

# ALICE IN WOOD COUNTY



## 2023 Point-in-Time Data

**Population:** 73,939 • **Number of Households:** 32,099

**Median Household Income:** \$66,461 (state: \$74,631)

**Labor Force Participation Rate:** 60.4% (state: 65.2%)

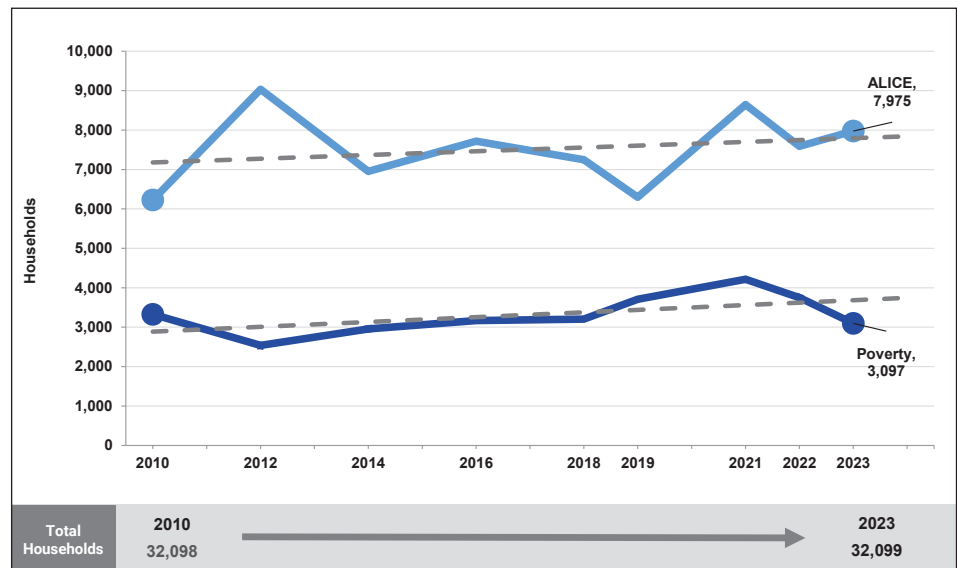
**ALICE Households:** 25% (state: 24%) • **Households in Poverty:** 10% (state: 11%)

## 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, 11,072 households (34%) were below the ALICE Threshold in Wood County.**

## ALICE and Poverty-Level Households, Wood County, 2010–2023



*Note: See an interactive version of this data at [UnitedForALICE.org/Wisconsin](https://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 Wood 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 Wood County, visit [UnitedForALICE.org/Household-Budgets/Wisconsin](https://UnitedForALICE.org/Household-Budgets/Wisconsin)

## Household Survival Budget, Wood County, 2023

	Single Adult	2 Adults, 1 Infant, 1 Preschooler
<b>Monthly Costs</b>		
Housing	\$631	\$945
Child Care	–	\$1,370
Food	\$470	\$1,277
Transportation	\$387	\$935
Health Care	\$174	\$617
Technology	\$86	\$116
Miscellaneous	\$175	\$526
Taxes	\$252	\$539
Monthly Total	\$2,175	\$6,325
ANNUAL TOTAL	\$26,100	\$75,900
Hourly Wage*	\$13.05	\$37.95

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

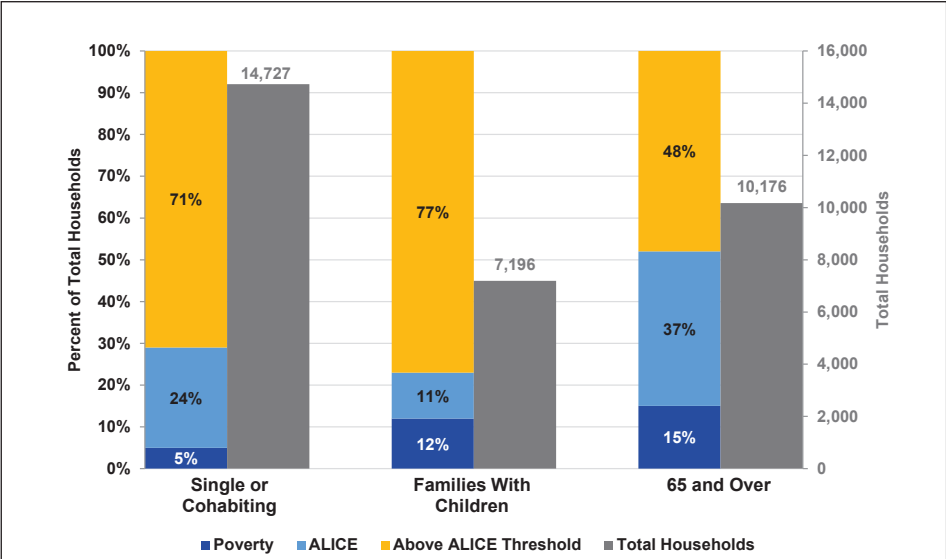
*For ALICE Household Survival Budget sources, visit [UnitedForALICE.org/Methodology](https://UnitedForALICE.org/Methodology)*

# 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.

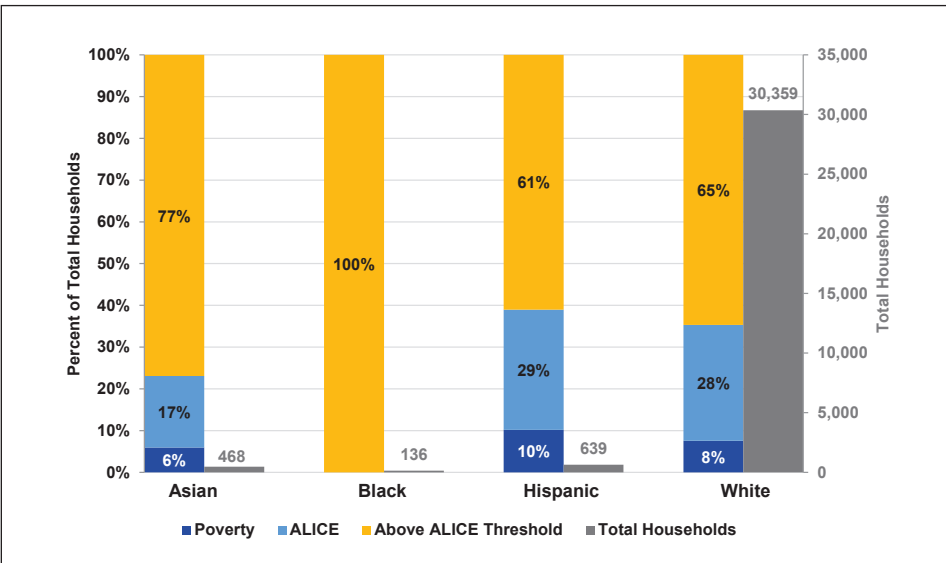
Explore more demographic data at [UnitedForALICE.org/Wisconsin](https://UnitedForALICE.org/Wisconsin) and visit [UnitedForALICE.org/Mapping-Tool](https://UnitedForALICE.org/Mapping-Tool) to see ALICE data for all available geographies.

## Household Financial Status by Household Type, Wood 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, Wood 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

Wood County, 2023		
Town	Total Households	% ALICE & Poverty
Arpin town	341	27%
Arpin village	123	44%
Auburndale town	260	16%
Auburndale village	357	23%
Biron village	272	39%
Cameron town	201	23%
Cary town	150	21%
Dexter town	142	40%
Grand Rapids town	3,101	21%
Hansen town	286	14%
Hewitt village	337	17%
Lincoln town	549	20%
Marshfield city	8,560	39%
Marshfield town	364	32%
Milladore town	262	25%
Milladore village	139	28%
Nekoosa city	1,032	53%
Pittsville city	354	38%
Port Edwards town	510	31%
Port Edwards village	696	39%
Remington town	111	32%
Richfield town	572	29%
Rock town	283	23%
Rudolph town	419	22%
Rudolph village	208	39%
Saratoga town	2,196	27%
Seneca town	381	20%
Sherry town	320	35%
Sigel town	403	30%
Vesper village	271	25%
Wisconsin Rapids city	8,370	43%
Wood town	255	25%

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.