

2021 Point-in-Time Data

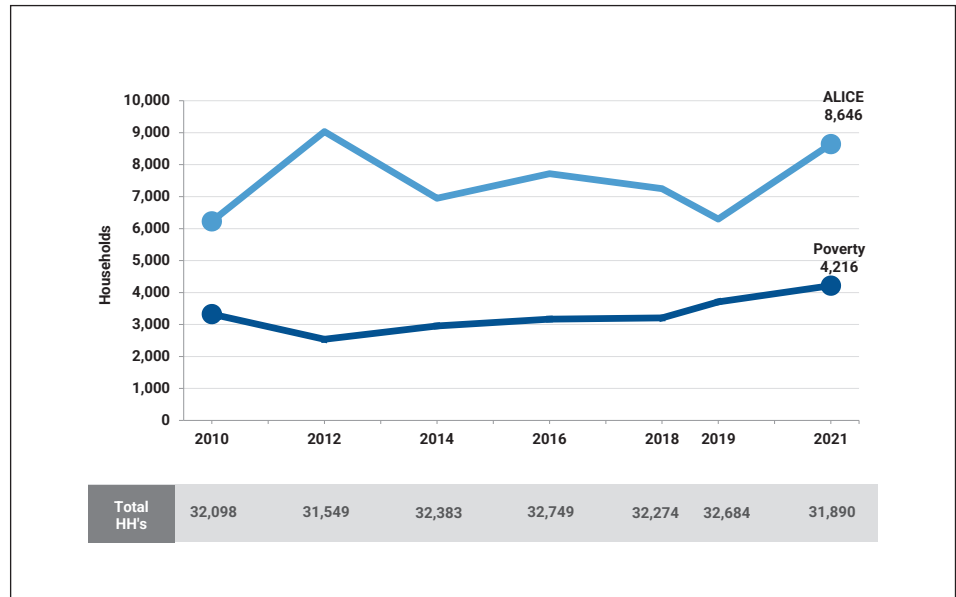
Population: 74,070 • **Number of Households:** 31,890 (-2% change from 2019)
Median Household Income: \$52,627 (state average: \$67,125)
Labor Force Participation Rate: 59.6% (state average: 65.1%)
ALICE Households: 27% (state average: 23%) • **Households in Poverty:** 13% (state average: 11%)

Financial Hardship Changes 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.

As circumstances change, households may find themselves below or above the ALICE Threshold at different times. While the COVID-19 pandemic brought employment shifts, health struggles, and school/business closures in 2021, it also spurred unprecedented public assistance through pandemic relief measures. In 2019, 10,007 households in Wood County were below the ALICE Threshold; in 2021 this number changed to 12,862, (a 29% change).

Households by Income, Wood County, 2010–2021



Note: See an interactive version of this data at UnitedForALICE.org/Wisconsin
 Sources: ALICE Threshold, 2010–2021; American Community Survey, 2010–2021

The Cost of Basics Outpaces Wages

The Household Survival Budget reflects the minimum cost to live and work in the modern economy and includes housing, child care, food, transportation, health care, a smartphone plan, 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 varies by household composition, as costs can vary greatly depending on location and household needs.

In 2021, household costs in Wood County were well above the Federal Poverty Level of \$12,880 for a single adult and \$26,500 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, 2021		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs and Credits		
Housing – Rent	\$338	\$453
Housing – Utilities	\$154	\$292
Child Care	–	\$1,370
Food	\$416	\$1,136
Transportation	\$328	\$805
Health Care	\$240	\$759
Technology	\$75	\$110
Miscellaneous	\$155	\$492
Tax Payments	\$229	\$972
Tax Credits	\$0	-\$1,267
Monthly Total	\$1,935	\$5,122
ANNUAL TOTAL	\$23,220	\$61,464
Hourly Wage*	\$11.61	\$30.73

*Wage working full-time required to support this budget
 For ALICE Survival Budget sources, visit UnitedForALICE.org/Methodology

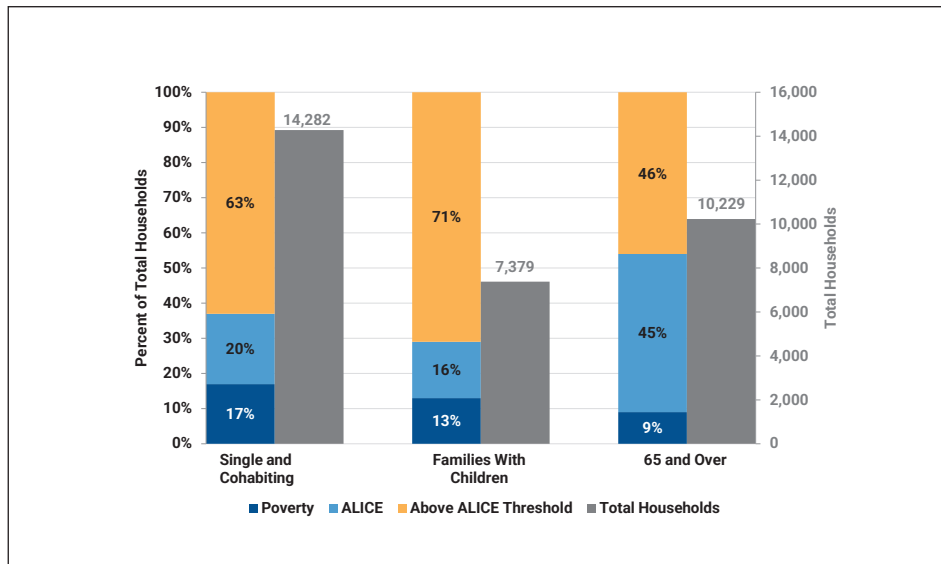
Financial Hardship is Not Evenly Distributed

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.

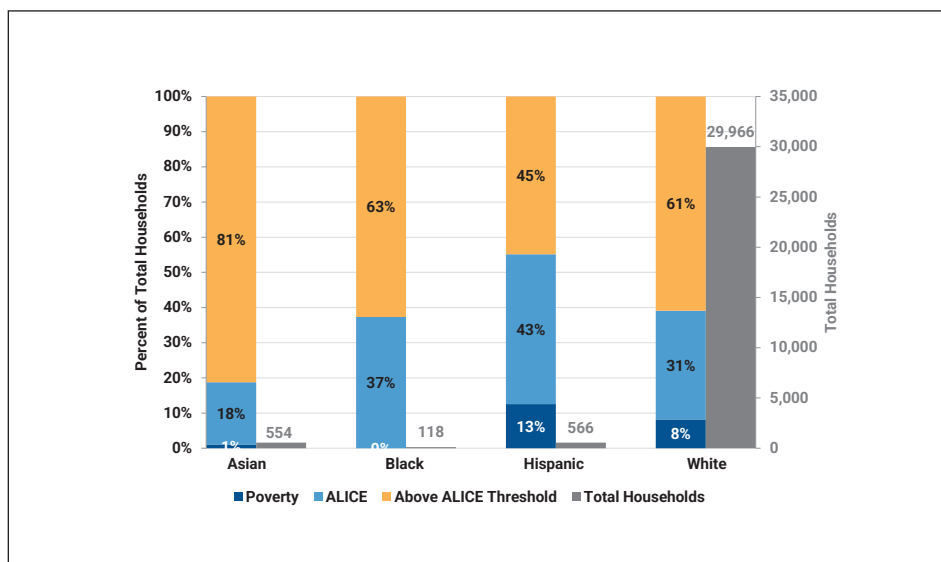
Visit UnitedForALICE.org/Wisconsin to view more national, state, and county data.

Household Financial Status by Household Type, Wood County, 2021



Source: ALICE Threshold, 2021; American Community Survey, 2021

Household Financial Status by Race/Ethnicity, Wood County, 2021



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

Source: ALICE Threshold, 2021; American Community Survey, 2021

Wood County, 2021		
Town	Total Households	% ALICE & Poverty
Arpin village	124	48%
Arpin town	340	27%
Auburndale village	348	22%
Auburndale town	245	21%
Biron village	322	35%
Cameron town	197	26%
Cary town	171	29%
Dexter town	137	32%
Grand Rapids town	3,084	20%
Hansen town	276	13%
Hewitt village	351	13%
Lincoln town	550	17%
Marshfield city	8,427	41%
Marshfield town	347	32%
Milladore village	154	25%
Milladore town	250	30%
Nekoosa city	1,052	52%
Pittsville city	371	37%
Port Edwards village	725	39%
Port Edwards town	504	29%
Remington town	116	32%
Richfield town	537	26%
Rock town	288	23%
Rudolph village	183	29%
Rudolph town	410	24%
Saratoga town	2,164	23%
Seneca town	378	22%
Sherry town	300	32%
Sigel town	374	33%
Vesper village	280	28%
Wisconsin Rapids city	8,409	45%
Wood town	261	27%

Note: Municipal-level data on this page is 5-year averages for Census County Subdivisions. Totals will not match county-level numbers because data is not available for the smallest County Subdivisions, and county-level data is often 1-year estimates.