construction.

Since these costs are often cumulative, intensifying as the volume of risk increases, years of such practices are being more harshly felt today, such as with the global effects of pollution and climate change. ALICE families are especially vulnerable to events that directly threaten their homes and their jobs: droughts, floods, crop failures, violent weather, rising sea levels, and ocean acidification (van Paasschen, 2017; NASA, 2018).

The growing use of a contingent workforce — another recent structural shift among U.S. businesses — enables companies to scale up or down more nimbly, but it subjects workers to unexpected gains or losses in work hours, making it difficult for ALICE households to pay bills regularly or to make long-term financial plans. Contingent work also reduces the responsibility of employers to provide benefits, such as health insurance and retirement plans. This passes on costs to ALICE families and leaves them more vulnerable should they have a

health crisis or have to retire early. And because some employer or government benefits — including paid and unpaid time off, health insurance, unemployment insurance, public assistance, and work supports — are tied to number of hours worked, unpredictable scheduling can put those benefits in jeopardy. For example, low-wage workers are two and a half times more likely to be out of work than other workers, but half as likely to receive unemployment insurance (Garfield, Damico, Stephens, & Rouhani, 2015; Watson, Frohlich, & Johnston, 2014; U.S. Government Accountability Office, 2007).

## Disruptive Technologies and Job Turnover

The cost of disruption is often borne disproportionately by ALICE workers. For example, a technological innovation increases productivity, eliminates some jobs, and creates new ones. The business that invested in the innovation increases profits and the economy benefits from greater productivity. The employee with the new job benefits only if wages are sufficient to cover the cost of training to gain the skills needed for the job, as well as the transaction costs of getting a new job (e.g., job search, relocation, new clothes). The employee in the old job, who may have been excellent in that role, may not have the skills for the new job and/or may be unable to relocate and therefore loses her job, which has huge and immediate costs for herself and her family.

One of the clearest examples of the impact that job turnover has on workers and the economy comes from the North American Free Trade Agreement. Included in the agreement are funds to help workers whose manufacturing jobs move abroad as a result of foreign trade. In 2014, this involved over 62,000 workers, and the cost to help them search for reemployment was just above \$300 million, including funds for job training, job search and relocation allowances, income support, and assistance with health care premium costs. That was a cost of more than \$4,800 per worker to secure new employment — funds that most ALICE workers who lose their jobs do not have (U.S. Department of Labor, 2014).

Turnover is also costly for businesses. From a human-resources perspective, experts estimates that turnover costs account for 20 to 30 percent of the annual salary of workers making less than \$50,000, a cost that includes recruiting, interviewing, hiring, orientation and training, lost productivity, potential customer dissatisfaction, reduced or lost business, administrative costs, and lost expertise (Boushey & Glynn, 2012; Merhar, 2016; Bersin, 2013; Bolden-Barrett, 2017).

Finally, there are the costs of disruptive technologies to consumers, including the time it takes to learn about a new product or process, the actual cost of the item, cancellation fees, and the time and effort to implement and incorporate it into their lives. ALICE families especially do not have the time or funds to adapt, and the ongoing stress of insufficient income is exacerbated by their inability to upgrade to new technologies that ostensibly make everyday life easier (Klemperer, 1987; Zhang, Chen, Zhao, & Yao, 2014).

## Future Jobs

Wisconsin's workforce faces a future dominated by low-paying jobs requiring few advanced educational credentials. From 2018 to 2025, three-quarters of the fastest-growing jobs in Wisconsin will pay less than \$20 per hour. In terms of education, only 19 percent of new jobs will require a bachelor's degree, and only 13 percent will require some college or post-secondary non-degree award. More than half of new jobs (54 percent) will not require a formal educational credential at all, and another 15 percent will require only a high school diploma (Projections Central, 2016; Bureau of Labor Statistics, 2016; Wisconsin Department of Workforce Development, 2018) (Figure 40).

Furthermore, many of these jobs are also at the greatest risk of being replaced by technology. Three-quarters (76 percent) of jobs in Wisconsin's top-20 fastest-growing occupations could be replaced by technology in the

next two decades. In addition to automating existing jobs, technology is creating new on-demand jobs and services, with the most attention going to gig-economy jobs such as TaskRabbit work and Uber and Lyft driving (Frey & Osborne, September 2013).

**Predicting new occupations:** Moving beyond TaskRabbit and Uber, there are a wide array of new jobs predicted to arise in the next 20 to 30 years, including augmented reality architects, alternative currency bankers, waste data managers, 3-D printing engineers, privacy managers, wind-turbine repair techs, nano-medics, drone dispatchers, robotic earthworm drivers, body part and limb makers, memory augmentation therapists, mass-energy-storage developers, and self-driving-car mechanics (Frey T. , 2011; Mejia, 2017; World Economic Forum, 2016; Hagan, 2017).

While these jobs seem a long way from today's mechanics and personal care providers, most are still maintainer jobs, largely filled by ALICE workers who care for the infrastructure and the workforce, in occupations that ensure the economy runs smoothly. In other words, our physical infrastructure may change, but it will still need maintenance, and the maintainer workforce will still need to be educated and cared for (Vinsel & Russell, 2016).

The new jobs, however, will not necessarily be filled by the same workers who held the jobs that these new titles replace. For example, a cashier does not necessarily have the skills to repair digital-checkout kiosks. Jobs that remain, especially those that require lower levels of education, will be service jobs that cannot be automated and will continue to be the lowest-paid, such as health aides, janitors, sales representatives, and movers. Yet even these jobs will increasingly require digital skills (Brynjolfsson & McAfee, 2014; Frey & Osborne, September 2013).

**Ability to work with technology:** In the face of rapidly rising computing power, an ability to work with data and make data-based decisions will become an increasingly vital skill even within maintainer jobs, so ALICE workers will need new skill sets. The ability to work with technology will be increasingly important for jobs at all levels, from retail assistants to more senior positions. With the increasing amount of digital information being generated and stored, there will be more value placed on utilizing data to improve business productivity. And with increased mechanization, many jobs will require working alongside machines as well as building and repairing them. In Wisconsin, this dynamic is already a big part of agriculture and manufacturing.

The McKinsey Global Institute estimates that in 60 percent of all occupations, an average of 30 percent of work activities are automatable, and therefore more workers will be required to work alongside machines (Manyika J. , 2017). For example, at Ford's Chicago Assembly Plant, operators used to spend 70 percent of their time scanning and 30 percent repairing defects. Now they spend 10 percent of their time scanning and 90 percent of their time finessing the final assembly of a vehicle (Pete, 2013) (Hagan, 2017).

In addition, the pace of these changes may have to be faster than anticipated. By one estimate, 50 percent of subject knowledge acquired during the first year of a four-year technical degree in 2016 will be outdated by the time students graduate (World Economic Forum, 2016; Organisation for Economic Co-operation and Development, 2016; Carnevale, Smith, Gullish, & Hanson, 2015).

**More consultants, more risk:** Initially, the gig economy was seen as a way for many ALICE households to fill short-term gaps in standard employment, with work that might be more lucrative than jobs in the traditional employment market. However, the size of the contingent workforce has increased to up to one-third of the overall workforce, with estimates that it could reach 40 to 50 percent by 2020. With more and more workers solely reliant on contract work, the number of people experiencing gaps in income and going without benefits is also rising, and this trend is expected to increase (Gaggl & Eden, 2015; Abraham, Haltiwanger, Sandusky, & Spletzer, 2016; Katz & Krueger, 2016; Freelancers Union & Elance-oDesk, 2016; U.S. Government Accountability Office, 2015; Edison Research, 2018; Smith, 2016; Manyika, et al., 2016; Intuit, 2017).

**Figure 40.**  
**New Job Growth by Occupation, Wisconsin, 2017 to 2025**

Occupation	2017 Employment	Annual New Growth	Hourly Wage	Education or Training	Likelihood of Being Replaced by Tech
Retail Salespersons	89,387	290	\$10.27	None	74%
Food Prep, Including Fast Food	63,141	861	\$9.05	None	92%
Personal Care Aides	62,452	1,793	\$10.74	None	79%
Customer Service Representatives	57,816	462	\$16.99	High school diploma or equivalent	1%
Registered Nurses	56,212	533	\$32.58	Bachelor's degree	85%
Laborers and Movers, Hand	55,335	271	\$13.99	None	55%
Heavy and Tractor-Trailer Truck Drivers	52,132	687	\$19.61	Postsecondary non-degree award	6%
Janitors and Cleaners	49,003	395	\$11.54	None	6%
Waiters and Waitresses	43,448	233	\$9.17	None	66%
Sales Representatives	40,562	474	\$28.69	High school diploma or equivalent	96%
General and Operations Managers	35,434	282	\$44.15	Bachelor's degree	92%
Nursing Assistants	34,239	458	\$13.47	Postsecondary non-degree award	16%
First-Line Supervisors of Office and Administrative Support Workers	29,254	214	\$24.84	High school diploma or equivalent	85%
Bartenders	26,732	266	\$9.23	None	77%
Maids and Housekeeping Cleaners	26,284	217	\$10.09	None	94%
Accountants and Auditors	23,026	264	\$30.86	Bachelor's degree	95%
Landscaping and Groundskeeping Workers	21,242	239	\$12.62	None	94%
Cooks, Restaurant	19,639	338	\$11.19	None	86%
Computer Systems Analysts	14,628	405	\$36.46	Bachelor's degree	61%
Market Research Analysts and Marketing Specialists	11,571	219	\$25.63	Bachelor's degree	69%
Computer-Controlled Machine Tool Operators	10,751	229	\$19.15	High school diploma or equivalent	1%

Source: Frey & Osborne, September 2013; Wisconsin Department of Workforce Development, 2018

# GROWING INEQUALITY OF HEALTH

The third trend that will affect ALICE households throughout Wisconsin is an increasing level of inequality in health. The state has made some important recent gains in health care; the uninsured rate has been cut nearly in half since 2013, falling to 5 percent by 2016. In addition, the Agency for Healthcare Quality and Research ranked Wisconsin's health care first in the country for having the highest-quality rural hospitals, being one of the best states for physicians and the best state for nurses, and having the best provider-owned health plans in the country (American Community Survey, 2013 and 2016) (Borgerding, 2018).

At the same time, the cost burden of health care is increasing for all but the healthiest Wisconsin residents. That cost burden is also increasing for government and businesses — a trend that is not sustainable, and that will most likely result in less access to quality health care for ALICE families, more costly health emergencies, and poorer health overall.

## Cost of and Access to Health Insurance

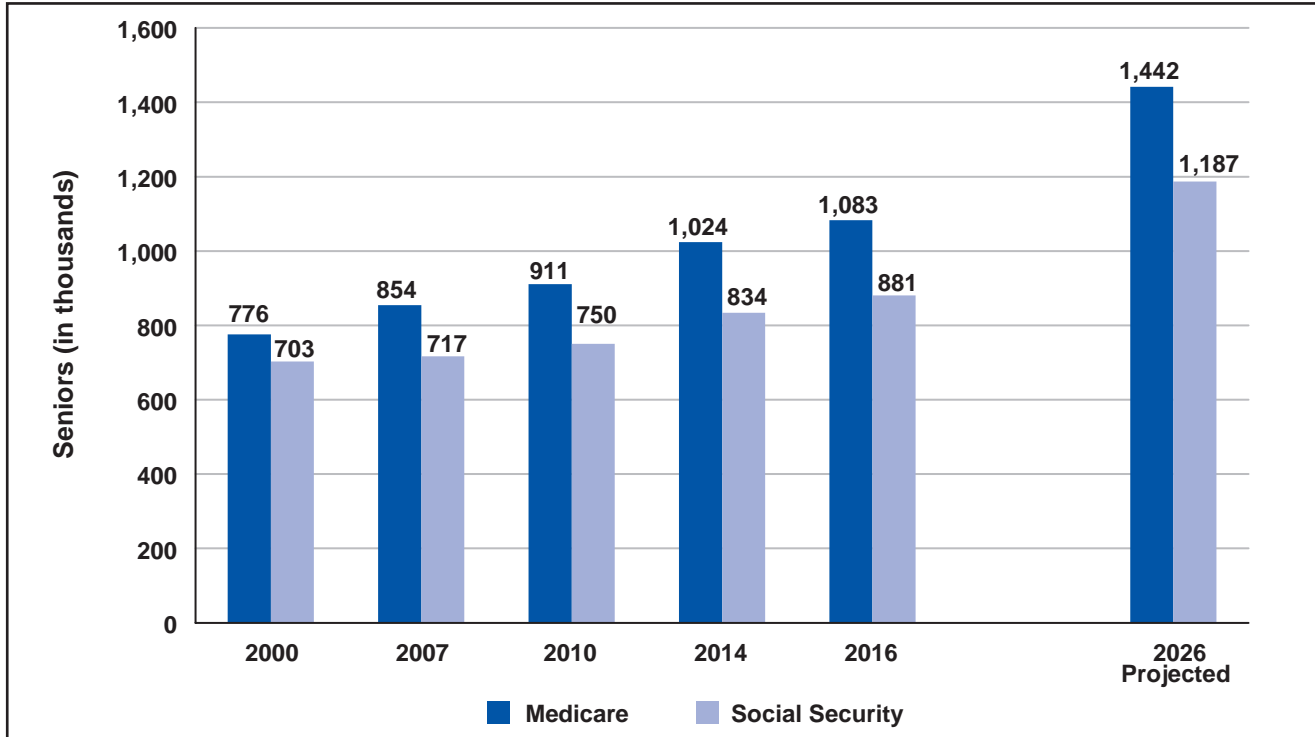
**The dwindling power of Medicare and Medicaid:** As the ratio of workers to both Medicaid recipients and seniors falls in Wisconsin, there will be growing demand for care and decreasing sources of revenue.

Aging in particular adds significant costs to health care. While many seniors are active and healthy, as they live longer they require more health care than their younger counterparts. Chronic conditions such as cancer, dementia, and diabetes increase with age, and older bodies are more prone to injury. As a result, health care costs for seniors are higher than for other age groups. For example, in 2010, health care spending amounted to \$18,424 per person for people aged 65 and older, tripling the \$6,125 that was spent on working-age individuals. And that spending gap widens as seniors reach 80 and 90 years old (Neuman, Cubanski, Huang, & Damico, 2015; De Nardi, French, Jones, & McCauley, 2015; Leatherby, 2016).

An aging population and increasing health care costs will impact the effectiveness of Medicare and Medicaid and the demands on health care providers, beneficiaries, and taxpayers. As the Wisconsin population ages, the number of Wisconsinites enrolled in Medicare and receiving Social Security payouts has increased steadily and is projected to increase even more. Medicare enrollment increased from 775,700 Wisconsin residents in 2000 to 1.1 million in 2016 and is projected to rise to 1.4 million by 2026 (a 33 percent increase from 2016 to 2026). The number of Wisconsinites collecting Social Security increased from 703,000 in 2000 to 880,840 in 2016 and is projected to reach 1.2 million in 2026 (a 35 percent increase from 2016 to 2026) (Figure 41).



**Figure 41.**  
**Enrollment in Medicare and Social Security, Wisconsin, 2000 to 2026**



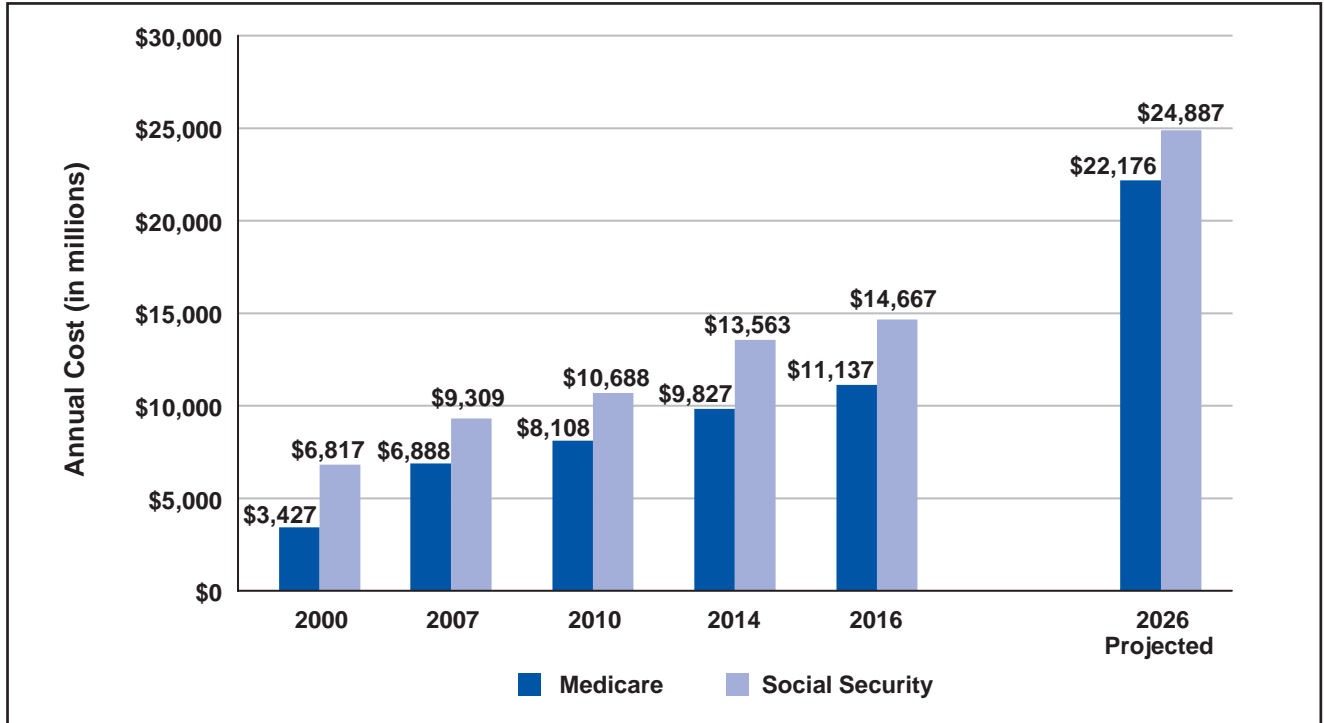
Source: Centers for Medicare & Medicaid Services, 2000, 2007, 2010, 2014; Centers for Medicare & Medicaid Services, 2017; Social Security Administration, 2000, 2007, 2010, 2014, 2016

Medicare provides health care coverage primarily to adults ages 65 and over, but also to younger adults with permanent disabilities. It has different sources of funding for different services, such as hospital care, physician care, and prescription drugs. Medicaid, which provides health coverage for low-income Americans, is often used by seniors to cover the long-term cost of nursing home facilities (Centers for Medicare & Medicaid Services, 2017).

Nationally, Medicare spending is growing at a faster rate than the growth in the senior population, Social Security, or the overall economy. In Wisconsin, both Medicare and Social Security spending are growing faster than either their rates of enrollment or the state economy. From 2000 to 2016, Medicare spending increased by an average of 7.4 percent each year, while Social Security increased by an average of 4.8 percent each year. Spending is expected to rise from 2016 to 2026, Medicare by 6.9 percent per year and Social Security by 5.3 percent each year, which translates to almost a doubling of spending: a 99 percent increase in Medicare spending and a 70 percent increase in Social Security spending over the decade (Centers for Medicare & Medicaid Services, 2017; Van de Water, 2017; Cubanski & Neuman, 2017) (Figure 42).



**Figure 42.**  
**Cost of Medicare and Social Security, Wisconsin, 2000 to 2026**



Source: Centers for Medicare & Medicaid Services, 2000, 2007, 2010, 2014; Centers for Medicare & Medicaid Services, 2017; Social Security Administration, 2000, 2007, 2010, 2014, 2016.

Seniors will bear additional costs because Medicare does not cover all of their health care. Excluded are long-term services and supports as well as dental care, plus premiums, deductibles, and cost-sharing for Medicare-covered services. These costs are increasing to the point at which out-of-pocket health care costs are likely to use up half of a Medicare beneficiary's average Social Security income by 2030 (Cubanski, Neuman, Damico, & Smith, 2018).

**Decreased availability of employer-sponsored health insurance:** ALICE households also face the challenge of declining rates of employer-sponsored health insurance. Insurance through large employers has remained steady or even grown in some places, but some small employers have dropped insurance benefits. Nationally, while 96 percent of employers with 50+ employees offered health benefits in 2016 (up from 95 percent in 2014), the share of businesses with fewer than 50 employees offering coverage dropped from 32 percent in 2014 to 29 percent in 2016 (Stearns, 2017). Furthermore, there is an increasing proportion of workers who rely on contingent work, which typically offers no insurance coverage (Noguchi, 2017). And the repeal of the ACA's individual mandate in the 2017 tax bill means that younger, healthier people will be more likely to forgo health insurance going forward, making insurance more expensive for those remaining in the market (Pear, 2017).

## The Wealth-Health Gap

Socioeconomic status has long been a powerful determinant of health. The National Academies of Sciences, Engineering, and Medicine project that, of people born in 1960, those in the lowest-income quintile have a shorter life expectancy than those in the highest income quintile: 13 years shorter for men (76 years compared to 89 years) and 14 years shorter for women (78 years compared to 92 years) (National Academies of Science, 2015).

The health-wealth divide is exacerbated by differences in the safety of both living and working environments depending on income. Those with the fewest resources often live and work in areas with unhealthy conditions, such as contaminated water and polluted air, because those areas are less expensive. The impact of pollution, toxic exposure, and disease compounds over time, and without resources, these families cannot afford to move to safer areas, mitigate these hazards, or avoid risky workplaces.

Race and ethnicity are also tied to the level of adverse environmental exposure people face in their neighborhoods and at their jobs. Several large studies have revealed an association between low socioeconomic status and greater harm from air pollution. A comprehensive review from Harvard University researchers revealed that, compared to the rest of the population, Black, Asian, Hispanic, and Medicaid-eligible individuals across all races and ethnicities had a higher likelihood of death from any pollution-related cause, with Black people almost three times as likely to die from exposure to air pollutants than other groups (Di, Wang, Zanobetti, & Wang, 2017). Moreover, a 30-year analysis of 319 commercial hazardous-waste treatment and storage sites in the U.S. found a consistent pattern of placing hazardous-waste facilities in low-income and primarily Black and Hispanic neighborhoods (Mohai & Saha, 2015).

These differences are projected to grow wider as the compound impact of unsafe living and working environments produces even poorer health outcomes for those with the fewest resources, and technical advances in medical care offer even better health outcomes to those with the most (Komlos & Kelly, 2016; National Academies of Sciences, Engineering, and Medicine, 2015; Chetty, Stepner, Abraham, & al, 2016).

The health care gap could increase in two ways. First, precision medicine — the ability to personalize medical treatments, products, and intervention — is increasingly effective, but costly and therefore out of reach for many patients. This is especially the case when it comes to treatments for cancer and rare diseases. Second, biotechnology and genetic engineering has made it possible to go beyond treatment of a specific injury and disease and upgrade to preventative health treatments. Researchers are, for example, experimenting with procedures that could enable families to correct genes that cause illnesses like cystic fibrosis, or add genes that protect against infection or dementia, and pass those improvements on to future generations. Yet these types of innovations would all be extremely expensive if and when they hit the marketplace (Harari, 2014; Komlos & Kelly, 2016; Regalado, 2015).

# THE DENTAL HEALTH DIVIDE

Nowhere are wealth-health disparities starker than in the divide in dental care. Higher-income Americans have dental insurance (most often separate from medical insurance) and access to care that provides resistance to tooth decay and breakage, jaw comfort, clear speech, and easier maintenance — all of which lead to better overall health. The wealthiest families spend thousands of dollars on supplemental dental care to achieve whiter, straighter, stronger smiles, which leads to more social and job opportunities.

Those with the lowest incomes rarely have dental insurance, and Medicaid's dental coverage varies from state to state, so these families often forgo preventative care. They are far more likely to suffer from tooth decay and gum infection, which can increase the risk of cancer and cardiovascular diseases and can affect speech, nutrition, sleeping, learning, playing, and overall quality of life. In addition, crooked or yellow teeth can stigmatize people in social settings and reduce job prospects, as they are associated with low educational achievement and social mobility. In a 2015 American Dental Association survey, 29 percent of low-income respondents reported that the appearance of their mouth and teeth affected their ability to interview for a job.

Wisconsin's public health care plan, BadgerCare Plus (WI Medicaid), provides dental coverage for children under the age of 18, former foster care recipients, pregnant women, certain farmers, and other self-employed parents and caretaker relatives. Despite the coverage the plan provides for children, discrepancies in coverage and dental health issues persist, varying by income level and race. In 2013, 67 percent of Wisconsin children enrolled in a commercial plan visited the dentist, compared to just 28 percent of children covered through Medicaid — the lowest rate in the nation, and an increase from 22 percent in 2005. This difference in utilization represented the largest gap in the United States.

Within these disparities by income, differences by race are present as well. One in five children ages 3 to 5 in Wisconsin Head Start programs have early childhood tooth decay, with Asian children almost three times as likely as White children to have it. Likewise, Black ninth graders are twice as likely as White adolescents to have five or more dental sealants. Nationally, even though states are required to provide dental benefits to children covered by Medicaid and the Children's Health Insurance Program (CHIP), one-third of White children and one-half of Black and Hispanic children still go without dental care.

Dental care for adults is limited by the fact that many dental services require a co-pay that can make them unaffordable for many ALICE families, and if the covered services are provided out of Wisconsin's BadgerCare Plus Program, there are even more charges. For adults 65 years and older in Wisconsin and across the country, Medicare does not cover routine oral health and dental care. Many seniors with severe needs such as root canals and crowns who are unable to afford additional expenses simply have their teeth pulled. As a result, nearly one in five Americans older than 65 do not have a single real tooth.

Making matters worse, dental coverage does not guarantee access to treatment in Wisconsin. Even those with dental coverage have difficulty accessing care because the state has 137 Dental Care Health Professional Shortage Areas (HPSAs), in both rural areas and urban areas, meaning that only 34 percent of need for care is met (Kaiser Family Foundation, 2016). According to the Wisconsin Office of Rural Health, there is one dentist per 1,920 individuals in rural areas of the state compared to one per 1,470 individuals in urban areas. While 28 percent of residents in rural areas do not visit the dentist, the rate in urban areas is 25 percent.

*Sources: Paradise, 2014; Center for Health Care Strategies, 2018; Otto, 2017; Frakt, 2018; Jordan & Sullivan, 2017; Health Policy Institute, 2015; Health Policy Institute, 2018; Wisconsin Department of Health and Family Services, 2007; Olson, Moss, & Voelker, 2014; Wisconsin Department of Health Services, 2012; Wisconsin Department of Health Services, 2015)*

# LOOKING AHEAD

There is a basic belief in America that if you work hard, you can support your family. Yet the data presented in this Report shows that for nearly 873,000 households in Wisconsin, this is not the case: Working families are still struggling due to the mismatch between the basic cost of living and the wages of many jobs across the state, exacerbated by systemic inequities in opportunity and wealth. The ALICE data challenges persistent assumptions and stereotypes about people who can't afford to pay their bills or are forced to use social services like food banks—that they are primarily people of color, live only in cities, are unemployed, or are struggling as the result of some moral failing. The data on ALICE households clearly shows that hardship in Wisconsin exists across boundaries of race, age, and geography.

With projected demographic changes and persistent barriers to stability, many ALICE and poverty-level families will continue to face hardship. In particular:

- At least 51 percent of Wisconsin households do not have enough money set aside to cover expenses for three months, let alone enough to save for emergencies or for the future.
- The majority of adults aged under-25 across the country are unable to afford to live on their own, get married, have children, or move to new job opportunities.
- More seniors are aging without saving for retirement.
- There are fewer workers to meet the growing demand for senior caregiving.
- Income and wealth disparities persist by race, ethnicity, sex, gender identity, and sexual orientation.

## IMPROVING LIFE FOR ALICE

Economic change will continue, and these changes will both provide opportunity and inflict costs. Yet the distribution of opportunity and cost is not usually even or equitable. To have a positive impact on ALICE families, communities need to consider a range of system changes that would help ALICE to weather downturns in the short term and become more financially secure in the long term. Policymakers, academics, and advocates in the field have proposed a range of broad ideas that could be adapted on a local, statewide, or national front.

**For solutions to be effective, they must be as comprehensive and as interconnected as the problems are.** Siloed solutions do not work. Because conditions vary across counties and states, the solutions to the challenges that ALICE and poverty-level households face will vary as well. Stakeholders — family, friends, nonprofits, businesses, policymakers, academics, and the government — will need to work together with innovation and vision, and be willing to change the structure of the local and national economy and even the fabric of their communities.

Ultimately, if ALICE households can become financially stable, Wisconsin's economy will be stronger and its communities more vibrant — improving life not just for ALICE, but for everyone. The data detailed in this report can be a jumping-off point to create new and better ideas that can help working families move toward this goal. And there is no one solution: A range of strategies will be needed to ensure that working people and their families aren't left behind.

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# ALICE IN ADAMS COUNTY

## 2016 Point-in-Time Data

**Population:** 20,294 • **Number of Households:** 7,950

**Median Household Income:** \$43,554 (state average: \$56,811)

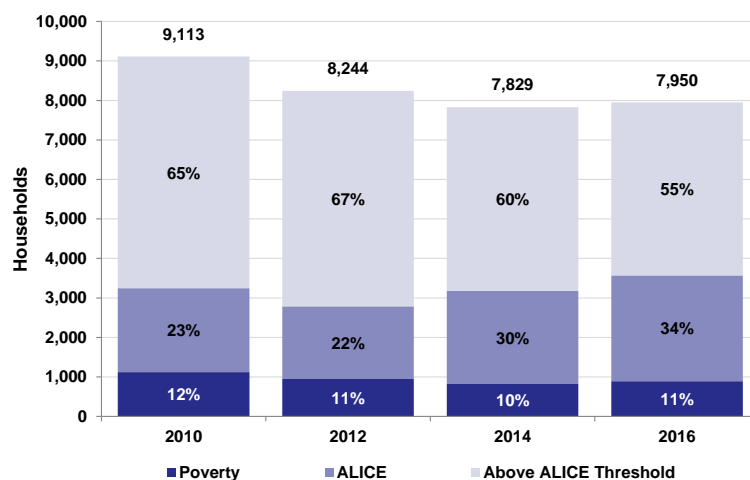
**Unemployment Rate:** 10% (state average: 4.1%)

**ALICE Households:** 34% (state average: 25.8%) • **Households in Poverty:** 11% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

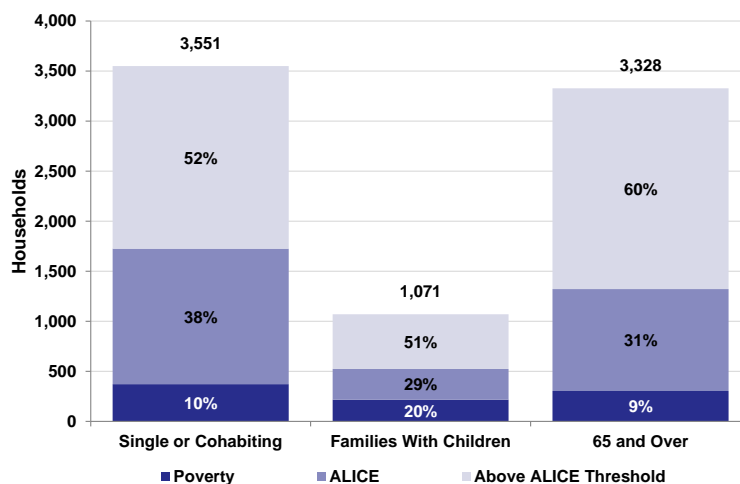
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

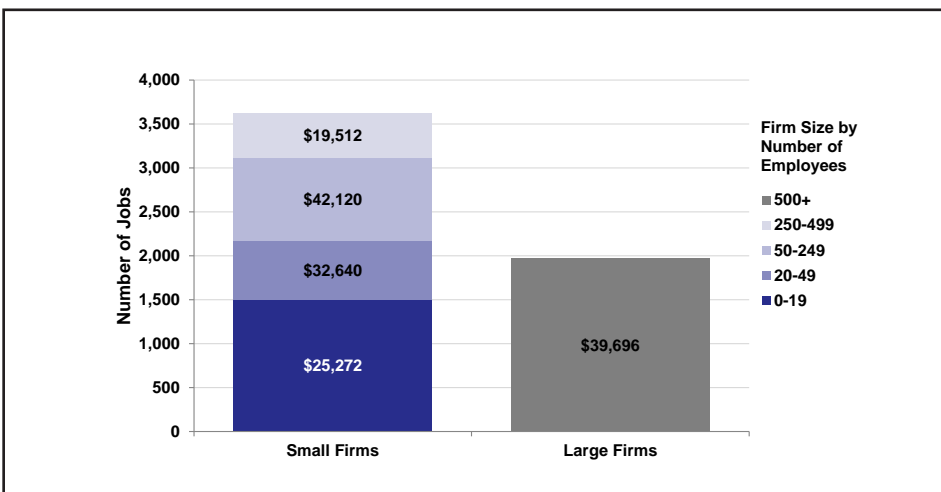
Household Survival Budget, Adams County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$449	\$658
Child Care	\$-	\$1,159
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$145	\$446
Taxes	\$220	\$541
Monthly Total	\$1,590	\$4,901
ANNUAL TOTAL	\$19,080	\$58,812
Hourly Wage	\$9.54	\$29.41

Adams County, 2016		
Town	Total HH	% ALICE & Poverty
Adams	543	54%
Adams city	754	62%
Big Flats	398	59%
Colburn	110	43%
Dell Prairie	582	31%
Easton	399	49%
Friendship village	214	52%
Jackson	487	40%
Lincoln	136	40%
Monroe	196	40%
New Chester	363	46%
New Haven	259	47%
Preston	541	44%
Quincy	556	54%
Rome	1,231	26%
Springville	509	50%
Strong's Prairie	506	48%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.



# ALICE IN ASHLAND COUNTY

## 2016 Point-in-Time Data

**Population:** 15,936 • **Number of Households:** 6,670

**Median Household Income:** \$40,297 (state average: \$56,811)

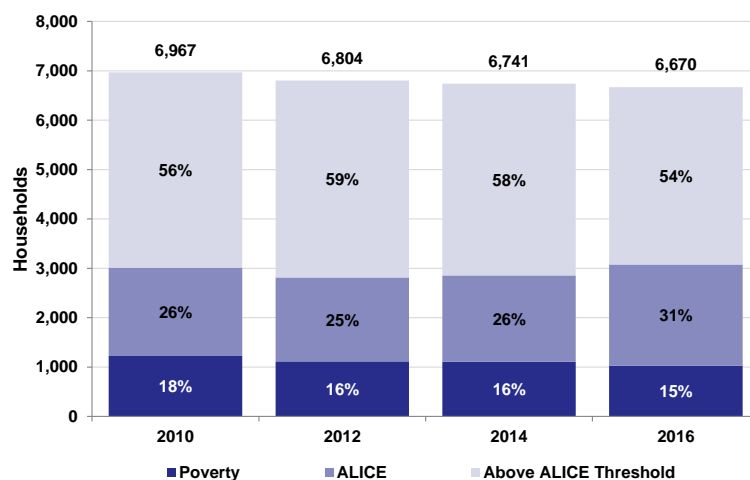
**Unemployment Rate:** 7% (state average: 4.1%)

**ALICE Households:** 31% (state average: 25.8%) • **Households in Poverty:** 15% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

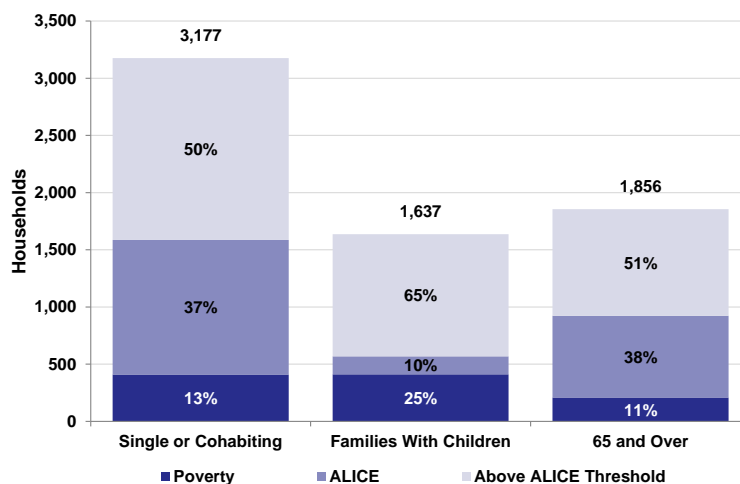
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

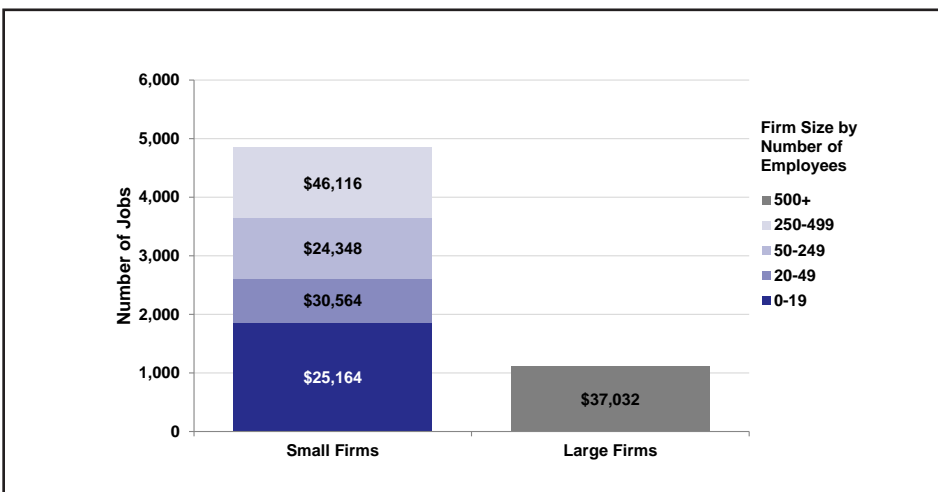
Household Survival Budget, Ashland County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$449	\$658
Child Care	\$—	\$1,114
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$145	\$439
Taxes	\$220	\$523
Monthly Total	\$1,590	\$4,831
<b>ANNUAL TOTAL</b>	\$19,080	\$57,972
Hourly Wage	\$9.54	\$28.99

Ashland County, 2016		
Town	Total HH	% ALICE & Poverty
Agenda	176	30%
Ashland	236	46%
Ashland city	3,487	49%
Butternut village	188	56%
Chippewa	152	41%
Gingles	318	31%
Gordon	116	45%
Jacobs	330	52%
Marengo	127	24%
Mellen city	329	57%
Morse	237	24%
Sanborn	502	59%
White River	248	34%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN BARRON COUNTY

## 2016 Point-in-Time Data

**Population:** 45,548 • **Number of Households:** 19,017

**Median Household Income:** \$46,863 (state average: \$56,811)

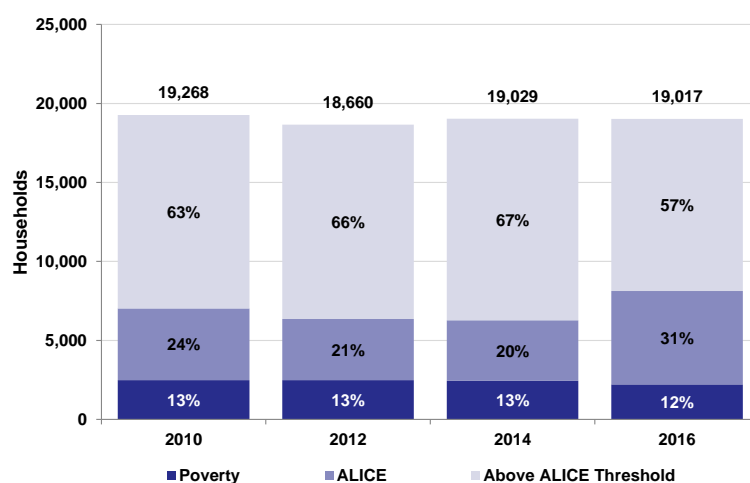
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 31% (state average: 25.8%) • **Households in Poverty:** 12% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

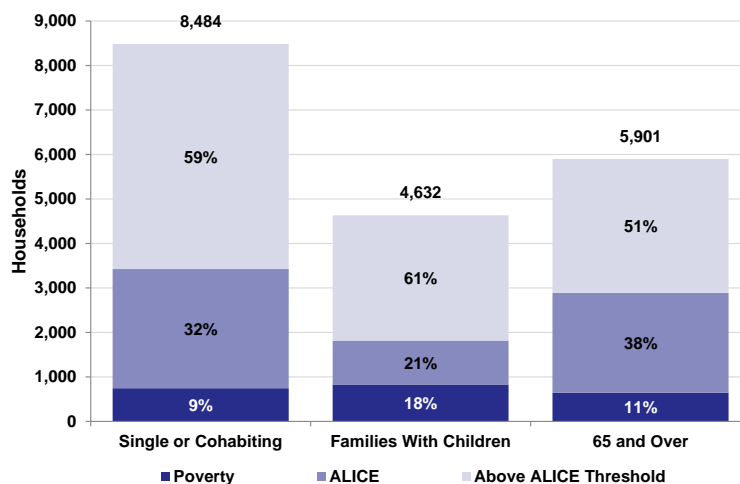
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

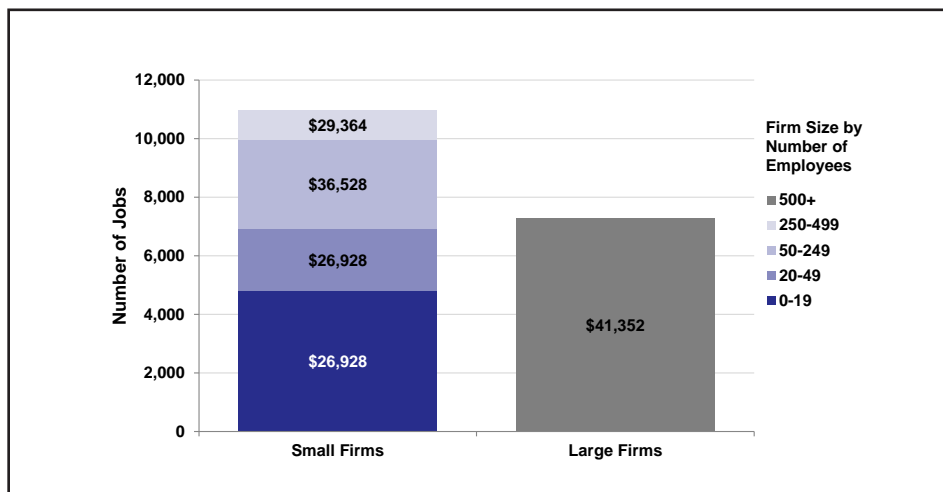
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Barron County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$518	\$696
Child Care	\$-	\$1,122
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$154	\$446
Taxes	\$242	\$542
Monthly Total	\$1,690	\$4,903
ANNUAL TOTAL	\$20,280	\$58,836
Hourly Wage	\$10.14	\$29.42

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Barron County, 2016		
Town	Total HH	% ALICE & Poverty
Almena	309	28%
Almena village	301	62%
Ariand	260	22%
Barron	296	31%
Barron city	1,234	49%
Bear Lake	284	25%
Cameron village	795	48%
Cedar Lake	521	34%
Chetek	743	26%
Chetek city	965	53%
Clinton	288	43%
Crystal Lake	326	39%
Cumberland	323	20%
Cumberland city	1,056	51%
Dallas	187	25%
Dallas village	149	55%
Dovre	308	37%
Doyle	179	28%
Haugen village	148	40%
Lakeland	406	35%
Maple Grove	344	28%
Maple Plain	292	38%
Oak Grove	372	37%
Prairie Farm	220	32%
Prairie Farm village	206	64%
Prairie Lake	603	34%
Rice Lake	1,324	35%
Rice Lake city	3,876	56%
Sioux Creek	238	37%
Stanford	236	34%
Stanley	964	38%
Sumner	303	31%
Turtle Lake	243	35%
Turtle Lake village	448	53%
Vance Creek	262	37%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN BAYFIELD COUNTY

## 2016 Point-in-Time Data

**Population:** 14,987 • **Number of Households:** 6,798

**Median Household Income:** \$48,132 (state average: \$56,811)

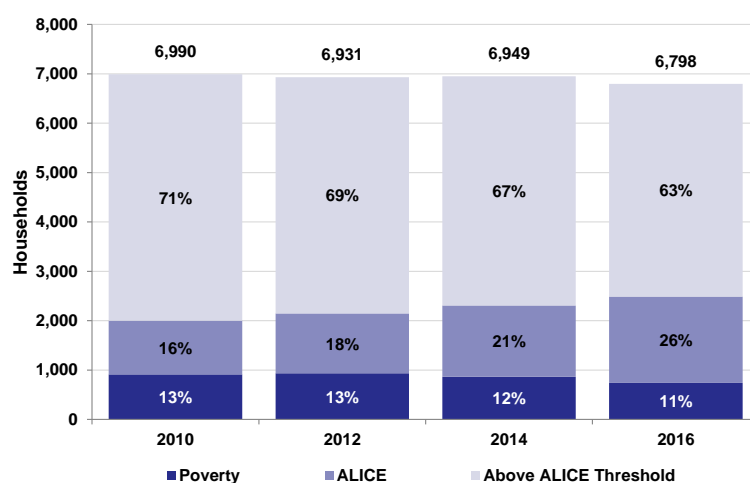
**Unemployment Rate:** 7% (state average: 4.1%)

**ALICE Households:** 26% (state average: 25.8%) • **Households in Poverty:** 11% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

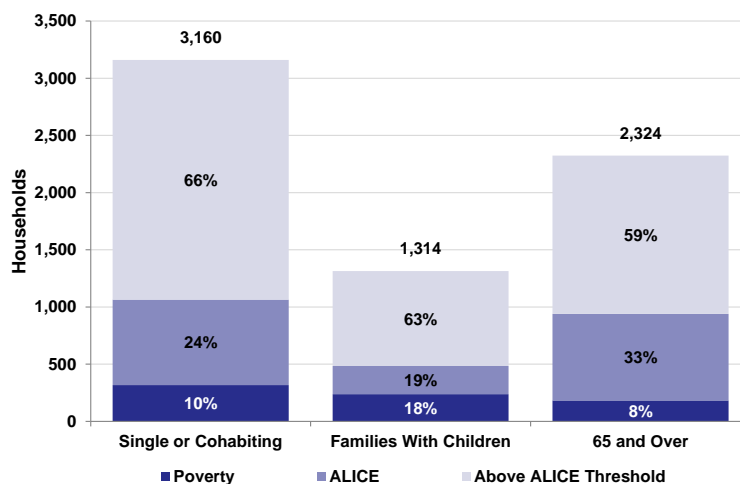
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

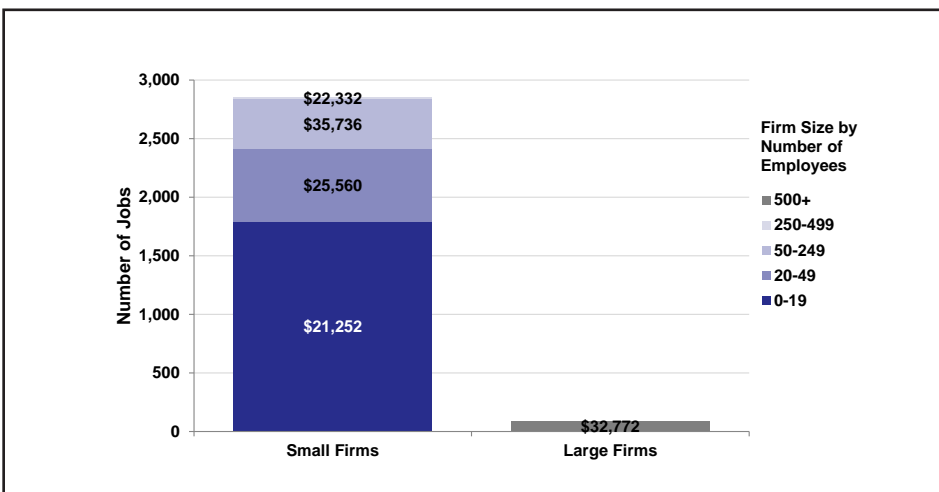
Household Survival Budget, Bayfield County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$449	\$658
Child Care	\$-	\$1,133
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$145	\$442
Taxes	\$220	\$530
Monthly Total	\$1,590	\$4,860
ANNUAL TOTAL	\$19,080	\$58,320
Hourly Wage	\$9.54	\$29.16

Bayfield County, 2016		
Town	Total HH	% ALICE & Poverty
Barksdale	296	16%
Barnes	368	28%
Bayfield	371	19%
Bayfield city	231	52%
Bayview	188	28%
Bell	149	28%
Cable	416	50%
Clover	108	32%
Delta	125	32%
Drummond	219	49%
Eileen	315	33%
Grandview	222	40%
Hughes	224	26%
Iron River	498	33%
Kelly	190	43%
Keystone	146	32%
Lincoln	122	43%
Mason	119	43%
Namakagon	138	29%
Oulu	213	33%
Port Wing	184	45%
Russell	457	48%
Washburn	211	25%
Washburn city	1,003	47%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN BROWN COUNTY

## 2016 Point-in-Time Data

**Population:** 260,401 • **Number of Households:** 104,804

**Median Household Income:** \$57,783 (state average: \$56,811)

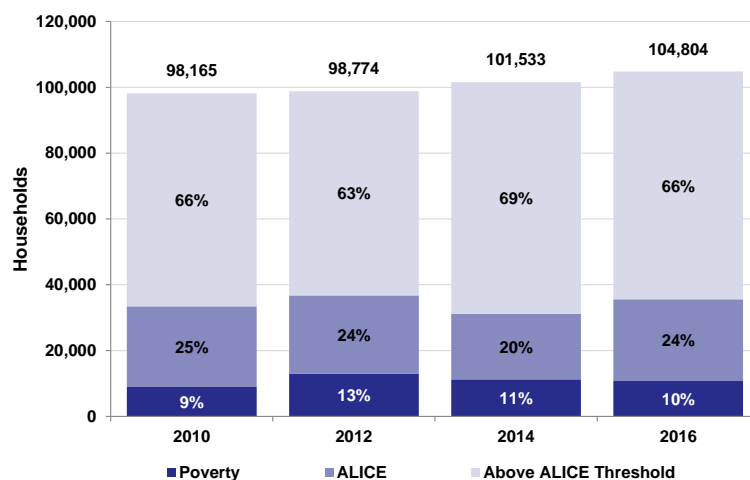
**Unemployment Rate:** 3% (state average: 4.1%)

**ALICE Households:** 24% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

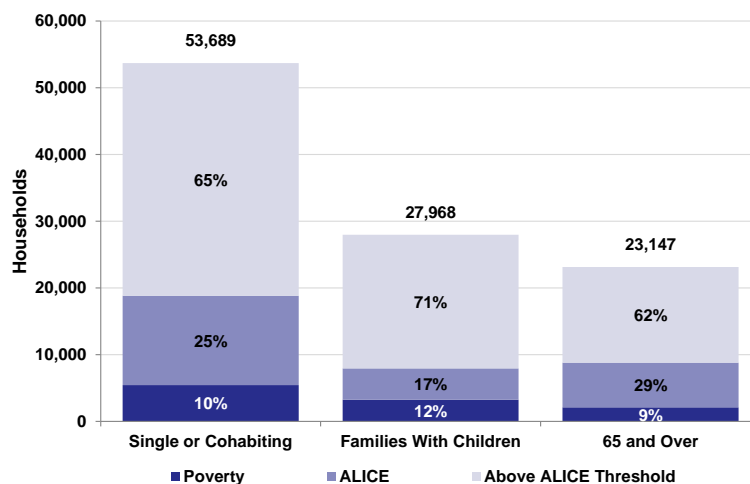
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016





## Why do so many households struggle?

### The cost of living continues to increase...

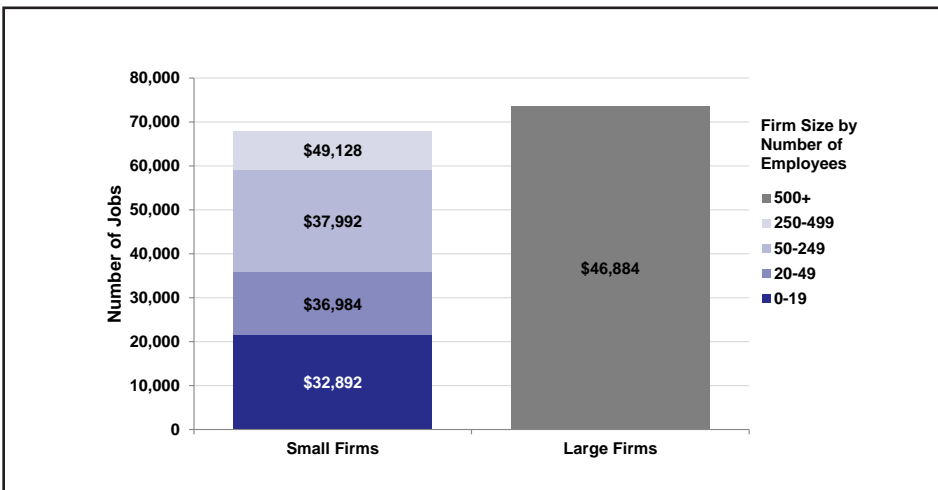
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Brown County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$466	\$756
Child Care	\$-	\$1,330
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$147	\$483
Taxes	\$225	\$650
Monthly Total	\$1,614	\$5,316
ANNUAL TOTAL	\$19,368	\$63,792
Hourly Wage	\$9.68	\$31.90

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Brown County, 2016		
Town	Total HH	% ALICE & Poverty
Allouez village	5,308	26%
Ashwaubenon village	7,593	38%
Bellevue village	6,327	37%
De Pere city	9,465	30%
Denmark village	872	39%
Eaton	551	16%
Glenmore	415	21%
Green Bay	782	15%
Green Bay city	42,521	48%
Hobart village	2,812	28%
Holland	523	21%
Howard village	7,536	31%
Humboldt	487	21%
Lawrence	1,874	18%
Ledgeview	2,755	22%
Morrison	564	23%
New Denmark	564	22%
Pittsfield	967	16%
Pulaski village	1,445	40%
Rockland	605	13%
Scott	1,500	16%
Suamico village	4,475	18%
Wrightstown	852	25%
Wrightstown village	1,095	26%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN BUFFALO COUNTY

## 2016 Point-in-Time Data

**Population:** 13,256 • **Number of Households:** 5,707

**Median Household Income:** \$52,447 (state average: \$56,811)

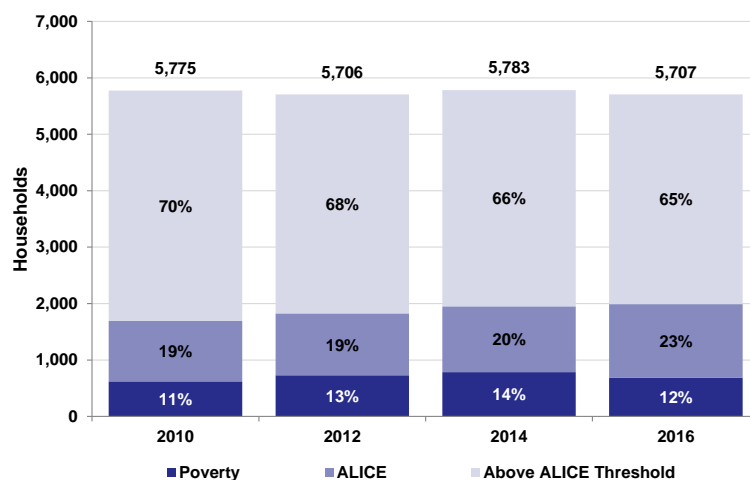
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 23% (state average: 25.8%) • **Households in Poverty:** 12% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

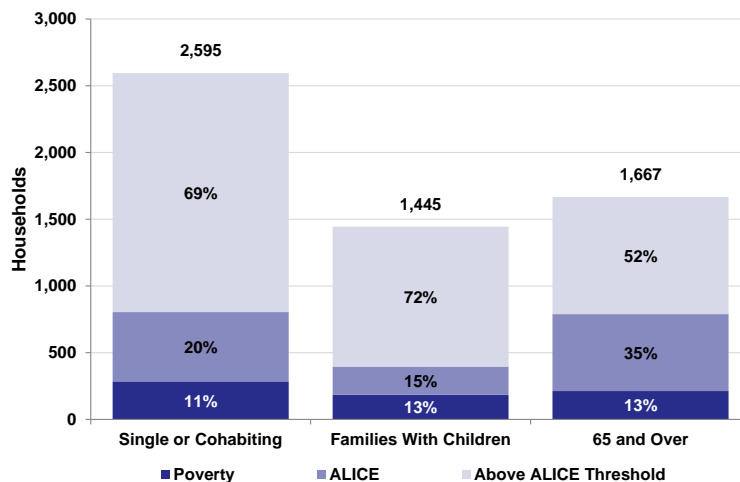
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

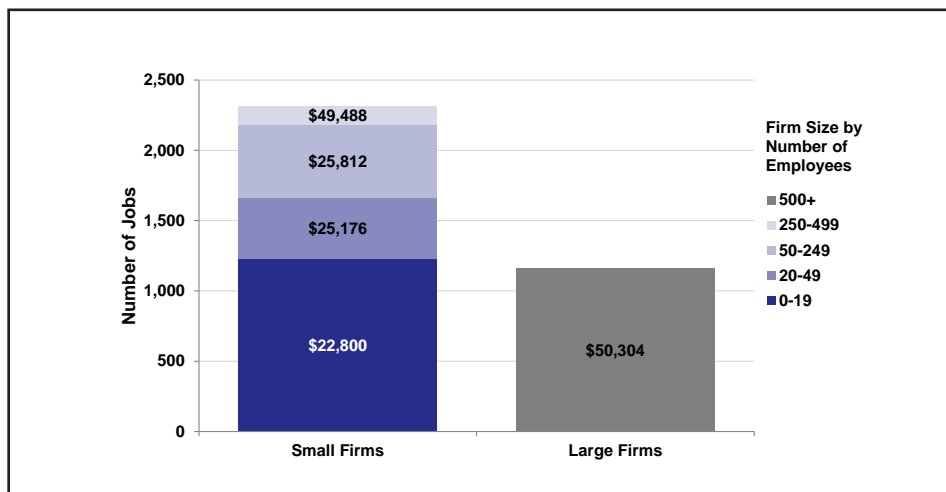
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Buffalo County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$473	\$694
Child Care	\$-	\$1,018
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$148	\$431
Taxes	\$227	\$499
Monthly Total	\$1,624	\$4,739
<b>ANNUAL TOTAL</b>	\$19,488	\$56,868
Hourly Wage	\$9.74	\$28.43

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Buffalo County, 2016		
Town	Total HH	% ALICE & Poverty
Alma	120	35%
Alma city	361	41%
Belvidere	174	30%
Buffalo	327	27%
Buffalo City city	470	39%
Canton	116	31%
Cochrane village	183	38%
Cross	148	20%
Dover	169	23%
Fountain City city	418	50%
Gilmanton	166	28%
Glencoe	172	28%
Maxville	156	21%
Milton	186	24%
Modena	136	36%
Mondovi	184	26%
Mondovi city	1,177	42%
Montana	107	25%
Naples	248	36%
Nelson	260	26%
Nelson village	152	47%
Waumandee	190	25%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN BURNETT COUNTY

## 2016 Point-in-Time Data

**Population:** 15,259 • **Number of Households:** 7,308

**Median Household Income:** \$42,441 (state average: \$56,811)

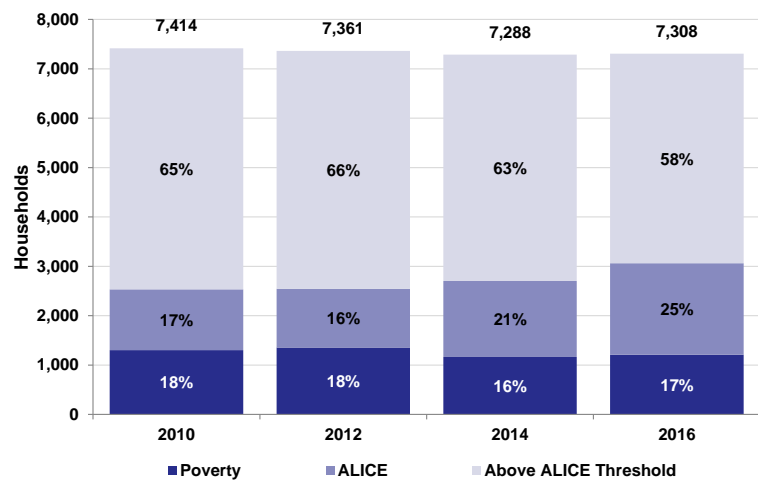
**Unemployment Rate:** 6% (state average: 4.1%)

**ALICE Households:** 25% (state average: 25.8%) • **Households in Poverty:** 17% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

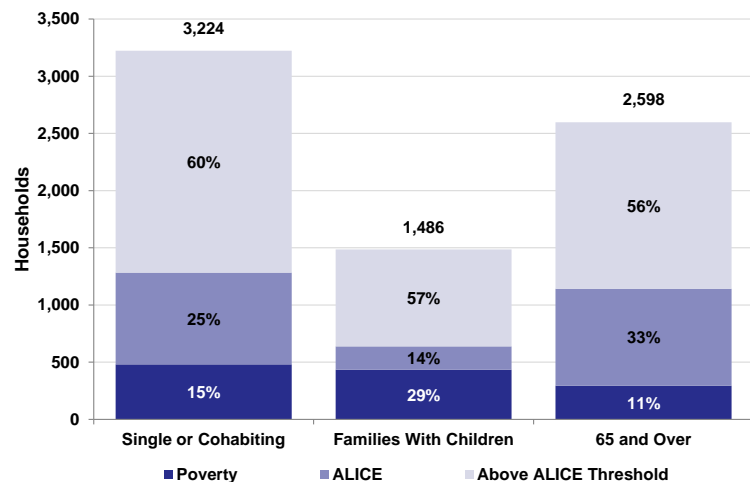
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

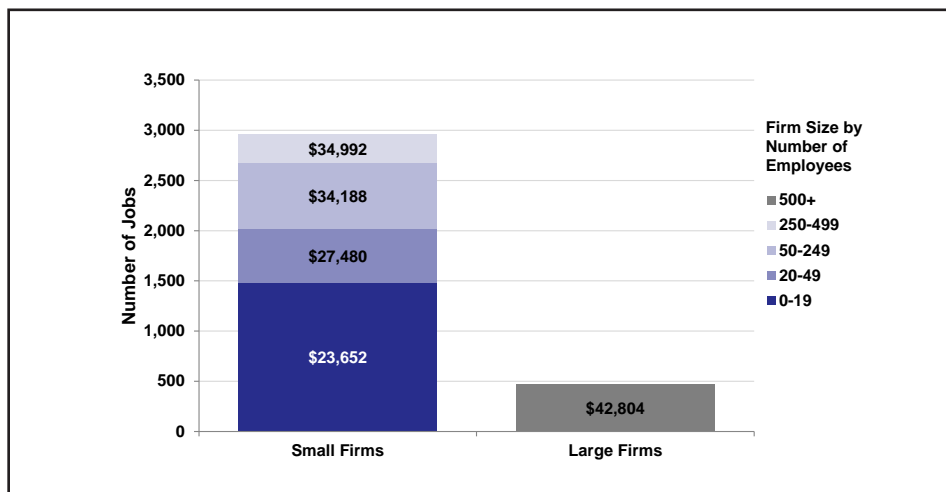
Household Survival Budget, Burnett County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$449	\$658
Child Care	\$—	\$1,260
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$145	\$460
Taxes	\$220	\$582
Monthly Total	\$1,590	\$5,057
<b>ANNUAL TOTAL</b>	\$19,080	\$60,684
Hourly Wage	\$9.54	\$30.34

Burnett County, 2016		
Town	Total HH	% ALICE & Poverty
Anderson	171	37%
Daniels	294	40%
Dewey	225	47%
Grantsburg	539	41%
Grantsburg village	580	55%
Jackson	451	34%
La Follette	242	37%
Lincoln	128	34%
Meenon	527	46%
Oakland	466	36%
Rusk	193	42%
Sand Lake	213	37%
Scott	326	23%
Siren	403	40%
Siren village	428	65%
Swiss	413	50%
Trade Lake	350	25%
Union	158	44%
Webb Lake	185	40%
Webster village	375	66%
West Marshland	137	36%
Wood River	359	23%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN CALUMET COUNTY

## 2016 Point-in-Time Data

**Population:** 49,653 • **Number of Households:** 18,839

**Median Household Income:** \$70,042 (state average: \$56,811)

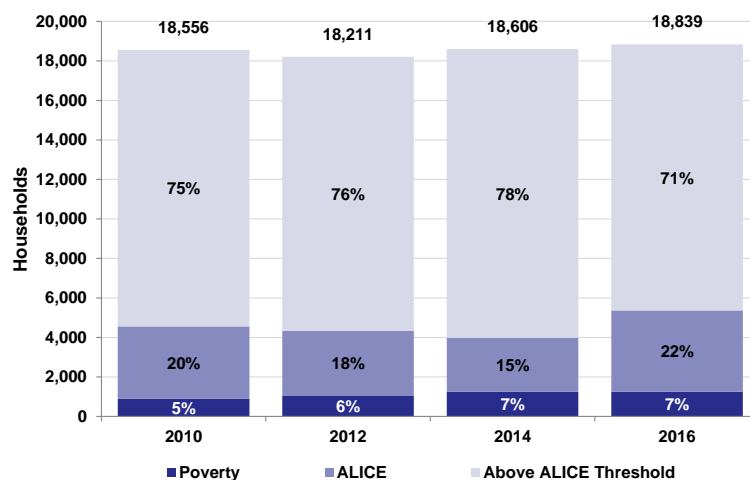
**Unemployment Rate:** 3% (state average: 4.1%)

**ALICE Households:** 22% (state average: 25.8%) • **Households in Poverty:** 7% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

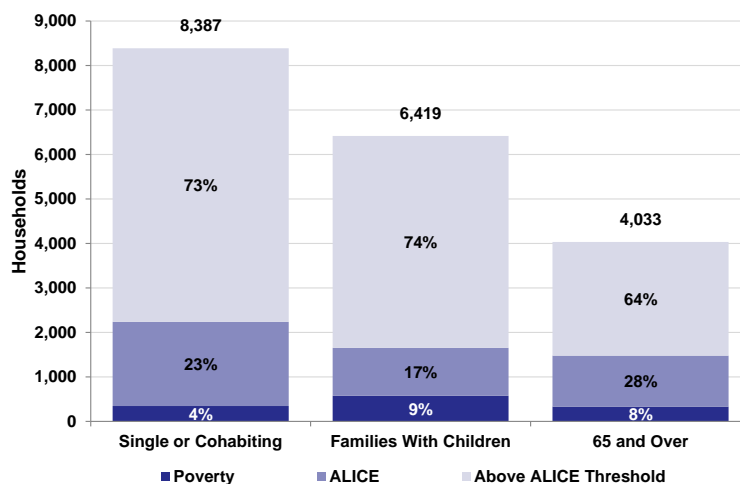
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

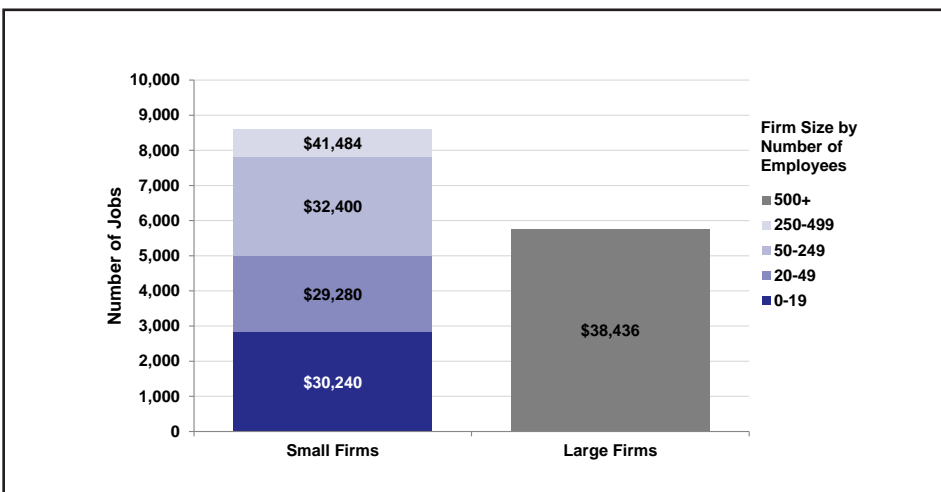
Household Survival Budget, Calumet County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$443	\$718
Child Care	\$-	\$1,315
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$144	\$476
Taxes	\$218	\$628
Monthly Total	\$1,581	\$5,234
ANNUAL TOTAL	\$18,972	\$62,808
Hourly Wage	\$9.49	\$31.40

Calumet County, 2016		
Town	Total HH	% ALICE & Poverty
Appleton city	4,264	33%
Brillion	624	36%
Brillion city	1,157	32%
Brothertown	538	32%
Charlestown	293	27%
Chilton	406	21%
Chilton city	1,622	41%
Harrison	469	12%
Harrison village	3,315	12%
Hilbert village	467	52%
Kiel city	122	54%
Menasha city	894	26%
New Holstein	595	33%
New Holstein city	1,426	41%
Potter village	103	33%
Rantoul	272	21%
Sherwood village	1,016	15%
Stockbridge	590	26%
Stockbridge village	321	30%
Woodville	345	23%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

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# ALICE IN CHIPPEWA COUNTY

## 2016 Point-in-Time Data

**Population:** 63,355 • **Number of Households:** 24,973

**Median Household Income:** \$52,657 (state average: \$56,811)

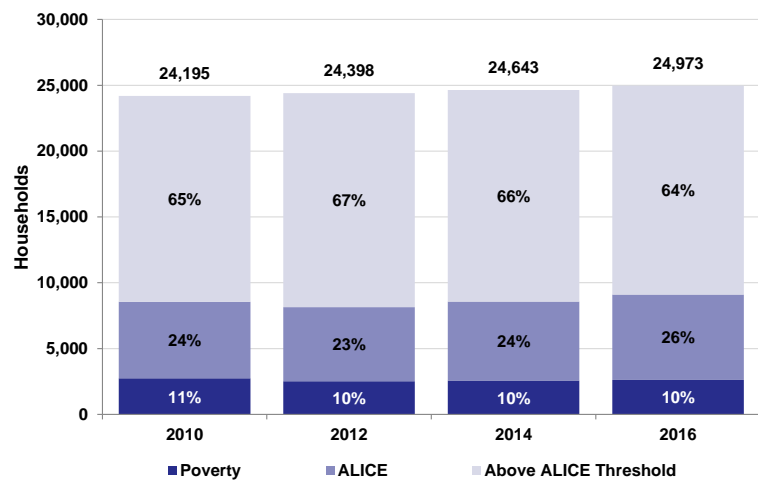
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 26% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

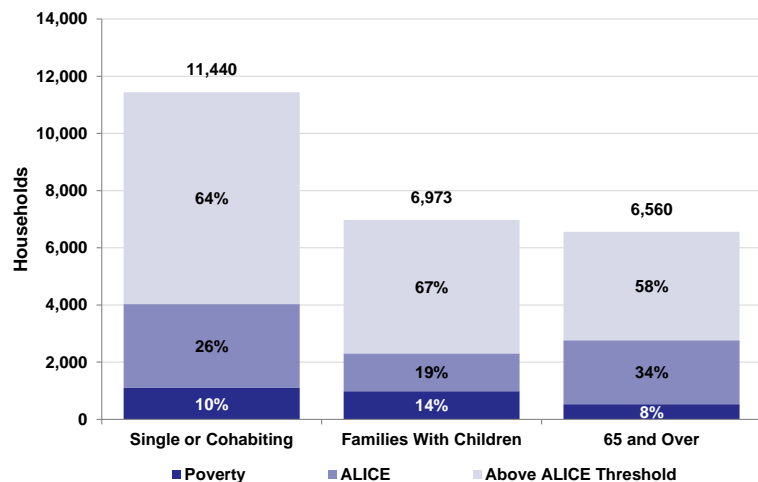
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Chippewa County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$466	\$735
Child Care	\$-	\$1,174
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$147	\$458
Taxes	\$225	\$578
Monthly Total	\$1,614	\$5,042
ANNUAL TOTAL	\$19,368	\$60,504
Hourly Wage	\$9.68	\$30.25

#### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

### Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Chippewa County, 2016		
Town	Total HH	% ALICE & Poverty
Anson	924	24%
Arthur	282	35%
Auburn	262	24%
Birch Creek	181	36%
Bloomer	407	28%
Bloomer city	1,536	42%
Boyd village	217	29%
Cadott village	640	48%
Chippewa Falls city	6,182	51%
Cleveland	323	37%
Colburn	322	37%
Cooks Valley	292	26%
Cornell city	620	51%
Delmar	390	37%
Eagle Point	1,249	28%
Eau Claire city	733	38%
Edson	397	48%
Estella	163	35%
Goetz	274	28%
Howard	295	27%
Lafayette	2,481	23%
Lake Hallie village	2,492	26%
Lake Holcombe	412	35%
New Auburn village	178	29%
Ruby	163	39%
Sampson	370	35%
Sigel	385	27%
Stanley city	881	55%
Tilden	606	20%
Wheaton	907	16%
Woodmohr	351	28%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN CLARK COUNTY

## 2016 Point-in-Time Data

**Population:** 34,486 • **Number of Households:** 12,732

**Median Household Income:** \$46,783 (state average: \$56,811)

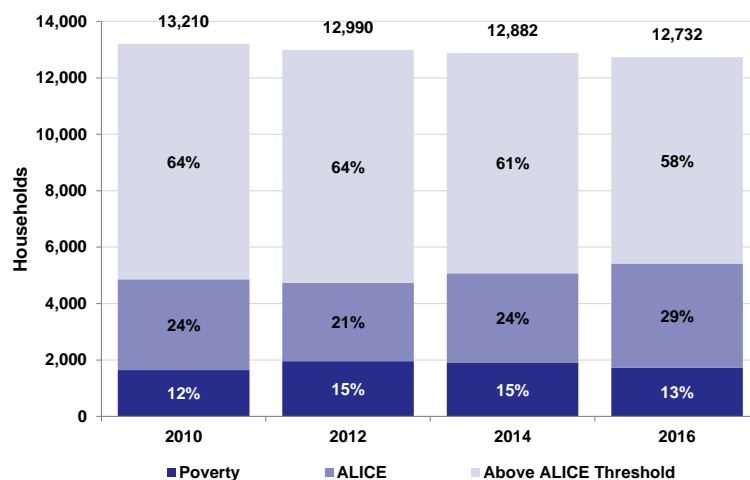
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 29% (state average: 25.8%) • **Households in Poverty:** 13% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

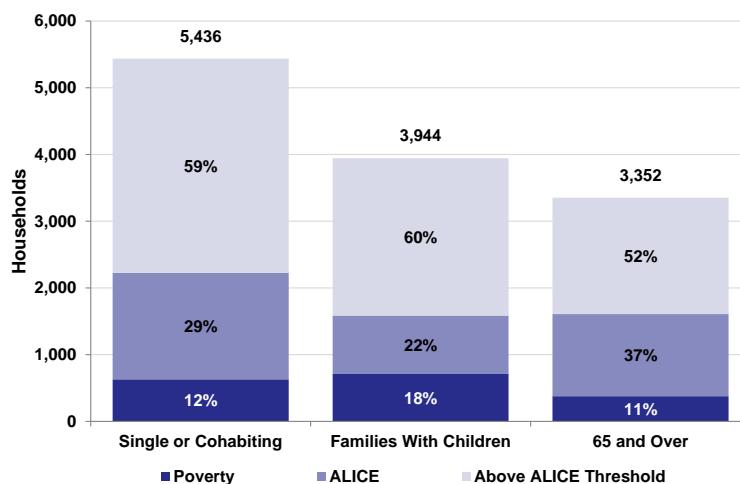
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

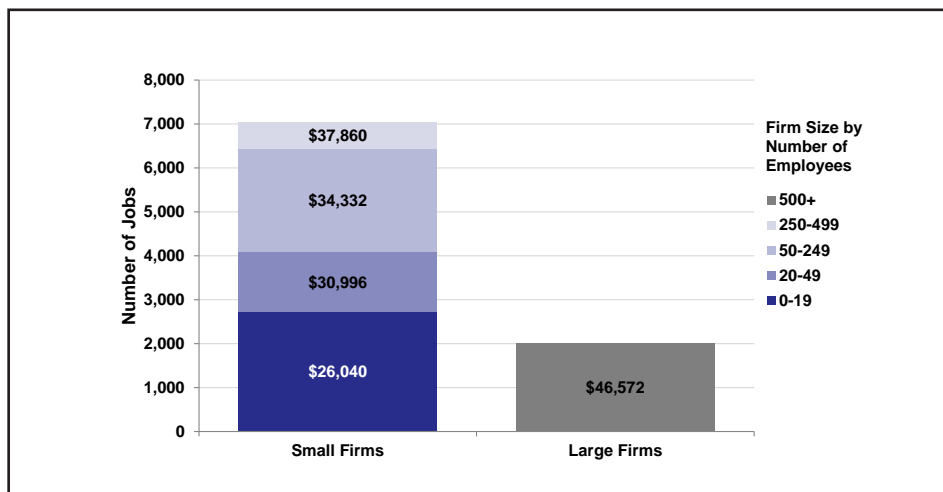
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Clark County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$448	\$658
Child Care	\$-	\$1,015
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$144	\$425
Taxes	\$219	\$483
Monthly Total	\$1,587	\$4,678
<b>ANNUAL TOTAL</b>	\$19,044	\$56,136
<b>Hourly Wage</b>	\$9.52	\$28.07

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

### Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Clark County, 2016		
Town	Total HH	% ALICE & Poverty
Abbotsford city	670	49%
Beaver	256	36%
Colby	226	26%
Colby city	474	38%
Dewhurst	143	39%
Dorchester village	378	53%
Eaton	232	39%
Fremont	448	43%
Grant	354	34%
Granton village	137	52%
Green Grove	222	41%
Greenwood city	486	44%
Hendren	161	47%
Hewett	124	35%
Hixon	240	51%
Hoard	212	42%
Levis	189	56%
Longwood	278	32%
Loyal	231	41%
Loyal city	554	44%
Lynn	262	42%
Mayville	314	32%
Mead	125	51%
Mentor	245	39%
Neillsville city	1,034	50%
Owen city	448	58%
Pine Valley	551	32%
Reseburg	223	40%
Sherman	302	35%
Sherwood	102	38%
Thorp	297	35%
Thorp city	698	49%
Unity	252	41%
Warner	232	37%
Washburn	107	50%
Weston	246	39%
Withee	258	36%
Withee village	213	49%
Worden	214	40%
York	307	33%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN COLUMBIA COUNTY

## 2016 Point-in-Time Data

**Population:** 56,650 • **Number of Households:** 23,019

**Median Household Income:** \$61,004 (state average: \$56,811)

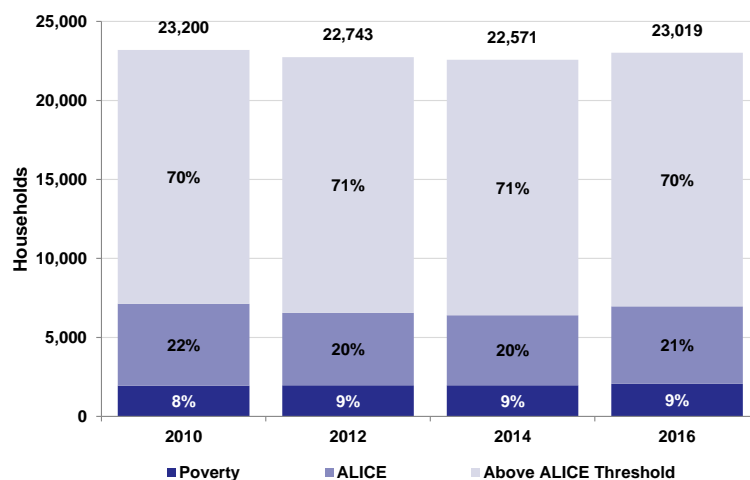
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 21% (state average: 25.8%) • **Households in Poverty:** 9% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

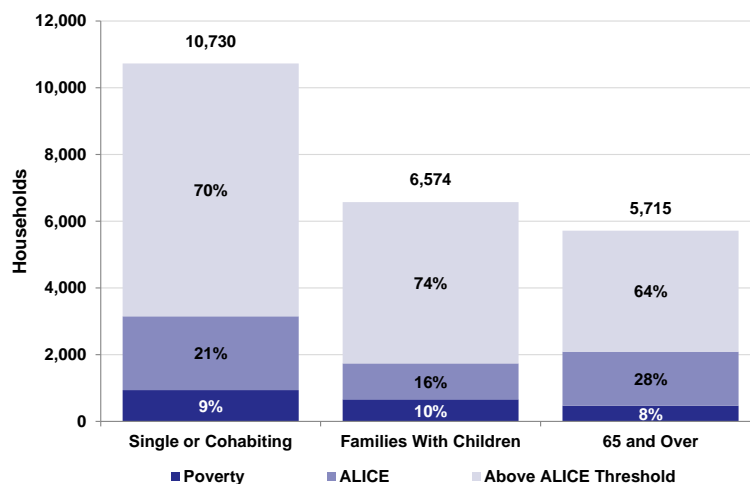
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

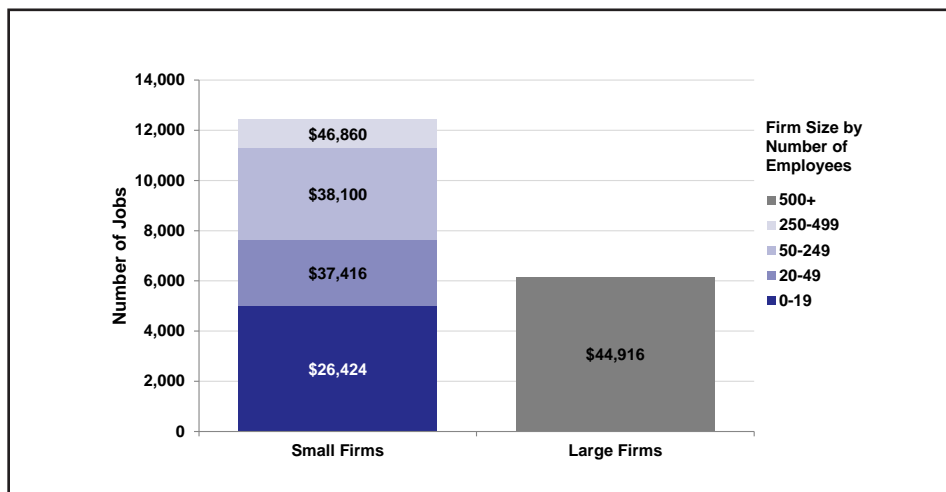
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Columbia County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$474	\$769
Child Care	\$-	\$1,188
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$148	\$465
Taxes	\$228	\$598
Monthly Total	\$1,626	\$5,117
ANNUAL TOTAL	\$19,512	\$61,404
Hourly Wage	\$9.76	\$30.70

#### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

### Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Columbia County, 2016		
Town	Total HH	% ALICE & Poverty
Arlington	317	23%
Arlington village	302	14%
Caledonia	617	20%
Cambria village	280	46%
Columbus	251	29%
Columbus city	2,106	26%
Courtland	188	16%
Dekorra	1,012	22%
Doylestown village	111	32%
Fall River village	618	31%
Fort Winnebago	347	19%
Fountain Prairie	360	32%
Friesland village	120	36%
Hampden	217	20%
Leeds	316	20%
Lewiston	529	34%
Lodi	1,331	15%
Lodi city	1,294	31%
Lowville	353	15%
Marcellon	405	26%
Newport	240	26%
Otsego	286	29%
Pacific	1,201	27%
Pardeeville village	903	31%
Portage city	3,995	45%
Poynette village	1,029	31%
Randolph	242	21%
Randolph village	173	50%
Rio village	468	31%
Scott	325	35%
Springvale	234	29%
West Point	837	17%
Wisconsin Dells city	1,055	48%
Wyocena	703	18%
Wyocena village	254	38%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN CRAWFORD COUNTY

## 2016 Point-in-Time Data

**Population:** 16,415 • **Number of Households:** 6,652

**Median Household Income:** \$45,780 (state average: \$56,811)

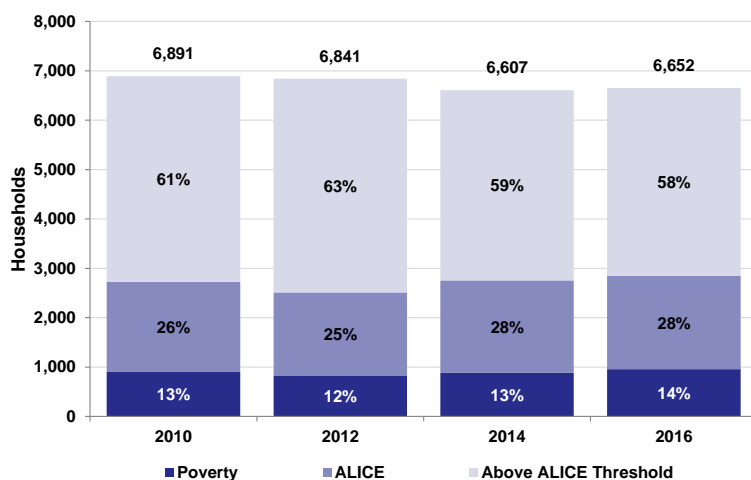
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 28% (state average: 25.8%) • **Households in Poverty:** 14% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

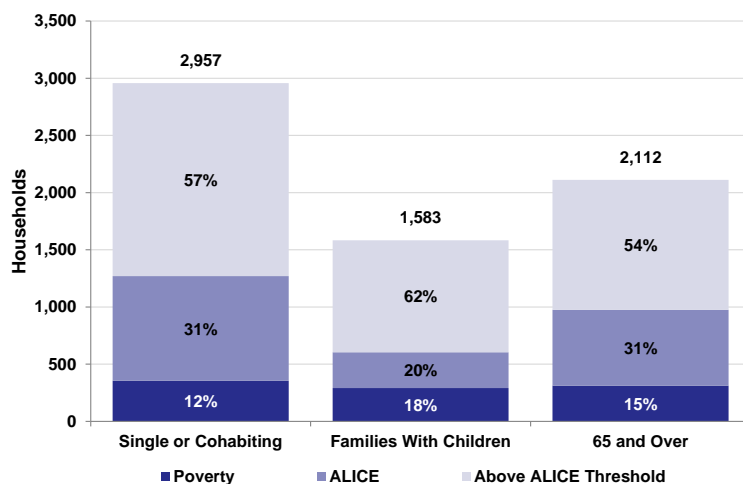
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016





## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

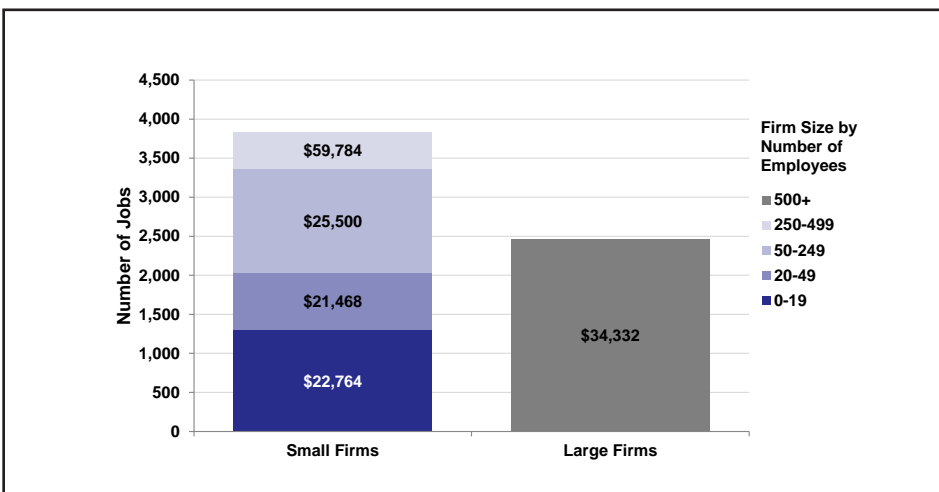
Household Survival Budget, Crawford County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$488	\$658
Child Care	\$—	\$1,178
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$150	\$448
Taxes	\$232	\$549
Monthly Total	\$1,646	\$4,930
ANNUAL TOTAL	\$19,752	\$59,160
Hourly Wage	\$9.88	\$29.58

Crawford County, 2016		
Town	Total HH	% ALICE & Poverty
Bridgeport	357	19%
Clayton	376	36%
Eastman	286	35%
Eastman village	169	46%
Freeman	280	36%
Gays Mills village	221	52%
Haney	124	38%
Marietta	216	48%
Prairie du Chien	413	51%
Prairie du Chien city	2,393	46%
Scott	182	41%
Seneca	317	41%
Soldiers Grove village	246	56%
Utica	292	44%
Wauzeka	153	31%
Wauzeka village	266	42%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN DANE COUNTY

## 2016 Point-in-Time Data

**Population:** 531,273 • **Number of Households:** 217,506

**Median Household Income:** \$70,796 (state average: \$56,811)

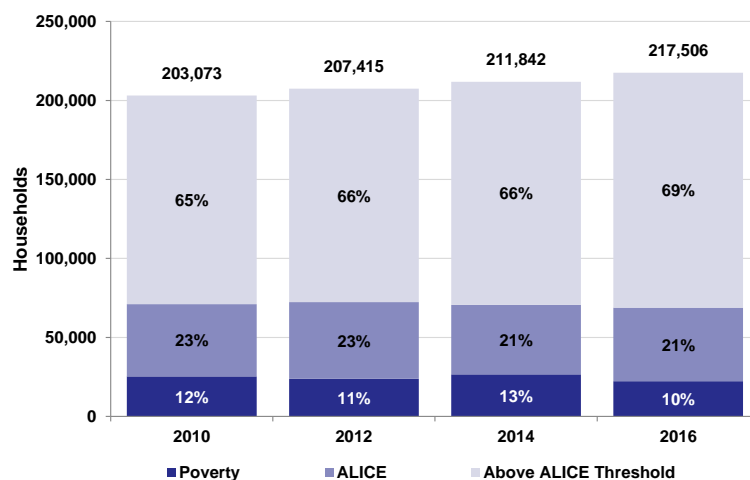
**Unemployment Rate:** 3% (state average: 4.1%)

**ALICE Households:** 21% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

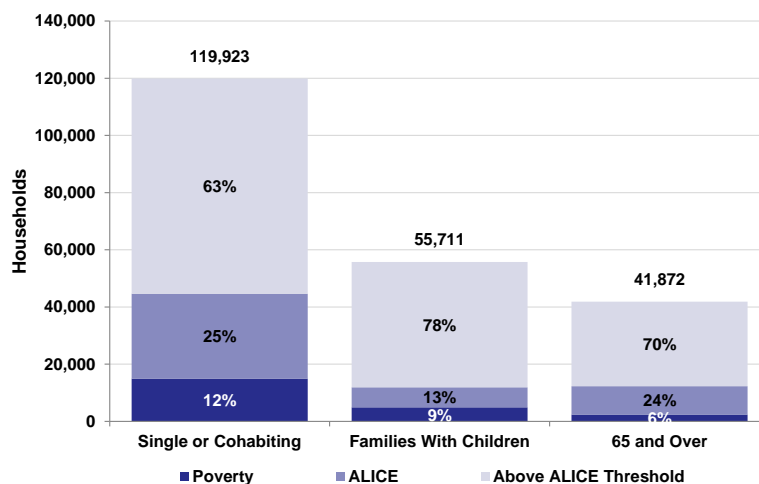
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

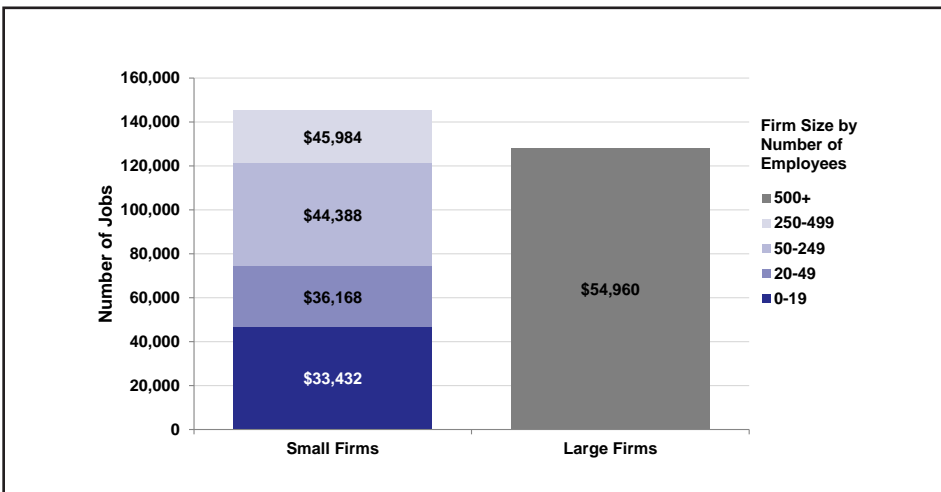
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Dane County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$655	\$936
Child Care	\$—	\$1,895
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$173	\$588
Taxes	\$295	\$952
Monthly Total	\$1,899	\$6,468
ANNUAL TOTAL	\$22,788	\$77,616
Hourly Wage	\$11.39	\$38.81

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Dane County, 2016		
Town	Total HH	% ALICE & Poverty
Albion	834	31%
Belleville village	761	28%
Berry	499	17%
Black Earth	182	20%
Black Earth village	593	43%
Blooming Grove	775	33%
Blue Mounds	338	18%
Blue Mounds village	354	35%
Bristol	1,324	11%
Brooklyn village	318	21%
Burke	1,281	12%
Cambridge village	535	38%
Christiana	481	20%
Cottage Grove	1,493	17%
Cottage Grove village	2,197	19%
Cross Plains	619	20%
Cross Plains village	1,502	24%
Dane	370	25%
Dane village	412	33%
Deerfield	548	21%
Deerfield village	938	29%
DeForest village	3,643	28%
Dunkirk	896	24%
Dunn	2,262	25%
Fitchburg city	11,043	36%
Madison	3,138	72%
Madison city	105,789	42%
Maple Bluff village	597	11%
Marshall village	1,321	38%
Mazomanie	438	32%
Mazomanie village	732	41%
McFarland village	3,319	23%
Medina	490	27%
Middleton	2,166	8%
Middleton city	8,574	32%
Monona city	3,957	41%
Montrose	449	31%
Mount Horeb village	2,929	34%
Oregon	1,257	12%
Oregon village	3,818	28%
Perry	320	24%
Pleasant Springs	1,271	16%
Primrose	277	23%
Rockdale village	102	38%
Roxbury	716	20%
Rutland	752	22%
Shorewood Hills village	772	13%
Springdale	779	17%
Springfield	1,061	17%
Stoughton city	5,118	37%
Sun Prairie	872	22%
Sun Prairie city	12,485	35%
Vermont	335	26%
Verona	696	15%
Verona city	4,801	23%
Vienna	598	12%
Waunakee village	4,716	20%
Westport	1,824	19%
Windsor village	2,548	26%
York	273	19%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN DODGE COUNTY

## 2016 Point-in-Time Data

**Population:** 88,068 • **Number of Households:** 34,648

**Median Household Income:** \$55,856 (state average: \$56,811)

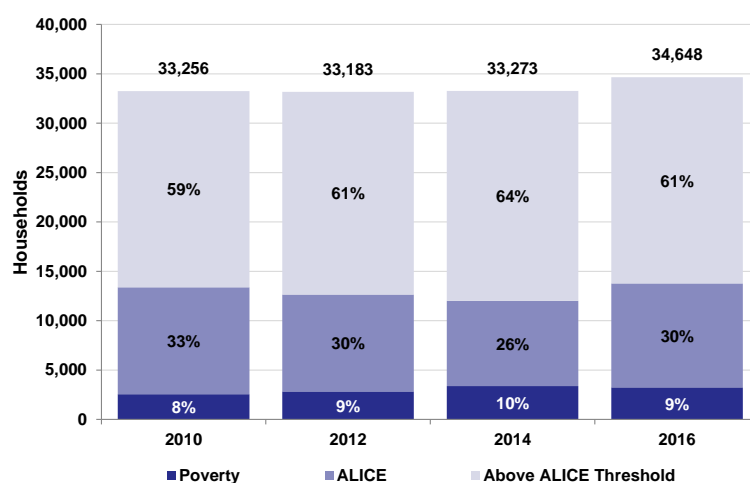
**Unemployment Rate:** 3% (state average: 4.1%)

**ALICE Households:** 30% (state average: 25.8%) • **Households in Poverty:** 9% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

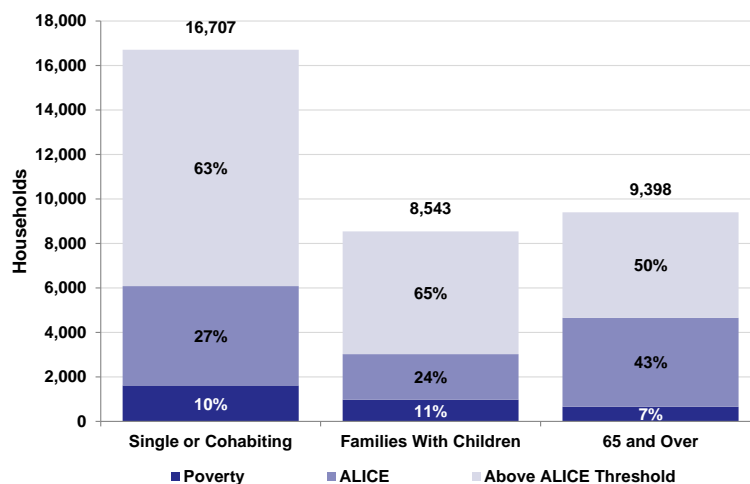
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

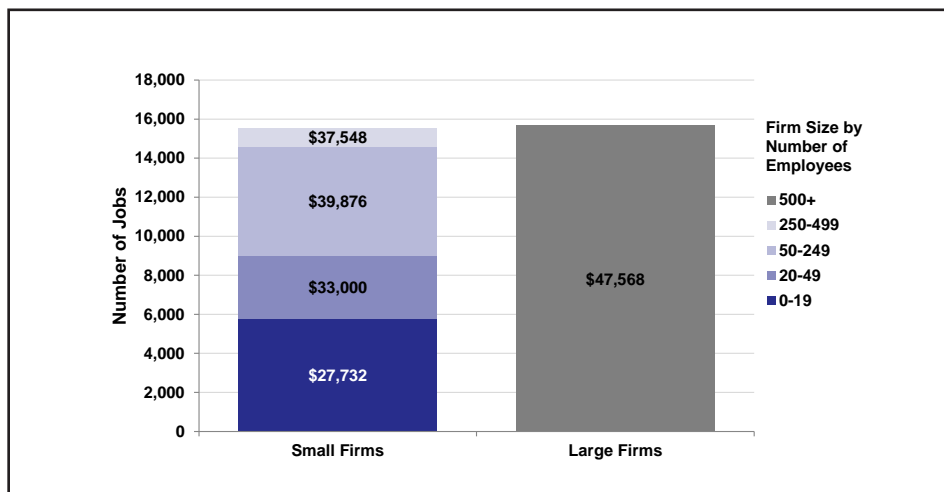
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Dodge County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$559	\$753
Child Care	\$-	\$1,324
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$159	\$482
Taxes	\$257	\$647
Monthly Total	\$1,751	\$5,303
ANNUAL TOTAL	\$21,012	\$63,636
Hourly Wage	\$10.51	\$31.82

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Dodge County, 2016		
Town	Total HH	% ALICE & Poverty
Ashippun	948	27%
Beaver Dam	1,561	37%
Beaver Dam city	6,566	50%
Brownsville village	218	20%
Burnett	347	30%
Calamus	374	37%
Chester	238	30%
Clyman	307	30%
Clyman village	159	53%
Elba	442	27%
Emmet	487	31%
Fox Lake	583	35%
Fox Lake city	646	46%
Herman	396	25%
Horicon city	1,424	39%
Hubbard	660	28%
Hustisford	591	29%
Hustisford village	427	43%
Iron Ridge village	373	36%
Juneau city	829	44%
Lebanon	622	38%
Leroy	370	29%
Lomira	456	37%
Lomira village	1,006	55%
Lowell	445	38%
Lowell village	115	44%
Mayville city	2,128	46%
Neosho village	255	35%
Oak Grove	449	39%
Portland	442	40%
Randolph village	465	47%
Reeseville village	284	57%
Rubicon	778	29%
Shields	195	37%
Theresa	379	20%
Theresa village	496	44%
Trenton	483	28%
Watertown city	3,350	43%
Waupun city	2,511	48%
Westford	492	36%
Williamstown	258	25%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN DOOR COUNTY

## 2016 Point-in-Time Data

**Population:** 27,669 • **Number of Households:** 13,023

**Median Household Income:** \$53,980 (state average: \$56,811)

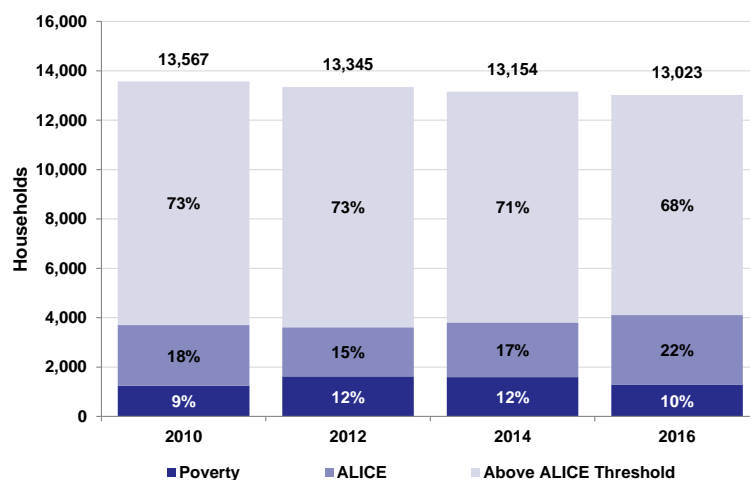
**Unemployment Rate:** 6% (state average: 4.1%)

**ALICE Households:** 22% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

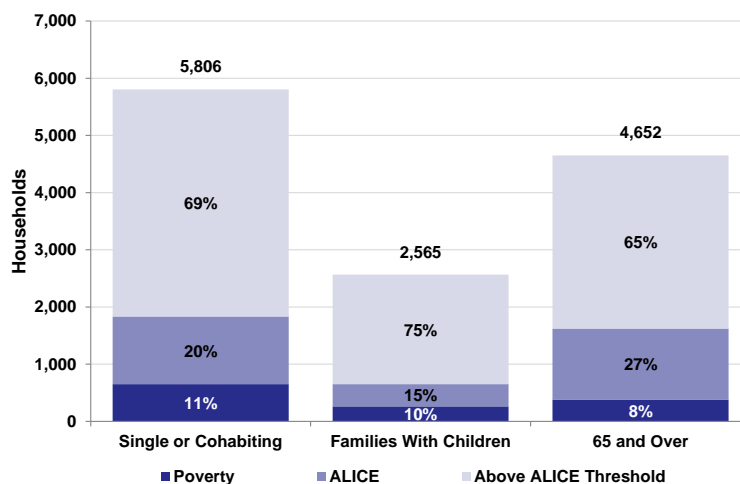
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016





## Why do so many households struggle?

### The cost of living continues to increase...

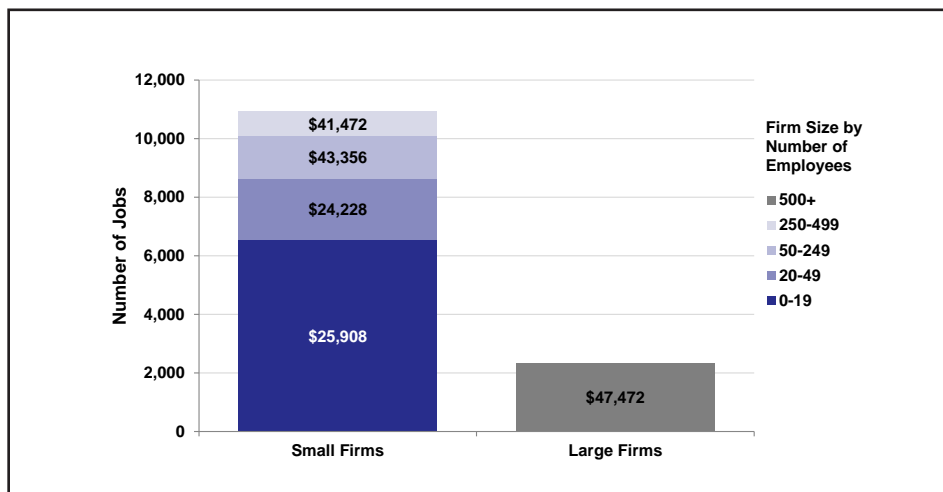
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Door County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$500	\$733
Child Care	\$—	\$1,040
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$151	\$439
Taxes	\$236	\$523
Monthly Total	\$1,663	\$4,832
ANNUAL TOTAL	\$19,956	\$57,984
Hourly Wage	\$9.98	\$28.99

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Door County, 2016		
Town	Total HH	% ALICE & Poverty
Baileys Harbor	560	31%
Brussels	391	30%
Clay Banks	146	16%
Egg Harbor	639	26%
Egg Harbor village	146	27%
Ephraim village	126	27%
Forestville	414	24%
Forestville village	214	42%
Gardner	548	28%
Gibraltar	514	21%
Jacksonport	331	15%
Liberty Grove	893	31%
Nasawaupee	819	29%
Sevastopol	1,234	25%
Sister Bay village	387	47%
Sturgeon Bay	431	26%
Sturgeon Bay city	4,370	39%
Union	435	25%
Washington	425	30%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.



# ALICE IN DOUGLAS COUNTY

## 2016 Point-in-Time Data

**Population:** 43,705 • **Number of Households:** 18,538

**Median Household Income:** \$48,190 (state average: \$56,811)

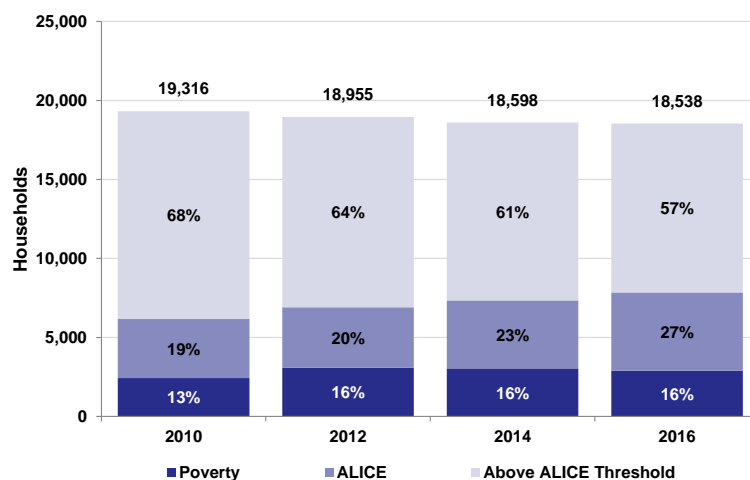
**Unemployment Rate:** 6% (state average: 4.1%)

**ALICE Households:** 27% (state average: 25.8%) • **Households in Poverty:** 16% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

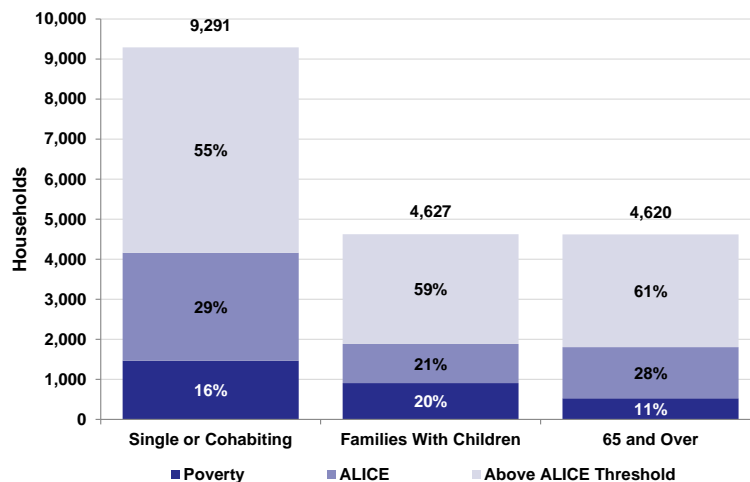
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

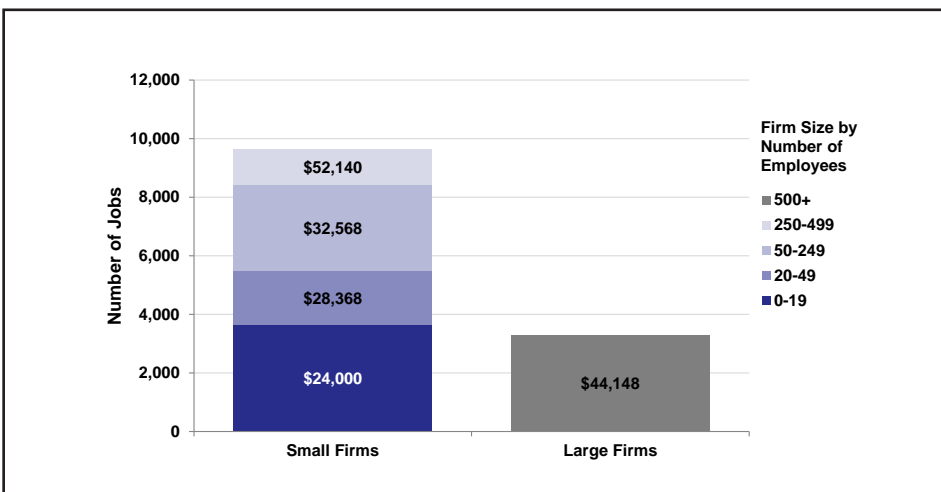
Household Survival Budget, Douglas County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$494	\$755
Child Care	\$-	\$1,316
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$150	\$481
Taxes	\$234	\$644
Monthly Total	\$1,654	\$5,293
ANNUAL TOTAL	\$19,848	\$63,516
Hourly Wage	\$9.92	\$31.76

Douglas County, 2016		
Town	Total HH	% ALICE & Poverty
Amnicon	484	21%
Bennett	203	22%
Brule	258	45%
Dairyland	100	45%
Gordon	375	35%
Hawthorne	386	24%
Highland	113	35%
Lake Nebagamom village	476	20%
Lakeside	258	34%
Maple	275	44%
Oakland	485	24%
Oliver village	163	41%
Parkland	529	37%
Poplar village	245	29%
Solon Springs	470	31%
Solon Springs village	289	43%
Summit	427	37%
Superior	869	24%
Superior city	11,426	50%
Superior village	293	24%
Wascott	329	28%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

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# ALICE IN DUNN COUNTY

## 2016 Point-in-Time Data

**Population:** 44,348 • **Number of Households:** 16,445

**Median Household Income:** \$51,787 (state average: \$56,811)

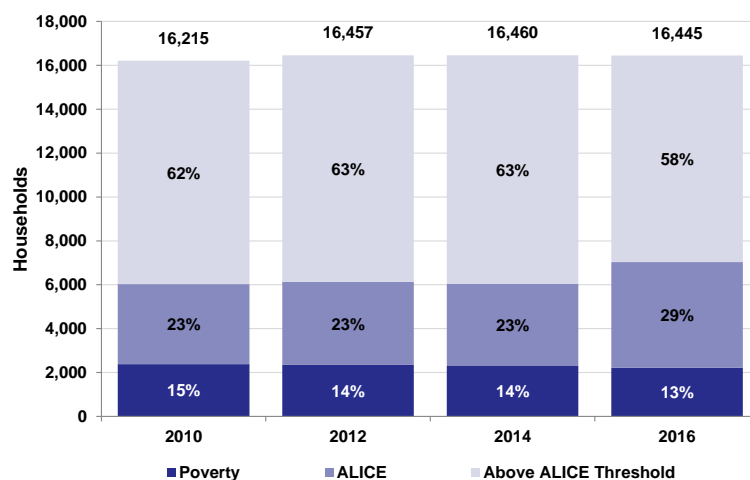
**Unemployment Rate:** 6% (state average: 4.1%)

**ALICE Households:** 29% (state average: 25.8%) • **Households in Poverty:** 13% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

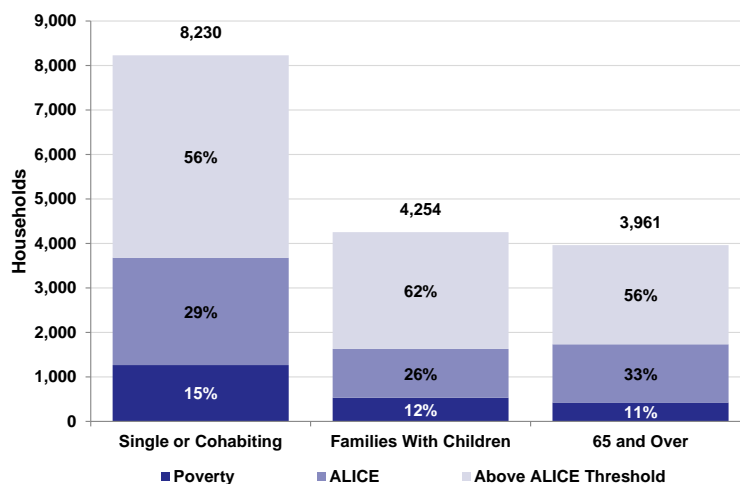
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

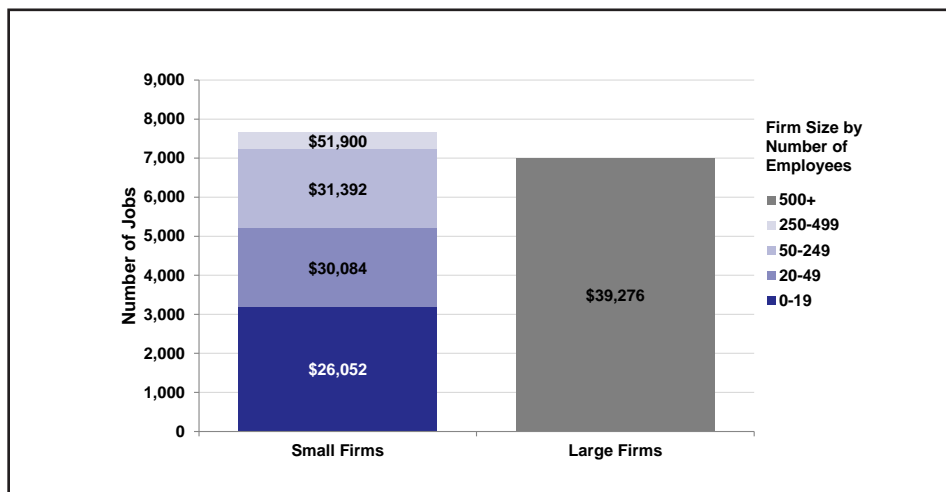
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Dunn County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$484	\$709
Child Care	\$-	\$1,156
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$149	\$452
Taxes	\$231	\$560
Monthly Total	\$1,640	\$4,974
ANNUAL TOTAL	\$19,680	\$59,688
Hourly Wage	\$9.84	\$29.84

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Dunn County, 2016		
Town	Total HH	% ALICE & Poverty
Boyceville village	437	67%
Colfax	366	35%
Colfax village	428	56%
Dunn	583	42%
Eau Galle	320	30%
Elk Mound	577	26%
Elk Mound village	357	41%
Grant	131	40%
Hay River	207	34%
Knapp village	201	45%
Lucas	278	33%
Menomonie	1,282	34%
Menomonie city	5,636	56%
New Haven	252	37%
Otter Creek	216	22%
Peru	104	32%
Red Cedar	815	26%
Ridgeland village	118	47%
Rock Creek	344	36%
Sand Creek	281	49%
Sheridan	192	29%
Sherman	349	34%
Spring Brook	649	27%
Stanton	267	36%
Tainter	1,166	32%
Tiffany	236	37%
Weston	230	35%
Wheeler village	132	61%
Wilson	193	34%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN EAU CLAIRE COUNTY

## 2016 Point-in-Time Data

**Population:** 102,965 • **Number of Households:** 41,312

**Median Household Income:** \$49,821 (state average: \$56,811)

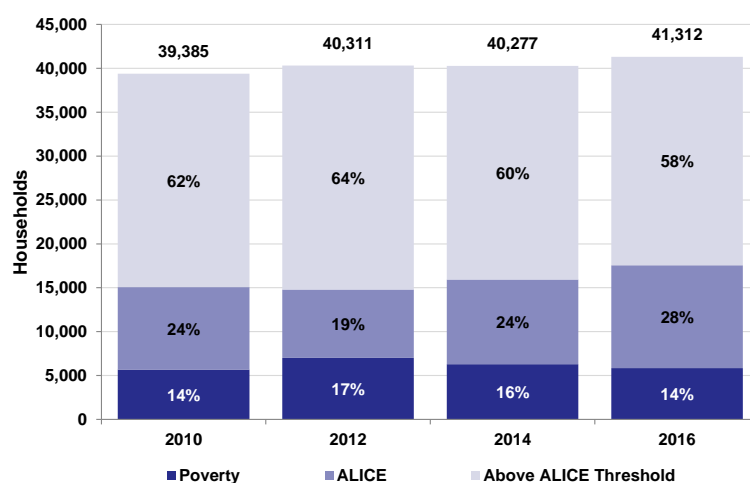
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 28% (state average: 25.8%) • **Households in Poverty:** 14% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

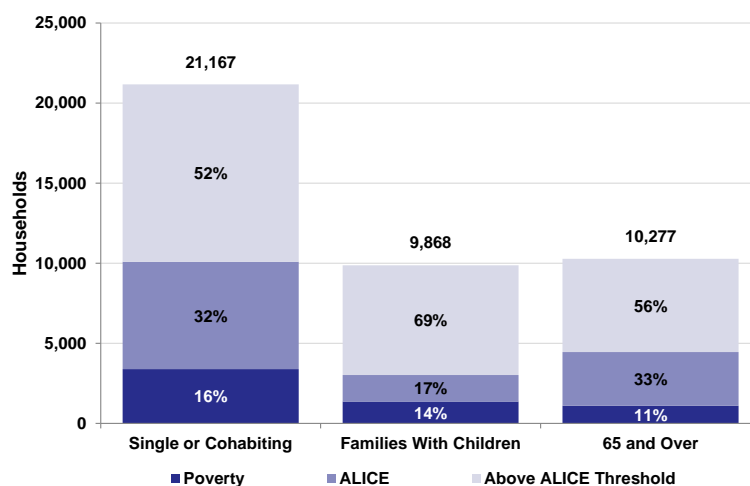
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

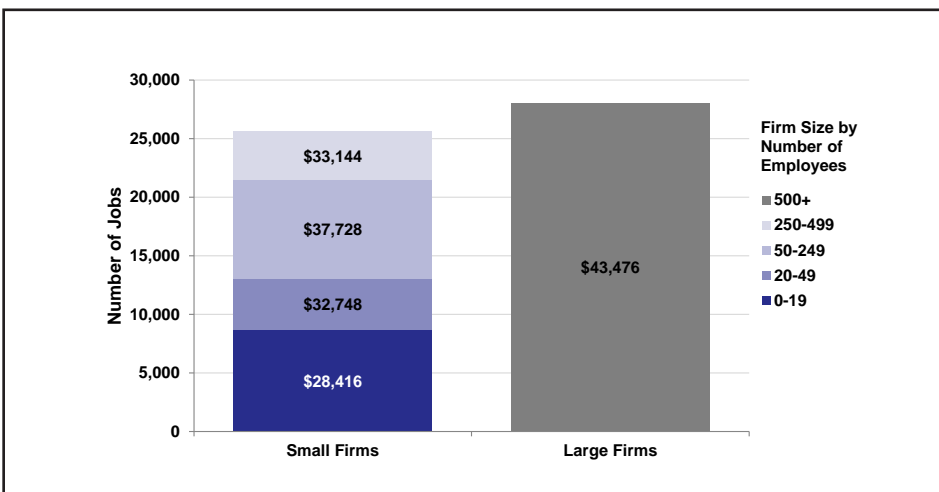
Household Survival Budget, Eau Claire County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$466	\$735
Child Care	\$-	\$1,294
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$147	\$475
Taxes	\$225	\$627
Monthly Total	\$1,614	\$5,228
ANNUAL TOTAL	\$19,368	\$62,736
Hourly Wage	\$9.68	\$31.37

Eau Claire County, 2016		
Town	Total HH	% ALICE & Poverty
Altoona city	2,876	36%
Augusta city	602	45%
Bridge Creek	572	44%
Brunswick	632	28%
Clear Creek	291	20%
Drammen	296	29%
Eau Claire city	26,501	46%
Fairchild	131	36%
Fairchild village	251	67%
Fall Creek village	560	44%
Lincoln	389	25%
Ludington	416	24%
Otter Creek	170	26%
Pleasant Valley	1,063	18%
Seymour	1,252	29%
Union	1,021	31%
Washington	3,005	29%
Wilson	174	40%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN FLORENCE COUNTY

## 2016 Point-in-Time Data

**Population:** 4,474 • **Number of Households:** 1,958

**Median Household Income:** \$46,595 (state average: \$56,811)

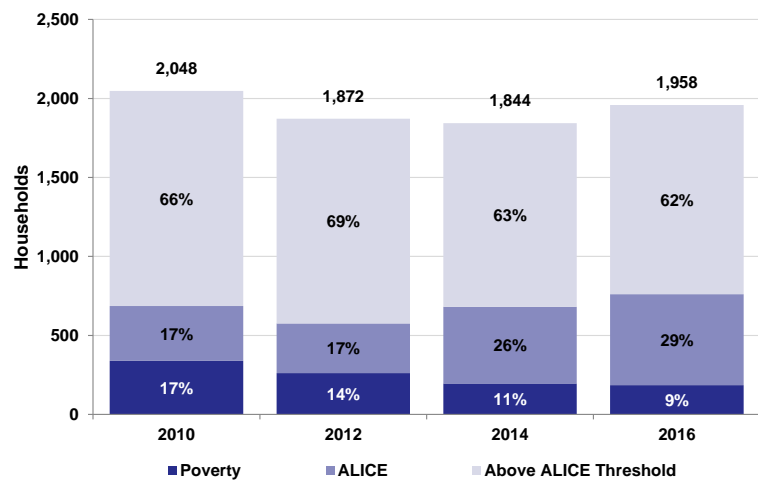
**Unemployment Rate:** 8% (state average: 4.1%)

**ALICE Households:** 29% (state average: 25.8%) • **Households in Poverty:** 9% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

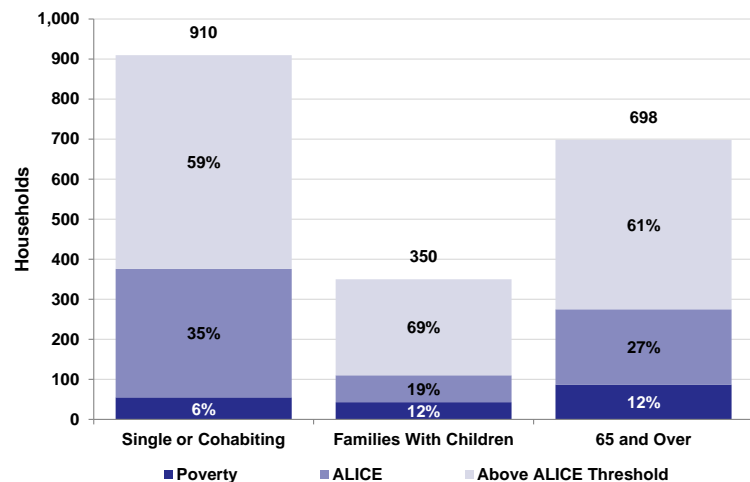
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016





## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

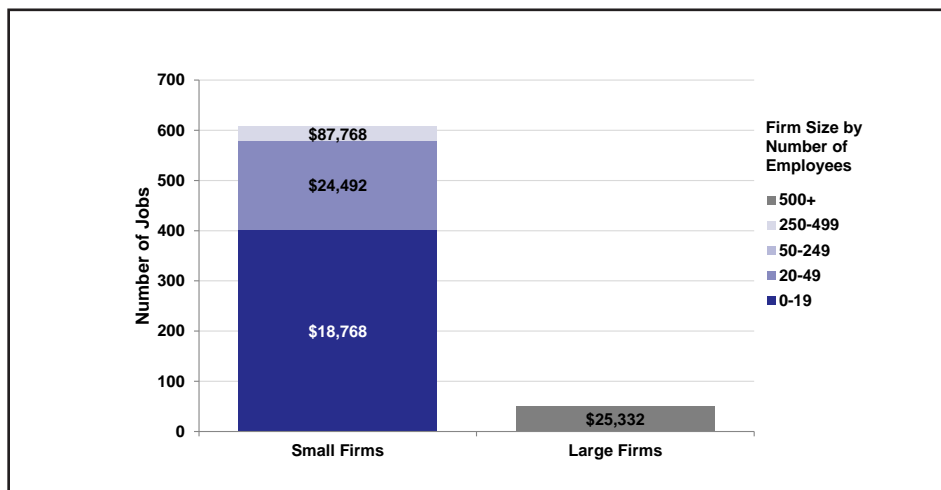
Florence County, 2016		
Town	Total HH	% ALICE & Poverty
Aurora	415	39%
Commonwealth	163	37%
Florence	926	36%
Homestead	174	44%

Household Survival Budget, Florence County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs		
Housing	\$466	\$683
Child Care	\$—	\$1,134
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$147	\$446
Taxes	\$225	\$541
Monthly Total	\$1,614	\$4,901
ANNUAL TOTAL	\$19,368	\$58,812
Hourly Wage	\$9.68	\$29.41

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN FOND DU LAC COUNTY

## 2016 Point-in-Time Data

**Population:** 102,144 • **Number of Households:** 40,815

**Median Household Income:** \$58,310 (state average: \$56,811)

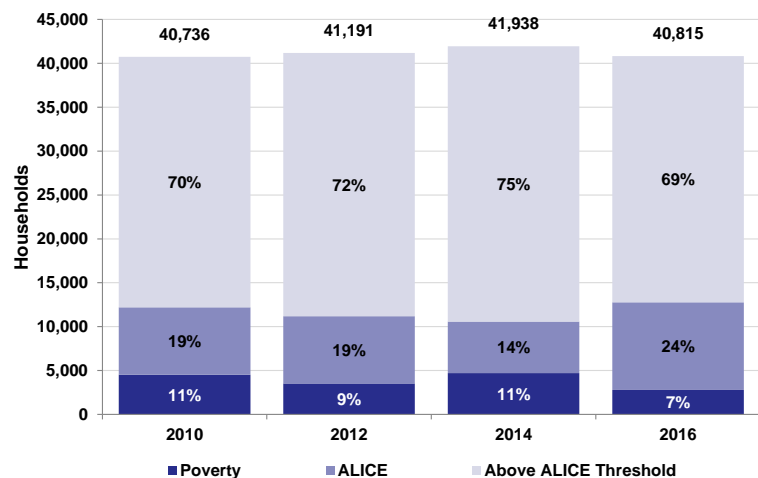
**Unemployment Rate:** 3% (state average: 4.1%)

**ALICE Households:** 24% (state average: 25.8%) • **Households in Poverty:** 7% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

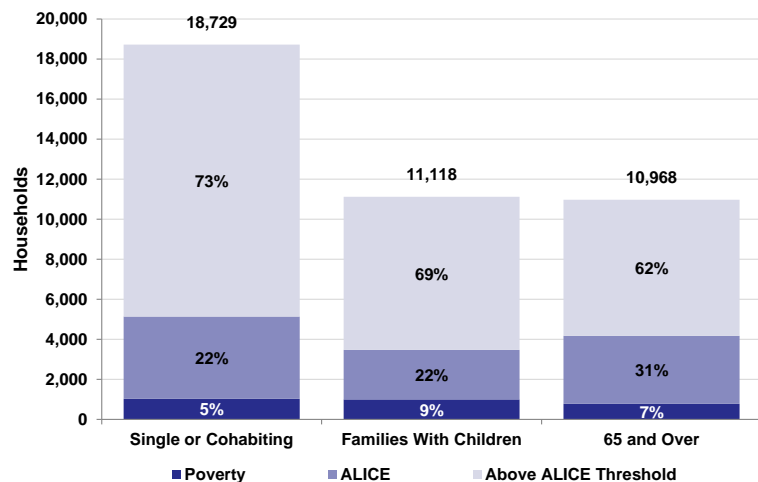
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

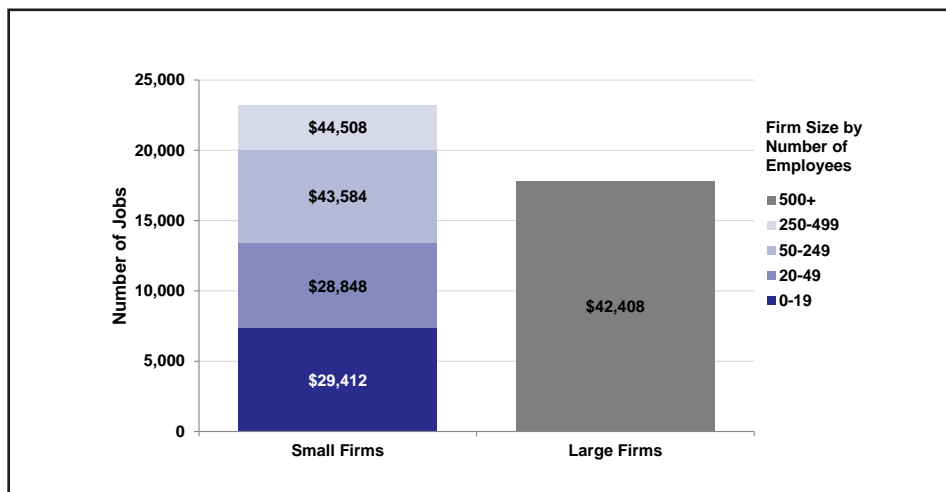
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Fond du Lac County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$465	\$709
Child Care	\$-	\$1,187
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$147	\$457
Taxes	\$225	\$573
Monthly Total	\$1,613	\$5,023
ANNUAL TOTAL	\$19,356	\$60,276
Hourly Wage	\$9.68	\$30.14

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Fond du Lac County, 2016		
Town	Total HH	% ALICE & Poverty
Alto	371	15%
Ashford	693	26%
Auburn	887	21%
Brandon village	348	31%
Byron	639	21%
Calumet	626	31%
Campbellsport village	771	39%
Eden	388	20%
Eden village	322	39%
Eldorado	601	20%
Empire	1,043	12%
Fairwater village	142	35%
Fond du Lac	1,323	22%
Fond du Lac city	17,890	42%
Forest	432	22%
Friendship	1,098	31%
Lamartine	709	19%
Marshfield	393	17%
Metomen	277	20%
Mount Calvary village	200	32%
North Fond du Lac village	1,953	41%
Oakfield	293	25%
Oakfield village	416	33%
Osceola	752	24%
Ripon	613	31%
Ripon city	3,252	43%
Rosendale	284	21%
Rosendale village	355	24%
Springvale	258	24%
St. Cloud village	227	21%
Taycheedah	1,650	17%
Waupun	518	23%
Waupun city	1,305	28%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN FOREST COUNTY

## 2016 Point-in-Time Data

**Population:** 9,108 • **Number of Households:** 3,940

**Median Household Income:** \$41,378 (state average: \$56,811)

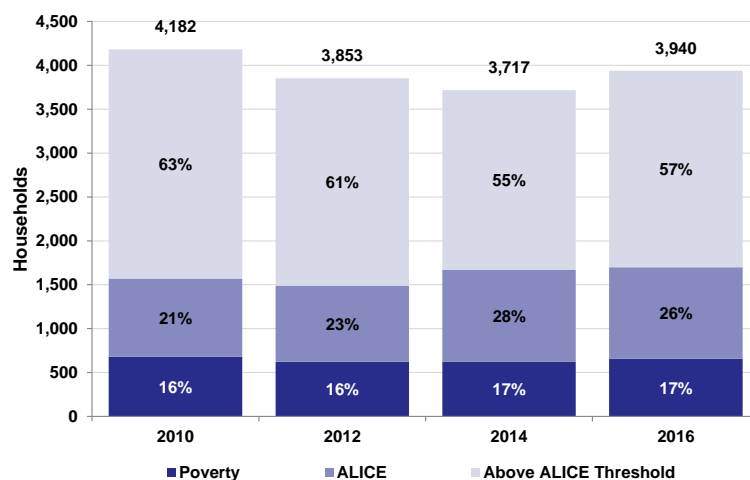
**Unemployment Rate:** 10% (state average: 4.1%)

**ALICE Households:** 26% (state average: 25.8%) • **Households in Poverty:** 17% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

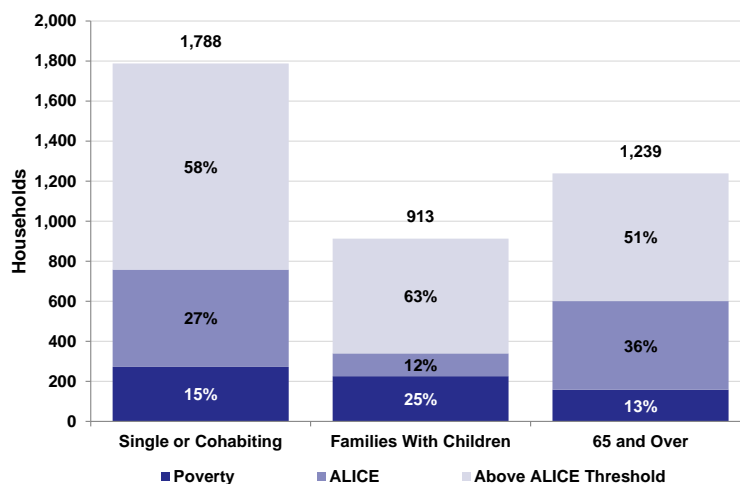
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

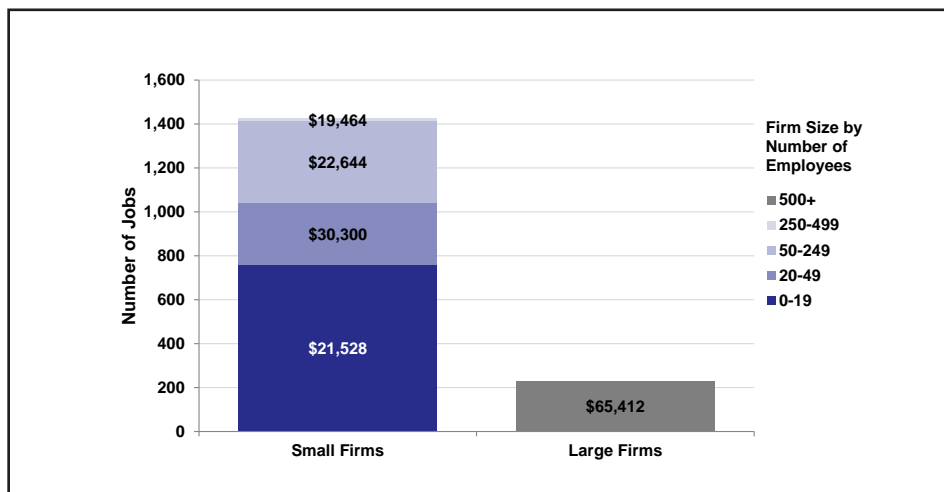
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Forest County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$457	\$658
Child Care	\$—	\$1,026
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$146	\$427
Taxes	\$222	\$487
Monthly Total	\$1,601	\$4,695
<b>ANNUAL TOTAL</b>	\$19,212	\$56,340
Hourly Wage	\$9.61	\$28.17

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Forest County, 2016		
Town	Total HH	% ALICE & Poverty
Argonne	243	32%
Armstrong Creek	181	38%
Crandon	256	38%
Crandon city	797	50%
Freedom	151	38%
Hiles	178	41%
Laona	424	45%
Lincoln	486	36%
Nashville	542	54%
Wabeno	435	38%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN GRANT COUNTY

## 2016 Point-in-Time Data

**Population:** 51,723 • **Number of Households:** 19,353

**Median Household Income:** \$49,077 (state average: \$56,811)

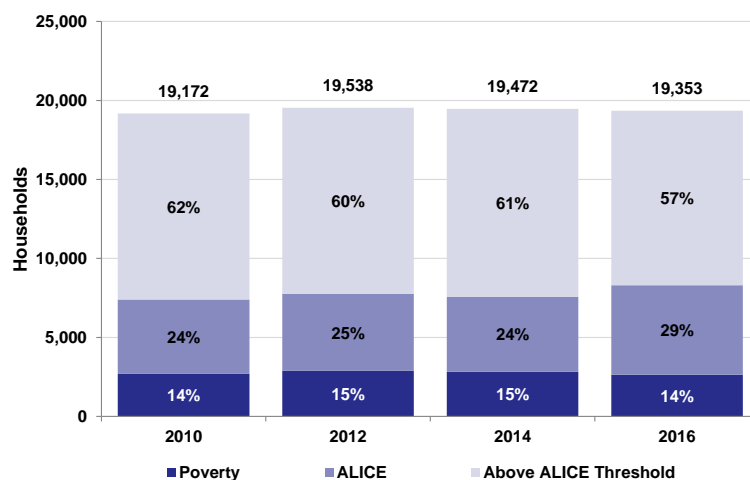
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 29% (state average: 25.8%) • **Households in Poverty:** 14% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

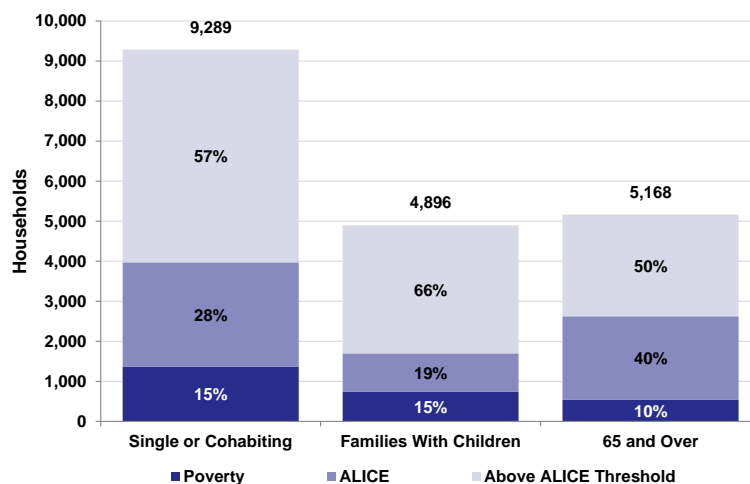
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

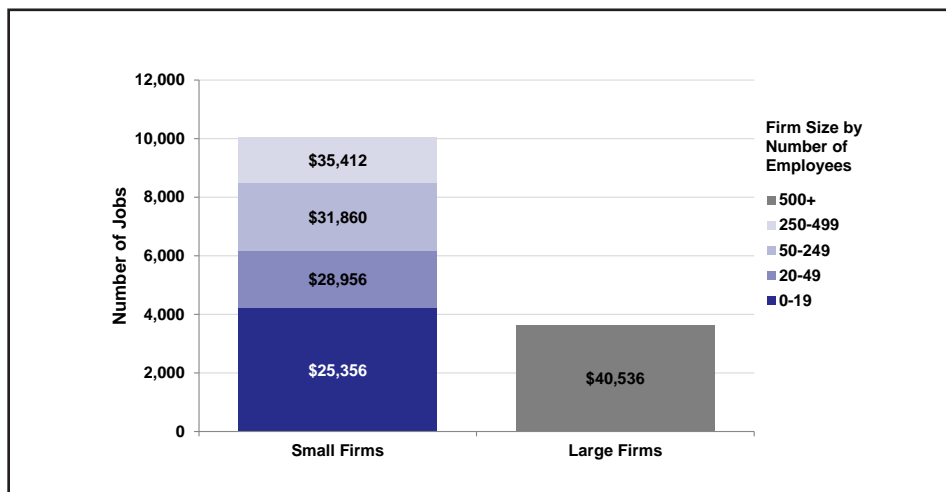
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Grant County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$497	\$658
Child Care	\$-	\$1,100
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$151	\$437
Taxes	\$235	\$517
Monthly Total	\$1,659	\$4,809
ANNUAL TOTAL	\$19,908	\$57,708
Hourly Wage	\$9.95	\$28.85

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Grant County, 2016		
Town	Total HH	% ALICE & Poverty
Bagley village	177	41%
Beetown	233	39%
Bloomington	149	42%
Bloomington village	321	43%
Blue River village	212	59%
Boscobel	182	58%
Boscobel city	1,269	52%
Cassville	166	42%
Cassville village	394	48%
Castle Rock	107	28%
Clifton	129	28%
Cuba City city	787	43%
Dickeyville village	474	39%
Ellenboro	219	36%
Fennimore	227	31%
Fennimore city	1,043	45%
Glen Haven	144	42%
Harrison	176	22%
Hazel Green	371	33%
Hazel Green village	444	37%
Hickory Grove	154	47%
Jamestown	833	32%
Lancaster city	1,620	48%
Liberty	200	48%
Lima	230	29%
Livingston village	250	45%
Marion	232	47%
Montfort village	257	46%
Mount Ida	177	29%
Muscoda	286	45%
Muscoda village	551	52%
North Lancaster	178	28%
Paris	252	23%
Patch Grove	134	45%
Platteville	606	33%
Platteville city	3,758	49%
Potosi	278	32%
Potosi village	307	45%
Smelser	305	28%
South Lancaster	258	32%
Tennyson village	138	41%
Waterloo	228	35%
Watterstown	139	42%
Wingville	148	26%
Wyalusing	136	51%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.



# ALICE IN GREEN COUNTY

## 2016 Point-in-Time Data

**Population:** 37,050 • **Number of Households:** 14,772

**Median Household Income:** \$57,416 (state average: \$56,811)

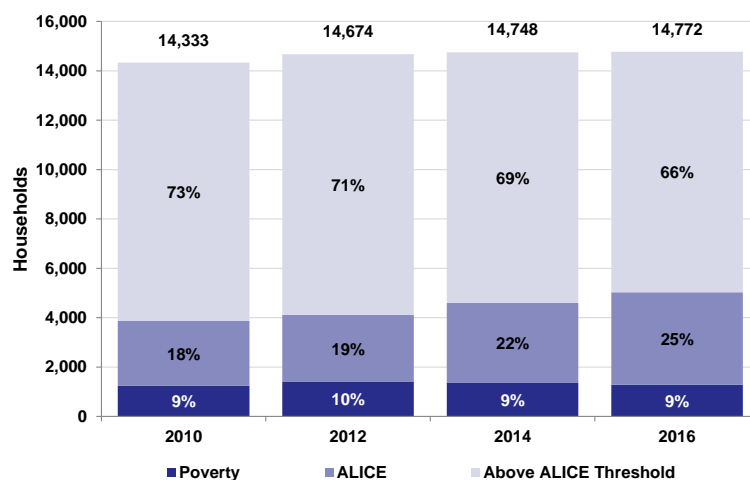
**Unemployment Rate:** 3% (state average: 4.1%)

**ALICE Households:** 25% (state average: 25.8%) • **Households in Poverty:** 9% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

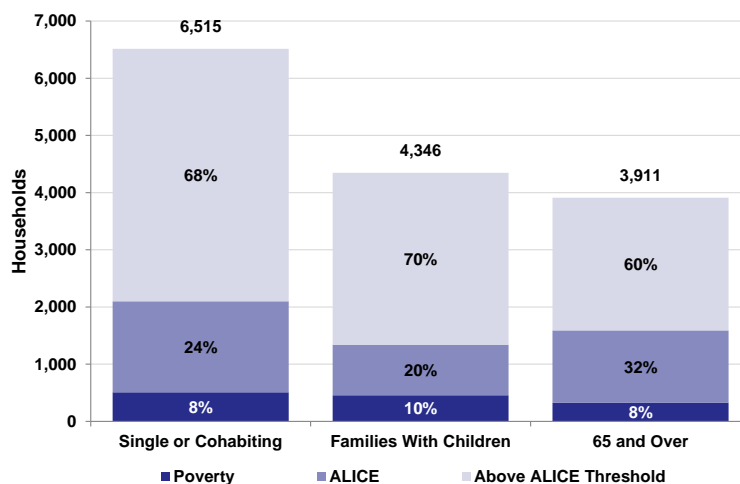
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

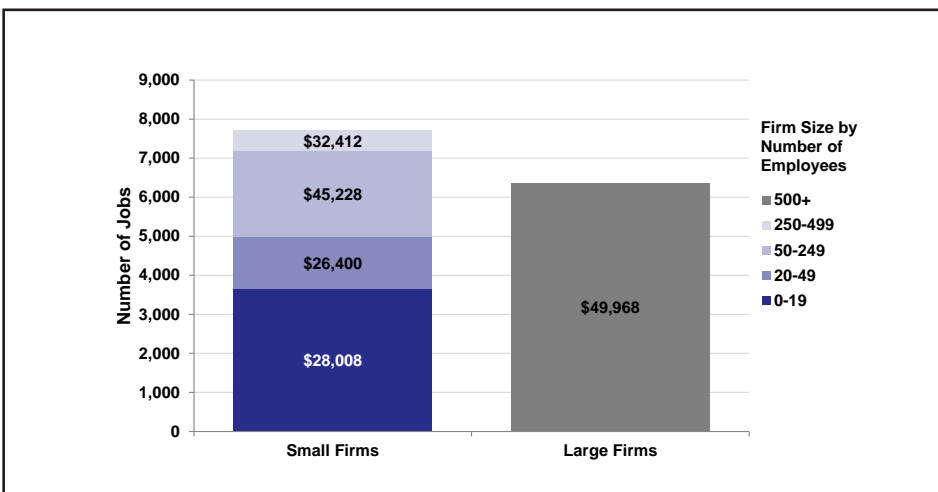
Household Survival Budget, Green County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$471	\$671
Child Care	\$—	\$1,218
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$147	\$456
Taxes	\$227	\$570
Monthly Total	\$1,621	\$5,012
ANNUAL TOTAL	\$19,452	\$60,144
Hourly Wage	\$9.73	\$30.07

Green County, 2016		
Town	Total HH	% ALICE & Poverty
Adams	209	19%
Albany	373	27%
Albany village	512	55%
Belleville village	196	13%
Brodhead city	1,262	46%
Brooklyn	423	14%
Brooklyn village	161	17%
Browtown village	110	38%
Cadiz	332	29%
Clarno	452	33%
Decatur	625	25%
Exeter	766	11%
Jefferson	463	32%
Jordan	223	26%
Monroe	431	26%
Monroe city	4,738	46%
Monticello village	540	40%
Mount Pleasant	237	27%
New Glarus	477	16%
New Glarus village	853	29%
Spring Grove	320	21%
Sylvester	361	19%
Washington	302	16%
York	406	21%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN GREEN LAKE COUNTY

## 2016 Point-in-Time Data

**Population:** 18,881 • **Number of Households:** 7,939

**Median Household Income:** \$47,174 (state average: \$56,811)

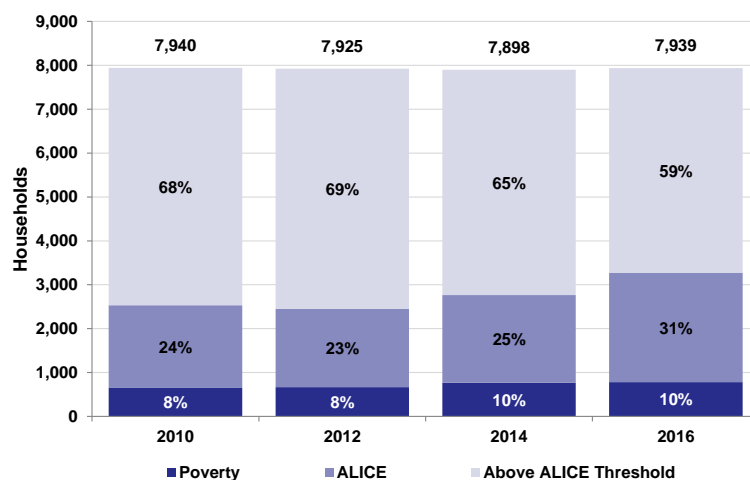
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 31% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

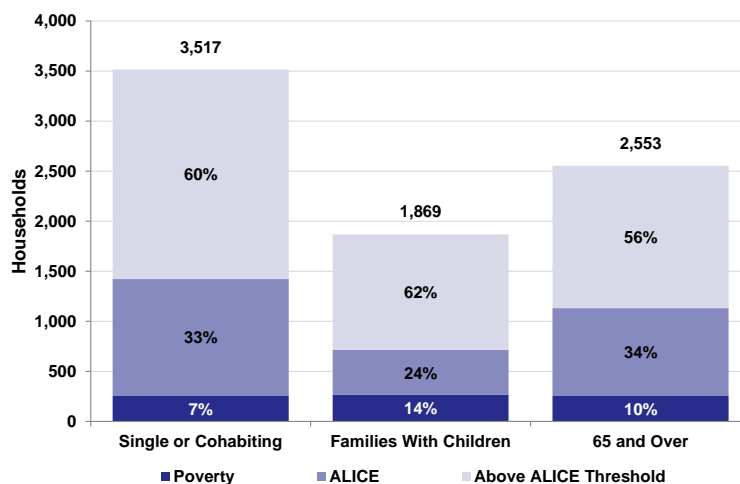
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

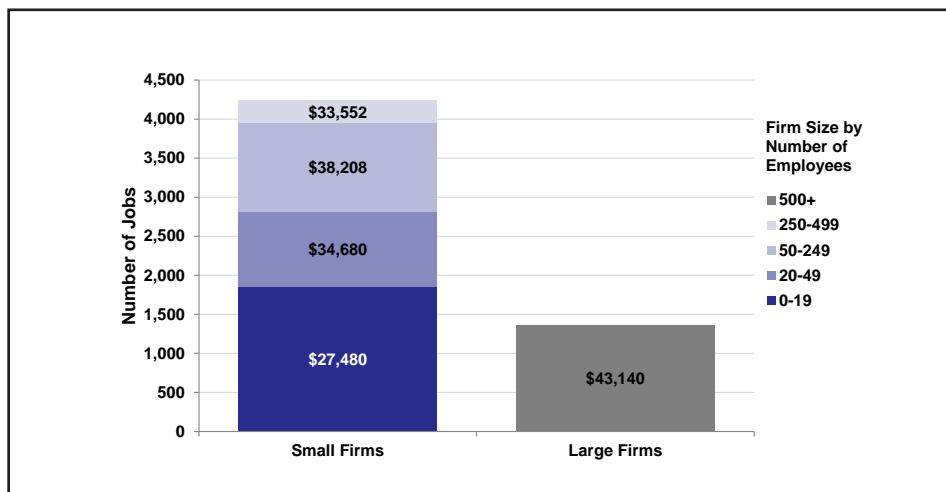
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Green Lake County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$449	\$658
Child Care	\$—	\$1,297
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$145	\$465
Taxes	\$220	\$597
Monthly Total	\$1,590	\$5,114
ANNUAL TOTAL	\$19,080	\$61,368
Hourly Wage	\$9.54	\$30.68

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Green Lake County, 2016		
Town	Total HH	% ALICE & Poverty
Berlin	418	26%
Berlin city	2,429	50%
Brooklyn	703	29%
Green Lake	548	36%
Green Lake city	476	44%
Kingston	300	33%
Kingston village	129	38%
Mackford	205	24%
Manchester	344	33%
Markesan city	575	43%
Marquette	251	41%
Princeton	658	39%
Princeton city	506	56%
Seneca	167	34%
St. Marie	152	42%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN IOWA COUNTY

## 2016 Point-in-Time Data

**Population:** 23,751 • **Number of Households:** 9,692

**Median Household Income:** \$56,641 (state average: \$56,811)

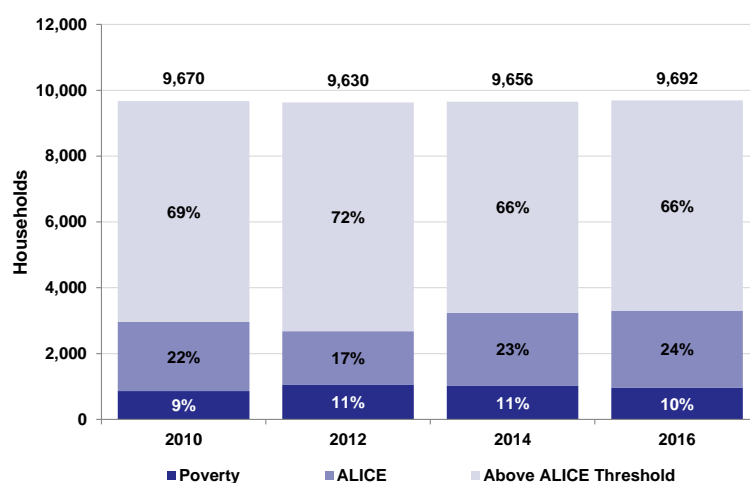
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 24% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

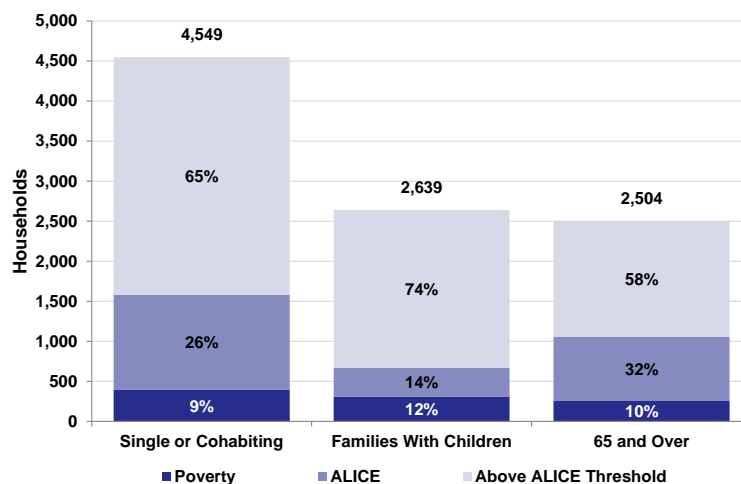
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

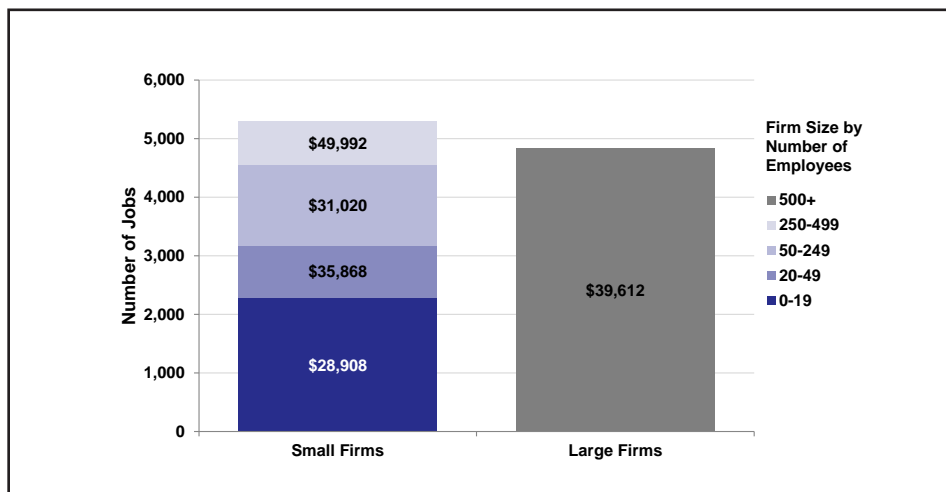
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Iowa County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$520	\$734
Child Care	\$—	\$1,293
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$154	\$475
Taxes	\$243	\$626
Monthly Total	\$1,693	\$5,225
<b>ANNUAL TOTAL</b>	<b>\$20,316</b>	<b>\$62,700</b>
Hourly Wage	\$10.16	\$31.35

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Iowa County, 2016		
Town	Total HH	% ALICE & Poverty
Arena	619	27%
Arena village	335	35%
Avoca village	251	56%
Barneveld village	457	23%
Brigham	385	18%
Clyde	136	22%
Cobb village	216	42%
Dodgeville	631	18%
Dodgeville city	2,018	40%
Eden	147	25%
Highland	293	34%
Highland village	373	48%
Hollandale village	117	29%
Linden	320	29%
Linden village	211	47%
Mifflin	222	34%
Mineral Point	342	21%
Mineral Point city	1,157	42%
Moscow	229	18%
Pulaski	140	41%
Rewey village	130	49%
Ridgeway	246	22%
Ridgeway village	251	40%
Waldwick	196	30%
Wyoming	146	45%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN IRON COUNTY

## 2016 Point-in-Time Data

**Population:** 5,850 • **Number of Households:** 2,954

**Median Household Income:** \$41,270 (state average: \$56,811)

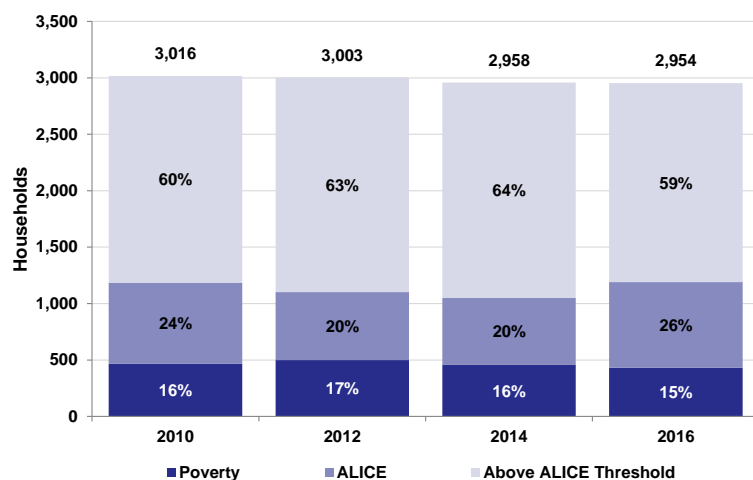
**Unemployment Rate:** 7% (state average: 4.1%)

**ALICE Households:** 26% (state average: 25.8%) • **Households in Poverty:** 15% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

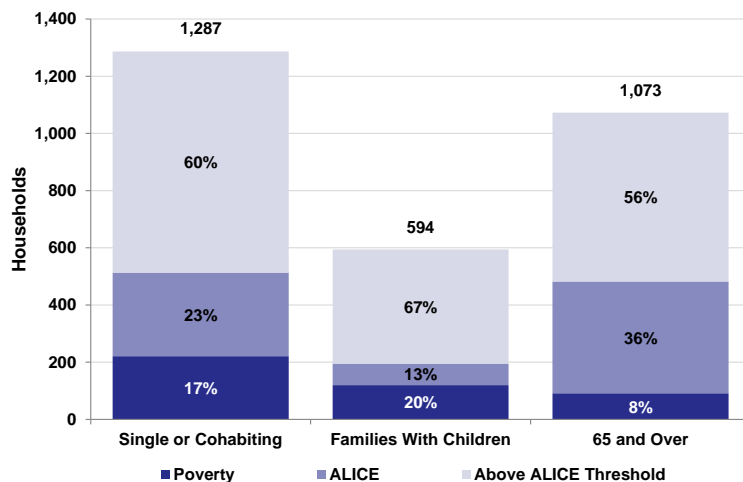
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016





## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

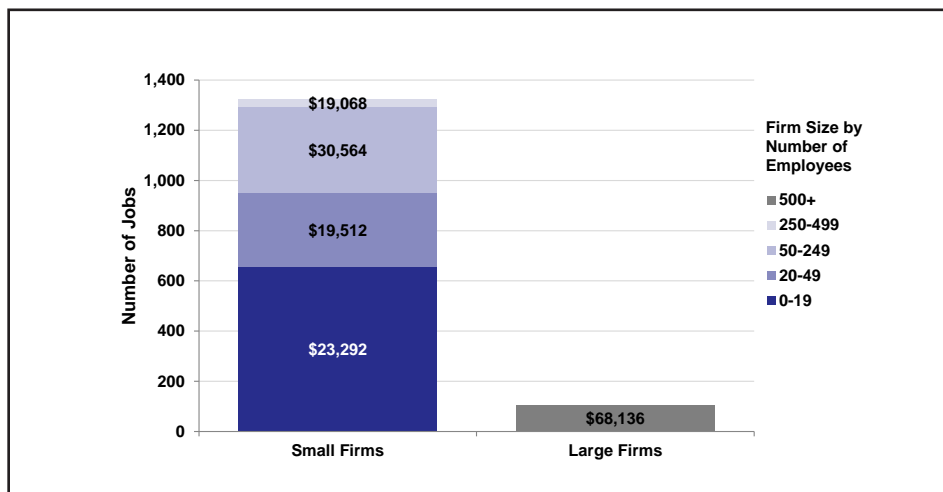
Household Survival Budget, Iron County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$406	\$658
Child Care	\$—	\$1,134
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$139	\$442
Taxes	\$206	\$531
Monthly Total	\$1,527	\$4,862
ANNUAL TOTAL	\$18,324	\$58,344
Hourly Wage	\$9.16	\$29.17

Iron County, 2016		
Town	Total HH	% ALICE & Poverty
Hurley city	787	51%
Kimball	175	26%
Knight	119	59%
Mercer	782	39%
Montreal city	353	38%
Oma	152	34%
Saxon	155	37%
Sherman	180	24%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN JACKSON COUNTY

## 2016 Point-in-Time Data

**Population:** 20,566 • **Number of Households:** 8,066

**Median Household Income:** \$49,608 (state average: \$56,811)

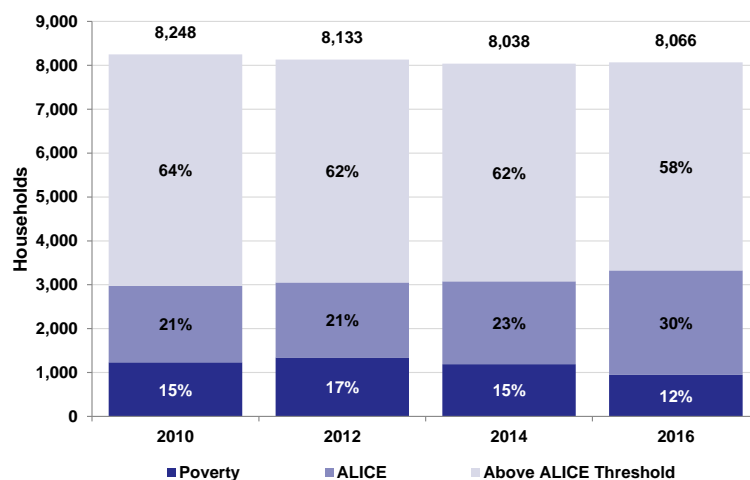
**Unemployment Rate:** 6% (state average: 4.1%)

**ALICE Households:** 30% (state average: 25.8%) • **Households in Poverty:** 12% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

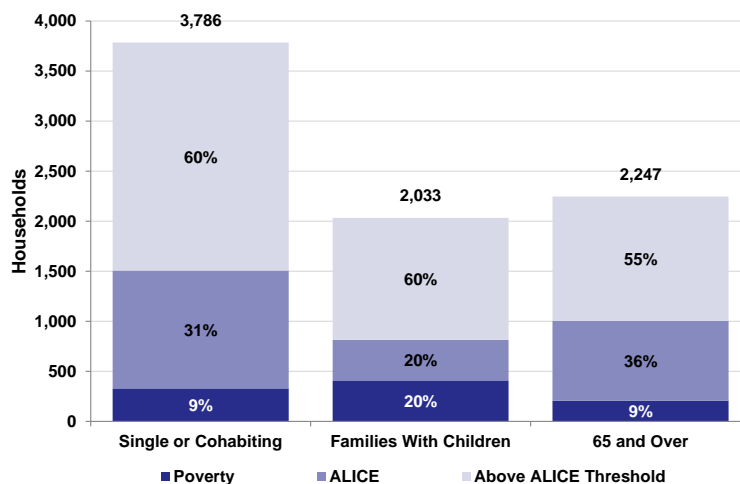
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

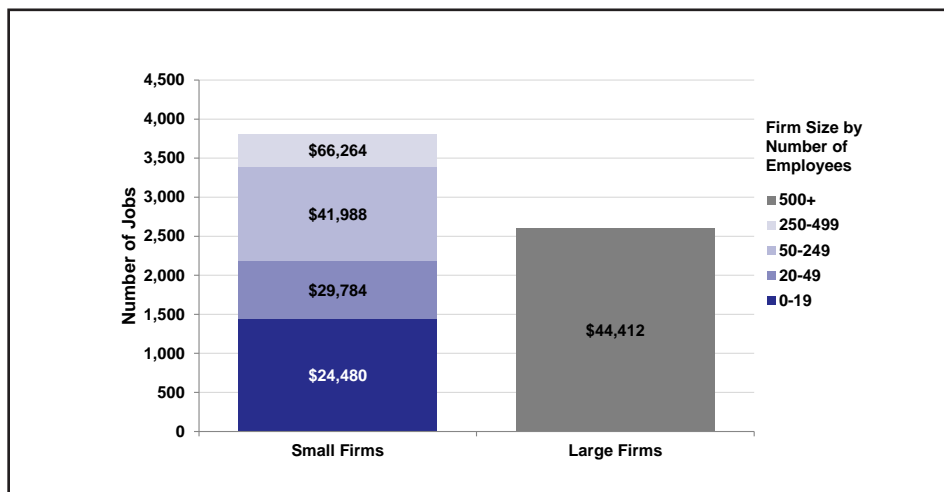
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Jackson County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$449	\$658
Child Care	\$-	\$1,342
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$145	\$471
Taxes	\$220	\$615
Monthly Total	\$1,590	\$5,183
<b>ANNUAL TOTAL</b>	\$19,080	\$62,196
Hourly Wage	\$9.54	\$31.10

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Jackson County, 2016		
Town	Total HH	% ALICE & Poverty
Adams	614	34%
Albion	536	36%
Alma	393	37%
Alma Center village	217	48%
Black River Falls city	1,547	44%
Brockway	776	52%
City Point	114	43%
Cleveland	206	40%
Curran	146	23%
Franklin	157	38%
Garden Valley	142	38%
Garfield	266	42%
Hixton	253	40%
Hixton village	200	41%
Irving	275	28%
Knapp	112	42%
Komensky	143	45%
Manchester	306	41%
Melrose	149	30%
Melrose village	215	54%
Merrillan village	310	56%
North Bend	176	33%
Northfield	248	34%
Springfield	199	33%
Taylor village	235	47%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN JEFFERSON COUNTY

## 2016 Point-in-Time Data

**Population:** 84,625 • **Number of Households:** 32,378

**Median Household Income:** \$58,703 (state average: \$56,811)

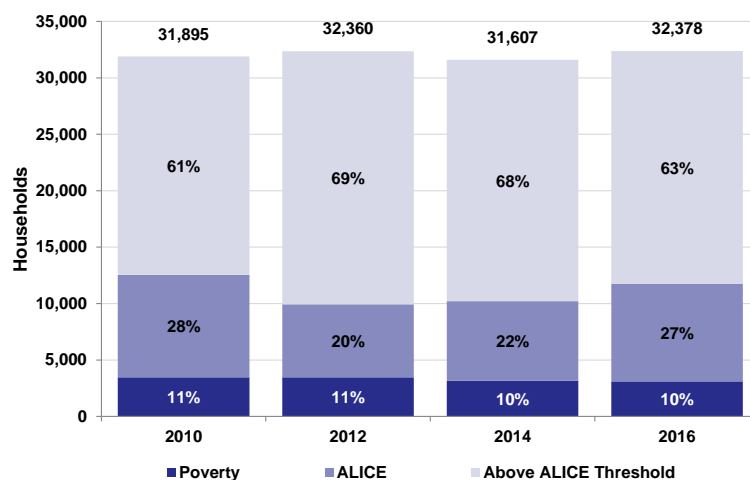
**Unemployment Rate:** 3% (state average: 4.1%)

**ALICE Households:** 27% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

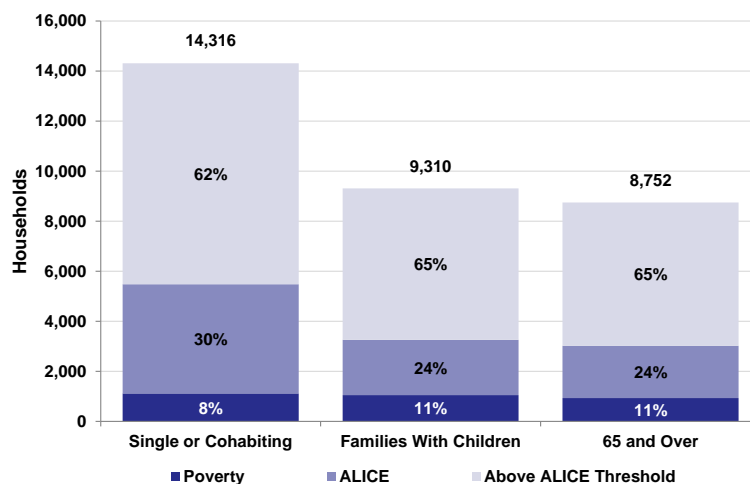
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

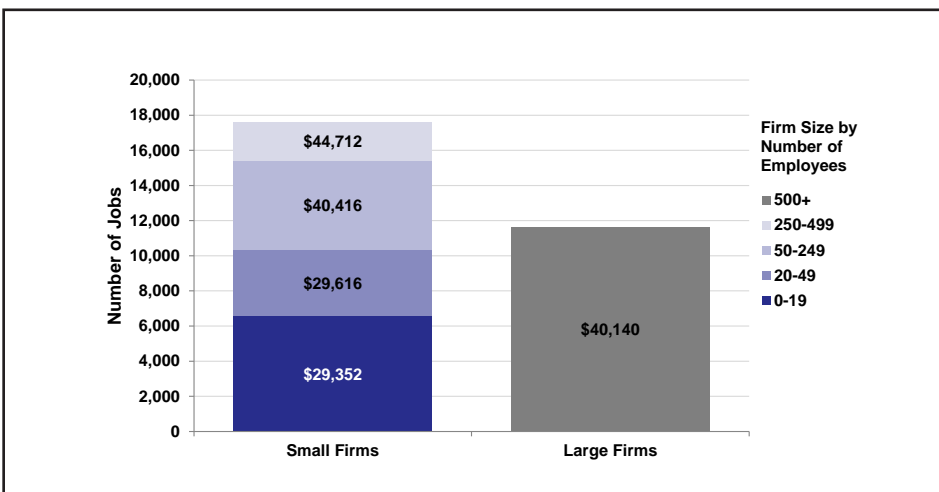
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Jefferson County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$551	\$894
Child Care	\$-	\$1,424
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$158	\$516
Taxes	\$254	\$744
Monthly Total	\$1,739	\$5,675
ANNUAL TOTAL	\$20,868	\$68,100
Hourly Wage	\$10.43	\$34.05

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Jefferson County, 2016		
Town	Total HH	% ALICE & Poverty
Aztalan	542	23%
Cold Spring	316	28%
Concord	815	23%
Farmington	561	26%
Fort Atkinson city	5,014	46%
Hebron	433	28%
Ixonia	1,645	20%
Jefferson	819	24%
Jefferson city	2,991	44%
Johnson Creek village	1,095	31%
Koshkonong	1,437	20%
Lake Mills	818	21%
Lake Mills city	2,253	32%
Milford	461	25%
Oakland	1,303	27%
Palmyra	455	29%
Palmyra village	688	41%
Sullivan	961	36%
Sullivan village	309	45%
Sumner	343	29%
Waterloo	389	25%
Waterloo city	1,280	27%
Watertown	789	23%
Watertown city	6,165	50%
Whitewater city	455	62%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN JUNEAU COUNTY

## 2016 Point-in-Time Data

**Population:** 26,399 • **Number of Households:** 9,978

**Median Household Income:** \$47,243 (state average: \$56,811)

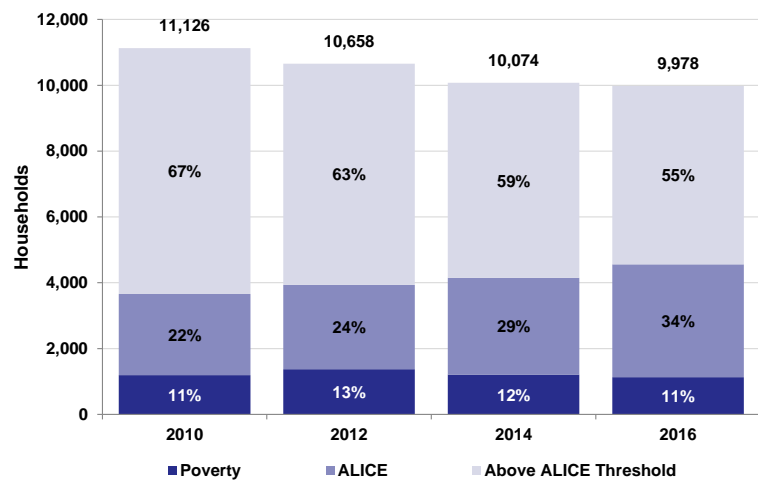
**Unemployment Rate:** 6% (state average: 4.1%)

**ALICE Households:** 34% (state average: 25.8%) • **Households in Poverty:** 11% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

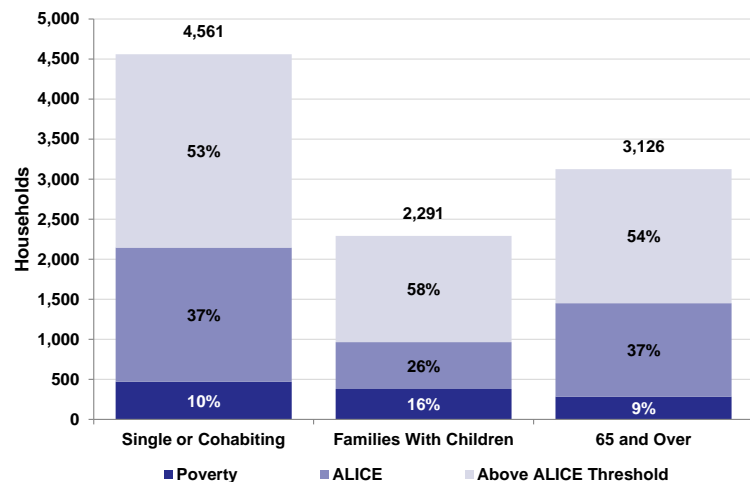
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

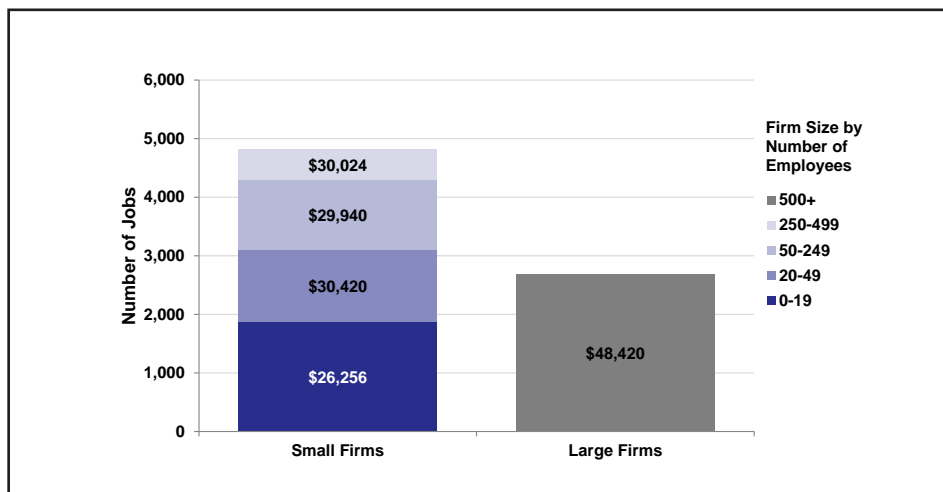
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Juneau County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$436	\$683
Child Care	\$—	\$1,239
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$143	\$460
Taxes	\$216	\$584
Monthly Total	\$1,571	\$5,063
<b>ANNUAL TOTAL</b>	\$18,852	\$60,756
Hourly Wage	\$9.43	\$30.38

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Juneau County, 2016		
Town	Total HH	% ALICE & Poverty
Armenia	275	50%
Camp Douglas village	225	48%
Clearfield	253	38%
Cutler	126	44%
Elroy city	572	52%
Fountain	253	34%
Germantown	659	38%
Kildare	217	34%
Lemonweir	677	41%
Lindina	269	36%
Lisbon	366	34%
Lyndon	493	41%
Lyndon Station village	192	66%
Marion	197	41%
Mauston city	1,628	53%
Necedah	839	49%
Necedah village	345	50%
New Lisbon city	615	55%
Orange	194	38%
Plymouth	250	33%
Seven Mile Creek	131	47%
Summit	306	34%
Wonewoc	283	38%
Wonewoc village	374	56%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.



# ALICE IN KENOSHA COUNTY

## 2016 Point-in-Time Data

**Population:** 168,183 • **Number of Households:** 64,386

**Median Household Income:** \$59,417 (state average: \$56,811)

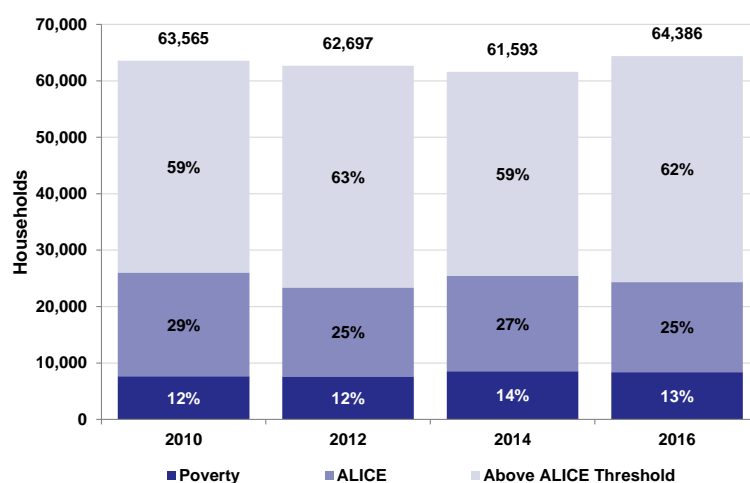
**Unemployment Rate:** 7% (state average: 4.1%)

**ALICE Households:** 25% (state average: 25.8%) • **Households in Poverty:** 13% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

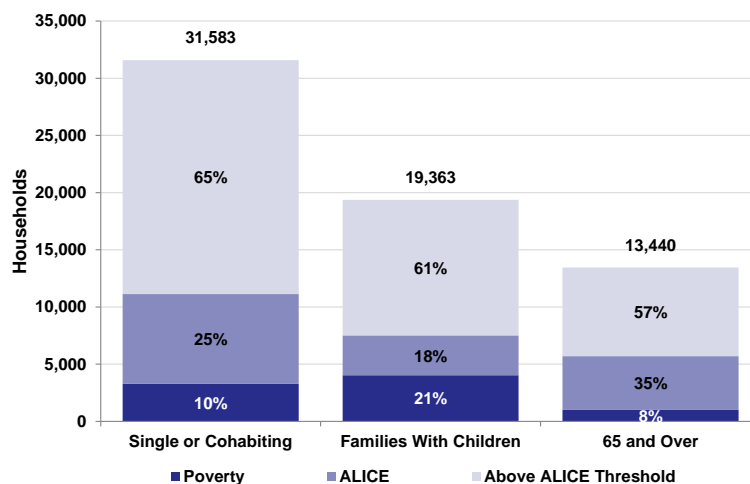
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Kenosha County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$567	\$919
Child Care	\$—	\$1,501
Food	\$158	\$525
Transportation	\$324	\$649
Health Care	\$213	\$795
Technology	\$55	\$75
Miscellaneous	\$157	\$523
Taxes	\$250	\$764
Monthly Total	\$1,724	\$5,751
ANNUAL TOTAL	\$20,688	\$69,012
Hourly Wage	\$10.34	\$34.51

Kenosha County, 2016		
Town	Total HH	% ALICE & Poverty
Brighton	602	30%
Bristol village	2,091	37%
Kenosha city	37,511	47%
Paddock Lake village	1,139	31%
Paris	636	21%
Pleasant Prairie village	7,684	29%
Randall	1,204	29%
Salem	4,428	30%
Silver Lake village	949	39%
Somers	392	45%
Somers village	2,824	35%
Twin Lakes village	2,210	37%
Wheatland	1,324	36%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN KEWAUNEE COUNTY

## 2016 Point-in-Time Data

**Population:** 20,459 • **Number of Households:** 8,211

**Median Household Income:** \$58,152 (state average: \$56,811)

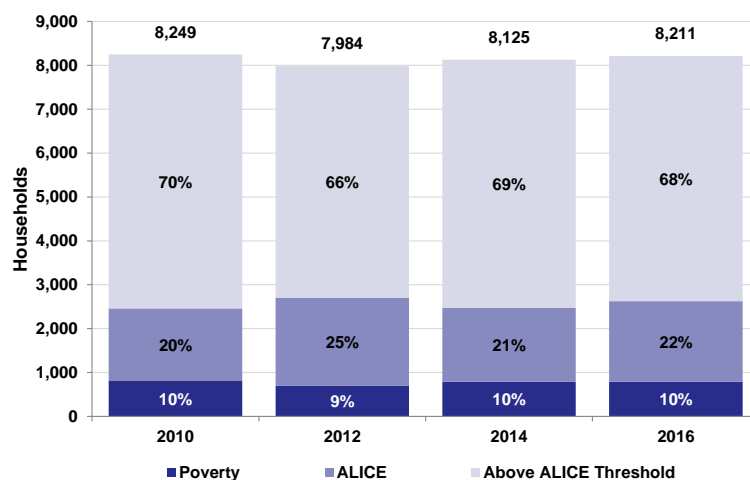
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 22% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

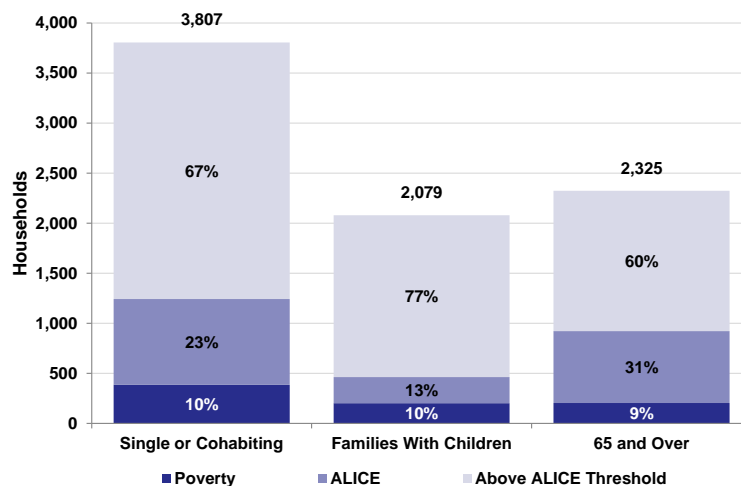
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

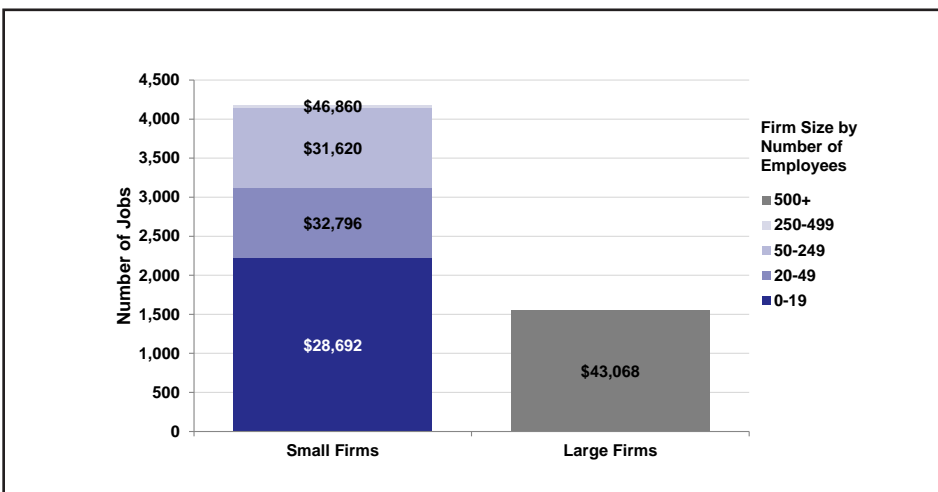
Household Survival Budget, Kewaunee County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$466	\$756
Child Care	\$—	\$1,127
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$147	\$455
Taxes	\$225	\$568
Monthly Total	\$1,614	\$5,003
ANNUAL TOTAL	\$19,368	\$60,036
Hourly Wage	\$9.68	\$30.02

Kewaunee County, 2016		
Town	Total HH	% ALICE & Poverty
Ahnapee	345	28%
Algoma city	1,369	49%
Carlton	415	36%
Casco	454	22%
Casco village	223	34%
Franklin	378	19%
Kewaunee city	1,386	36%
Lincoln	333	29%
Luxemburg	504	23%
Luxemburg village	908	27%
Montpelier	468	28%
Pierce	360	30%
Red River	561	22%
West Kewaunee	507	28%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

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# ALICE IN LA CROSSE COUNTY

## 2016 Point-in-Time Data

**Population:** 118,122 • **Number of Households:** 47,086

**Median Household Income:** \$54,823 (state average: \$56,811)

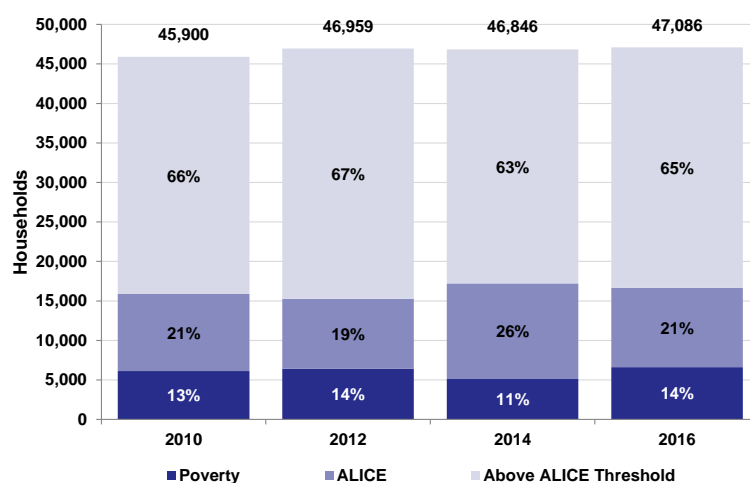
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 21% (state average: 25.8%) • **Households in Poverty:** 14% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

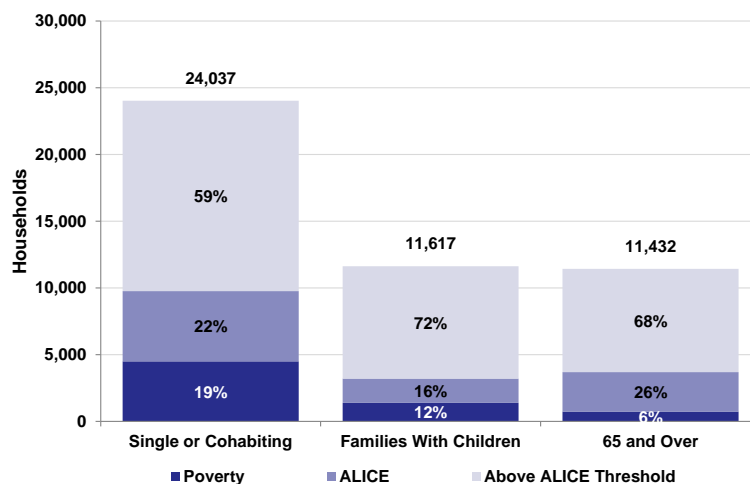
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

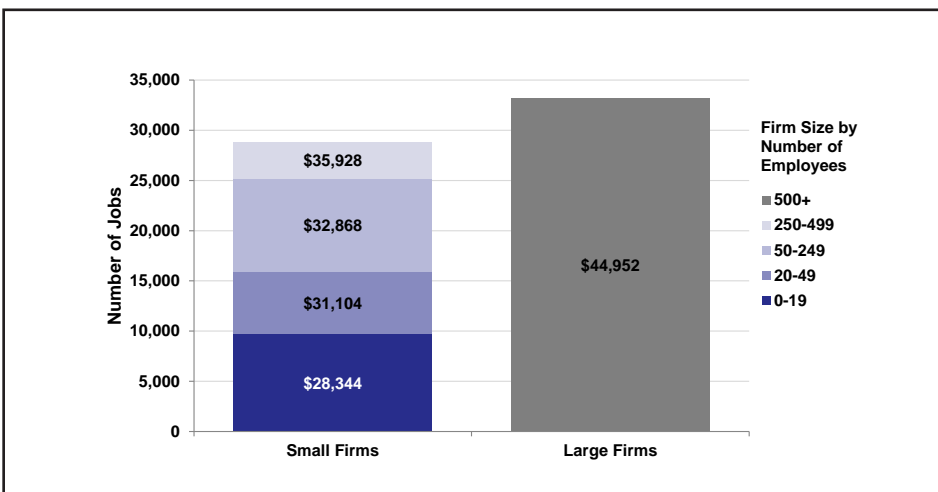
Household Survival Budget, La Crosse County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$511	\$828
Child Care	\$—	\$1,271
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$153	\$485
Taxes	\$240	\$655
Monthly Total	\$1,680	\$5,336
ANNUAL TOTAL	\$20,160	\$64,032
Hourly Wage	\$10.08	\$32.02

La Crosse County, 2016		
Town	Total HH	% ALICE & Poverty
Bangor	243	45%
Bangor village	552	35%
Barre	436	22%
Burns	359	27%
Campbell	2,062	39%
Farmington	821	31%
Greenfield	752	22%
Hamilton	938	19%
Holland	1,364	18%
Holmen village	3,640	34%
La Crosse city	20,882	52%
Medary	617	23%
Onalaska	1,985	19%
Onalaska city	7,574	32%
Rockland village	230	27%
Shelby	2,118	22%
Washington	202	24%
West Salem village	1,882	31%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN LAFAYETTE COUNTY

## 2016 Point-in-Time Data

**Population:** 16,793 • **Number of Households:** 6,692

**Median Household Income:** \$53,038 (state average: \$56,811)

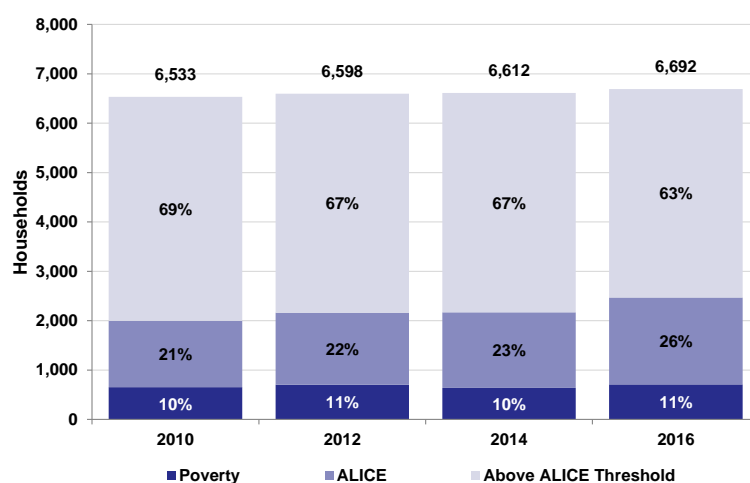
**Unemployment Rate:** 3% (state average: 4.1%)

**ALICE Households:** 26% (state average: 25.8%) • **Households in Poverty:** 11% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

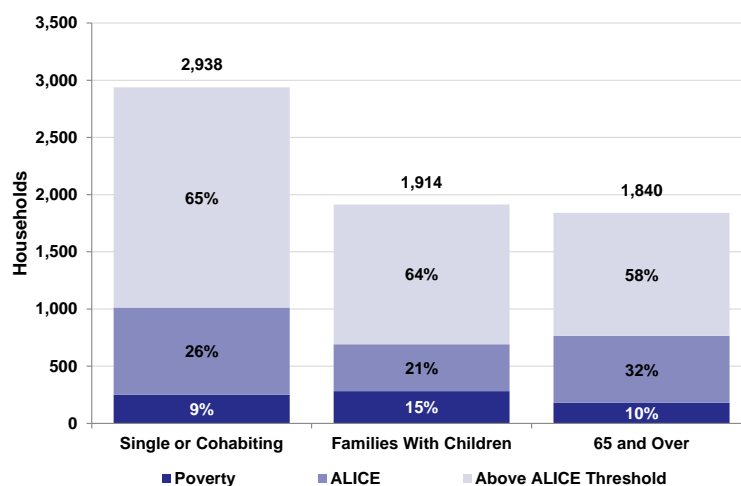
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016





## Why do so many households struggle?

### The cost of living continues to increase...

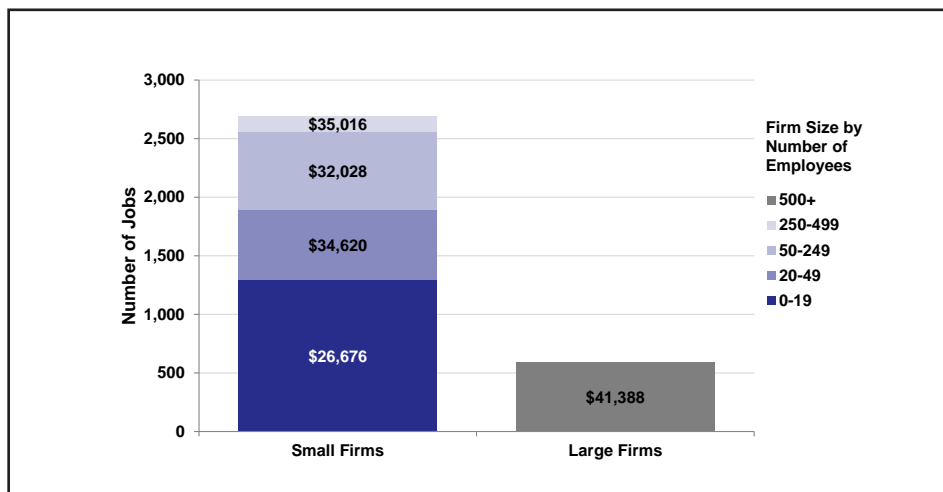
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Lafayette County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$449	\$658
Child Care	\$-	\$1,083
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$145	\$435
Taxes	\$220	\$510
Monthly Total	\$1,590	\$4,783
ANNUAL TOTAL	\$19,080	\$57,396
Hourly Wage	\$9.54	\$28.70

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Lafayette County, 2016		
Town	Total HH	% ALICE & Poverty
Argyle	164	28%
Argyle village	389	53%
Belmont	271	38%
Belmont village	433	38%
Benton	196	23%
Benton village	393	34%
Blanchardville village	275	32%
Darlington	374	29%
Darlington city	975	43%
Elk Grove	156	25%
Fayette	136	18%
Gratiot	210	42%
Gratiot village	101	42%
Kendall	142	23%
Lamont	121	32%
New Diggings	215	35%
Seymour	150	39%
Shullsburg	138	31%
Shullsburg city	527	47%
South Wayne village	197	65%
Wayne	177	28%
Willow Springs	313	35%
Wiota	354	33%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN LANGLADE COUNTY

## 2016 Point-in-Time Data

**Population:** 19,414 • **Number of Households:** 8,521

**Median Household Income:** \$43,501 (state average: \$56,811)

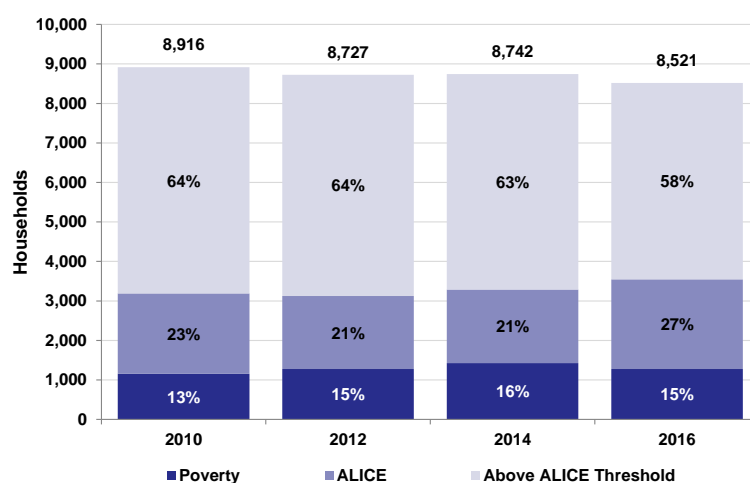
**Unemployment Rate:** 7% (state average: 4.1%)

**ALICE Households:** 27% (state average: 25.8%) • **Households in Poverty:** 15% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

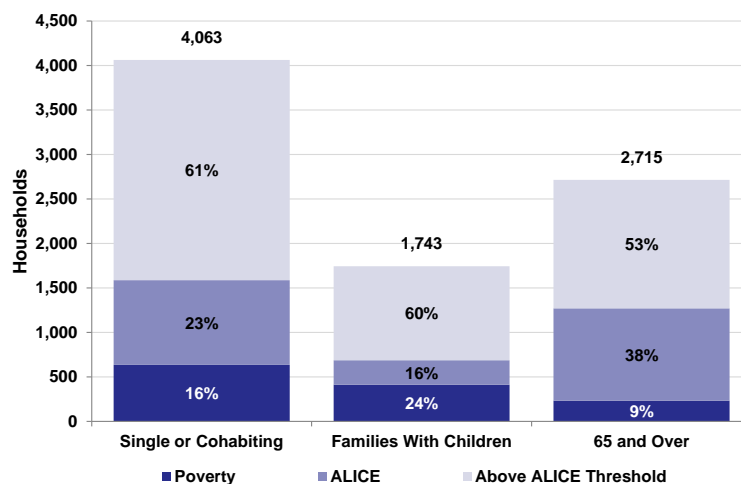
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

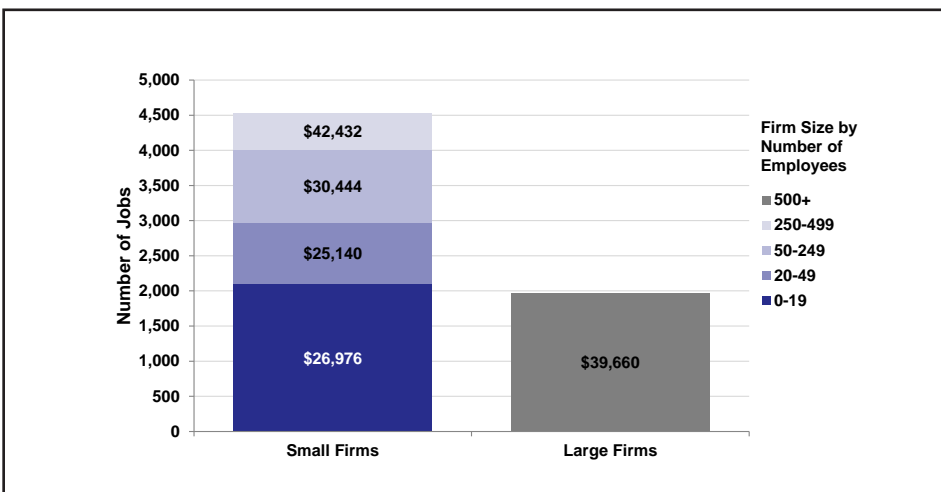
Household Survival Budget, Langlade County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$509	\$699
Child Care	\$—	\$1,040
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$152	\$435
Taxes	\$239	\$509
Monthly Total	\$1,676	\$4,780
<b>ANNUAL TOTAL</b>	\$20,112	\$57,360
Hourly Wage	\$10.06	\$28.68

Langlade County, 2016		
Town	Total HH	% ALICE & Poverty
Ackley	187	35%
Ainsworth	215	41%
Antigo	561	25%
Antigo city	3,756	53%
Elcho	533	39%
Evergreen	169	30%
Langlade	208	42%
Neva	353	34%
Norwood	359	32%
Peck	140	39%
Polar	364	28%
Rolling	559	24%
Upham	352	21%
Vilas	105	43%
White Lake village	131	51%
Wolf River	324	42%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN LINCOLN COUNTY

## 2016 Point-in-Time Data

**Population:** 28,171 • **Number of Households:** 12,546

**Median Household Income:** \$52,221 (state average: \$56,811)

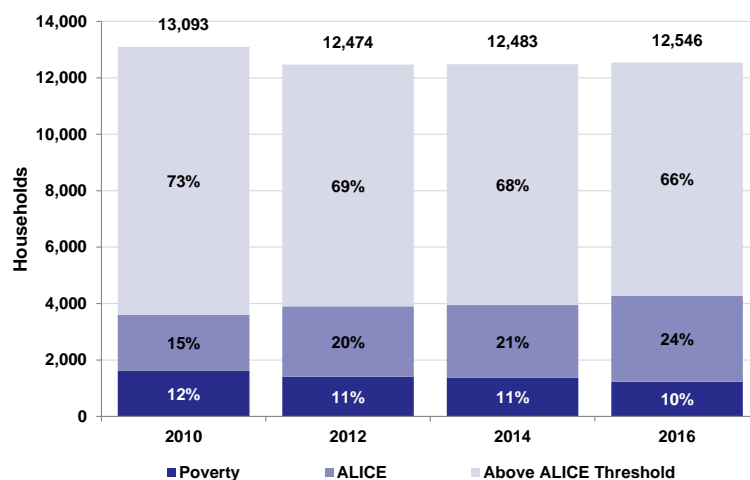
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 24% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

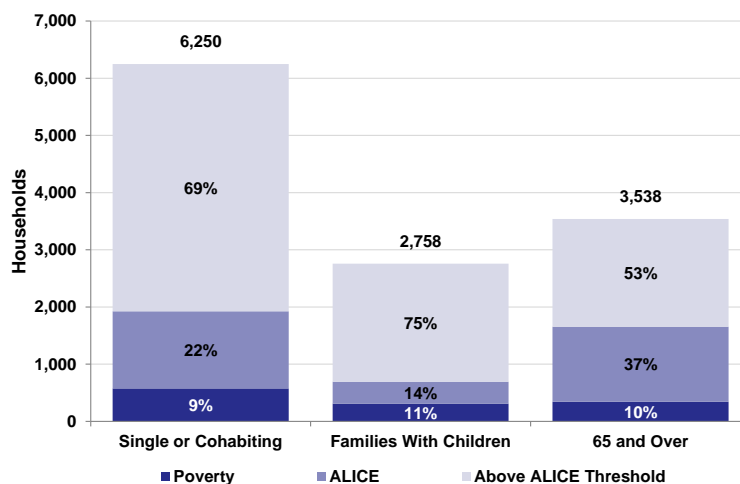
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Lincoln County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$449	\$658
Child Care	\$-	\$1,186
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$145	\$449
Taxes	\$220	\$552
Monthly Total	\$1,590	\$4,942
ANNUAL TOTAL	\$19,080	\$59,304
Hourly Wage	\$9.54	\$29.65

Lincoln County, 2016		
Town	Total HH	% ALICE & Poverty
Birch	217	29%
Bradley	1,221	31%
Corning	279	28%
Harding	148	22%
Harrison	394	20%
King	483	30%
Merrill	1,200	22%
Merrill city	4,095	40%
Pine River	752	24%
Rock Falls	286	40%
Russell	292	40%
Schley	426	34%
Scott	628	19%
Skawanaw	180	17%
Tomahawk	218	34%
Tomahawk city	1,532	48%
Wilson	133	29%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

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# ALICE IN MANITOWOC COUNTY

## 2016 Point-in-Time Data

**Population:** 79,536 • **Number of Households:** 34,234

**Median Household Income:** \$51,752 (state average: \$56,811)

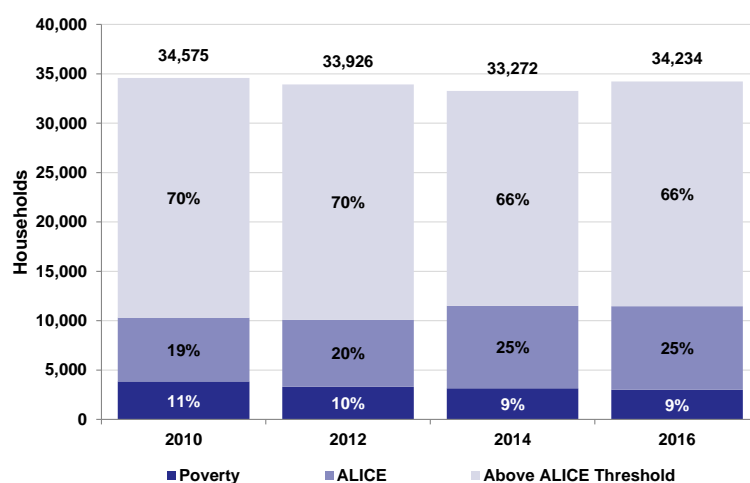
**Unemployment Rate:** 3% (state average: 4.1%)

**ALICE Households:** 25% (state average: 25.8%) • **Households in Poverty:** 9% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

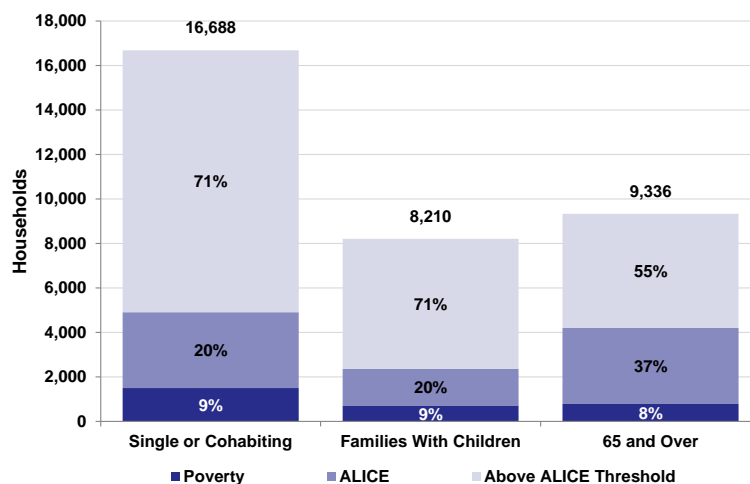
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

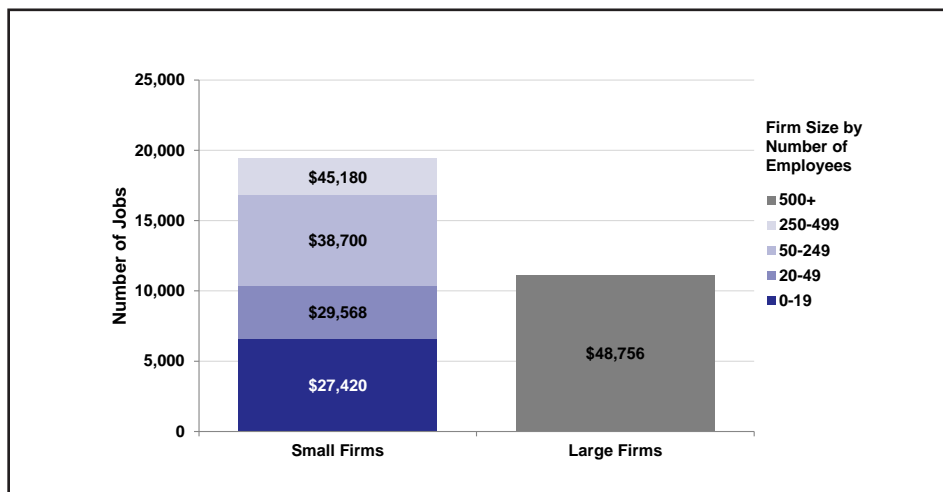
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Manitowoc County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$442	\$717
Child Care	\$-	\$1,080
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$144	\$443
Taxes	\$218	\$533
Monthly Total	\$1,580	\$4,870
<b>ANNUAL TOTAL</b>	\$18,960	\$58,440
<b>Hourly Wage</b>	\$9.48	\$29.22

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Manitowoc County, 2016		
Town	Total HH	% ALICE & Poverty
Cato	633	21%
Centerville	260	24%
Cleveland village	583	24%
Cooperstown	496	12%
Eaton	321	26%
Francis Creek village	236	31%
Franklin	453	28%
Gibson	540	16%
Kellnersville village	187	39%
Kiel city	1,474	34%
Kossuth	784	19%
Liberty	488	19%
Manitowoc	421	13%
Manitowoc city	14,691	43%
Manitowoc Rapids	803	23%
Maple Grove	291	23%
Maribel village	143	29%
Meeme	556	25%
Mishicot	514	24%
Mishicot village	597	35%
Newton	903	20%
Reedsville village	448	33%
Rockland	352	13%
Schleswig	839	21%
St. Nazianz village	327	42%
Two Creeks	181	21%
Two Rivers	768	24%
Two Rivers city	4,993	44%
Valders village	410	45%
Whitelaw village	299	18%

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# ALICE IN MARATHON COUNTY

## 2016 Point-in-Time Data

**Population:** 135,603 • **Number of Households:** 55,147

**Median Household Income:** \$54,774 (state average: \$56,811)

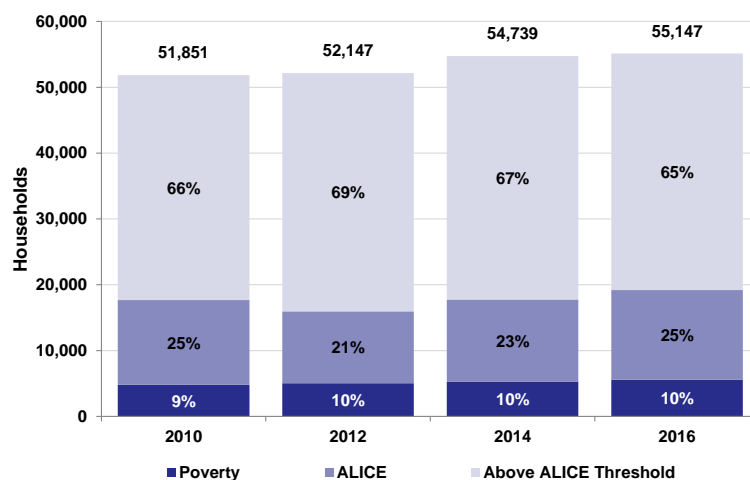
**Unemployment Rate:** 3% (state average: 4.1%)

**ALICE Households:** 25% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

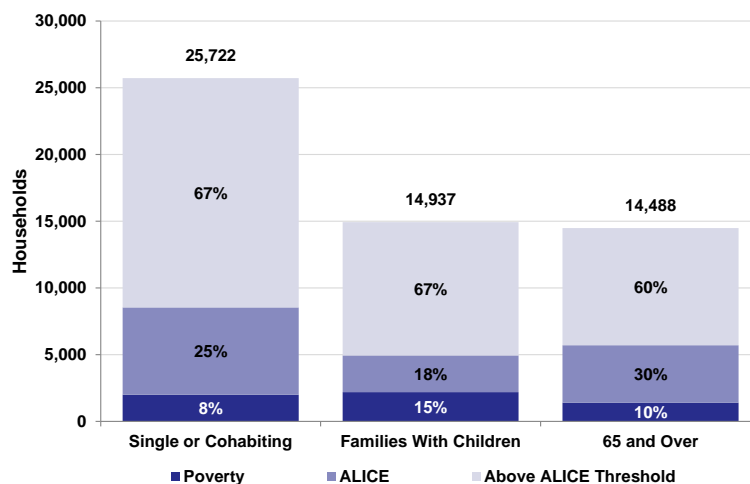
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

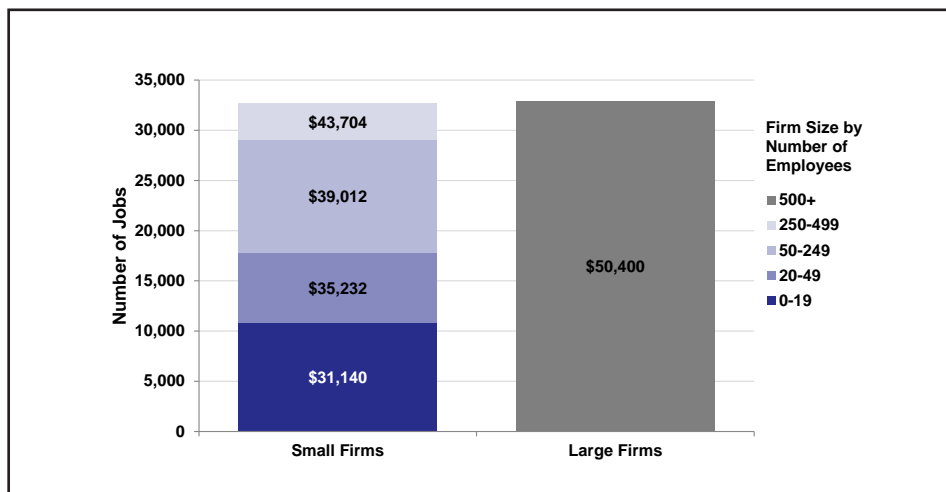
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Marathon County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$492	\$733
Child Care	\$-	\$1,256
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$150	\$470
Taxes	\$234	\$611
Monthly Total	\$1,652	\$5,167
ANNUAL TOTAL	\$19,824	\$62,004
Hourly Wage	\$9.91	\$31.00

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Marathon County, 2016		
Town	Total HH	% ALICE & Poverty
Abbotsford city	186	56%
Athens village	415	40%
Bergen	269	17%
Berlin	368	30%
Bern	205	35%
Bevent	453	43%
Brighton	190	26%
Brokaw village	134	46%
Cassel	351	17%
Cleveland	568	22%
Colby city	296	68%
Day	382	27%
Easton	428	24%
Eau Pleine	316	37%
Edgar village	560	37%
Elderon	234	40%
Elderon village	114	57%
Emmet	336	27%
Frankfort	232	34%
Franzen	193	38%
Green Valley	204	24%
Guenther	137	26%
Halsey	198	34%
Hamburg	321	20%
Harrison	143	34%
Hatley village	207	26%
Hewitt	263	19%
Holton	327	38%
Hull	243	30%
Johnson	320	35%
Knowlton	757	25%
Kronenwetter village	2,738	19%
Maine village	883	20%
Marathon	402	19%
Marathon City village	596	36%
Marshfield city	326	47%
McMillan	781	20%
Mosinee	773	26%
Mosinee city	1,642	36%
Norrie	387	27%
Plover	280	41%
Reid	539	32%
Rib Falls	386	18%
Rib Mountain	2,538	18%
Rietbrock	346	36%
Ringle	636	22%
Rothschild village	2,201	31%
Schofield city	972	39%
Spencer	578	24%
Spencer village	836	44%
Stettin	1,018	21%
Stratford village	686	43%
Texas	683	27%
Unity village	106	51%
Wausau	1,008	24%
Wausau city	16,746	48%
Weston	239	22%
Weston village	5,998	41%
Wien	264	31%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN MARINETTE COUNTY

## 2016 Point-in-Time Data

**Population:** 41,090 • **Number of Households:** 18,380

**Median Household Income:** \$43,893 (state average: \$56,811)

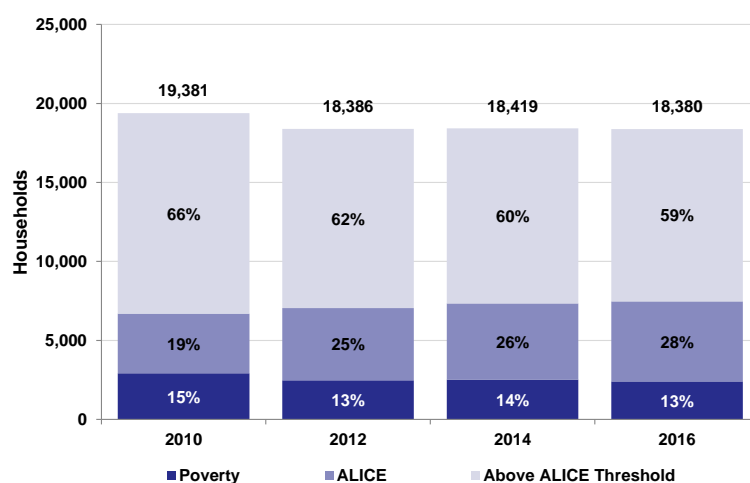
**Unemployment Rate:** 7% (state average: 4.1%)

**ALICE Households:** 28% (state average: 25.8%) • **Households in Poverty:** 13% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

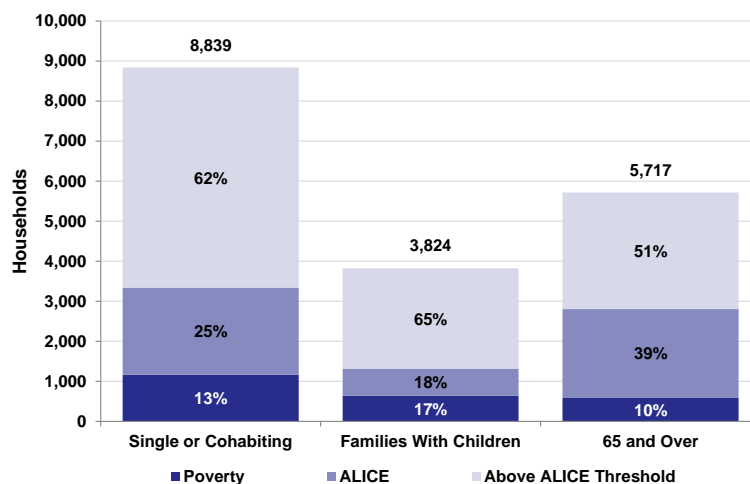
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

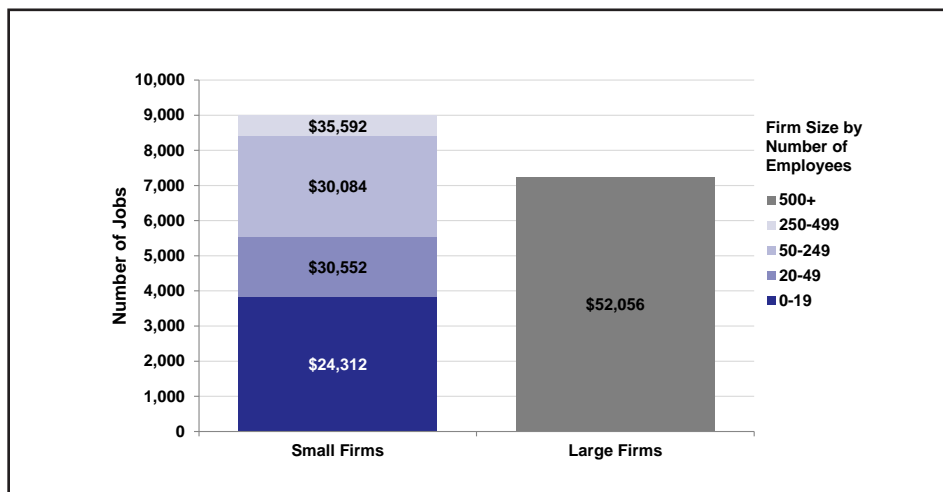
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Marinette County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$449	\$658
Child Care	\$-	\$1,124
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$145	\$441
Taxes	\$220	\$527
Monthly Total	\$1,590	\$4,847
<b>ANNUAL TOTAL</b>	\$19,080	\$58,164
<b>Hourly Wage</b>	\$9.54	\$29.08

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Marinette County, 2016		
Town	Total HH	% ALICE & Poverty
Amberg	379	54%
Athelstane	277	56%
Beaver	507	33%
Beecher	340	51%
Coleman village	353	35%
Crivitz village	448	42%
Dunbar	246	39%
Goodman	349	50%
Grover	624	24%
Lake	482	34%
Marinette city	5,043	51%
Middle Inlet	416	44%
Niagara	376	25%
Niagara city	699	46%
Pembine	336	37%
Peshtigo	1,667	23%
Peshtigo city	1,533	47%
Porterfield	776	20%
Pound	604	44%
Pound village	180	41%
Silver Cliff	229	31%
Stephenson	1,453	35%
Wagner	313	36%
Wausaukee	476	29%
Wausaukee village	274	62%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN MARQUETTE COUNTY

## 2016 Point-in-Time Data

**Population:** 15,082 • **Number of Households:** 6,328

**Median Household Income:** \$48,445 (state average: \$56,811)

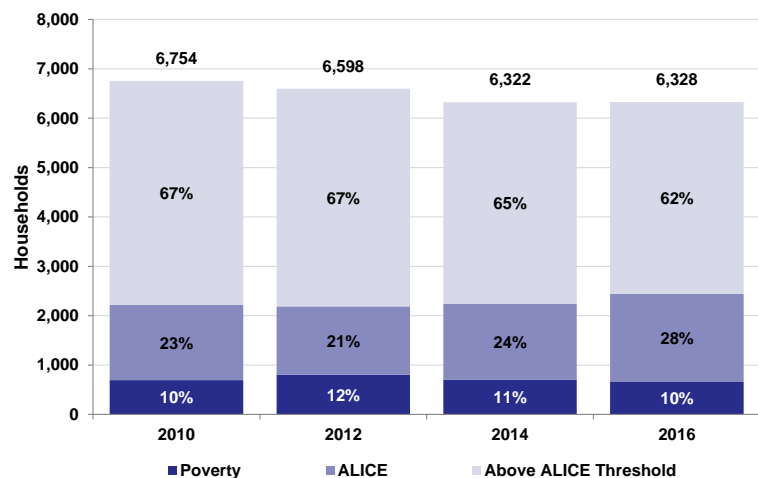
**Unemployment Rate:** 6% (state average: 4.1%)

**ALICE Households:** 28% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

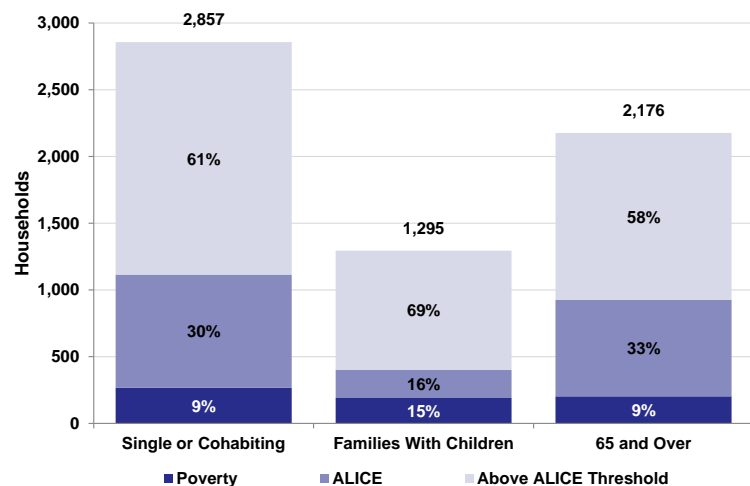
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

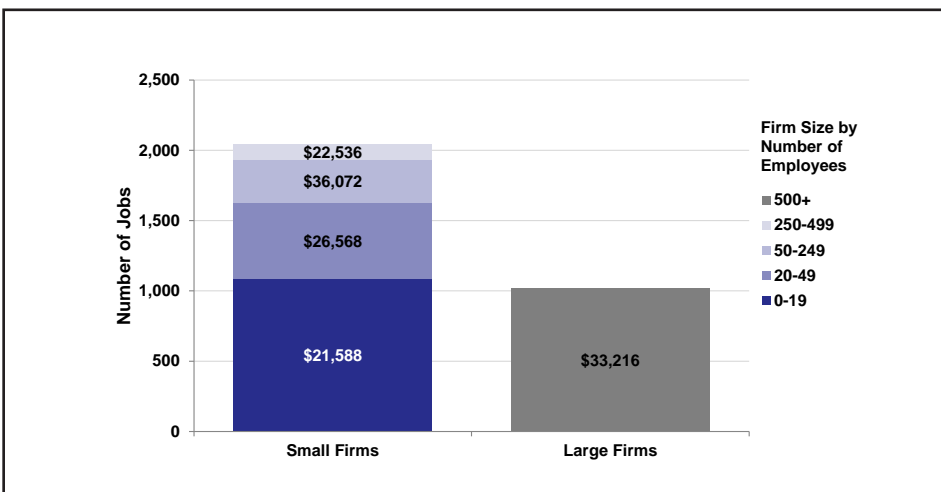
Household Survival Budget, Marquette County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$499	\$731
Child Care	\$—	\$1,083
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$151	\$445
Taxes	\$236	\$540
Monthly Total	\$1,662	\$4,896
ANNUAL TOTAL	\$19,944	\$58,752
Hourly Wage	\$9.97	\$29.38

Marquette County, 2016		
Town	Total HH	% ALICE & Poverty
Buffalo	461	28%
Crystal Lake	244	30%
Douglas	294	19%
Endeavor village	193	40%
Harris	354	39%
Mecan	323	51%
Montello	473	33%
Montello city	634	49%
Moundville	225	34%
Neshkoro	256	41%
Neshkoro village	170	56%
Newton	199	44%
Oxford	345	30%
Oxford village	216	46%
Packwaukee	525	41%
Shields	256	47%
Springfield	320	38%
Westfield	336	32%
Westfield village	504	40%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

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# ALICE IN MENOMINEE COUNTY

## 2016 Point-in-Time Data

**Population:** 4,457 • **Number of Households:** 1,215

**Median Household Income:** \$37,147 (state average: \$56,811)

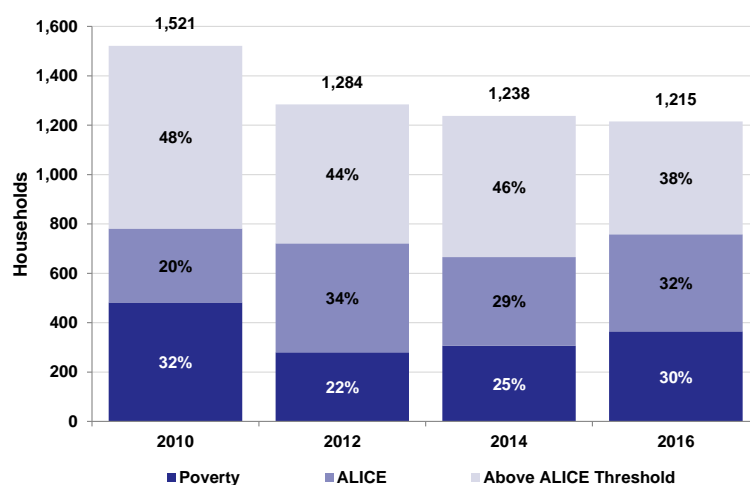
**Unemployment Rate:** 11% (state average: 4.1%)

**ALICE Households:** 32% (state average: 25.8%) • **Households in Poverty:** 30% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

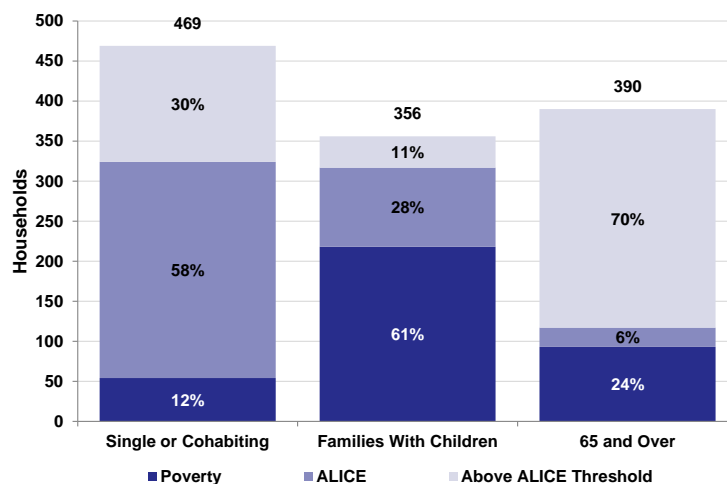
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016





## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

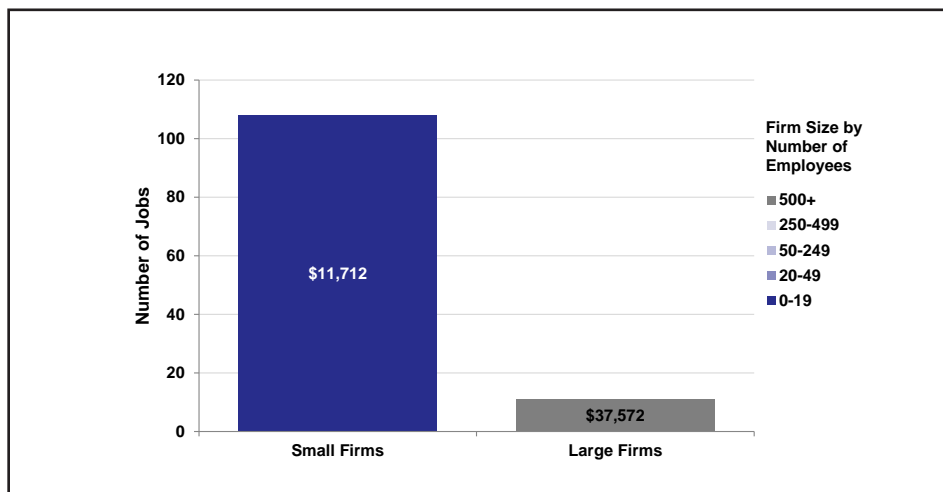
Menominee County, 2016		
Town	Total HH	% ALICE & Poverty
Menominee	1,215	62%

Household Survival Budget, Menominee County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$449	\$658
Child Care	\$—	\$1,134
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$145	\$442
Taxes	\$220	\$531
Monthly Total	\$1,590	\$4,862
ANNUAL TOTAL	\$19,080	\$58,344
Hourly Wage	\$9.54	\$29.17

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

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# ALICE IN MILWAUKEE COUNTY

## 2016 Point-in-Time Data

**Population:** 951,448 • **Number of Households:** 381,318

**Median Household Income:** \$47,607 (state average: \$56,811)

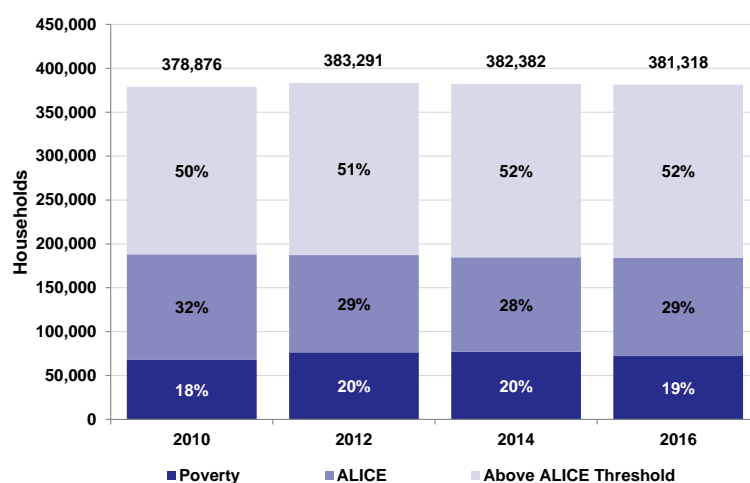
**Unemployment Rate:** 6% (state average: 4.1%)

**ALICE Households:** 29% (state average: 25.8%) • **Households in Poverty:** 19% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

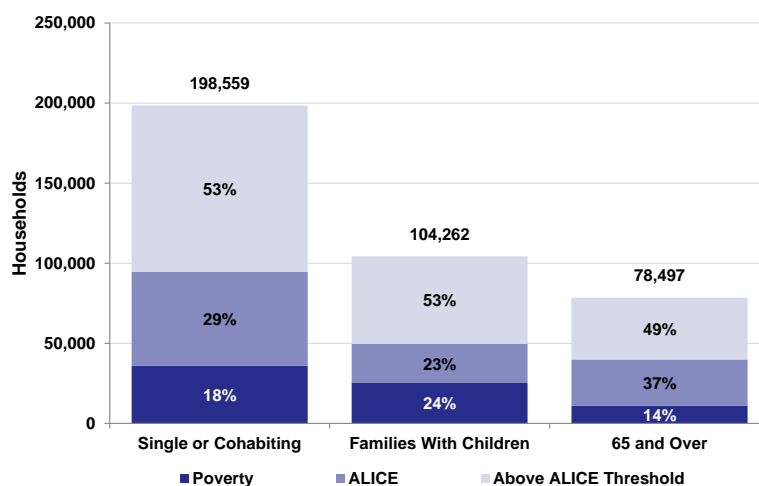
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

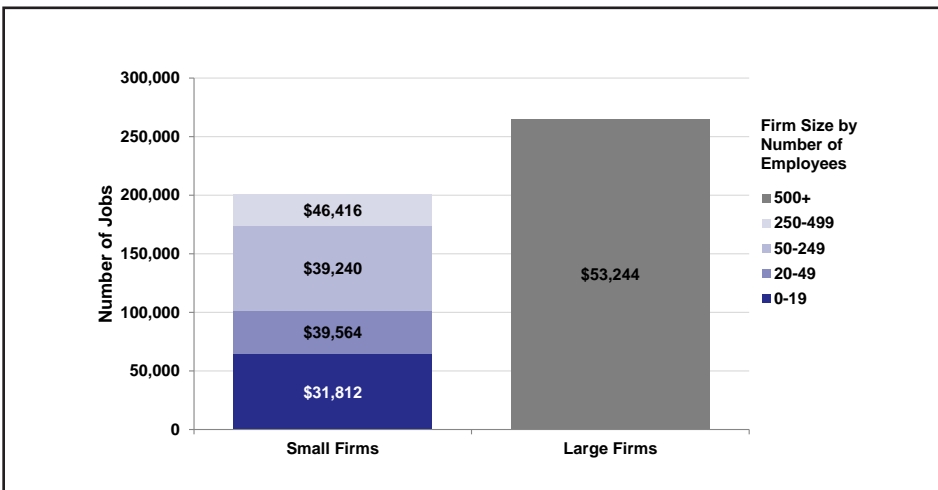
Household Survival Budget, Milwaukee County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$596	\$907
Child Care	\$—	\$1,774
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$164	\$567
Taxes	\$272	\$891
Monthly Total	\$1,808	\$6,236
ANNUAL TOTAL	\$21,696	\$74,832
Hourly Wage	\$10.85	\$37.42

Milwaukee County, 2016		
Town	Total HH	% ALICE & Poverty
Bayside village	1,819	20%
Brown Deer village	5,440	40%
Cudahy city	7,436	48%
Fox Point village	2,795	18%
Franklin city	13,571	29%
Glendale city	5,634	36%
Greendale village	5,940	35%
Greenfield city	16,615	41%
Hales Corners village	3,295	32%
Milwaukee city	230,784	60%
Oak Creek city	14,068	29%
River Hills village	574	11%
Shorewood village	6,096	38%
South Milwaukee city	8,578	42%
St. Francis city	4,745	53%
Wauwatosa city	20,623	31%
West Allis city	27,604	50%
West Milwaukee village	1,886	63%
Whitefish Bay village	5,275	19%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN MONROE COUNTY

## 2016 Point-in-Time Data

**Population:** 45,365 • **Number of Households:** 17,813

**Median Household Income:** \$53,394 (state average: \$56,811)

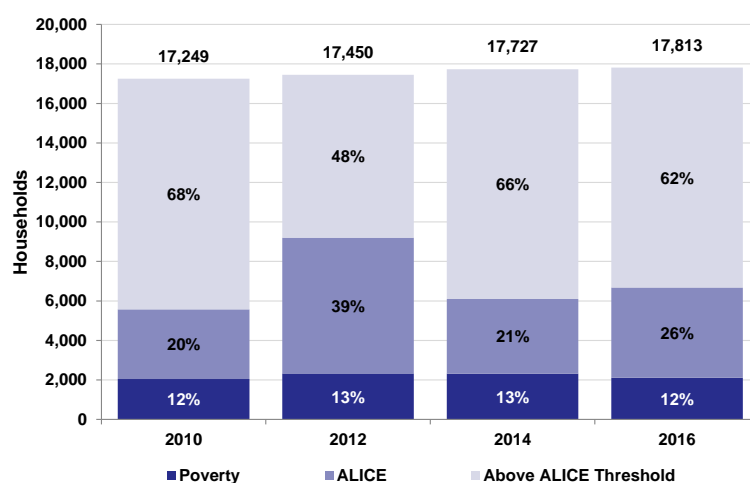
**Unemployment Rate:** 6% (state average: 4.1%)

**ALICE Households:** 26% (state average: 25.8%) • **Households in Poverty:** 12% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

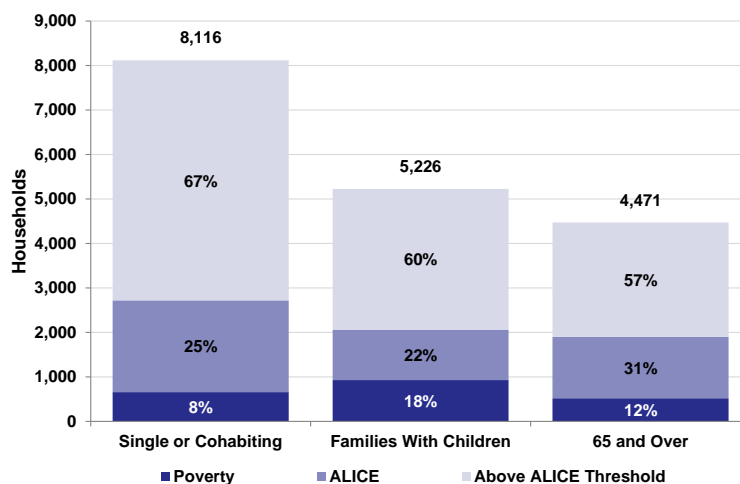
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

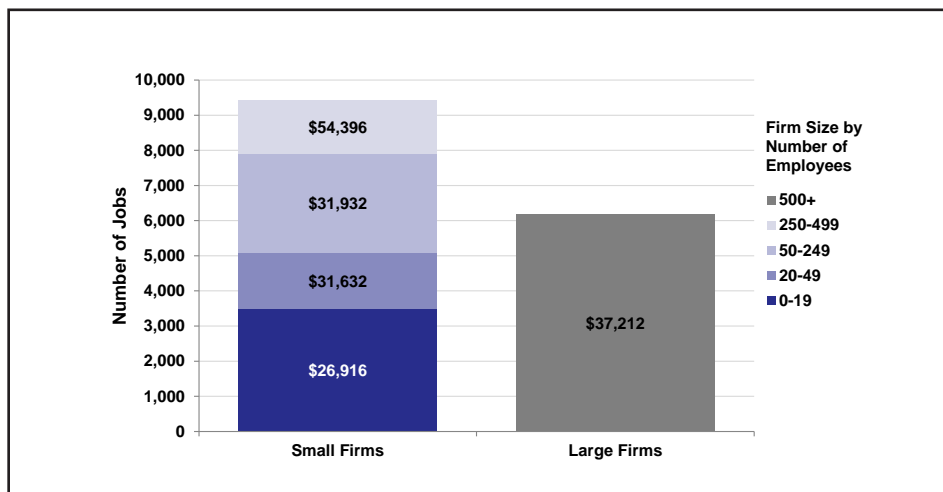
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Monroe County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$479	\$777
Child Care	\$-	\$1,101
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$148	\$454
Taxes	\$229	\$566
Monthly Total	\$1,632	\$4,995
ANNUAL TOTAL	\$19,584	\$59,940
Hourly Wage	\$9.79	\$29.97

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Monroe County, 2016		
Town	Total HH	% ALICE & Poverty
Adrian	254	26%
Angelo	490	32%
Byron	495	42%
Cashton village	411	40%
Clifton	195	35%
Glendale	243	39%
Grant	189	32%
Greenfield	291	19%
Jefferson	233	29%
Kendall village	228	50%
La Grange	760	23%
Lafayette	109	30%
Leon	374	22%
Lincoln	367	26%
Little Falls	628	37%
Norwalk village	215	57%
Oakdale	282	17%
Oakdale village	118	39%
Portland	282	30%
Ridgeville	180	37%
Sheldon	219	38%
Sparta	1,135	23%
Sparta city	4,320	43%
Tomah	599	24%
Tomah city	3,898	47%
Warrens village	180	34%
Wellington	228	43%
Wells	214	26%
Wilton	293	38%
Wilton village	186	35%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN OCONTO COUNTY

## 2016 Point-in-Time Data

**Population:** 37,475 • **Number of Households:** 15,440

**Median Household Income:** \$54,018 (state average: \$56,811)

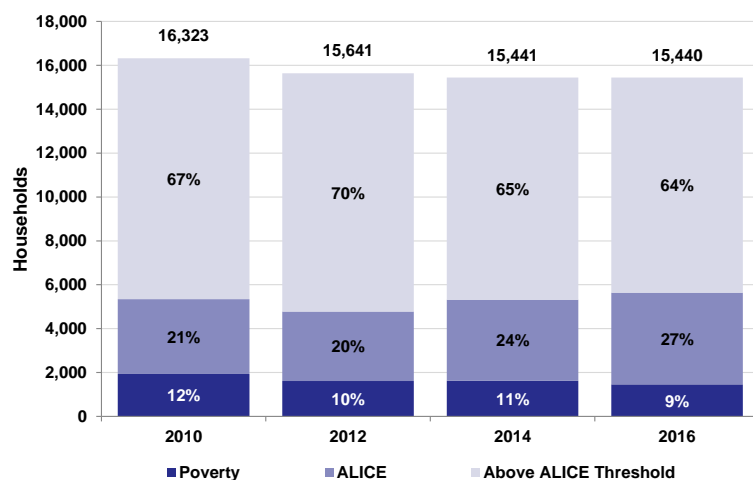
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 27% (state average: 25.8%) • **Households in Poverty:** 9% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

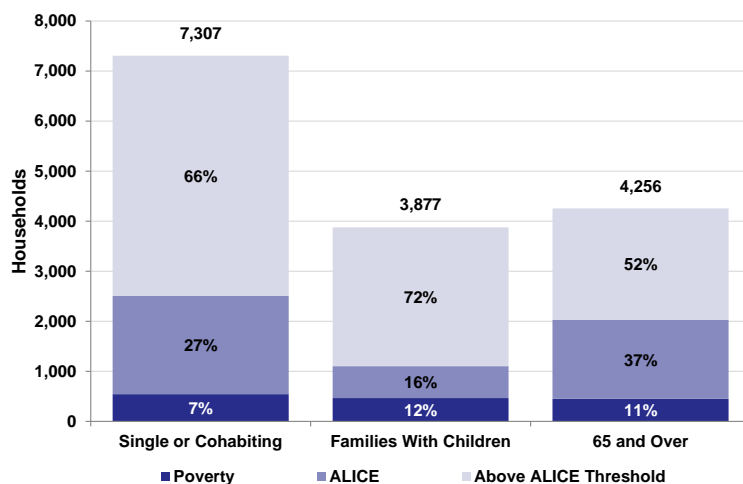
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

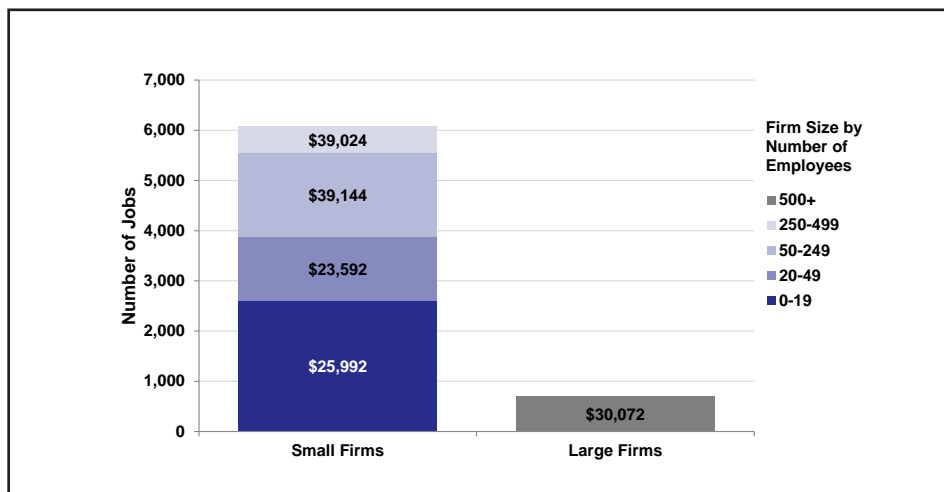
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Oconto County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$491	\$658
Child Care	\$-	\$1,148
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$150	\$444
Taxes	\$233	\$537
Monthly Total	\$1,650	\$4,884
ANNUAL TOTAL	\$19,800	\$58,608
Hourly Wage	\$9.90	\$29.30

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Oconto County, 2016		
Town	Total HH	% ALICE & Poverty
Abrams	758	29%
Bagley	134	47%
Brazeau	584	39%
Breed	308	43%
Chase	1,025	22%
Doty	163	28%
Gillett	400	35%
Gillett city	556	53%
How	235	30%
Lakewood	442	37%
Lena	304	33%
Lena village	234	54%
Little River	391	30%
Little Suamico	1,710	19%
Maple Valley	308	37%
Morgan	406	36%
Mountain	380	45%
Oconto	526	29%
Oconto city	1,881	52%
Oconto Falls	486	26%
Oconto Falls city	1,283	47%
Pensaukee	544	27%
Riverview	478	40%
Spruce	321	38%
Stiles	687	33%
Suring village	176	65%
Townsend	410	38%
Underhill	310	52%

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# ALICE IN ONEIDA COUNTY

## 2016 Point-in-Time Data

**Population:** 35,604 • **Number of Households:** 14,965

**Median Household Income:** \$49,715 (state average: \$56,811)

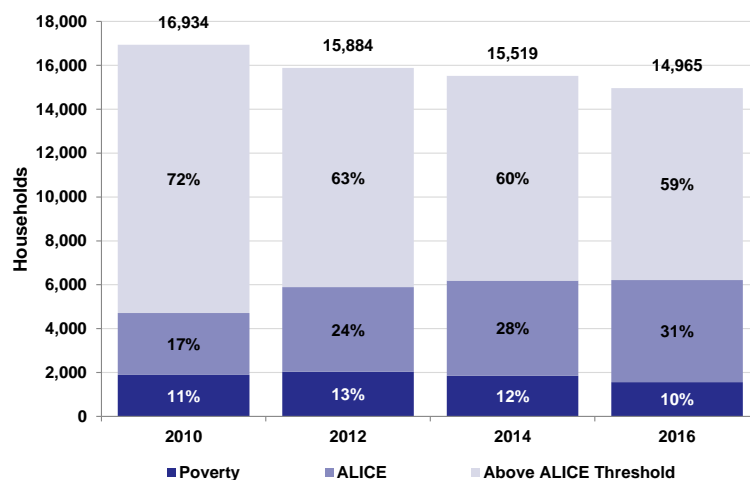
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 31% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

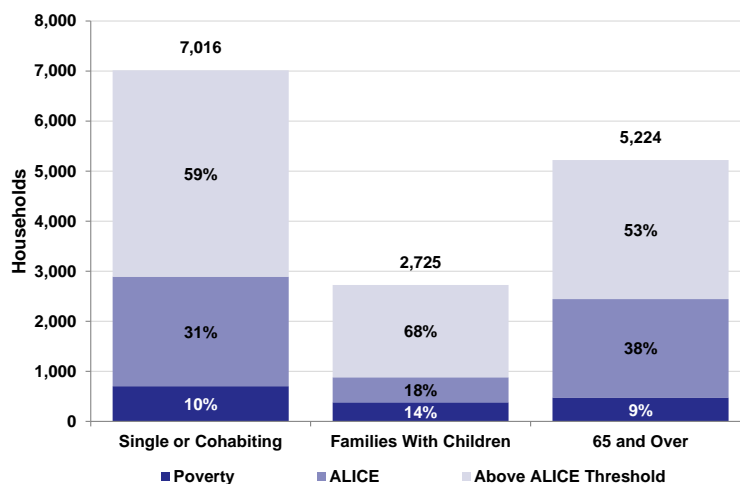
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

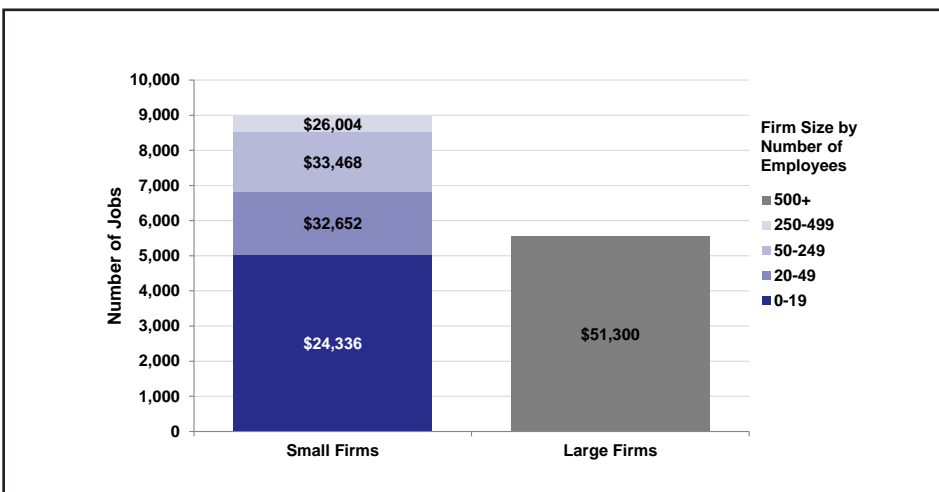
Household Survival Budget, Oneida County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$504	\$729
Child Care	\$-	\$1,255
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$152	\$469
Taxes	\$237	\$609
Monthly Total	\$1,669	\$5,159
ANNUAL TOTAL	\$20,028	\$61,908
Hourly Wage	\$10.01	\$30.95

Oneida County, 2016		
Town	Total HH	% ALICE & Poverty
Cassian	392	39%
Crescent	867	30%
Enterprise	101	36%
Hazelhurst	484	35%
Lake Tomahawk	423	35%
Little Rice	166	36%
Minocqua	1,977	38%
Monico	128	53%
Newbold	1,045	33%
Nokomis	609	39%
Pelican	1,051	34%
Pine Lake	1,129	29%
Rhineland city	3,186	60%
Schoepke	174	42%
Stella	213	27%
Sugar Camp	722	34%
Three Lakes	938	40%
Woodboro	361	35%
Woodruff	873	51%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

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# ALICE IN OUTAGAMIE COUNTY

## 2016 Point-in-Time Data

**Population:** 184,526 • **Number of Households:** 72,994

**Median Household Income:** \$61,149 (state average: \$56,811)

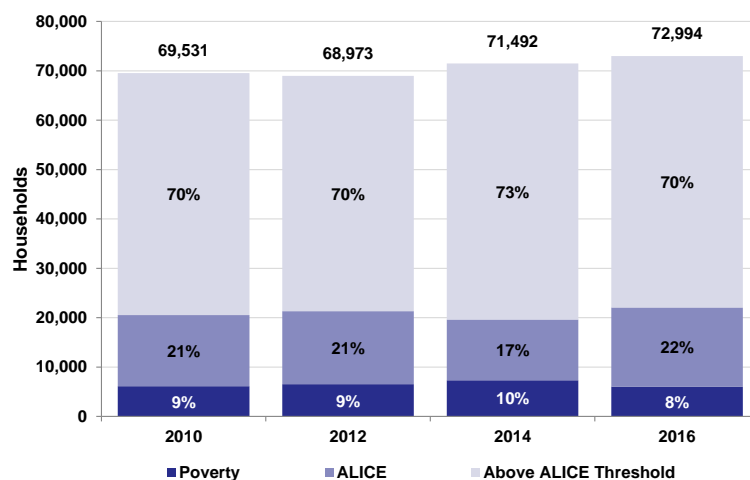
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 22% (state average: 25.8%) • **Households in Poverty:** 8% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

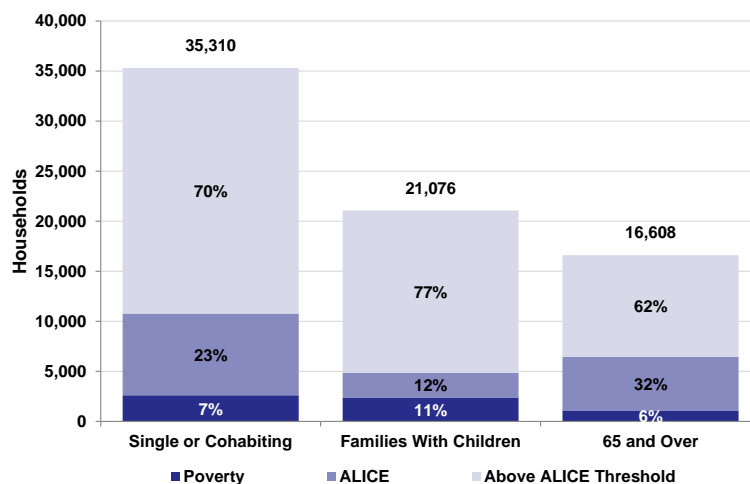
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

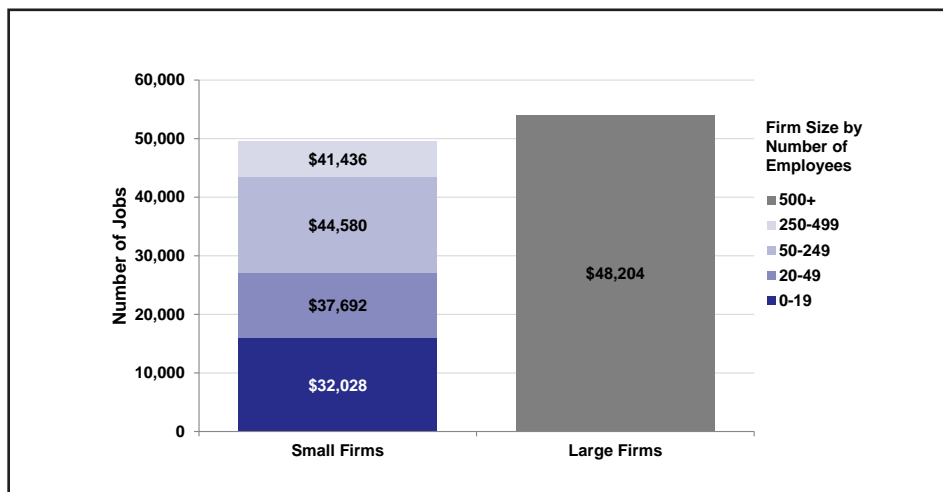
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Outagamie County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$443	\$718
Child Care	\$-	\$1,425
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$144	\$491
Taxes	\$218	\$673
Monthly Total	\$1,581	\$5,404
<b>ANNUAL TOTAL</b>	\$18,972	\$64,848
<b>Hourly Wage</b>	\$9.49	\$32.42

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Outagamie County, 2016		
Town	Total HH	% ALICE & Poverty
Appleton city	23,687	37%
Bear Creek village	162	43%
Black Creek	506	30%
Black Creek village	522	33%
Bovina	416	19%
Buchanan	2,682	17%
Center	1,329	17%
Cicero	422	32%
Combined Locks village	1,346	17%
Dale	1,028	15%
Deer Creek	233	31%
Ellington	1,084	20%
Freedom	2,192	23%
Grand Chute	9,781	35%
Greenville	3,991	14%
Hortonia	407	18%
Hortonville village	1,021	23%
Kaukauna	435	26%
Kaukauna city	6,301	34%
Kimberly village	2,807	42%
Liberty	316	16%
Little Chute village	4,467	31%
Maine	330	36%
Maple Creek	229	32%
New London city	560	43%
Nichols village	105	54%
Oneida	1,552	33%
Osborn	408	18%
Seymour	452	24%
Seymour city	1,418	46%
Shiocton village	370	42%
Vandenbroek	566	20%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN OZAUKEE COUNTY

## 2016 Point-in-Time Data

**Population:** 88,314 • **Number of Households:** 35,417

**Median Household Income:** \$84,415 (state average: \$56,811)

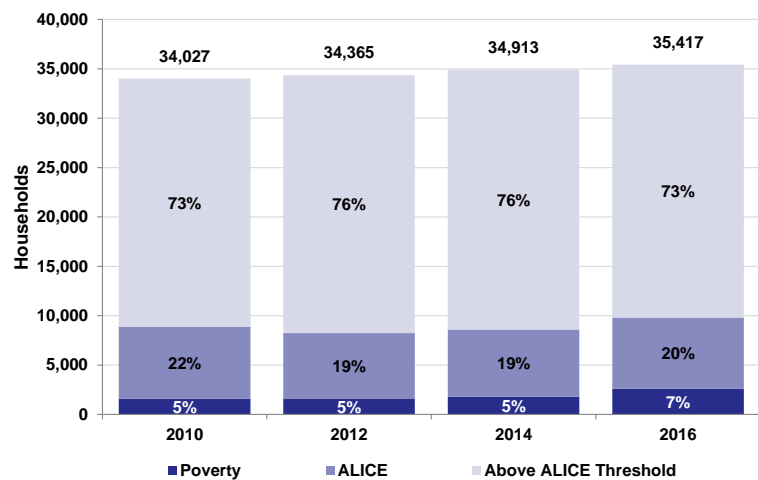
**Unemployment Rate:** 2% (state average: 4.1%)

**ALICE Households:** 20% (state average: 25.8%) • **Households in Poverty:** 7% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

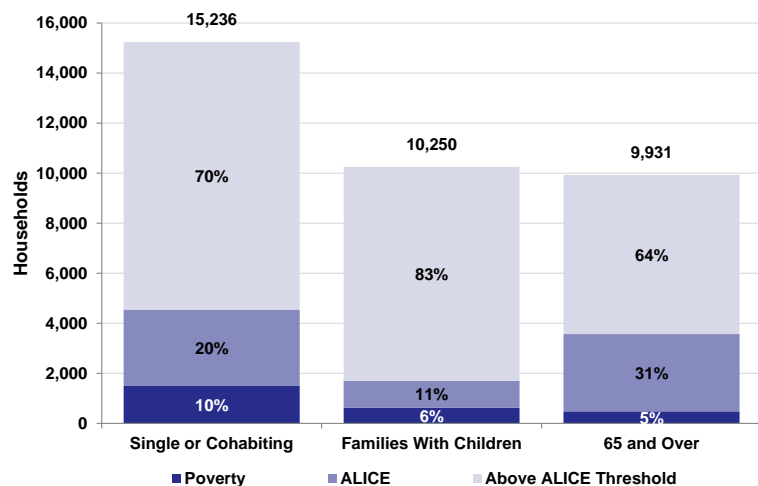
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Ozaukee County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$596	\$907
Child Care	\$—	\$1,603
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$164	\$543
Taxes	\$272	\$822
Monthly Total	\$1,808	\$5,972
ANNUAL TOTAL	\$21,696	\$71,664
Hourly Wage	\$10.85	\$35.83

Ozaukee County, 2016		
Town	Total HH	% ALICE & Poverty
Belgium	586	27%
Belgium village	800	29%
Cedarburg	1,999	17%
Cedarburg city	4,604	28%
Fredonia	789	23%
Fredonia village	901	30%
Grafton	1,497	14%
Grafton village	4,840	32%
Mequon city	9,265	20%
Port Washington	623	29%
Port Washington city	4,756	34%
Saukville	732	23%
Saukville village	1,803	41%
Thiensville village	1,515	36%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN PEPIN COUNTY

## 2016 Point-in-Time Data

**Population:** 7,349 • **Number of Households:** 2,948

**Median Household Income:** \$51,346 (state average: \$56,811)

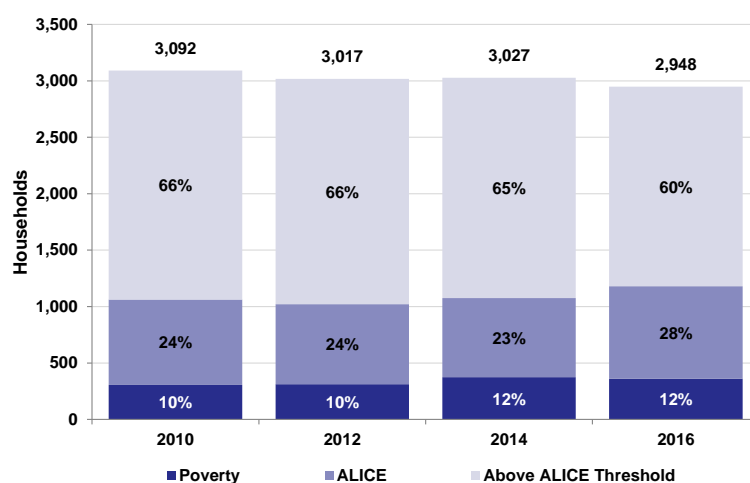
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 28% (state average: 25.8%) • **Households in Poverty:** 12% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

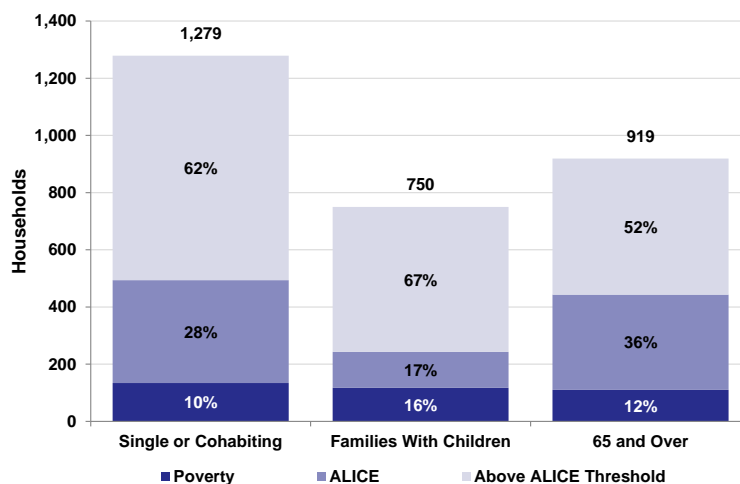
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016





## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

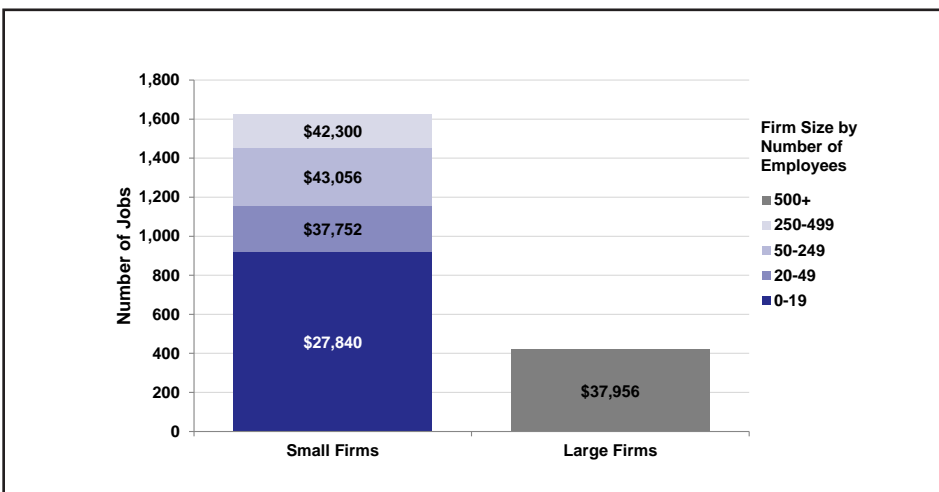
Household Survival Budget, Pepin County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$406	\$658
Child Care	\$—	\$1,149
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$139	\$444
Taxes	\$206	\$537
Monthly Total	\$1,527	\$4,885
<b>ANNUAL TOTAL</b>	\$18,324	\$58,620
Hourly Wage	\$9.16	\$29.31

Pepin County, 2016		
Town	Total HH	% ALICE & Poverty
Albany	261	38%
Durand	267	33%
Durand city	759	50%
Frankfort	141	45%
Lima	244	38%
Pepin	280	31%
Pepin village	364	40%
Waterville	347	42%
Waubeek	150	25%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

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# ALICE IN PIERCE COUNTY

## 2016 Point-in-Time Data

**Population:** 40,881 • **Number of Households:** 15,101

**Median Household Income:** \$64,364 (state average: \$56,811)

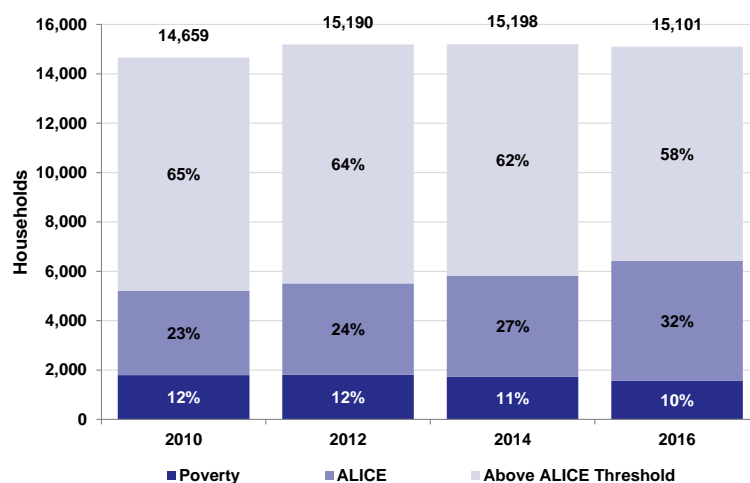
**Unemployment Rate:** 3% (state average: 4.1%)

**ALICE Households:** 32% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

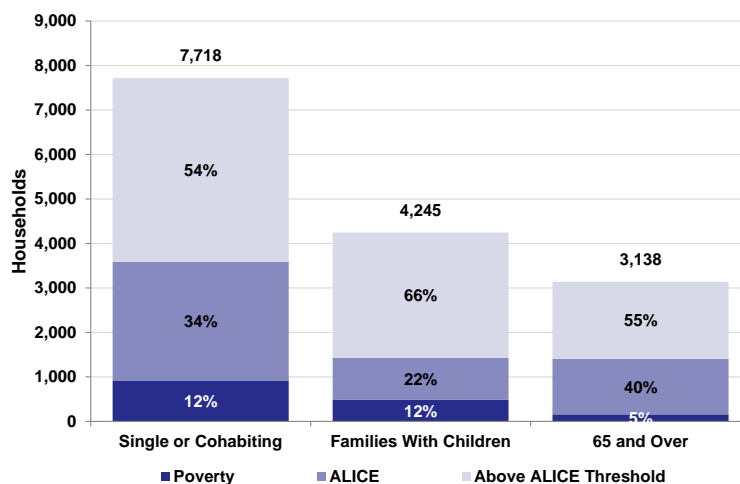
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

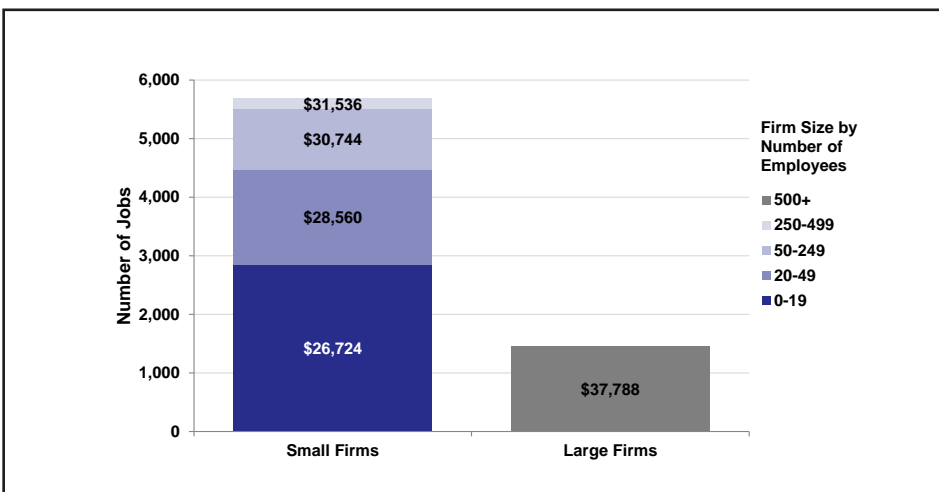
Household Survival Budget, Pierce County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$656	\$1,027
Child Care	\$—	\$1,205
Food	\$158	\$525
Transportation	\$406	\$811
Health Care	\$255	\$962
Technology	\$55	\$75
Miscellaneous	\$186	\$543
Taxes	\$334	\$821
Monthly Total	\$2,050	\$5,969
<b>ANNUAL TOTAL</b>	\$24,600	\$71,628
Hourly Wage	\$12.30	\$35.81

Pierce County, 2016		
Town	Total HH	% ALICE & Poverty
Bay City village	201	59%
Clifton	687	17%
Diamond Bluff	192	36%
El Paso	251	28%
Ellsworth	456	22%
Ellsworth village	1,266	56%
Elmwood village	330	56%
Gilman	382	34%
Hartland	336	35%
Isabelle	122	38%
Maiden Rock	280	49%
Martell	397	28%
Oak Grove	817	24%
Plum City village	230	62%
Prescott city	1,589	35%
River Falls	922	31%
River Falls city	3,909	58%
Rock Elm	190	59%
Salem	193	34%
Spring Lake	235	39%
Spring Valley village	559	50%
Trenton	656	29%
Trimbelle	655	36%
Union	215	44%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN POLK COUNTY

## 2016 Point-in-Time Data

**Population:** 43,483 • **Number of Households:** 18,188

**Median Household Income:** \$52,039 (state average: \$56,811)

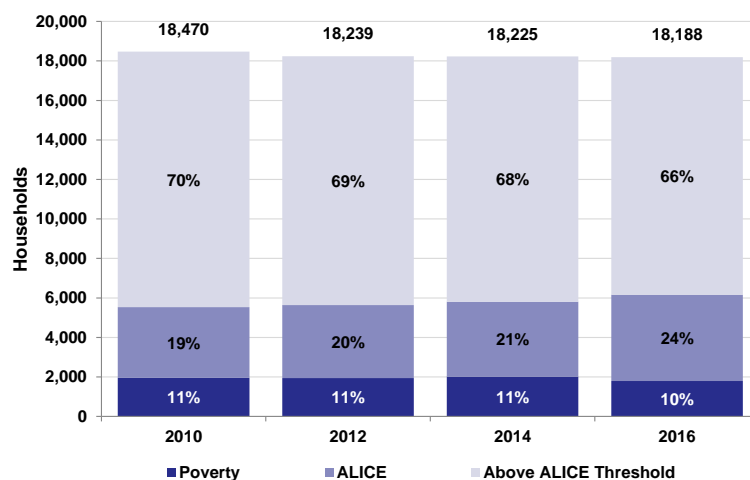
**Unemployment Rate:** 6% (state average: 4.1%)

**ALICE Households:** 24% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

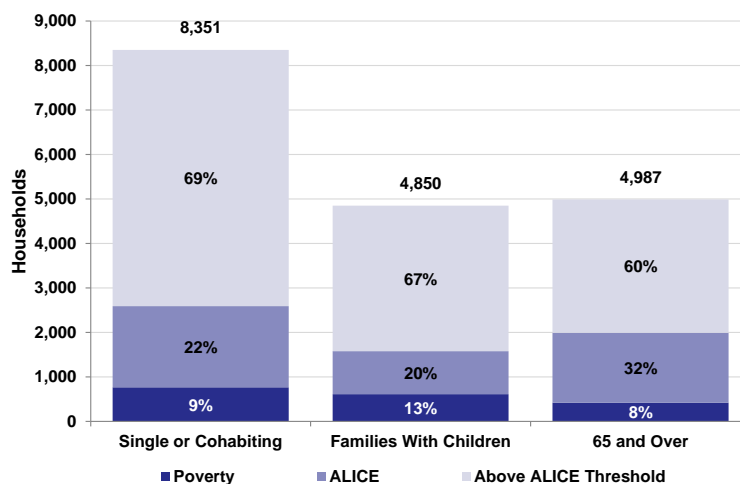
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

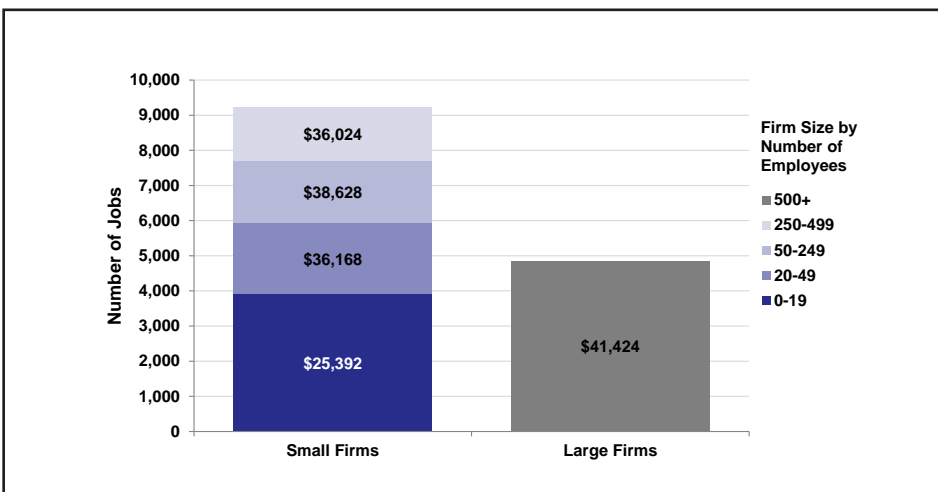
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Polk County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$478	\$775
Child Care	\$-	\$1,060
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$148	\$448
Taxes	\$229	\$548
Monthly Total	\$1,631	\$4,928
ANNUAL TOTAL	\$19,572	\$59,136
Hourly Wage	\$9.79	\$29.57

#### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

### Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Polk County, 2016		
Town	Total HH	% ALICE & Poverty
Alden	1,082	21%
Amery city	1,300	48%
Apple River	458	31%
Balsam Lake	582	24%
Balsam Lake village	347	45%
Beaver	291	37%
Black Brook	555	31%
Bone Lake	277	27%
Centuria village	397	63%
Ciam Falls	231	53%
Clayton	471	26%
Clayton village	219	46%
Clear Lake	294	24%
Clear Lake village	453	46%
Dresser village	391	41%
Eureka	643	25%
Farmington	653	17%
Frederic village	448	51%
Garfield	654	19%
Georgetown	496	32%
Johnstown	202	32%
Laketown	360	27%
Lincoln	887	26%
Lorain	130	45%
Luck	384	31%
Luck village	494	44%
McKinley	130	42%
Milltown	511	32%
Milltown village	515	51%
Osceola	1,063	19%
Osceola village	1,070	39%
St. Croix Falls	502	23%
St. Croix Falls city	1,027	43%
Sterling	313	43%
West Sweden	336	33%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN PORTAGE COUNTY

## 2016 Point-in-Time Data

**Population:** 70,447 • **Number of Households:** 28,009

**Median Household Income:** \$53,655 (state average: \$56,811)

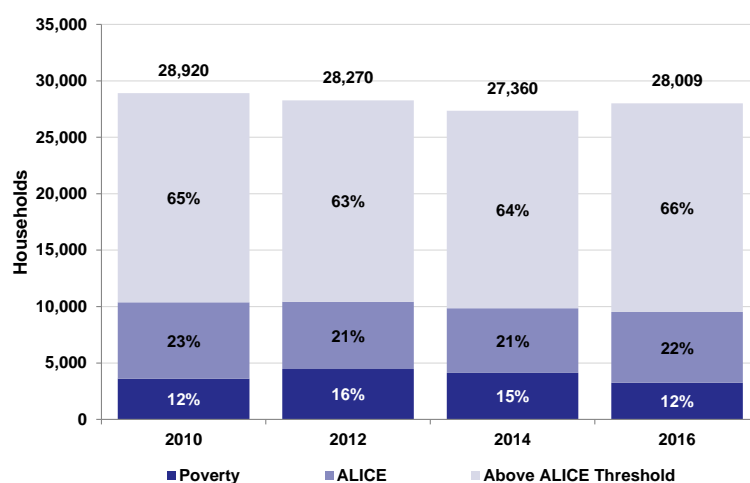
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 22% (state average: 25.8%) • **Households in Poverty:** 12% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

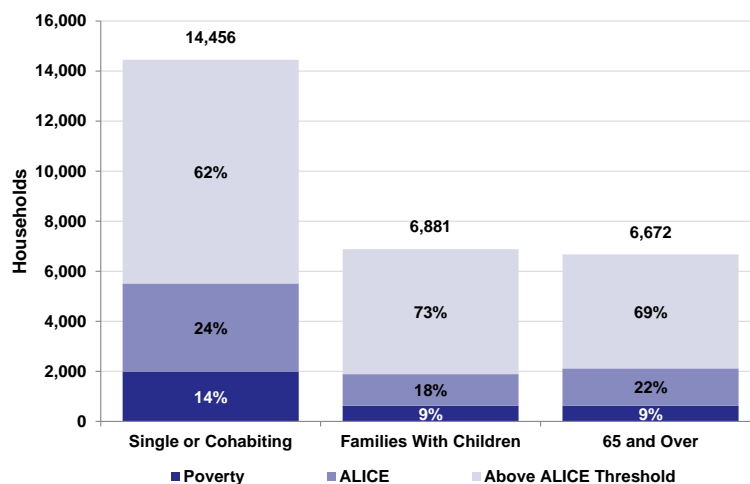
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Portage County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$436	\$698
Child Care	\$—	\$1,369
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$143	\$481
Taxes	\$216	\$642
Monthly Total	\$1,571	\$5,287
<b>ANNUAL TOTAL</b>	\$18,852	\$63,444
<b>Hourly Wage</b>	\$9.43	\$31.72

Portage County, 2016		
Town	Total HH	% ALICE & Poverty
Alban	347	27%
Almond	256	25%
Almond village	196	53%
Amherst	536	19%
Amherst Junction village	145	23%
Amherst village	465	48%
Belmont	247	38%
Buena Vista	466	28%
Carson	528	26%
Dewey	390	26%
Eau Claire	361	19%
Grant	792	27%
Hull	2,141	19%
Junction City village	183	51%
Lanark	585	30%
Linwood	467	36%
New Hope	300	22%
Park Ridge village	256	20%
Pine Grove	343	45%
Plover	663	35%
Plover village	5,055	36%
Rosholt village	184	46%
Sharon	781	22%
Stevens Point city	10,246	50%
Stockton	1,124	25%
Whiting village	742	41%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

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# ALICE IN PRICE COUNTY

## 2016 Point-in-Time Data

**Population:** 13,707 • **Number of Households:** 6,676

**Median Household Income:** \$43,547 (state average: \$56,811)

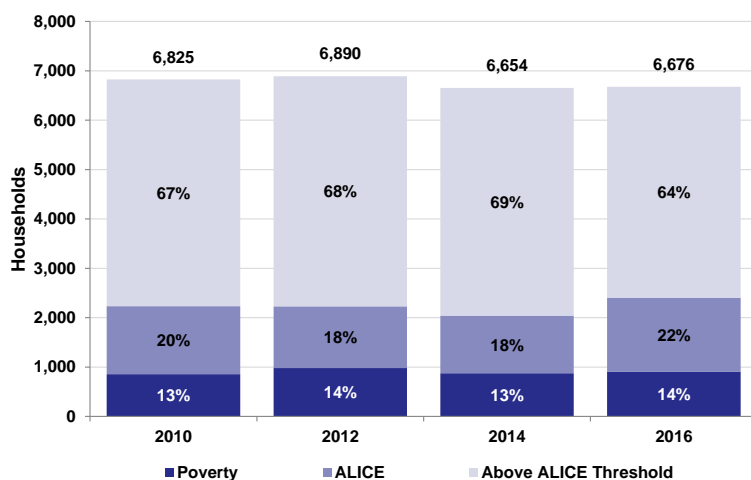
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 22% (state average: 25.8%) • **Households in Poverty:** 14% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

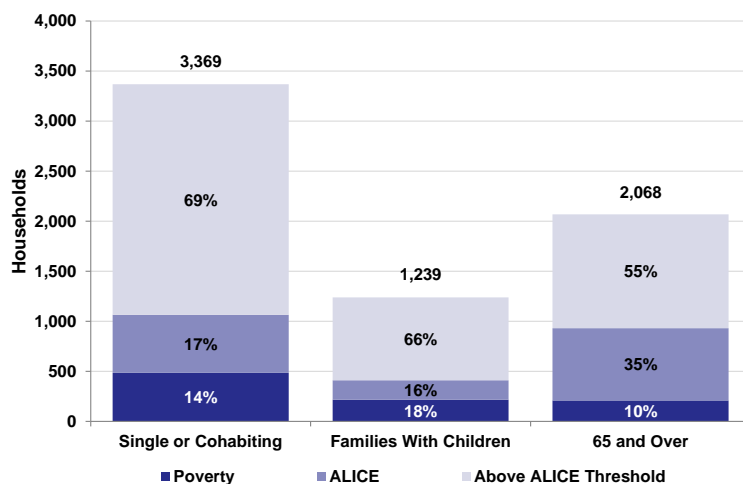
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Price County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$449	\$658
Child Care	\$-	\$975
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$145	\$420
Taxes	\$220	\$466
Monthly Total	\$1,590	\$4,616
<b>ANNUAL TOTAL</b>	\$19,080	\$55,392
Hourly Wage	\$9.54	\$27.70

Price County, 2016		
Town	Total HH	% ALICE & Poverty
Catawba	111	27%
Eisenstein	266	29%
Elk	497	30%
Emery	124	24%
Fifield	503	32%
Flambeau	236	26%
Harmony	111	24%
Hill	163	34%
Kennan	122	34%
Knox	148	42%
Lake	540	24%
Ogema	350	36%
Park Falls city	1,146	50%
Phillips city	712	46%
Prentice	189	38%
Prentice village	317	46%
Spirit	142	30%
Worcester	734	28%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

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# ALICE IN RACINE COUNTY

## 2016 Point-in-Time Data

**Population:** 195,140 • **Number of Households:** 75,921

**Median Household Income:** \$55,706 (state average: \$56,811)

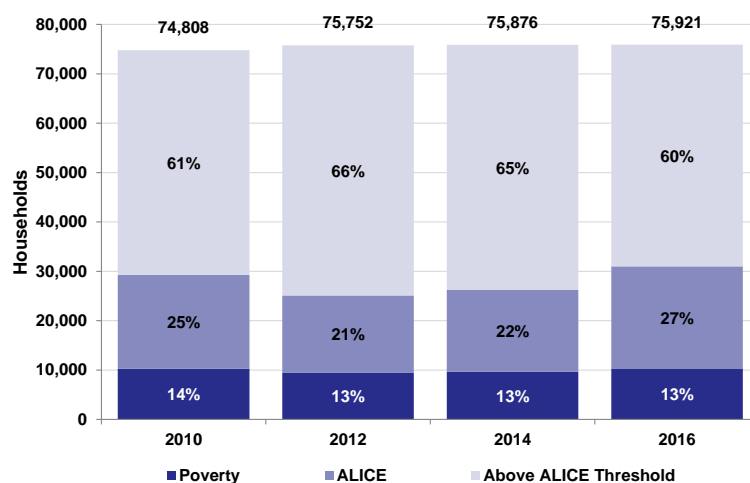
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 27% (state average: 25.8%) • **Households in Poverty:** 13% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

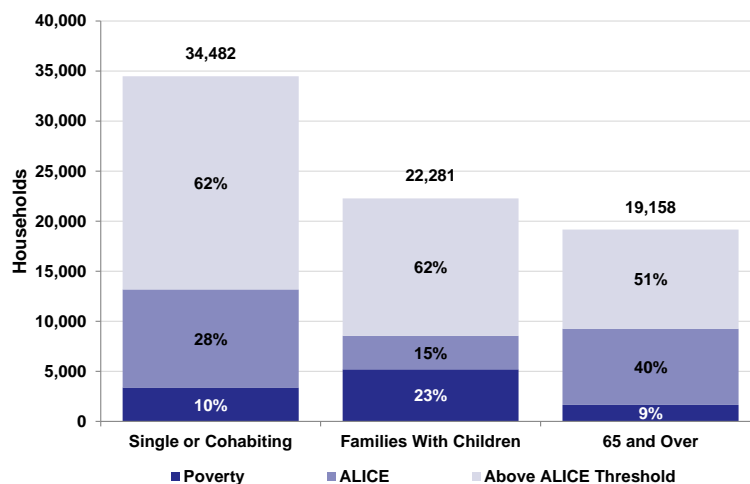
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

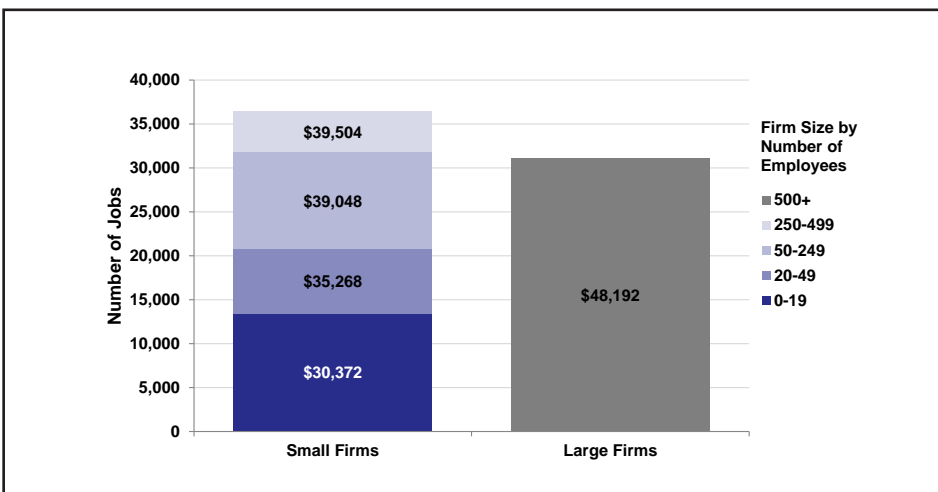
Household Survival Budget, Racine County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$653	\$888
Child Care	\$—	\$1,471
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$172	\$522
Taxes	\$294	\$761
Monthly Total	\$1,895	\$5,739
ANNUAL TOTAL	\$22,740	\$68,868
Hourly Wage	\$11.37	\$34.43

Racine County, 2016		
Town	Total HH	% ALICE & Poverty
Burlington	2,400	24%
Burlington city	4,303	42%
Caledonia village	9,770	26%
Dover	1,376	24%
Elmwood Park village	206	25%
Mount Pleasant village	11,022	32%
Norway	3,004	22%
Racine city	29,850	55%
Raymond	1,499	27%
Rochester village	1,454	35%
Sturtevant village	2,060	34%
Union Grove village	1,878	35%
Waterford	2,393	20%
Waterford village	2,061	31%
Wind Point village	775	18%
Yorkville	1,154	28%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN RICHLAND COUNTY

## 2016 Point-in-Time Data

**Population:** 17,642 • **Number of Households:** 7,506

**Median Household Income:** \$46,564 (state average: \$56,811)

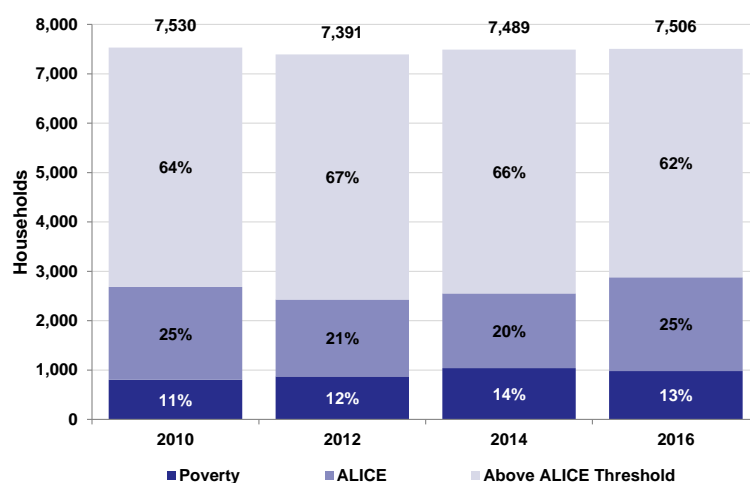
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 25% (state average: 25.8%) • **Households in Poverty:** 13% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

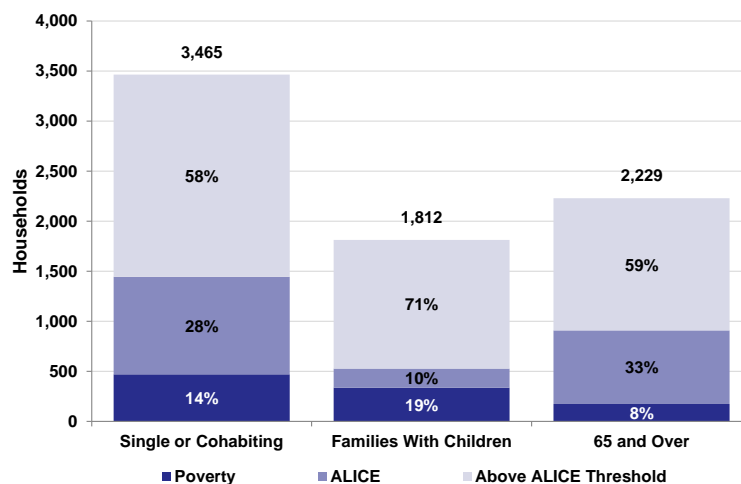
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

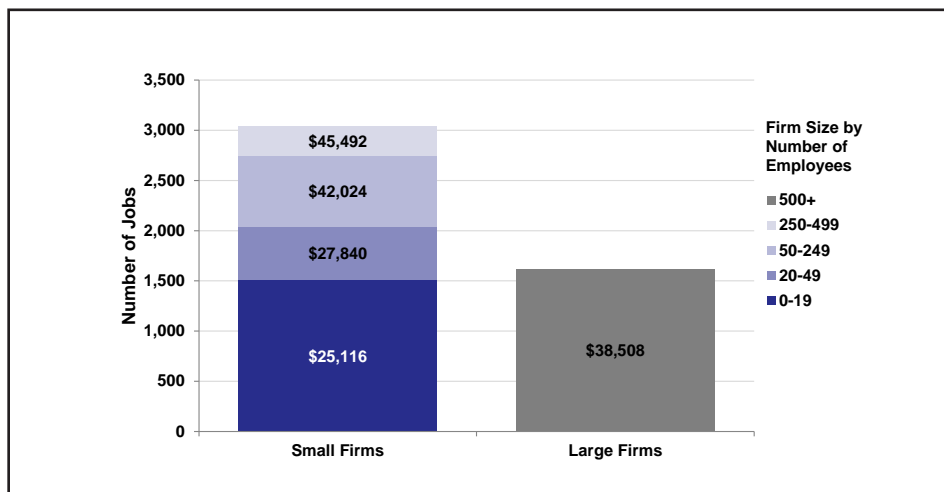
Household Survival Budget, Richland County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$416	\$674
Child Care	\$—	\$1,083
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$140	\$437
Taxes	\$209	\$517
Monthly Total	\$1,541	\$4,808
ANNUAL TOTAL	\$18,492	\$57,696
Hourly Wage	\$9.25	\$28.85

Richland County, 2016		
Town	Total HH	% ALICE & Poverty
Akan	159	34%
Bloom	223	44%
Buena Vista	752	37%
Cazenovia village	186	46%
Dayton	288	33%
Eagle	191	26%
Forest	133	38%
Henrietta	212	33%
Ithaca	232	26%
Lone Rock village	389	44%
Marshall	275	35%
Orion	244	28%
Richland	517	27%
Richland Center city	2,306	47%
Richwood	233	36%
Rockbridge	337	29%
Sylvan	163	37%
Viola village	166	51%
Westford	212	27%
Willow	203	27%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

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# ALICE IN ROCK COUNTY

## 2016 Point-in-Time Data

**Population:** 161,620 • **Number of Households:** 63,222

**Median Household Income:** \$50,729 (state average: \$56,811)

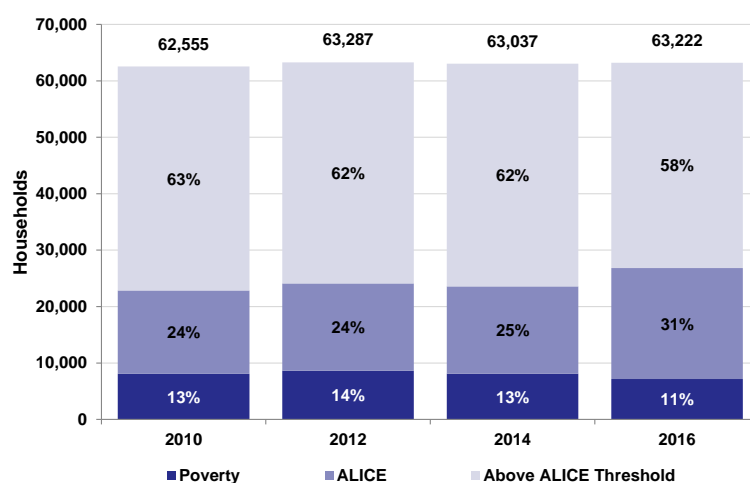
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 31% (state average: 25.8%) • **Households in Poverty:** 11% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

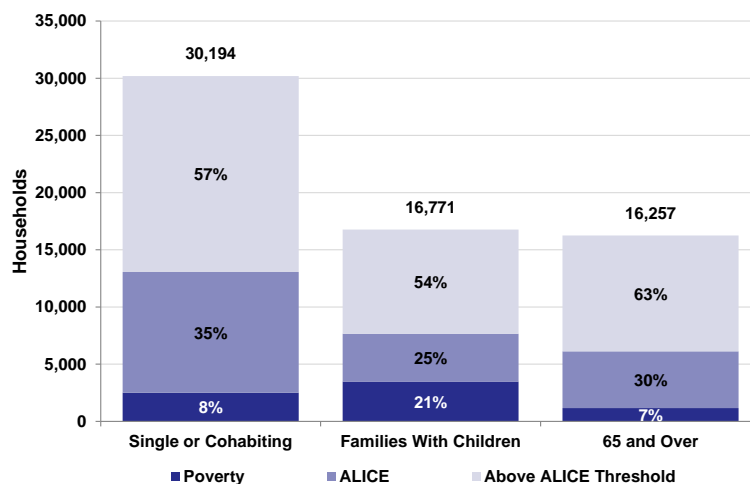
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016





## Why do so many households struggle?

### The cost of living continues to increase...

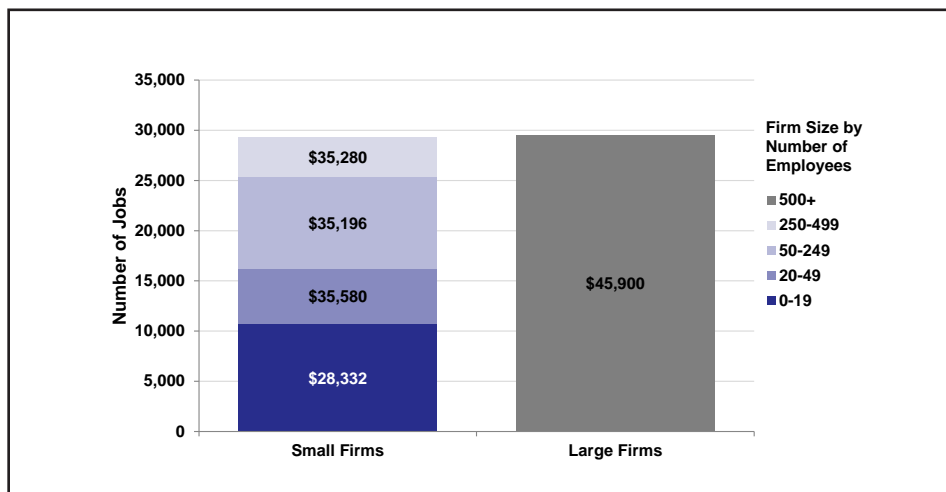
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Rock County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$508	\$770
Child Care	\$-	\$1,400
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$152	\$495
Taxes	\$239	\$684
Monthly Total	\$1,675	\$5,446
ANNUAL TOTAL	\$20,100	\$65,352
Hourly Wage	\$10.05	\$32.68

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Rock County, 2016		
Town	Total HH	% ALICE & Poverty
Avon	227	37%
Beloit	3,159	40%
Beloit city	13,982	58%
Bradford	382	29%
Center	401	28%
Clinton	306	25%
Clinton village	848	35%
Edgerton city	2,228	43%
Evansville city	2,059	36%
Footville village	286	49%
Fulton	1,353	20%
Harmony	973	16%
Janesville	1,333	17%
Janesville city	26,098	43%
Johnstown	301	18%
La Prairie	325	33%
Lima	486	37%
Magnolia	314	39%
Milton	1,143	21%
Milton city	2,334	38%
Newark	591	24%
Orfordville village	539	38%
Plymouth	460	29%
Porter	409	23%
Rock	1,211	44%
Spring Valley	296	34%
Turtle	963	28%
Union	856	27%

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# ALICE IN RUSK COUNTY

## 2016 Point-in-Time Data

**Population:** 14,272 • **Number of Households:** 6,245

**Median Household Income:** \$39,904 (state average: \$56,811)

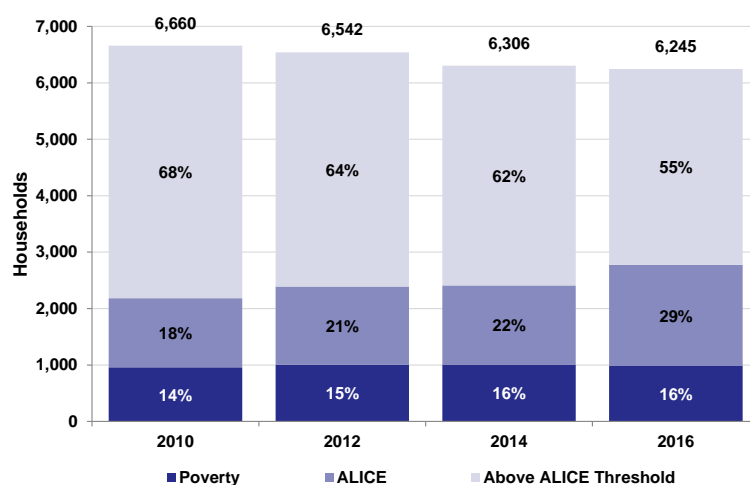
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 29% (state average: 25.8%) • **Households in Poverty:** 16% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

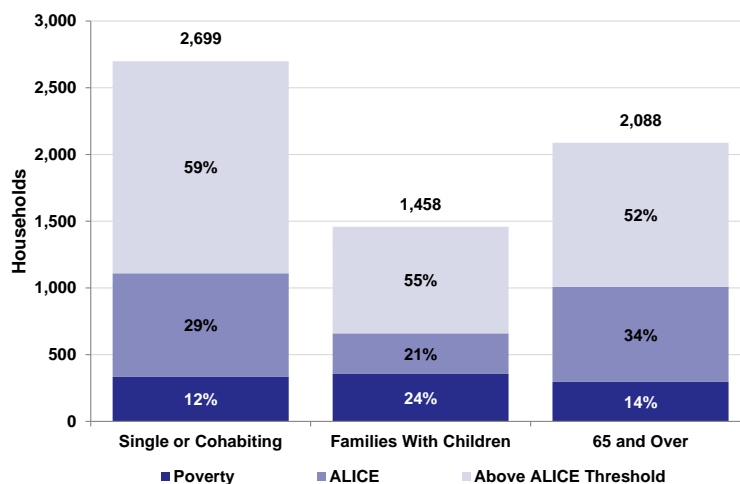
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

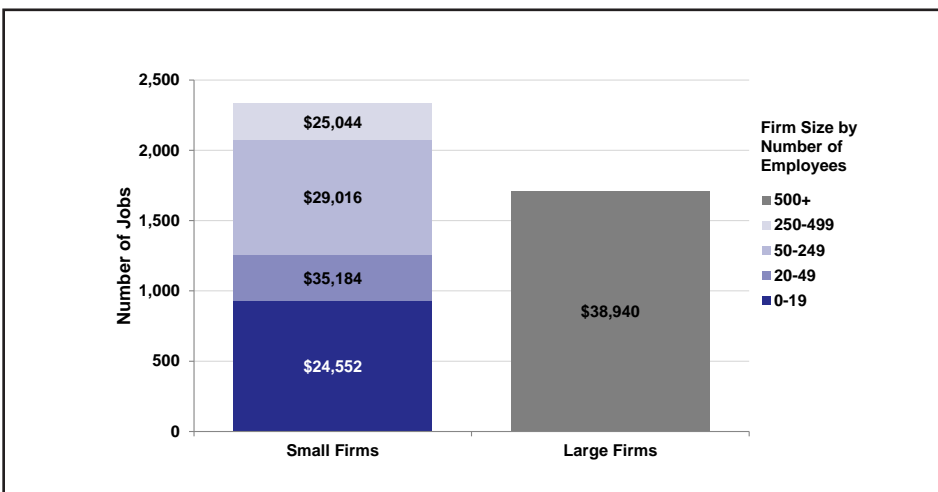
Household Survival Budget, Rusk County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$451	\$674
Child Care	\$—	\$1,112
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$145	\$441
Taxes	\$220	\$528
Monthly Total	\$1,592	\$4,852
ANNUAL TOTAL	\$19,104	\$58,224
Hourly Wage	\$9.55	\$29.11

Rusk County, 2016		
Town	Total HH	% ALICE & Poverty
Atlanta	260	33%
Big Bend	251	34%
Bruce village	374	61%
Dewey	226	37%
Flambeau	467	35%
Grant	310	44%
Grow	146	33%
Hawkins village	172	52%
Ladysmith city	1,407	54%
Lawrence	112	53%
Marshall	218	44%
Murry	119	51%
Rusk	243	30%
Sheldon village	101	51%
Strickland	126	41%
Stubbs	231	35%
Thornapple	316	40%
Washington	158	49%
Weyerhaeuser village	118	58%
Willard	170	28%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

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# ALICE IN SAUK COUNTY

## 2016 Point-in-Time Data

**Population:** 63,317 • **Number of Households:** 25,293

**Median Household Income:** \$53,225 (state average: \$56,811)

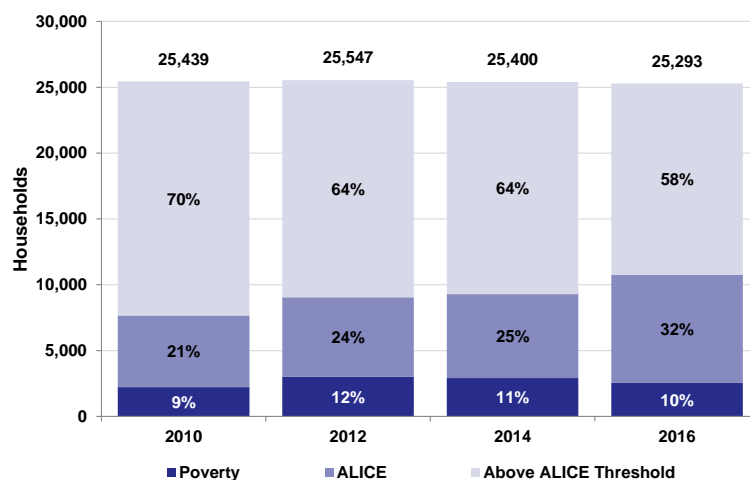
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 32% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

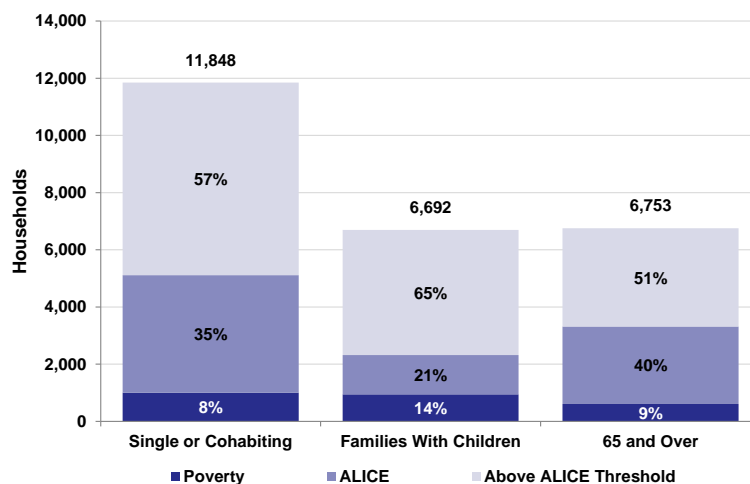
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

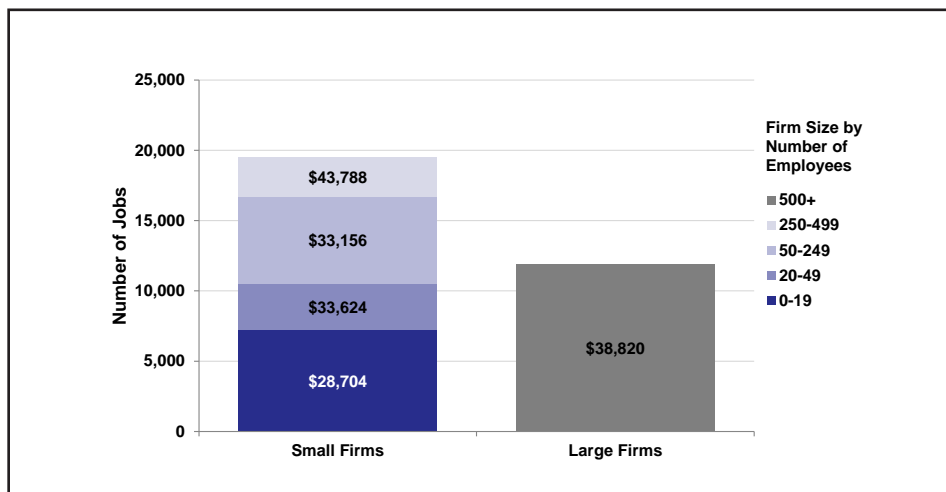
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Sauk County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$593	\$802
Child Care	\$-	\$1,299
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$164	\$485
Taxes	\$270	\$656
Monthly Total	\$1,803	\$5,339
ANNUAL TOTAL	\$21,636	\$64,068
Hourly Wage	\$10.82	\$32.03

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Sauk County, 2016		
Town	Total HH	% ALICE & Poverty
Baraboo	703	36%
Baraboo city	5,097	54%
Bear Creek	215	33%
Dellona	569	38%
Delton	866	36%
Excelsior	642	26%
Fairfield	363	34%
Franklin	285	35%
Freedom	177	35%
Greenfield	379	31%
Honey Creek	286	23%
Ironton	173	33%
La Valle	526	28%
La Valle village	152	54%
Lake Delton village	1,473	51%
Loganville village	113	41%
Merrimac	426	27%
Merrimac village	201	29%
North Freedom village	247	52%
Plain village	322	37%
Prairie du Sac	445	25%
Prairie du Sac village	1,800	35%
Reedsburg	453	34%
Reedsburg city	3,727	47%
Rock Springs village	126	48%
Sauk City village	1,341	41%
Spring Green	720	39%
Spring Green village	676	37%
Sumpter	379	49%
Troy	304	40%
Washington	326	35%
West Baraboo village	667	53%
Westfield	210	37%
Winfield	369	35%
Woodland	322	36%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN SAWYER COUNTY

## 2016 Point-in-Time Data

**Population:** 16,438 • **Number of Households:** 7,488

**Median Household Income:** \$41,869 (state average: \$56,811)

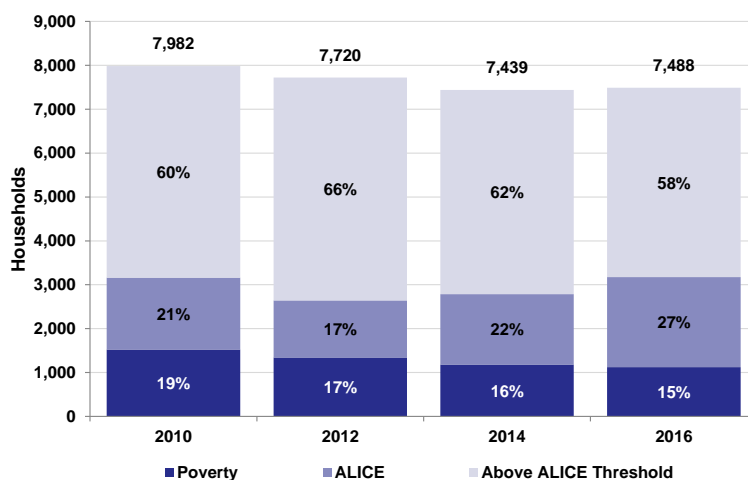
**Unemployment Rate:** 8% (state average: 4.1%)

**ALICE Households:** 27% (state average: 25.8%) • **Households in Poverty:** 15% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

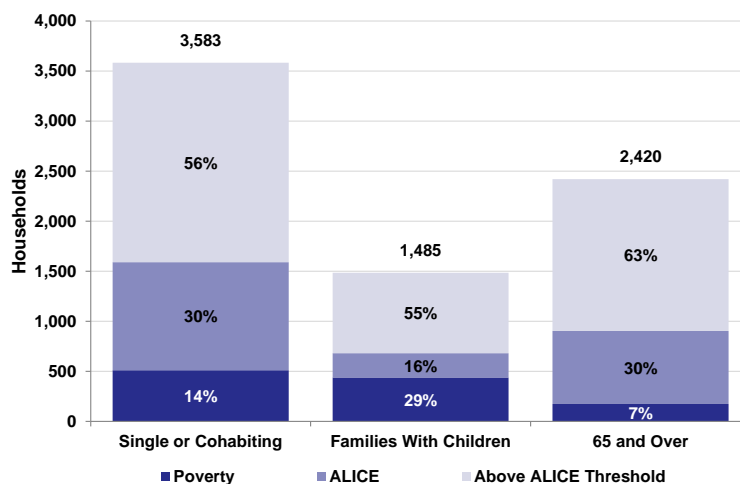
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

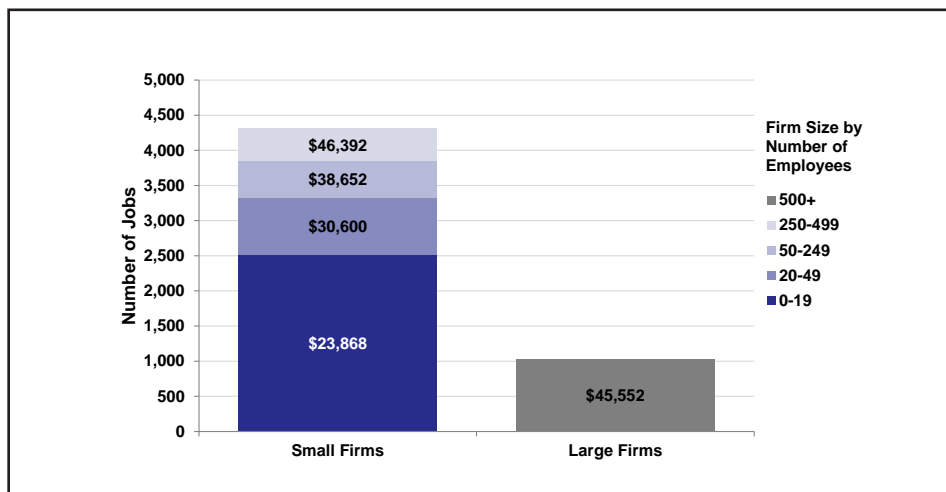
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Sawyer County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$468	\$733
Child Care	\$—	\$1,134
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$147	\$453
Taxes	\$226	\$561
Monthly Total	\$1,617	\$4,978
ANNUAL TOTAL	\$19,404	\$59,736
Hourly Wage	\$9.70	\$29.87

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Sawyer County, 2016		
Town	Total HH	% ALICE & Poverty
Bass Lake	1,048	45%
Couderay	200	68%
Draper	107	44%
Edgewater	264	37%
Hayward	1,428	35%
Hayward city	1,035	58%
Hunter	394	42%
Lenroot	498	32%
Ojibwa	154	58%
Radisson	168	45%
Radisson village	109	81%
Round Lake	571	25%
Sand Lake	366	45%
Spider Lake	210	37%
Weirgor	150	38%
Winter	414	35%
Winter village	142	61%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.



# ALICE IN SHAWANO COUNTY

## 2016 Point-in-Time Data

**Population:** 41,384 • **Number of Households:** 16,940

**Median Household Income:** \$48,773 (state average: \$56,811)

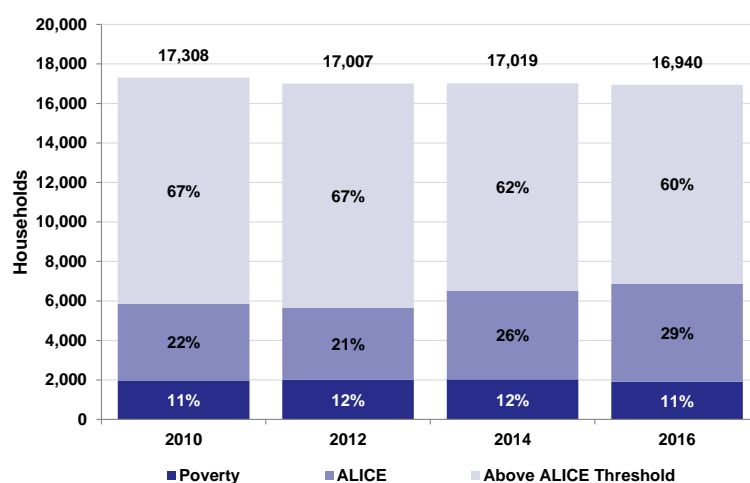
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 29% (state average: 25.8%) • **Households in Poverty:** 11% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

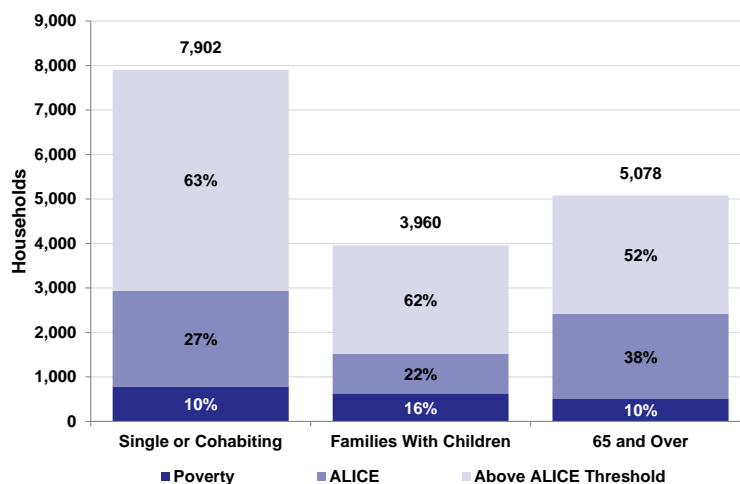
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

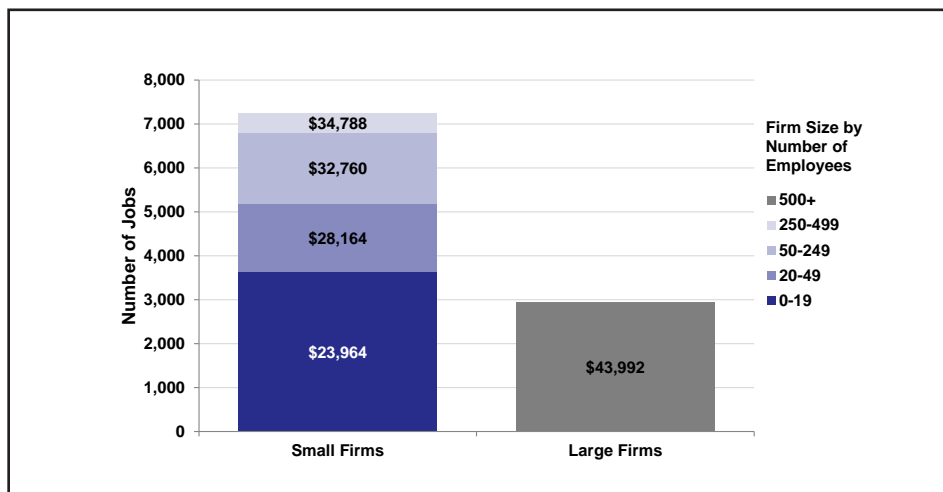
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Shawano County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$497	\$665
Child Care	\$-	\$1,108
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$151	\$439
Taxes	\$235	\$523
Monthly Total	\$1,659	\$4,832
ANNUAL TOTAL	\$19,908	\$57,984
Hourly Wage	\$9.95	\$28.99

#### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

### Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Shawano County, 2016		
Town	Total HH	% ALICE & Poverty
Almon	207	41%
Angelica	686	29%
Aniwa	204	33%
Aniwa village	101	61%
Bartelme	350	58%
Belle Plaine	713	26%
Birnamwood	261	36%
Birnamwood village	296	52%
Bonduel village	563	45%
Bowler village	153	57%
Cecil village	278	42%
Fairbanks	228	42%
Germania	134	33%
Grant	337	36%
Green Valley	396	26%
Gresham village	225	63%
Hartland	312	29%
Herman	287	38%
Hutchins	244	40%
Lessor	416	26%
Maple Grove	381	33%
Mattoon village	194	58%
Morris	161	37%
Navarino	175	36%
Pella	361	35%
Red Springs	358	42%
Richmond	728	29%
Seneca	179	48%
Shawano city	4,054	50%
Tigerton village	363	59%
Washington	803	33%
Waukechon	361	20%
Wescott	1,525	36%
Wittenberg	326	37%
Wittenberg village	443	47%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN SHEBOYGAN COUNTY

## 2016 Point-in-Time Data

**Population:** 115,427 • **Number of Households:** 47,652

**Median Household Income:** \$54,059 (state average: \$56,811)

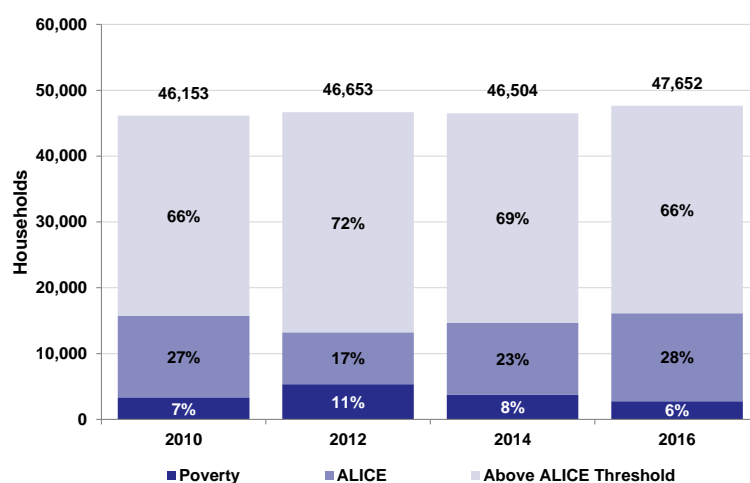
**Unemployment Rate:** 3% (state average: 4.1%)

**ALICE Households:** 28% (state average: 25.8%) • **Households in Poverty:** 6% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

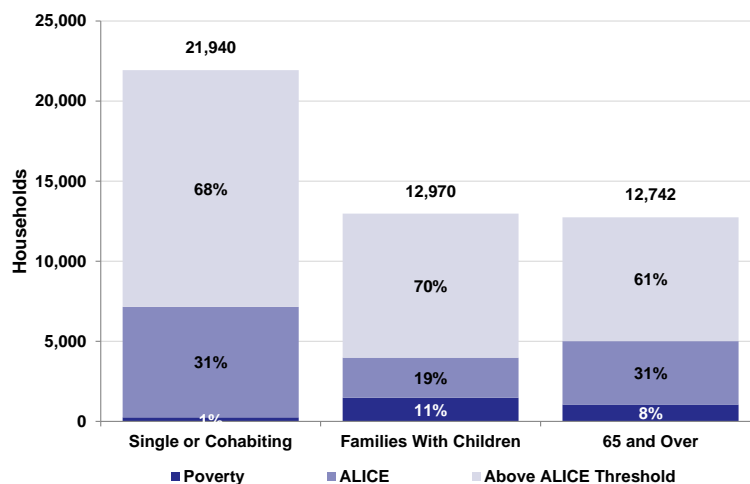
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Sheboygan County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$422	\$684
Child Care	\$-	\$1,361
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$141	\$477
Taxes	\$211	\$633
Monthly Total	\$1,550	\$5,252
ANNUAL TOTAL	\$18,600	\$63,024
Hourly Wage	\$9.30	\$31.51

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Sheboygan County, 2016		
Town	Total HH	% ALICE & Poverty
Adell village	213	27%
Cascade village	273	32%
Cedar Grove village	828	29%
Elkhart Lake village	491	35%
Glenbeulah village	192	26%
Greenbush	528	20%
Herman	602	23%
Holland	943	22%
Howards Grove village	1,235	20%
Kohler village	914	19%
Lima	1,081	17%
Lyndon	517	22%
Mitchell	471	10%
Mosel	321	16%
Oostburg village	1,147	29%
Plymouth	1,162	18%
Plymouth city	3,913	40%
Random Lake village	684	33%
Rhine	942	20%
Russell	160	28%
Scott	676	20%
Sheboygan	2,986	25%
Sheboygan city	20,574	46%
Sheboygan Falls	728	23%
Sheboygan Falls city	3,491	40%
Sherman	547	19%
Waldo village	225	35%
Wilson	1,308	15%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN ST. CROIX COUNTY

## 2016 Point-in-Time Data

**Population:** 88,029 • **Number of Households:** 33,460

**Median Household Income:** \$72,865 (state average: \$56,811)

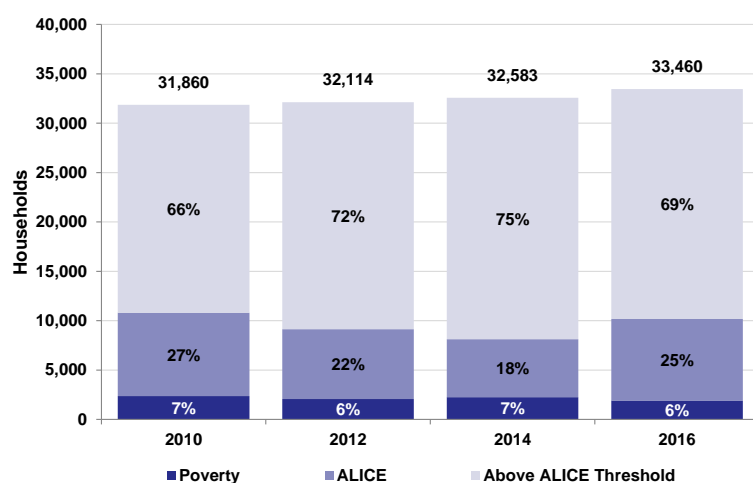
**Unemployment Rate:** 2% (state average: 4.1%)

**ALICE Households:** 25% (state average: 25.8%) • **Households in Poverty:** 6% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

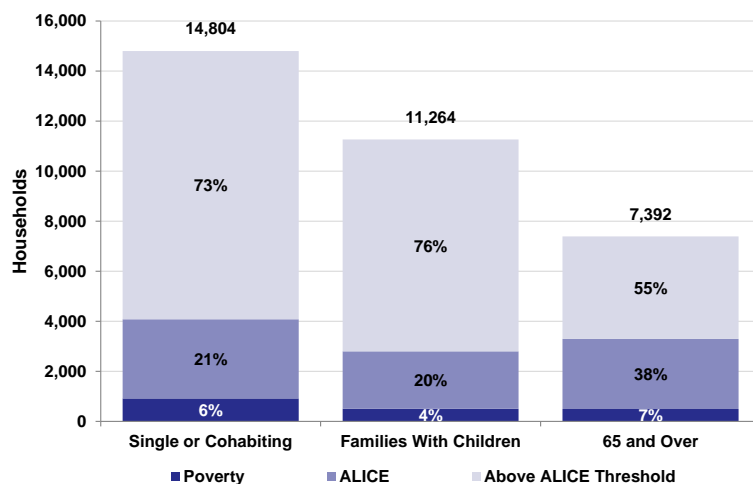
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

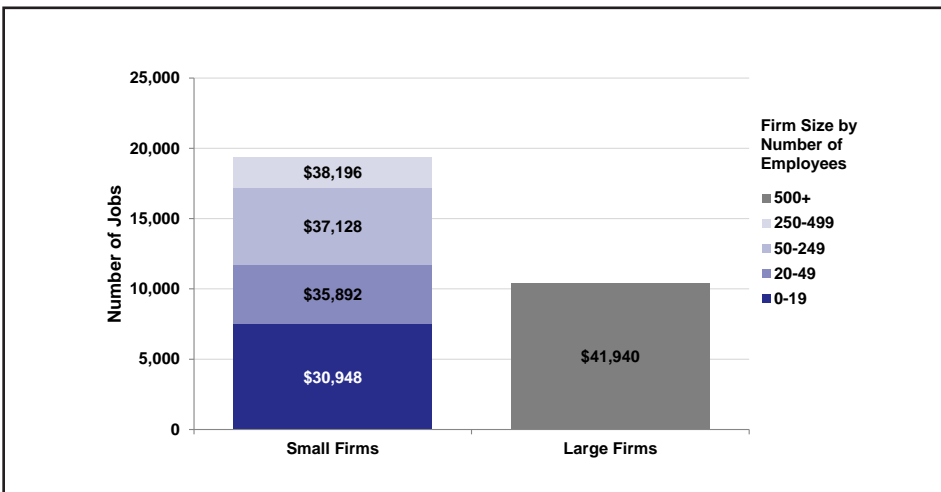
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, St. Croix County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$656	\$1,027
Child Care	\$-	\$1,355
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$173	\$525
Taxes	\$295	\$770
Monthly Total	\$1,900	\$5,774
ANNUAL TOTAL	\$22,800	\$69,288
Hourly Wage	\$11.40	\$34.64

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

St. Croix County, 2016		
Town	Total HH	% ALICE & Poverty
Baldwin	346	20%
Baldwin village	1,704	42%
Cady	305	28%
Cylon	265	32%
Deer Park village	115	44%
Eau Galle	411	26%
Emerald	278	29%
Erin Prairie	267	21%
Forest	242	29%
Glenwood	296	37%
Glenwood City city	553	48%
Hammond	708	15%
Hammond village	761	33%
Hudson	2,821	9%
Hudson city	5,640	31%
Kinnickinnic	618	12%
New Richmond city	3,337	45%
North Hudson village	1,569	33%
Pleasant Valley	197	29%
Richmond	1,150	15%
River Falls city	1,411	31%
Roberts village	645	37%
Rush River	201	28%
Somerset	1,465	34%
Somerset village	942	36%
Springfield	325	29%
St. Joseph	1,353	13%
Stanton	363	29%
Star Prairie	1,313	23%
Star Prairie village	240	38%
Troy	1,797	6%
Warren	591	17%
Wilson village	100	15%
Woodville village	478	55%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN TAYLOR COUNTY

## 2016 Point-in-Time Data

**Population:** 20,521 • **Number of Households:** 8,751

**Median Household Income:** \$47,306 (state average: \$56,811)

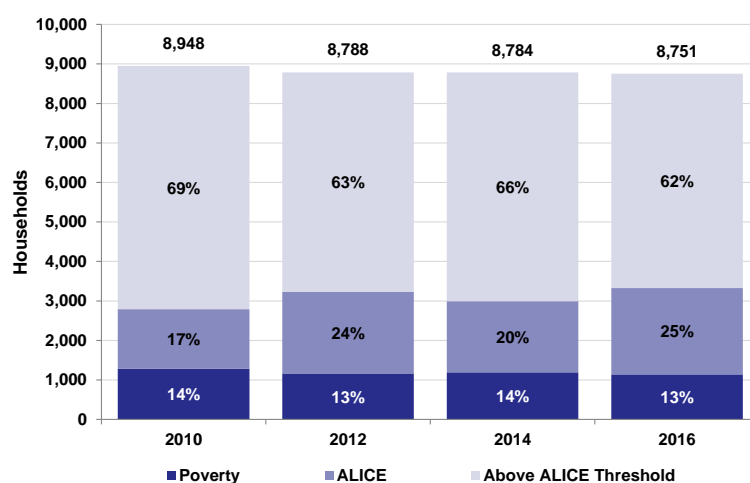
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 25% (state average: 25.8%) • **Households in Poverty:** 13% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

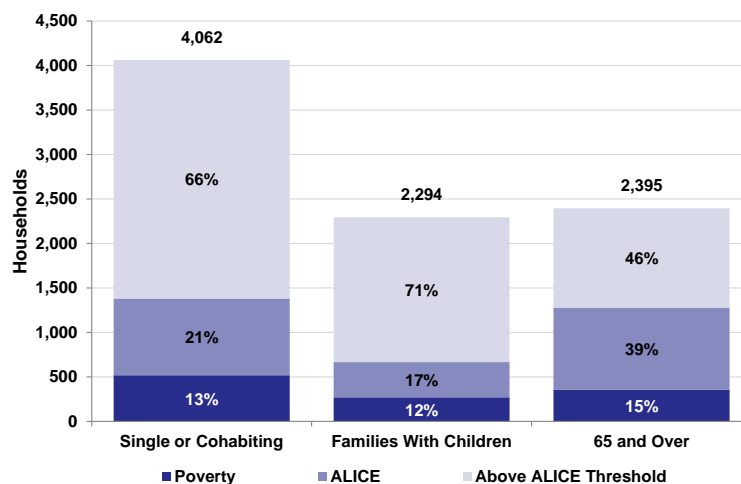
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016





## Why do so many households struggle?

### The cost of living continues to increase...

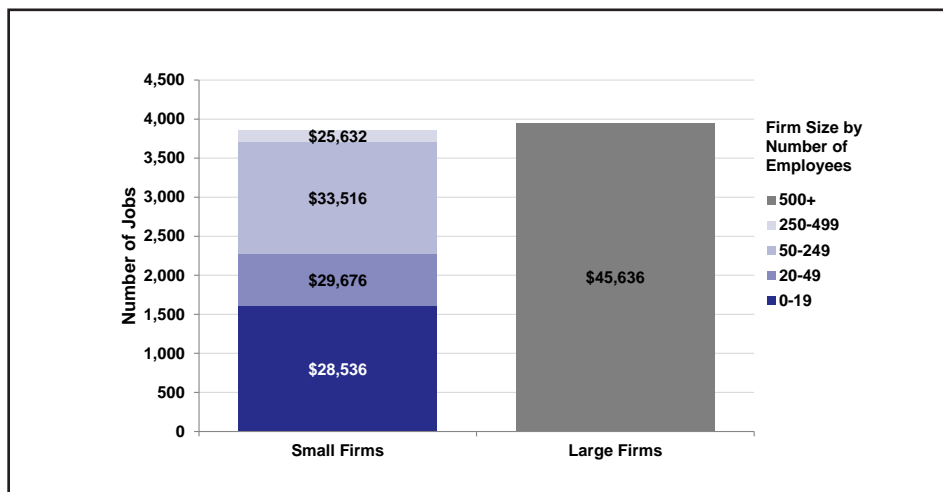
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Taylor County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$406	\$658
Child Care	\$—	\$1,118
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$139	\$440
Taxes	\$206	\$524
Monthly Total	\$1,527	\$4,837
ANNUAL TOTAL	\$18,324	\$58,044
Hourly Wage	\$9.16	\$29.02

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Taylor County, 2016		
Town	Total HH	% ALICE & Poverty
Aurora	150	45%
Browning	324	31%
Chelsea	329	36%
Cleveland	129	35%
Deer Creek	276	29%
Ford	110	34%
Gilman village	176	52%
Goodrich	202	30%
Greenwood	297	32%
Grover	107	26%
Hammel	337	28%
Holway	330	44%
Jump River	150	38%
Little Black	459	28%
Maplehurst	171	26%
McKinley	141	39%
Medford	1,058	21%
Medford city	2,100	52%
Molitor	145	21%
Rib Lake	305	31%
Rib Lake village	432	49%
Roosevelt	180	38%
Stetsonville village	261	48%
Taft	158	36%
Westboro	288	35%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN TREMPEALEAU COUNTY

## 2016 Point-in-Time Data

**Population:** 29,521 • **Number of Households:** 11,840

**Median Household Income:** \$52,438 (state average: \$56,811)

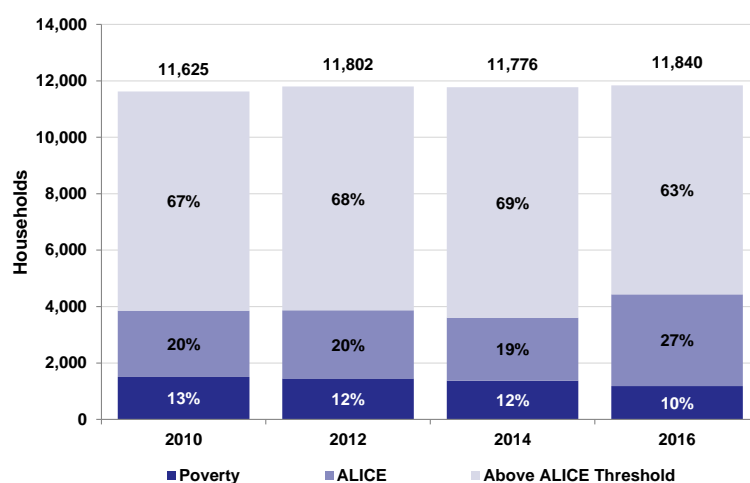
**Unemployment Rate:** 3% (state average: 4.1%)

**ALICE Households:** 27% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

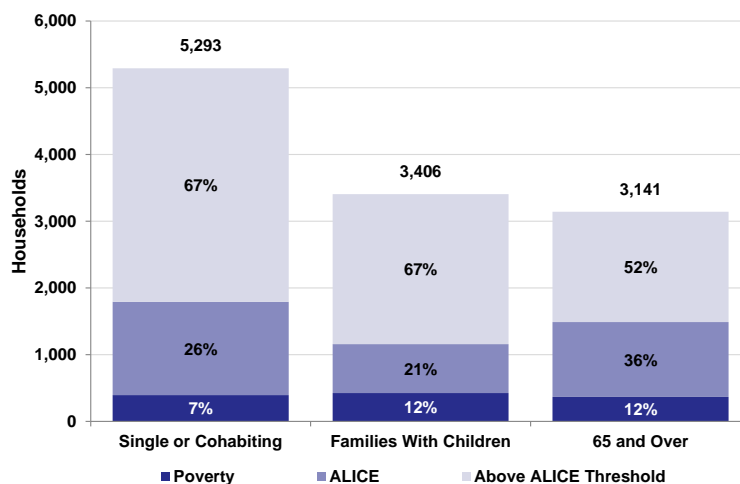
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

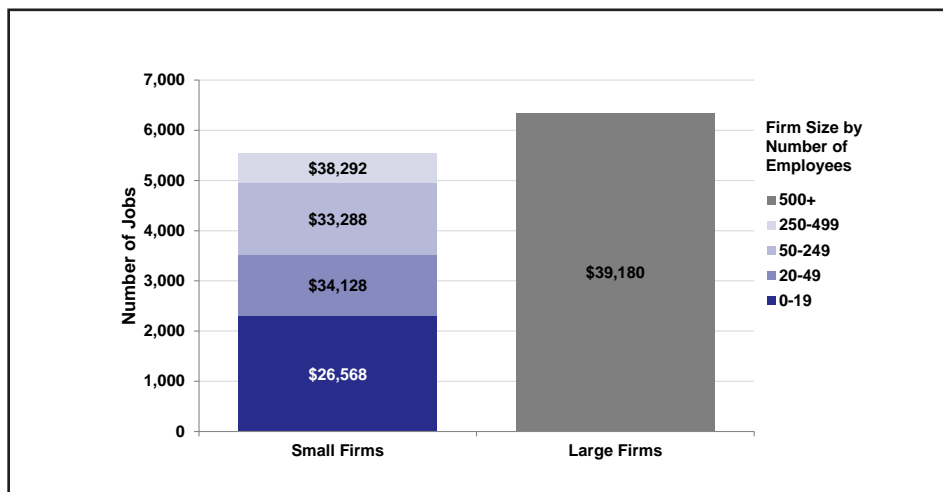
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Trempealeau County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$449	\$658
Child Care	\$-	\$1,093
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$145	\$436
Taxes	\$220	\$514
Monthly Total	\$1,590	\$4,798
ANNUAL TOTAL	\$19,080	\$57,576
Hourly Wage	\$9.54	\$28.79

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Trempealeau County, 2016		
Town	Total HH	% ALICE & Poverty
Albion	216	35%
Arcadia	635	31%
Arcadia city	1,062	44%
Blair city	550	46%
Burnside	188	34%
Caledonia	327	34%
Dodge	212	41%
Eleva village	356	38%
Ettrick	525	28%
Ettrick village	251	37%
Gale	634	23%
Galesville city	733	46%
Hale	423	30%
Independence city	681	48%
Lincoln	258	38%
Osseo city	682	47%
Pigeon	315	33%
Pigeon Falls village	159	48%
Preston	298	33%
Strum village	411	38%
Sumner	332	35%
Trempealeau	743	26%
Trempealeau village	807	39%
Unity	228	29%
Whitehall city	726	44%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN VERNON COUNTY

## 2016 Point-in-Time Data

**Population:** 30,442 • **Number of Households:** 11,843

**Median Household Income:** \$49,476 (state average: \$56,811)

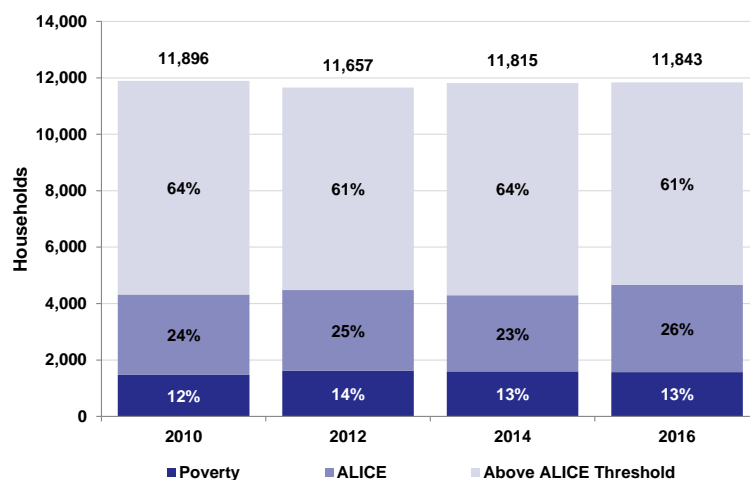
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 26% (state average: 25.8%) • **Households in Poverty:** 13% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

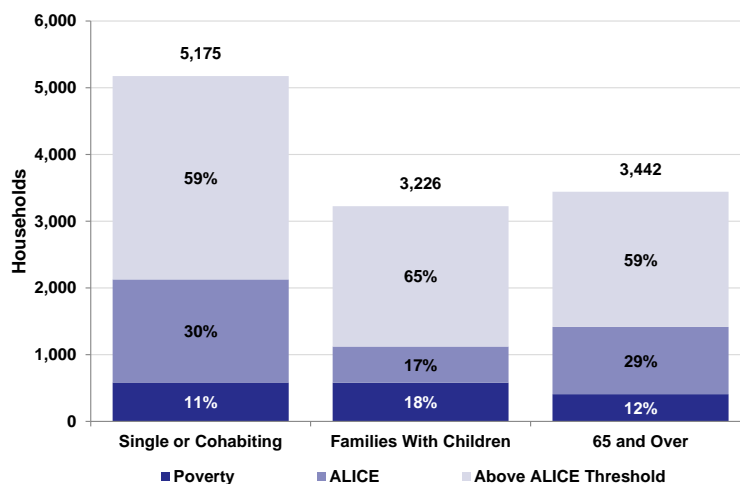
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

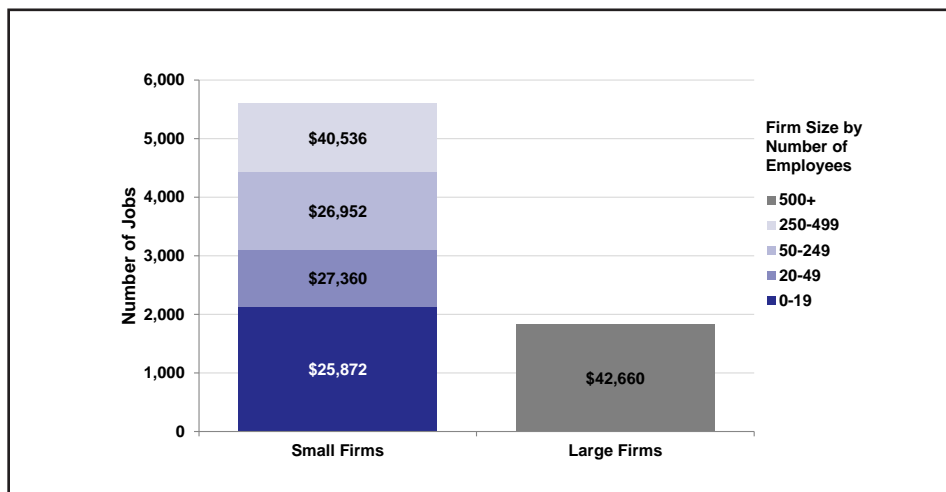
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Vernon County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$483	\$674
Child Care	\$-	\$1,055
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$149	\$433
Taxes	\$231	\$505
Monthly Total	\$1,639	\$4,764
ANNUAL TOTAL	\$19,668	\$57,168
Hourly Wage	\$9.83	\$28.58

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Vernon County, 2016		
Town	Total HH	% ALICE & Poverty
Bergen	543	33%
Chaseburg village	140	41%
Christiana	343	24%
Clinton	322	43%
Coon	290	29%
Coon Valley village	297	38%
Forest	249	40%
Franklin	407	41%
Genoa	287	33%
Greenwood	241	54%
Hamburg	384	18%
Harmony	267	31%
Hillsboro	289	35%
Hillsboro city	593	46%
Jefferson	411	36%
Kickapoo	218	53%
La Farge village	335	51%
Liberty	110	34%
Ontario village	192	53%
Readstown village	200	67%
Stark	142	37%
Sterling	235	38%
Stoddard village	384	35%
Union	211	34%
Viola village	123	54%
Viroqua	662	23%
Viroqua city	1,952	45%
Webster	374	44%
Westby city	952	42%
Wheatland	282	38%
Whitestown	216	43%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN VILAS COUNTY

## 2016 Point-in-Time Data

**Population:** 21,373 • **Number of Households:** 10,648

**Median Household Income:** \$41,632 (state average: \$56,811)

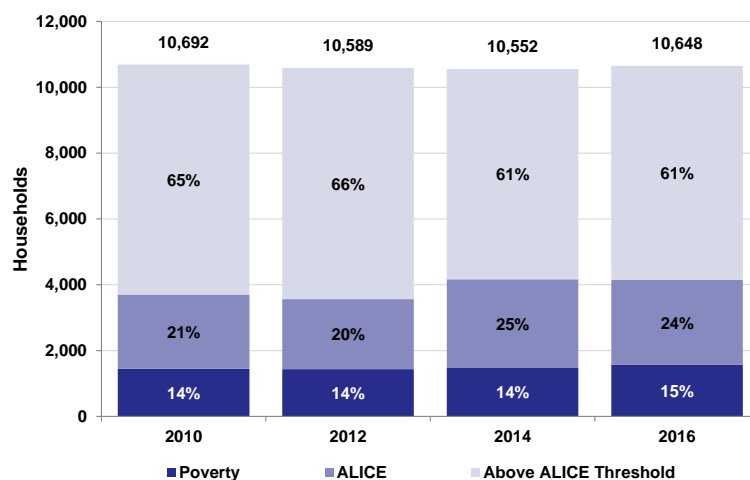
**Unemployment Rate:** 8% (state average: 4.1%)

**ALICE Households:** 24% (state average: 25.8%) • **Households in Poverty:** 15% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

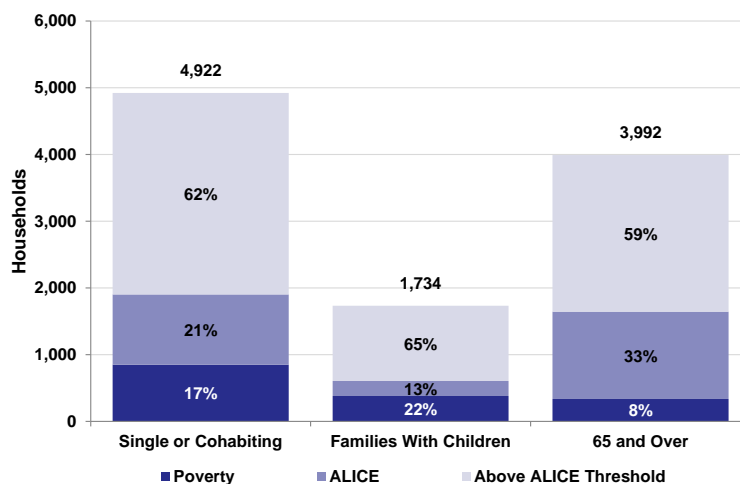
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

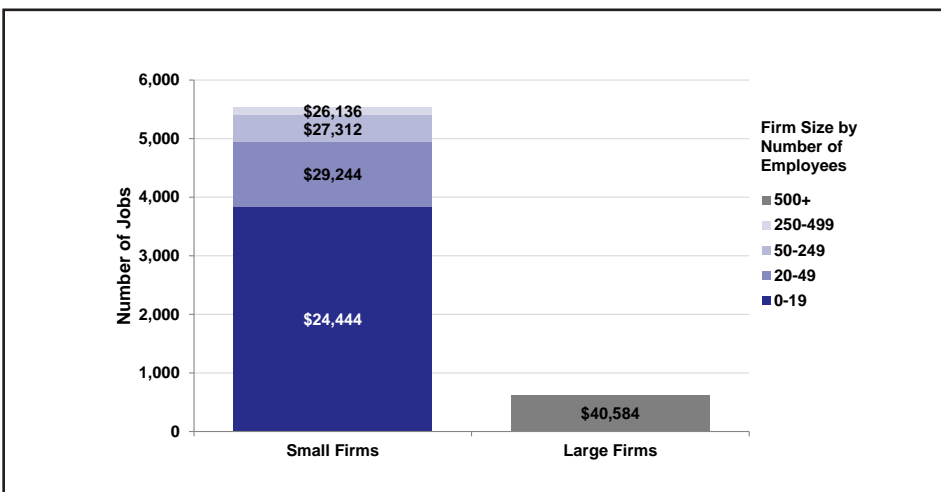
Household Survival Budget, Vilas County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$486	\$712
Child Care	\$—	\$1,159
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$149	\$453
Taxes	\$232	\$563
Monthly Total	\$1,643	\$4,984
<b>ANNUAL TOTAL</b>	\$19,716	\$59,808
Hourly Wage	\$9.86	\$29.90

Vilas County, 2016		
Town	Total HH	% ALICE & Poverty
Arbor Vitae	1,521	38%
Boulder Junction	448	25%
Cloverland	474	22%
Conover	590	33%
Eagle River city	831	52%
Lac du Flambeau	1,712	51%
Land O'Lakes	448	41%
Lincoln	1,253	43%
Manitowish Waters	397	25%
Phelps	566	40%
Plum Lake	267	27%
Presque Isle	301	24%
St. Germain	930	43%
Washington	709	29%
Winchester	201	38%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.



# ALICE IN WALWORTH COUNTY

## 2016 Point-in-Time Data

**Population:** 102,959 • **Number of Households:** 40,039

**Median Household Income:** \$58,302 (state average: \$56,811)

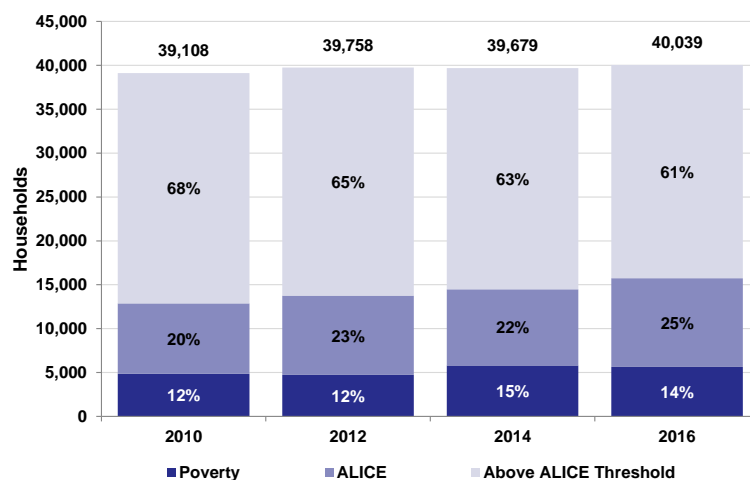
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 25% (state average: 25.8%) • **Households in Poverty:** 14% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

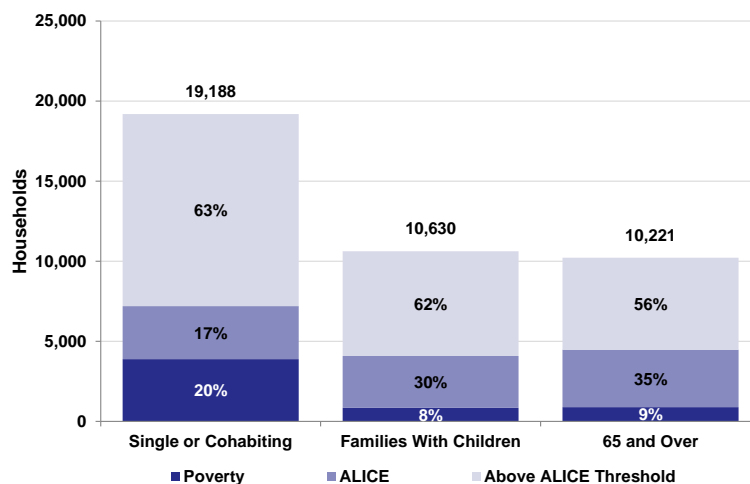
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

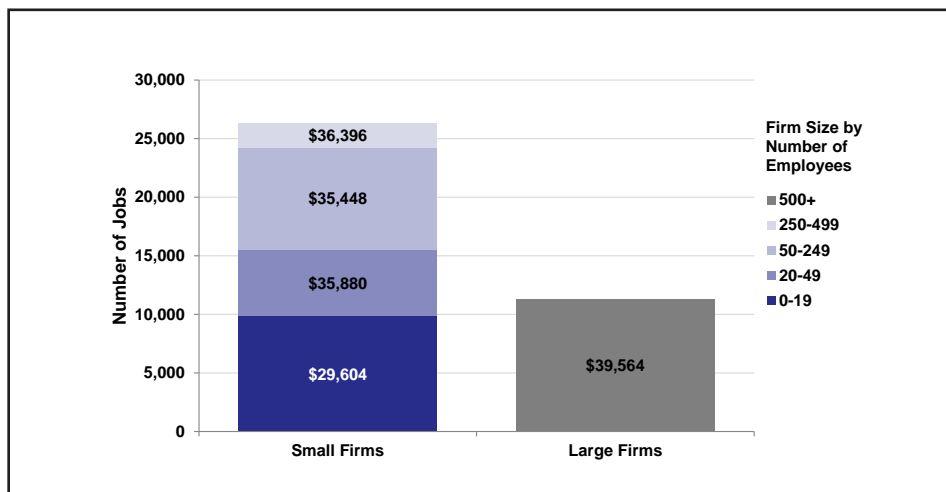
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Walworth County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$530	\$837
Child Care	\$—	\$1,342
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$155	\$496
Taxes	\$246	\$688
Monthly Total	\$1,707	\$5,460
<b>ANNUAL TOTAL</b>	\$20,484	\$65,520
<b>Hourly Wage</b>	\$10.24	\$32.76

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Walworth County, 2016		
Town	Total HH	% ALICE & Poverty
Bloomfield	504	44%
Bloomfield village	1,655	44%
Darien	642	27%
Darien village	570	34%
Delavan	2,236	40%
Delavan city	3,187	50%
East Troy	1,729	28%
East Troy village	1,623	39%
Elkhorn city	3,983	48%
Fontana-on-Geneva Lake village	735	25%
Geneva	1,977	34%
Genoa City village	1,014	38%
La Grange	1,022	24%
Lafayette	751	23%
Lake Geneva city	3,337	53%
Linn	1,049	35%
Lyons	1,332	26%
Richmond	765	28%
Sharon	347	38%
Sharon village	647	55%
Spring Prairie	718	25%
Sugar Creek	1,477	22%
Troy	919	30%
Walworth	684	36%
Walworth village	1,081	49%
Whitewater	546	20%
Whitewater city	4,299	65%
Williams Bay village	1,110	33%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN WASHBURN COUNTY

## 2016 Point-in-Time Data

**Population:** 15,685 • **Number of Households:** 7,151

**Median Household Income:** \$44,437 (state average: \$56,811)

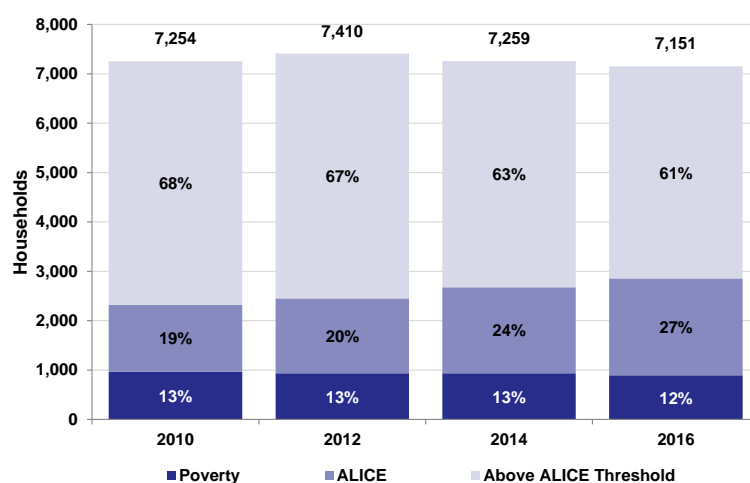
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 27% (state average: 25.8%) • **Households in Poverty:** 12% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

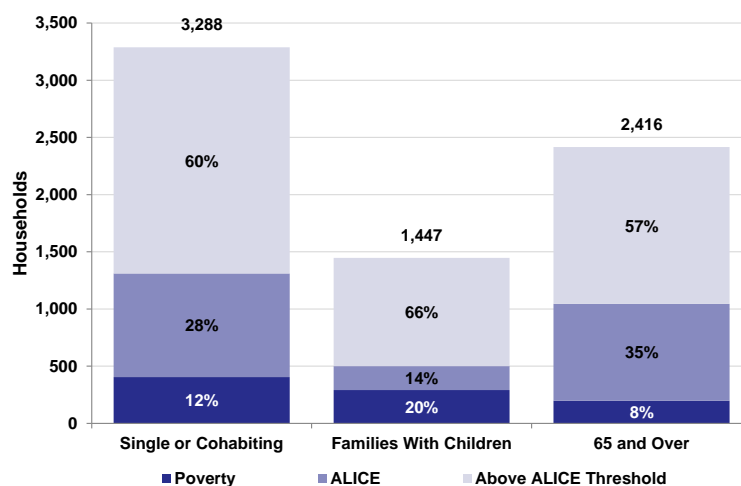
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

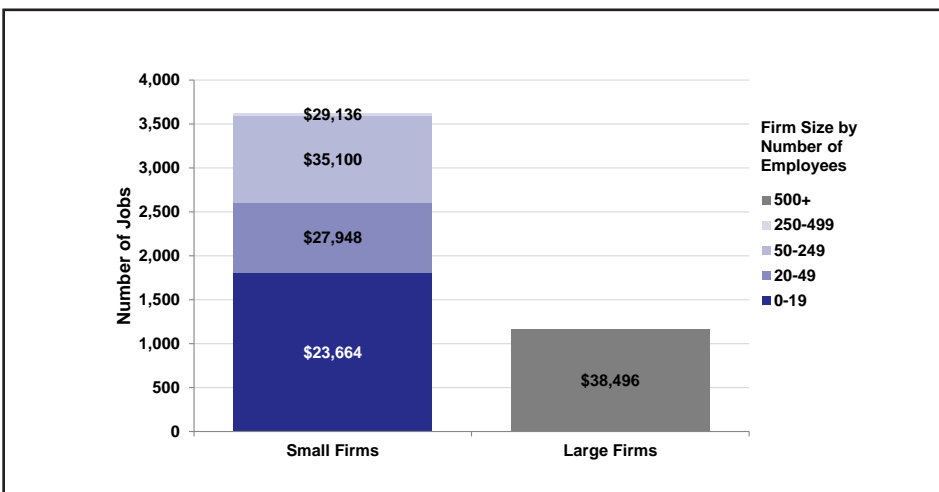
Household Survival Budget, Washburn County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$499	\$731
Child Care	\$—	\$1,105
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$151	\$448
Taxes	\$236	\$549
Monthly Total	\$1,662	\$4,930
<b>ANNUAL TOTAL</b>	\$19,944	\$59,160
Hourly Wage	\$9.97	\$29.58

Washburn County, 2016		
Town	Total HH	% ALICE & Poverty
Barronett	189	34%
Bashaw	424	38%
Bass Lake	188	39%
Beaver Brook	331	42%
Birchwood	224	27%
Birchwood village	250	65%
Brooklyn	104	39%
Casey	179	26%
Chicog	142	46%
Crystal	115	27%
Evergreen	444	31%
Long Lake	282	24%
Madge	246	30%
Minong	399	39%
Minong village	192	47%
Sarona	186	25%
Shell Lake city	600	46%
Spooner	297	28%
Spooner city	1,256	51%
Springbrook	239	51%
Stone Lake	208	37%
Trego	423	35%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN WASHINGTON COUNTY

## 2016 Point-in-Time Data

**Population:** 134,296 • **Number of Households:** 53,090

**Median Household Income:** \$73,502 (state average: \$56,811)

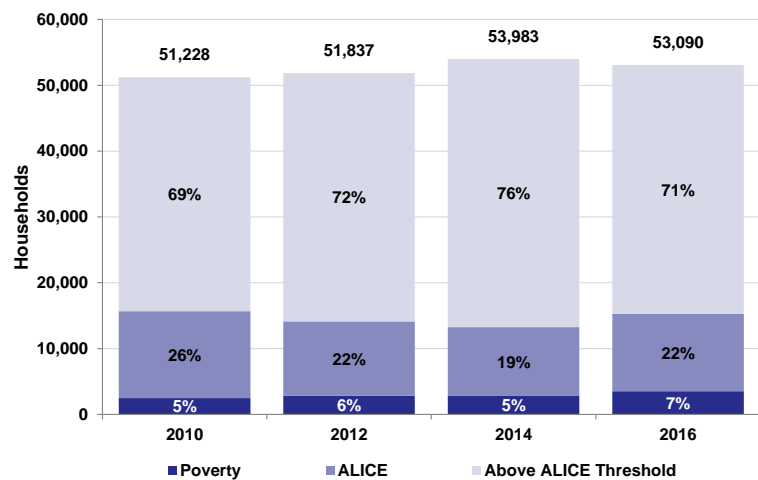
**Unemployment Rate:** 3% (state average: 4.1%)

**ALICE Households:** 22% (state average: 25.8%) • **Households in Poverty:** 7% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

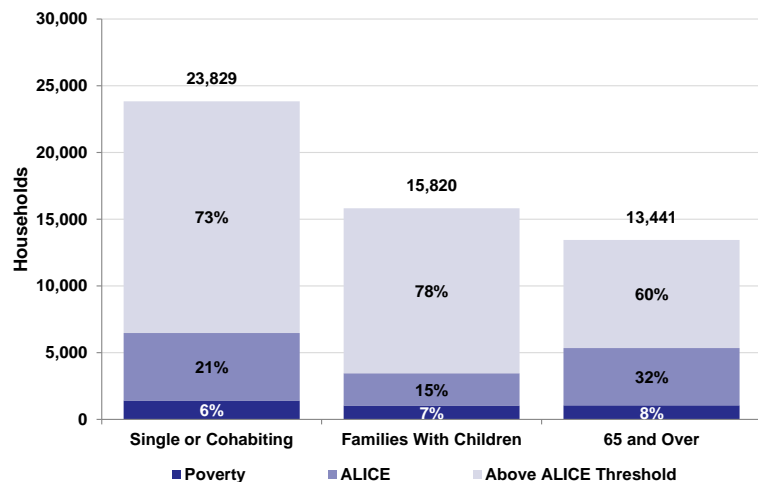
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

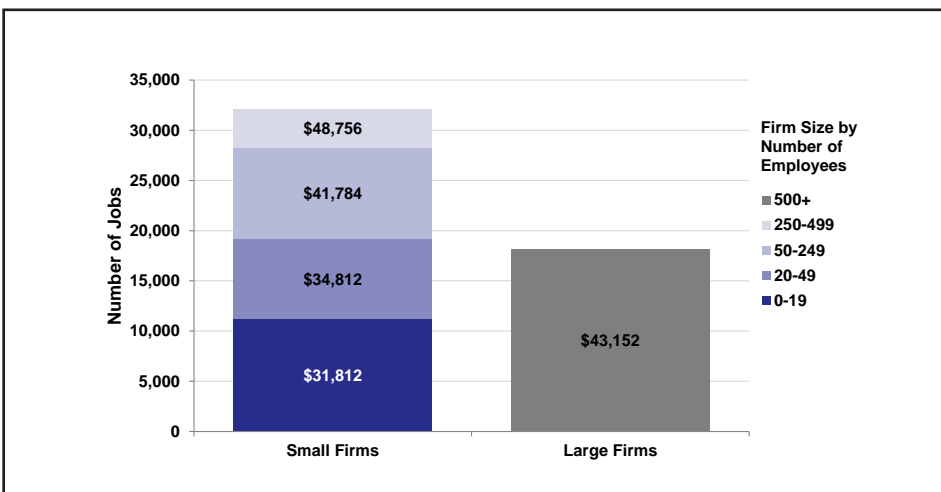
Household Survival Budget, Washington County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$596	\$907
Child Care	\$—	\$1,471
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$164	\$524
Taxes	\$272	\$768
Monthly Total	\$1,808	\$5,767
ANNUAL TOTAL	\$21,696	\$69,204
Hourly Wage	\$10.85	\$34.60

Washington County, 2016		
Town	Total HH	% ALICE & Poverty
Addison	1,300	20%
Barton	1,002	25%
Erin	1,498	17%
Farmington	1,477	20%
Germantown village	7,874	24%
Hartford	1,440	19%
Hartford city	5,807	38%
Jackson	1,629	12%
Jackson village	2,871	38%
Kewaskum	425	21%
Kewaskum village	1,551	36%
Newburg village	480	38%
Polk	1,457	22%
Richfield village	4,392	15%
Slinger village	2,045	27%
Trenton	1,826	22%
Wayne	837	19%
West Bend	1,932	23%
West Bend city	13,257	39%

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN WAUKESHA COUNTY

## 2016 Point-in-Time Data

**Population:** 398,424 • **Number of Households:** 156,503

**Median Household Income:** \$81,878 (state average: \$56,811)

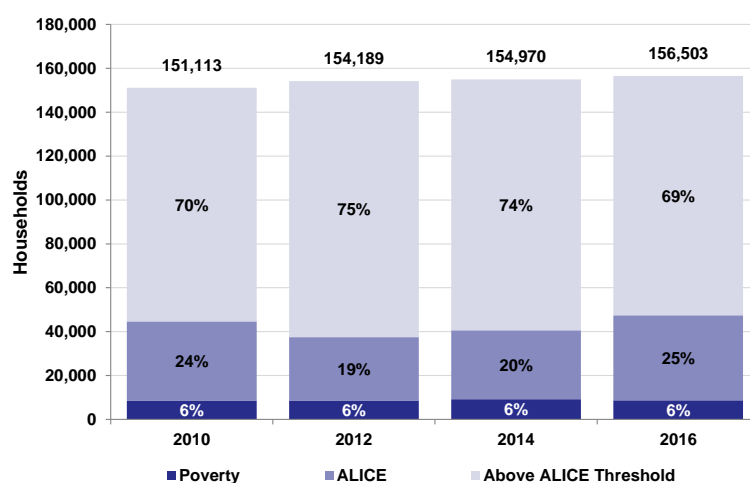
**Unemployment Rate:** 3% (state average: 4.1%)

**ALICE Households:** 25% (state average: 25.8%) • **Households in Poverty:** 6% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

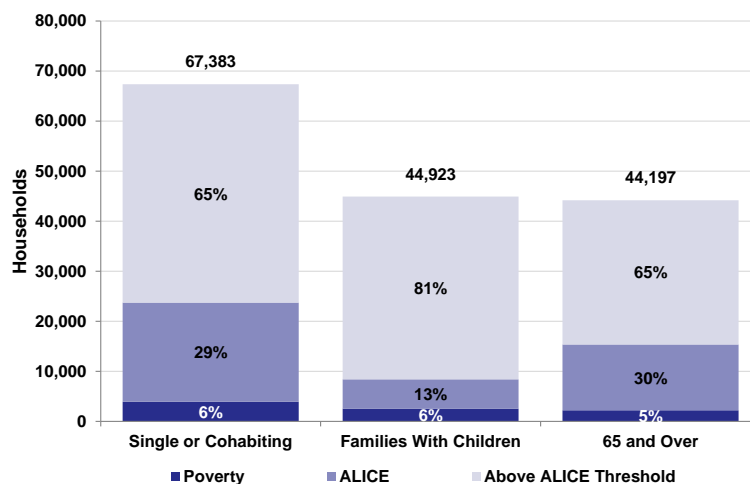
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016





## Why do so many households struggle?

### The cost of living continues to increase...

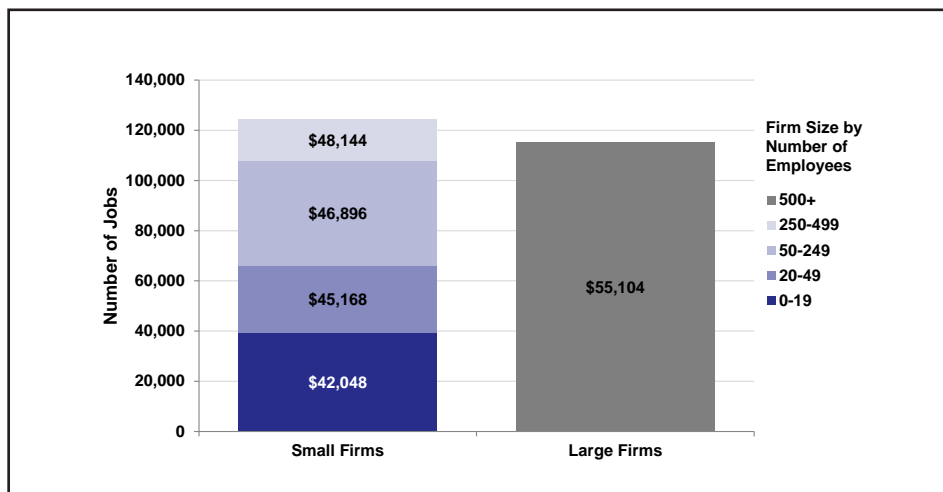
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Waukesha County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$596	\$907
Child Care	\$—	\$1,709
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$164	\$558
Taxes	\$272	\$865
Monthly Total	\$1,808	\$6,136
<b>ANNUAL TOTAL</b>	\$21,696	\$73,632
<b>Hourly Wage</b>	\$10.85	\$36.82

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Waukesha County, 2016		
Town	Total HH	% ALICE & Poverty
Big Bend village	463	38%
Brookfield	2,702	37%
Brookfield city	14,618	20%
Butler village	910	55%
Chenequa village	222	17%
Delafield	2,978	12%
Delafield city	3,000	33%
Dousman village	999	37%
Eagle	1,247	25%
Eagle village	669	36%
Elm Grove village	2,292	16%
Genesee	2,703	26%
Hartland village	3,620	40%
Lac La Belle village	115	16%
Lannon village	474	49%
Lisbon	3,999	21%
Menomonee Falls village	14,793	33%
Merton	3,026	20%
Merton village	1,060	13%
Mukwonago	2,892	18%
Mukwonago village	3,025	41%
Muskego city	9,000	27%
Nashotah village	568	25%
New Berlin city	16,791	29%
North Prairie village	849	24%
Oconomowoc	3,361	24%
Oconomowoc city	6,582	37%
Oconomowoc Lake village	212	24%
Ottawa	1,456	19%
Pewaukee city	5,517	24%
Pewaukee village	3,792	46%
Summit village	1,736	22%
Sussex village	3,964	30%
Vernon	2,952	23%
Wales village	938	21%
Waukesha	3,337	23%
Waukesha city	28,914	46%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN WAUPACA COUNTY

## 2016 Point-in-Time Data

**Population:** 51,974 • **Number of Households:** 21,412

**Median Household Income:** \$52,441 (state average: \$56,811)

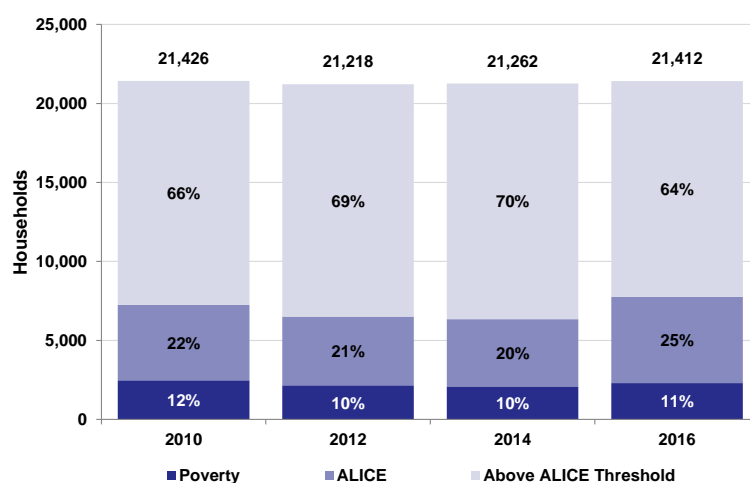
**Unemployment Rate:** 5% (state average: 4.1%)

**ALICE Households:** 25% (state average: 25.8%) • **Households in Poverty:** 11% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

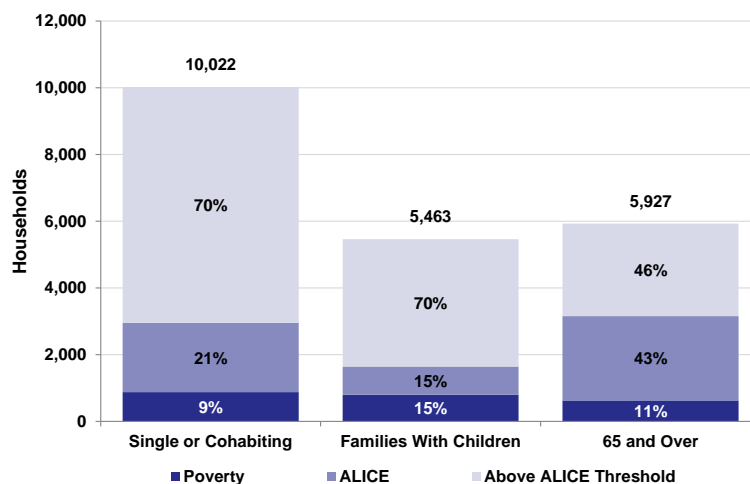
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

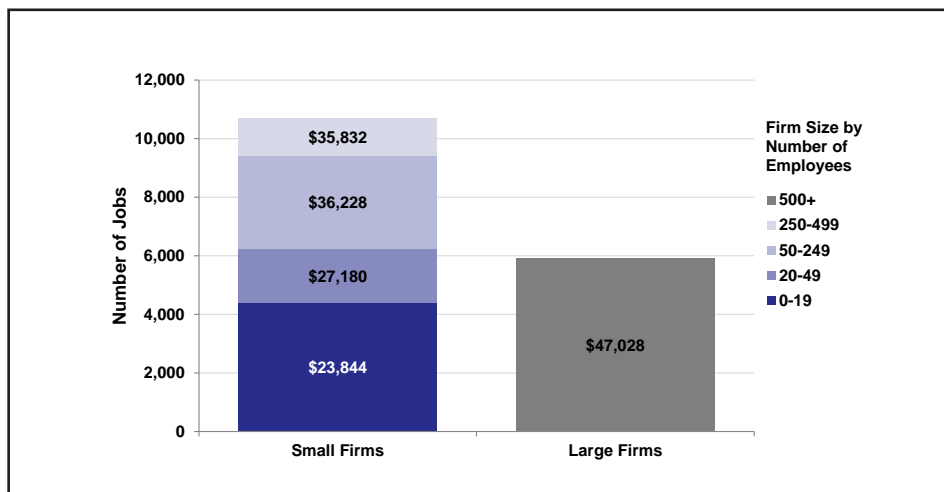
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Waupaca County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$508	\$684
Child Care	\$-	\$1,018
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$152	\$429
Taxes	\$239	\$494
Monthly Total	\$1,675	\$4,722
<b>ANNUAL TOTAL</b>	\$20,100	\$56,664
<b>Hourly Wage</b>	\$10.05	\$28.33

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Waupaca County, 2016		
Town	Total HH	% ALICE & Poverty
Bear Creek	291	28%
Caledonia	660	20%
Clintonville city	1,925	53%
Dayton	1,078	31%
Dupont	283	44%
Embarrass village	206	34%
Farmington	1,493	32%
Fremont	277	21%
Fremont village	307	32%
Harrison	220	44%
Helvetia	312	25%
Iola	366	28%
Iola village	599	47%
Larrabee	494	29%
Lebanon	620	21%
Lind	556	33%
Little Wolf	535	20%
Manawa city	568	40%
Marion city	485	51%
Matteson	399	26%
Mukwa	1,130	25%
New London city	2,524	43%
Royalton	586	26%
Scandinavia	449	16%
Scandinavia village	147	35%
St. Lawrence	327	36%
Union	314	38%
Waupaca	471	31%
Waupaca city	2,622	44%
Weyauwega	229	38%
Weyauwega city	690	46%
Wyoming	135	24%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN WAUSHARA COUNTY

## 2016 Point-in-Time Data

**Population:** 24,238 • **Number of Households:** 9,749

**Median Household Income:** \$46,581 (state average: \$56,811)

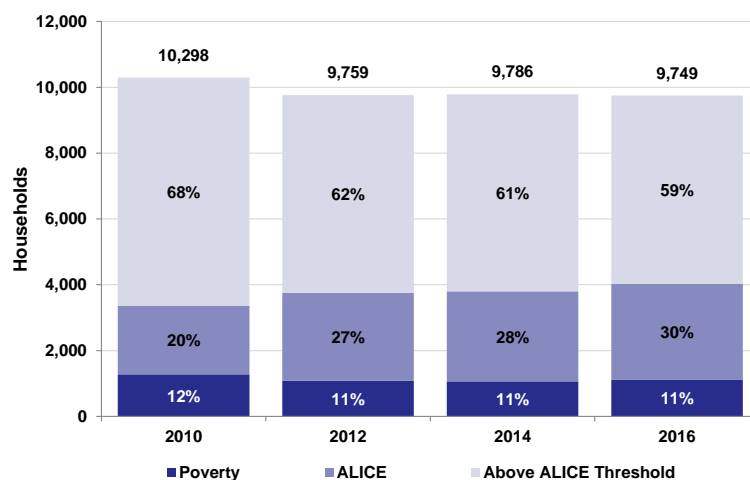
**Unemployment Rate:** 6% (state average: 4.1%)

**ALICE Households:** 30% (state average: 25.8%) • **Households in Poverty:** 11% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

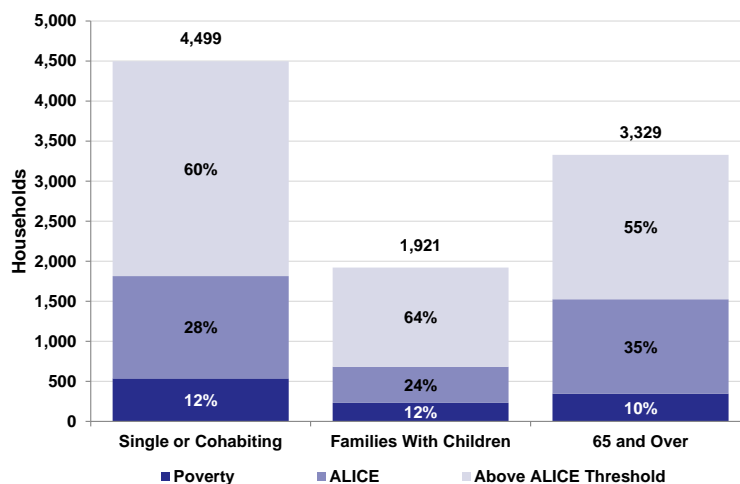
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

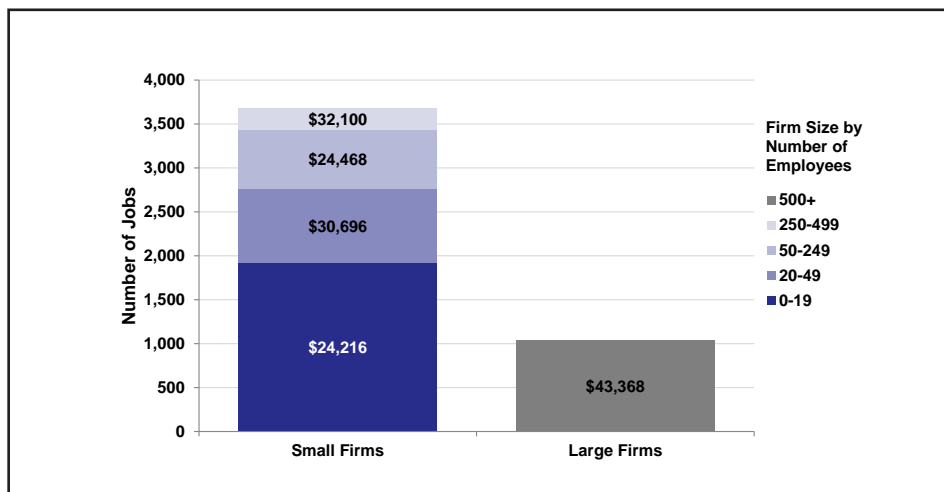
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Waushara County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$469	\$688
Child Care	\$-	\$1,173
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$147	\$452
Taxes	\$226	\$559
Monthly Total	\$1,618	\$4,969
ANNUAL TOTAL	\$19,416	\$59,628
Hourly Wage	\$9.71	\$29.81

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Waushara County, 2016		
Town	Total HH	% ALICE & Poverty
Aurora	400	39%
Bloomfield	432	42%
Coloma	268	47%
Coloma village	185	46%
Dakota	450	34%
Deerfield	283	40%
Hancock	237	35%
Hancock village	170	65%
Leon	640	34%
Lohrville village	161	55%
Marion	914	27%
Mount Morris	435	26%
Oasis	161	25%
Plainfield	196	32%
Plainfield village	320	48%
Poy Sippi	386	37%
Redgranite village	518	61%
Richford	222	41%
Rose	236	45%
Saxeville	442	27%
Springwater	615	39%
Warren	285	38%
Wautoma	564	41%
Wautoma city	845	64%
Wild Rose village	326	45%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.

# ALICE IN WINNEBAGO COUNTY

## 2016 Point-in-Time Data

**Population:** 169,886 • **Number of Households:** 69,943

**Median Household Income:** \$56,754 (state average: \$56,811)

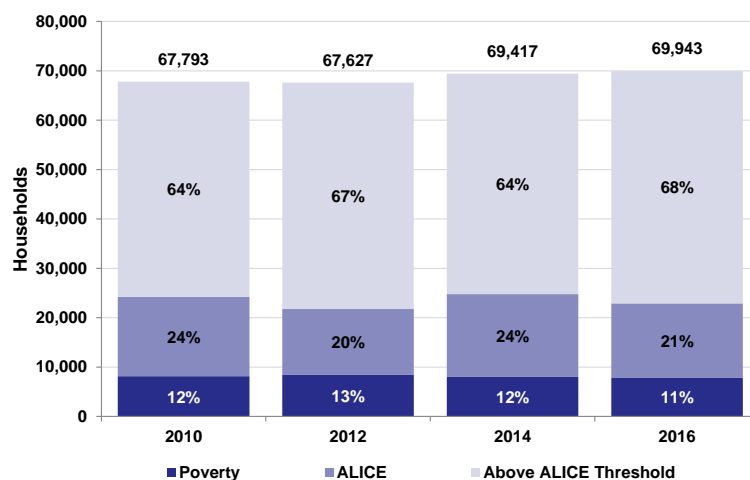
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 21% (state average: 25.8%) • **Households in Poverty:** 11% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

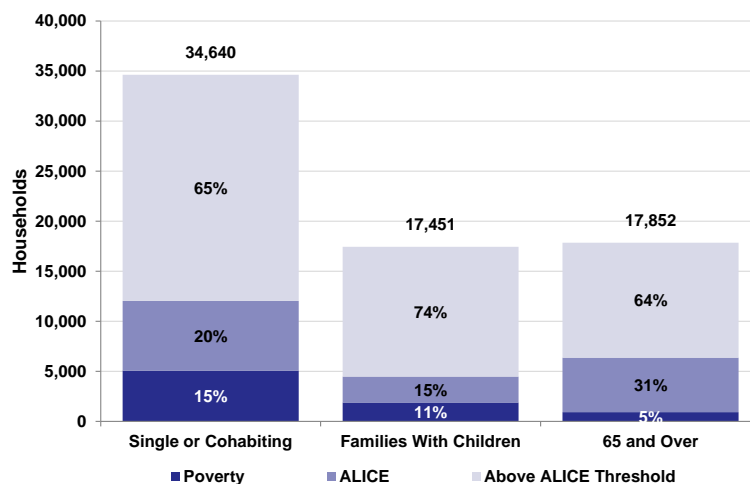
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Winnebago County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$525	\$704
Child Care	\$—	\$1,398
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$155	\$486
Taxes	\$244	\$656
Monthly Total	\$1,700	\$5,341
ANNUAL TOTAL	\$20,400	\$64,092
Hourly Wage	\$10.20	\$32.05

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Winnebago County, 2016		
Town	Total HH	% ALICE & Poverty
Algoma	2,583	12%
Appleton city	707	58%
Black Wolf	985	19%
Clayton	1,496	16%
Menasha	8,265	34%
Menasha city	6,578	42%
Neenah	1,414	13%
Neenah city	10,912	36%
Nekimi	605	27%
Nepeuskun	288	24%
Omro	958	20%
Omro city	1,372	35%
Oshkosh	1,101	25%
Oshkosh city	26,294	46%
Poygan	545	21%
Rushford	667	33%
Utica	505	17%
Vinland	755	18%
Winchester	657	16%
Winneconne	945	22%
Winneconne village	1,007	34%
Wolf River	530	27%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.



# ALICE IN WOOD COUNTY

## 2016 Point-in-Time Data

**Population:** 73,107 • **Number of Households:** 32,749

**Median Household Income:** \$51,887 (state average: \$56,811)

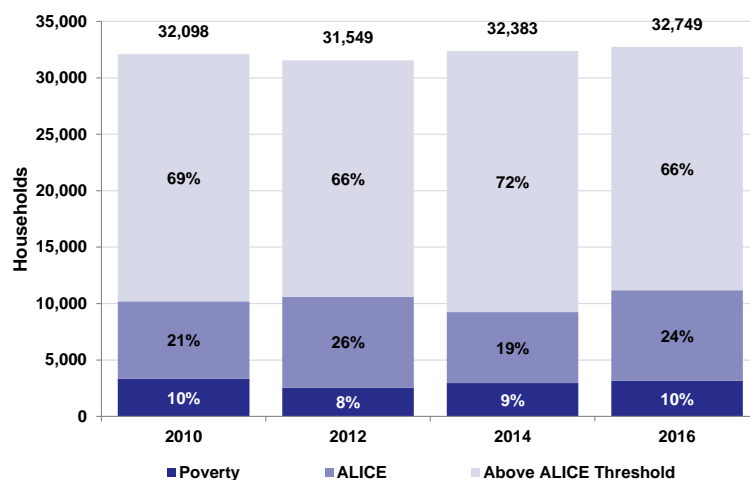
**Unemployment Rate:** 4% (state average: 4.1%)

**ALICE Households:** 24% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

## How has the number of ALICE households changed over time?

**ALICE** is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

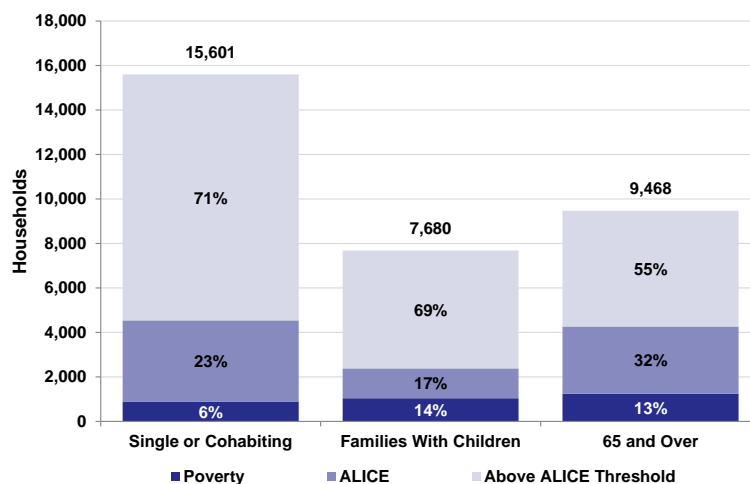
### Households by Income, 2010 to 2016



## What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

### Household Types by Income, 2016



## Why do so many households struggle?

### The cost of living continues to increase...

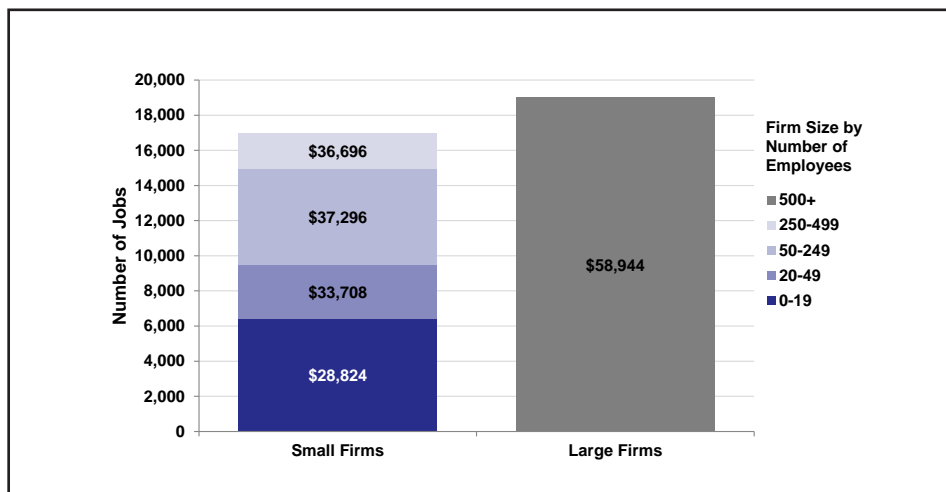
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Wood County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$493	\$699
Child Care	\$—	\$1,258
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$150	\$465
Taxes	\$234	\$598
Monthly Total	\$1,653	\$5,117
ANNUAL TOTAL	\$19,836	\$61,404
Hourly Wage	\$9.92	\$30.70

### a. nd wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

## Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Wood County, 2016		
Town	Total HH	% ALICE & Poverty
Arpin	313	21%
Arpin village	135	40%
Auburndale	312	27%
Auburndale village	284	33%
Biron village	369	40%
Cameron	218	19%
Cary	195	29%
Dexter	163	31%
Grand Rapids	3,107	19%
Hansen	281	31%
Hewitt village	310	13%
Lincoln	647	13%
Marshfield	307	20%
Marshfield city	8,145	39%
Milladore	274	24%
Milladore village	105	45%
Nekoosa city	1,054	44%
Pittsville city	349	46%
Port Edwards	555	41%
Port Edwards village	715	33%
Richfield	581	25%
Rock	292	21%
Rudolph	436	22%
Rudolph village	194	27%
Saratoga	2,184	30%
Seneca	438	21%
Sherry	345	26%
Sigel	429	19%
Vesper village	274	35%
Wisconsin Rapids city	8,385	50%
Wood	287	34%

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