

2022 Point-in-Time Data

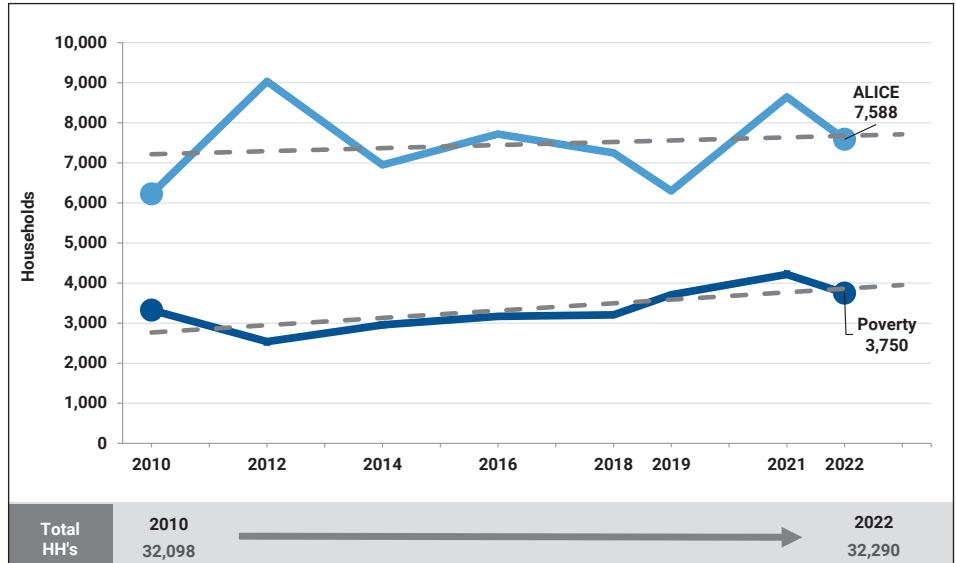
Population: 73,993 • **Number of Households:** 32,290
Median Household Income: \$63,643 (state average: \$70,996)
Labor Force Participation Rate: 65.2% (state average: 65.1%)
ALICE Households: 23% (state average: 24%) • **Households in Poverty:** 12% (state average: 11%)

Financial Hardship Over Time

ALICE is an acronym for **A**sset **L**imited, **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). Households below the ALICE Threshold – ALICE households plus those in poverty – can't afford the essentials.

Households move below or above the ALICE Threshold as economic factors and circumstances change. This was especially true amid the economic crosscurrents of the COVID-19 pandemic, with higher wages, inflation, and additional pandemic assistance. By 2022, 11,338 households (35%) were below the ALICE Threshold in Wood County.

Households by Income, Wood County, 2010–2022



Note: See an interactive version of this data at UnitedForALICE.org/Wisconsin

Sources: ALICE Threshold, 2010–2022; American Community Survey, 2010–2022

The Cost of Basics Outpaces Wages

The Household Survival Budget reflects the minimum cost to live and work in the current economy and includes housing, child care, food, transportation, health care, technology, and taxes. It does not include savings for emergencies or future goals like college or retirement. The Household Survival Budget is calculated at the county level and by household composition, as costs can vary greatly depending on location and household needs.

In 2022, household costs in Wood County were well above the Federal Poverty Level of \$13,590 for a single adult and \$27,750 for a family of four.

To see costs for different household compositions in Wood County, visit UnitedForALICE.org/Household-Budgets/Wisconsin

Household Survival Budget, Wood County, 2022

	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs and Credits		
Housing – Rent	\$375	\$500
Housing – Utilities	\$163	\$310
Child Care	–	\$1,370
Food	\$453	\$1,235
Transportation	\$395	\$1,045
Health Care	\$182	\$638
Technology	\$86	\$116
Miscellaneous	\$165	\$521
Tax Payments	\$253	\$1,051
Tax Credits	\$0	-\$433
Monthly Total	\$2,072	\$6,353
ANNUAL TOTAL	\$24,864	\$76,236
Hourly Wage*	\$12.43	\$38.12

*Wage working full-time required to support this budget

For ALICE Survival Budget sources, visit UnitedForALICE.org/Methodology

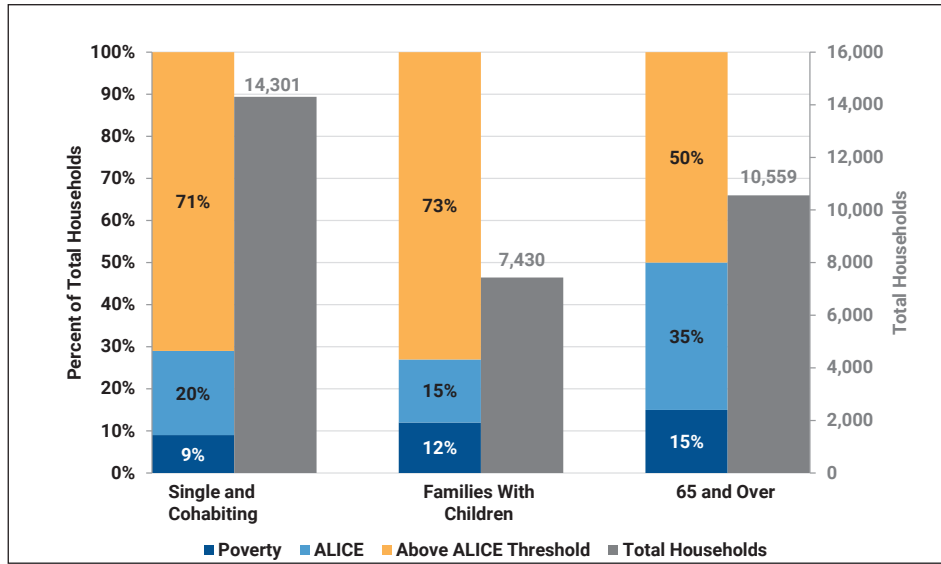
Financial Hardship is Not Evenly Distributed

Groups with the largest number of households below the ALICE Threshold tend to also be the largest demographic groups. However, when looking at the percentage of each group that is below the ALICE Threshold, some groups are more likely to be ALICE than others.

By addressing the disparities in financial hardship by county demographics, community members can move toward more equitable solutions.

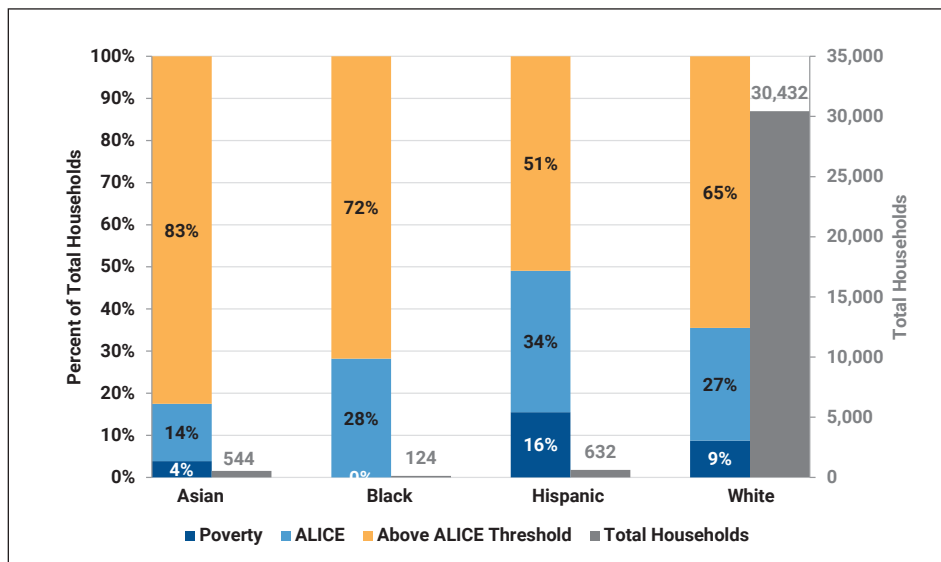
Visit UnitedForALICE.org/Wisconsin to view more national, state, and county data.

Household Financial Status by Household Type, Wood County, 2022



Sources: ALICE Threshold, 2022; American Community Survey, 2022

Household Financial Status by Race/Ethnicity, Wood County, 2022



Note: Asian, Black, and White racial categories are for one race alone. Race and Hispanic ethnicity are overlapping categories. The Asian and Black groups may include Hispanic households; the White group includes only White, non-Hispanic households. The Hispanic ethnic group may include households of any race.

Source: ALICE Threshold, 2022; American Community Survey, 2022

Wood County, 2022		
Town	Total Households	% ALICE & Poverty
Arpin town	350	25%
Arpin village	120	47%
Auburndale town	238	17%
Auburndale village	362	20%
Biron village	295	41%
Cameron town	208	24%
Cary town	154	21%
Dexter town	140	36%
Grand Rapids town	3,015	22%
Hansen town	271	16%
Hewitt village	346	19%
Lincoln town	544	14%
Marshfield city	8,397	39%
Marshfield town	379	29%
Milladore town	270	29%
Milladore village	139	24%
Nekoosa city	1,092	57%
Pittsville city	378	37%
Port Edwards town	498	33%
Port Edwards village	711	37%
Remington town	107	36%
Richfield town	554	32%
Rock town	283	22%
Rudolph town	396	21%
Rudolph village	193	33%
Saratoga town	2,182	27%
Seneca town	361	18%
Sherry town	324	32%
Sigel town	392	31%
Vesper village	286	30%
Wisconsin Rapids city	8,527	46%
Wood town	264	27%

Note: Municipal-level data on this page is 5-year averages for Census County Subdivisions. Data for counties with populations over 65,000 is 1-year estimates. Geographies with fewer than 100 households are not included. Therefore, totals will not match the county-level numbers.