

ALICE IN WOOD COUNTY

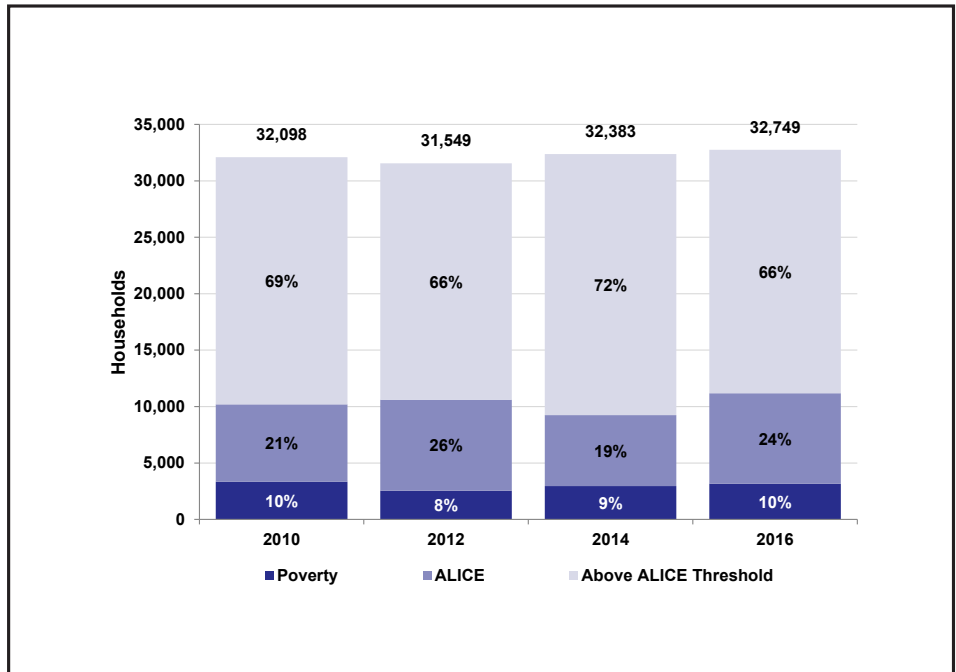
2016 Point-in-Time Data

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 **A**sset Limited, **I**ncome **C**onstrained, **E**mloyed – 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.

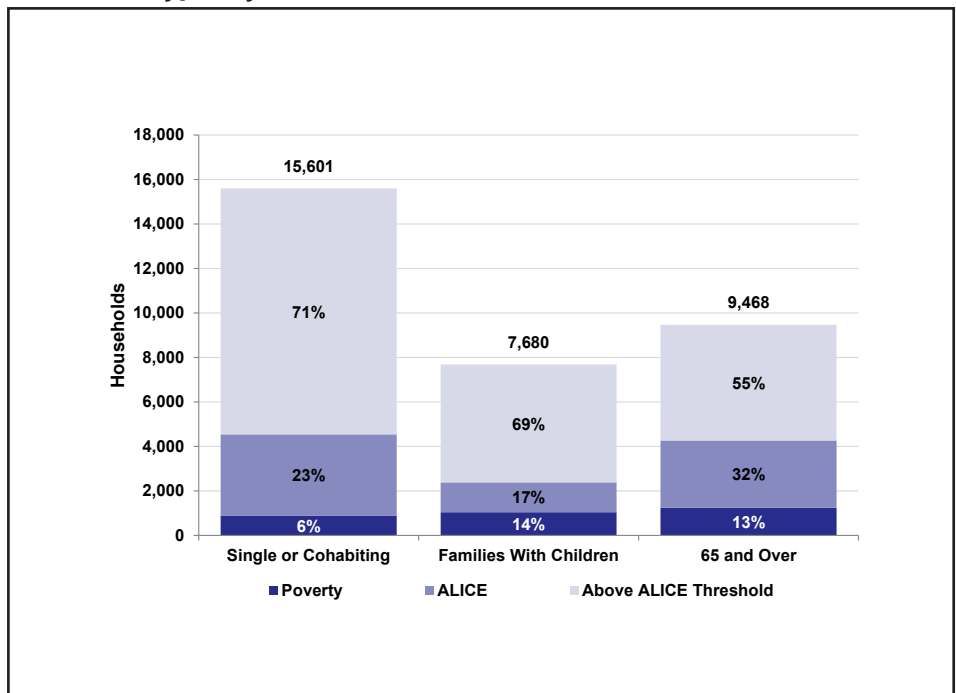
Households by Income, 2010 to 2016



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...

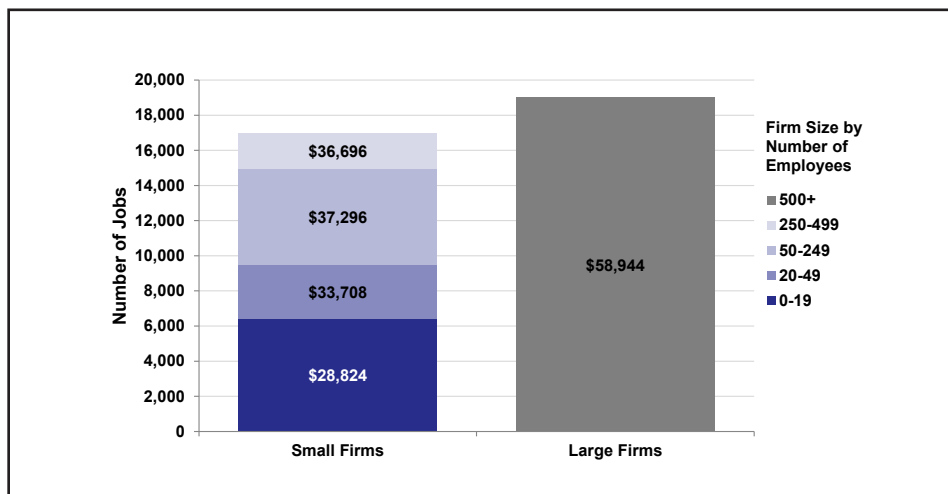
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family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

...and 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%

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.