

ALICE IN MARATHON COUNTY



2023 Point-in-Time Data

Population: 138,612 • **Number of Households:** 58,104

Median Household Income: \$74,141 (state: \$74,631)

Labor Force Participation Rate: 65.3% (state: 65.2%)

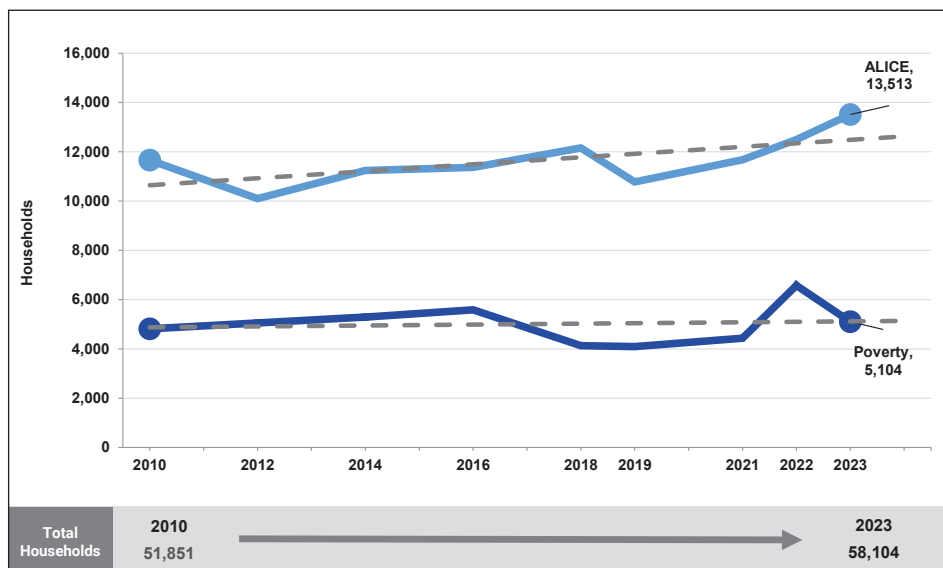
ALICE Households: 23% (state: 24%) • **Households in Poverty:** 9% (state: 11%)

Trends in Financial Hardship

ALICE is an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed – 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. The line graph to the right shows the number of ALICE and poverty-level households (solid blue lines), as well as the trend over time (dotted gray lines). **By 2023, 18,617 households (32%) were below the ALICE Threshold in Marathon County.**

ALICE and Poverty-Level Households, Marathon County, 2010–2023



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

Sources: ALICE Threshold, 2010–2023; American Community Survey, 2010–2023

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 2023, household costs in Marathon County were well above the Federal Poverty Level of \$14,580 for a single adult and \$30,000 for a family of four.

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

Household Survival Budget, Marathon County, 2023

	Single Adult	2 Adults, 1 Infant, 1 Preschooler
Monthly Costs		
Housing	\$685	\$1,025
Child Care	–	\$1,379
Food	\$450	\$1,221
Transportation	\$387	\$935
Health Care	\$174	\$617
Technology	\$86	\$116
Miscellaneous	\$178	\$529
Taxes	\$260	\$548
Monthly Total	\$2,220	\$6,370
ANNUAL TOTAL	\$26,640	\$76,440
Hourly Wage*	\$13.32	\$38.22

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

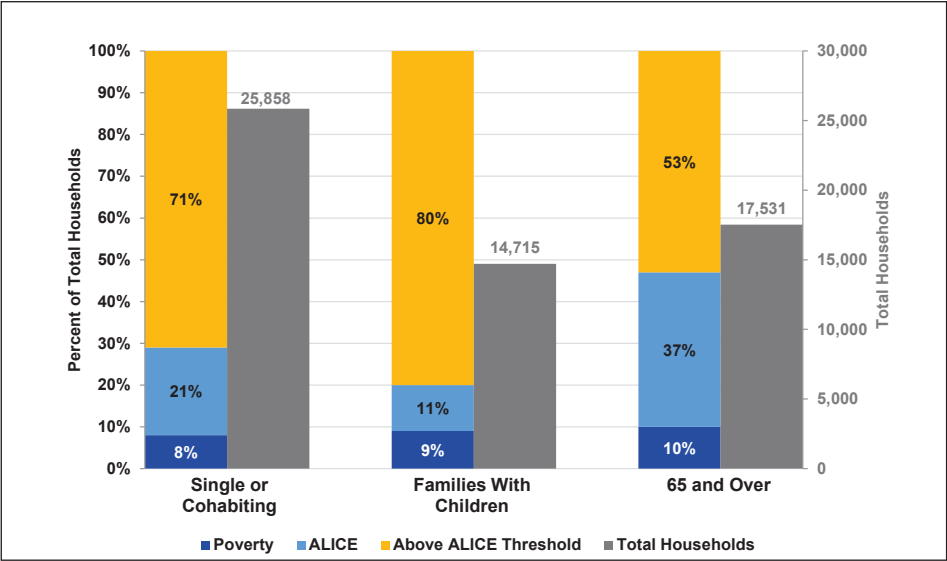
For ALICE Household Survival Budget sources, visit UnitedForALICE.org/Methodology

Financial Hardship is Not Evenly Distributed

The largest demographic groups in the county also tend to have the largest number of households below the ALICE Threshold. However, when looking at the percentage of each group that is below the Threshold, some groups face higher rates of hardship.

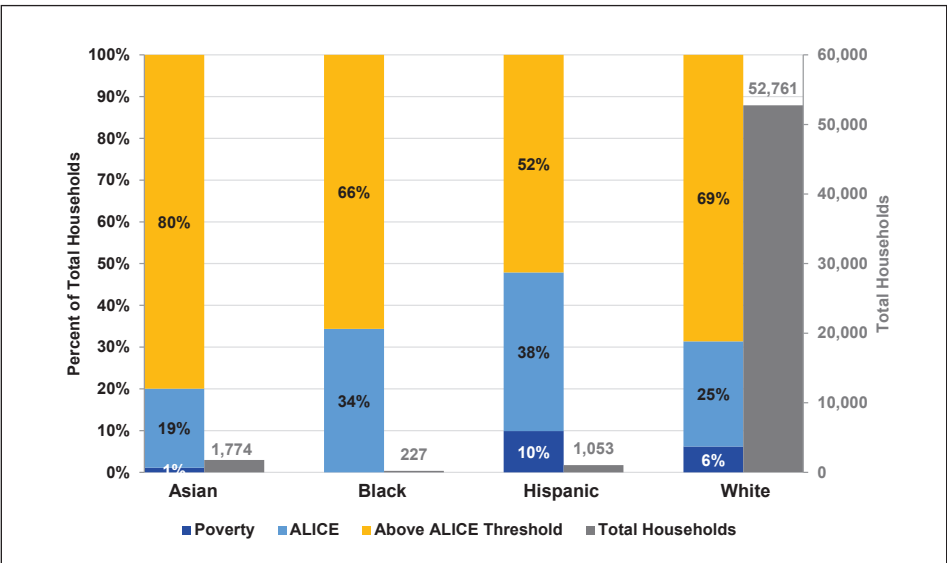
Explore more demographic data at UnitedForALICE.org/Wisconsin and visit UnitedForALICE.org/Mapping-Tool to see ALICE data for all available geographies.

Household Financial Status by Household Type, Marathon County, 2023



Note: Families with children include married-parent, single-female-headed, and single-male-headed households.
Sources: ALICE Threshold, 2023; American Community Survey, 2023

Household Financial Status by Race/Ethnicity, Marathon County, 2023



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.
Sources: ALICE Threshold, 2023; American Community Survey, 2023

Marathon County, 2023		
Town	Total Households	% ALICE & Poverty
Abbotsford city	172	26%
Athens village	427	49%
Bergen town	292	11%
Berlin town	354	24%
Bern town	159	25%
Bevent town	413	30%
Brighton town	234	38%
Cassel town	420	15%
Cleveland town	614	20%
Colby city	249	58%
Day town	416	26%
Easton town	405	16%
Eau Pleine town	638	22%
Edgar village	703	36%
Elderon town	270	25%
Emmet town	386	30%
Frankfort town	199	30%
Franzen town	215	34%
Green Valley town	205	32%
Guenther town	156	17%
Halsey town	217	26%
Hamburg town	345	23%
Harrison town	166	23%
Hatley village	237	29%
Hewitt town	242	33%
Holton town	348	26%
Hull town	246	27%
Johnson town	286	35%
Knowlton town	709	22%
Kronenwetter village	3,160	17%
Maine village	1,095	21%
Marathon City village	546	25%
Marathon town	441	22%
Marshfield city	373	43%
McMillan town	739	10%
Mosinee city	2,115	32%
Mosinee town	905	15%
Norrie town	402	21%
Plover town	246	20%
Reid town	459	30%
Rib Falls town	367	25%
Rib Mountain town	3,002	19%
Rietbrock town	364	13%
Ringle town	562	17%
Rothschild village	2,263	27%
Schofield city	1,036	35%
Spencer town	549	12%
Spencer village	721	35%
Stettin town	852	20%
Stratford village	683	32%
Texas town	623	21%
Wausau city	17,411	40%
Wausau town	809	27%
Weston town	268	14%
Weston village	6,658	34%
Wien town	296	20%

Note: Municipal-level data on this page is 5-year averages for U.S. Census County Subdivisions, which include Census County Divisions (CCDs). 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.