

ALICE COUNTY REPORTS WITH ZIP AND PLACE DATA

Counties are the core geography for ALICE data: They reveal variations often masked by statewide averages, and the data is reported regularly and reliably.

ALICE IN MARATHON COUNTY

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. While conditions have improved for some households, many continue to struggle, especially as wages fail to keep pace with the rising cost of household essentials (housing, child care, food, transportation, health care, and a basic smartphone plan). Households below the ALICE Threshold — ALICE households plus those in poverty — can't afford the essentials.

2024 Point-in-Time-Data

Population: 139,091 **Number of Households:** 58,649

Median Household Income: \$78,721 (state average: \$77,488)

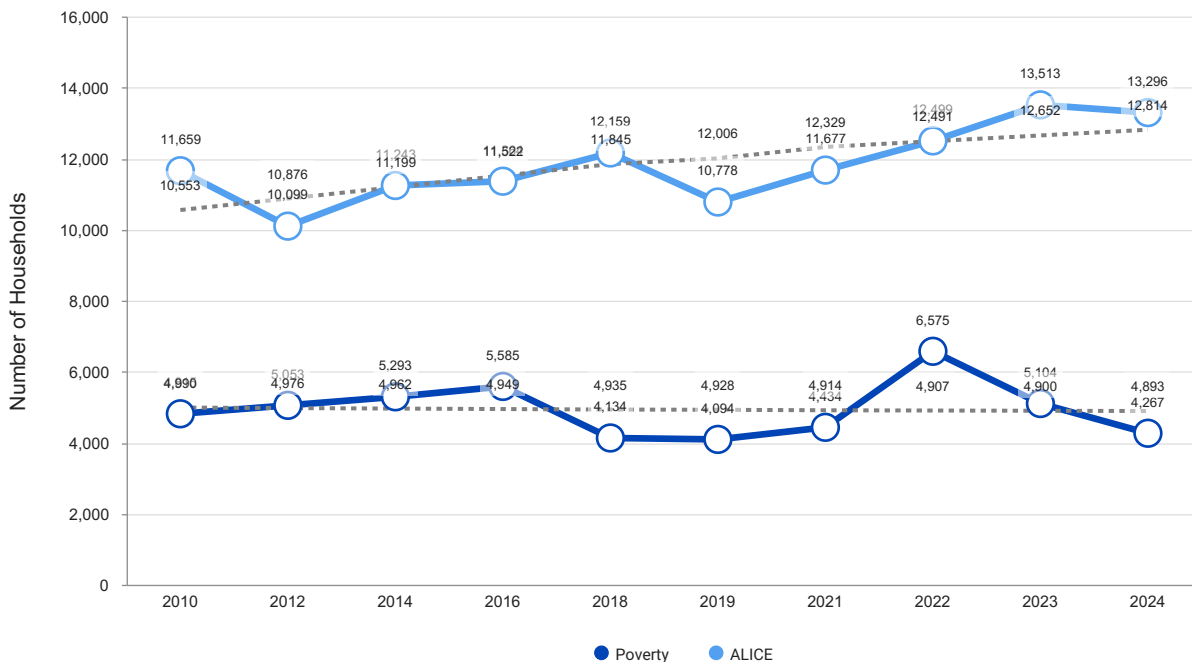
Labor Force Participation Rate:

ALICE Households: 23% (state average 24%) **Households in Poverty:** 7% (state average 11%)

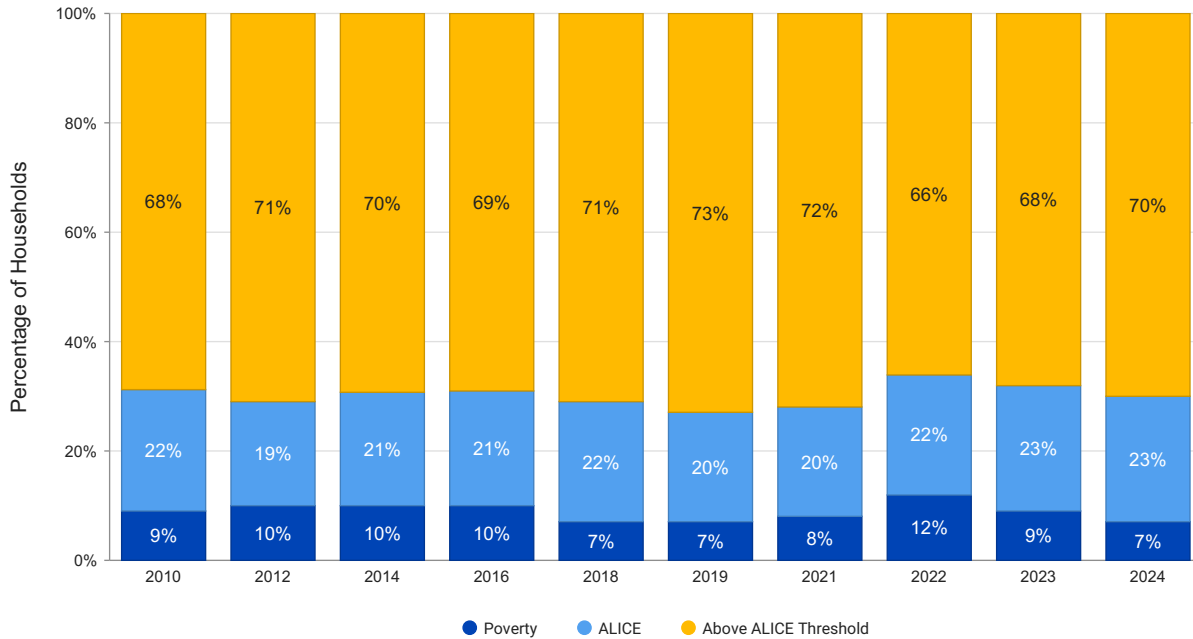
Financial Hardship Has Changed Over Time in Marathon County

As circumstances change, households may find themselves below or above the ALICE Threshold at different times.

Number of ALICE and Poverty-Level Households, Marathon County, Wisconsin, 2024



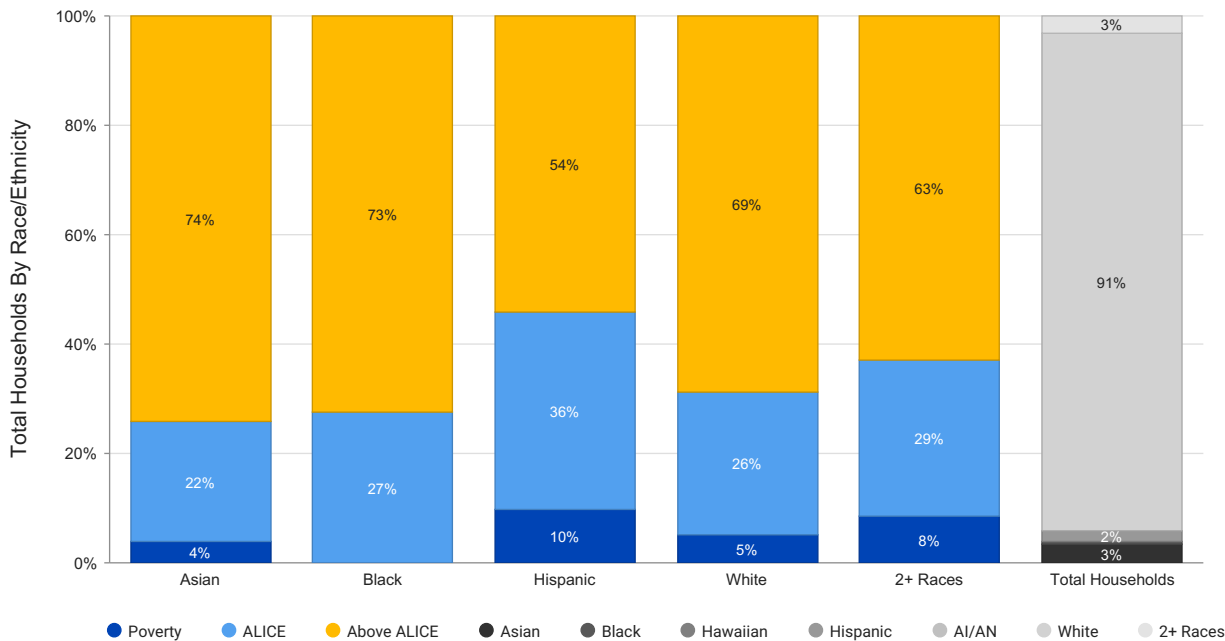
Percentage of Households, Marathon County, Wisconsin, 2024



Financial Hardship is Not Equally Distributed

By total number, groups with the largest population of households below the ALICE Threshold tend to also be in the largest demographic groups. However, when looking at the proportion of each group that is below the ALICE Threshold, it is clear that some groups are more likely to be ALICE than others.

Households by Race/Ethnicity, Marathon County, Wisconsin, 2024



Notes: All racial categories except Two or More Races are for one race alone. Race and ethnicity are overlapping categories; the AI/AN (American Indian/Alaska Native), Asian, Black, Hawaiian (includes other Pacific Islanders), and Two or More Races groups may include Hispanic households. The White group includes only White, non-Hispanic households. The Hispanic group may include households of any race. Because household poverty data is not available for the American Community Survey's race/ethnicity categories, annual income below \$15,000 is used as a proxy. In 2020, the U.S. Census Bureau changed how it asked about race/ethnicity and how responses are coded. Due to this change, the Census Bureau recommends caution in comparing racial/ethnic data from before and after 2020.

Sources: ALICE Threshold, 2024; American Community Survey, 2024

There were also differences in financial hardship by household type and age of householder.

HOUSEHOLD TYPE

Group	% Below ALICE Threshold
Single or Cohabiting (no children)	25%
Married (with children)	7%
Single-Female-Headed (with children)	54%
Single-Male-Headed (with children)	40%

AGE OF HOUSEHOLDER

Group	% Below ALICE Threshold
Under 25 Years	27%
25 to 44 Years	18%
45 to 64 Years	26%
65 Years and Over	47%

Sources: ALICE Threshold, 2010-2024; American Community Survey, 2010-2024

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. In 2024, household costs in every county in Wisconsin were well above the Federal Poverty Level of \$15,060 for a single adult and \$31,200 for a family of four.

Household Survival Budget, Marathon County, Wisconsin, 2024

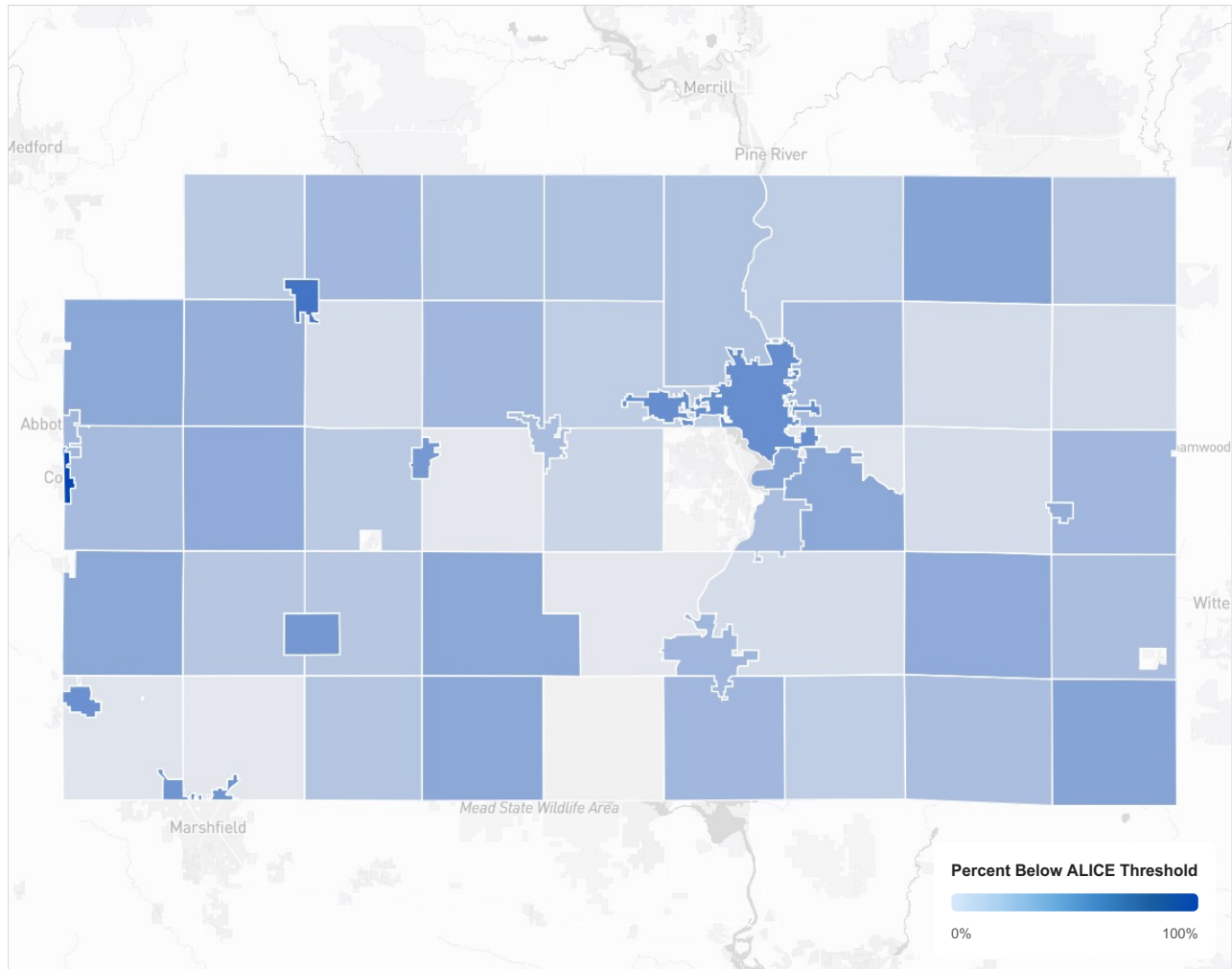
Monthly Costs	Single Adult	One Adult, One Child	One Adult, One In Child Care	Two Adults	Two Adults Two Children	Two Adults, Two In Child Care	Single Adult 65+	Two Adults 65+
Housing	\$760	\$854	\$854	\$854	\$1,122	\$1,122	\$760	\$854
Child Care	\$0	\$305	\$812	\$0	\$609	\$1,750	\$0	\$0
Food	\$451	\$763	\$685	\$828	\$1,388	\$1,224	\$416	\$762
Transportation	\$353	\$446	\$446	\$528	\$798	\$798	\$292	\$405
Health Care	\$203	\$456	\$456	\$456	\$738	\$738	\$481	\$962
Technology	\$118	\$118	\$118	\$152	\$152	\$152	\$118	\$152
Miscellaneous	\$189	\$294	\$337	\$282	\$481	\$578	\$207	\$314
Taxes	\$278	\$259	\$378	\$342	\$424	\$703	\$323	\$613
Monthly Total	\$2,352	\$3,495	\$4,086	\$3,442	\$5,712	\$7,065	\$2,597	\$4,062
ANNUAL TOTAL	\$28,224	\$41,940	\$49,032	\$41,304	\$68,544	\$84,780	\$31,164	\$48,744
Hourly Wage	\$14.11	\$20.97	\$24.52	\$20.65	\$34.27	\$42.39	\$15.58	\$24.37

Notes: The budget for One Adult, One Child includes costs for one adult and a school-age child. The budget for One Adult, One in Child Care includes costs for an adult and an infant. The budget for Two Adults, Two in Child Care includes costs for two adults, one infant, and one preschooler. "Hourly Wage" shows the full-time wage needed to support each budget.

Sources: For ALICE Survival Budget sources, see the Methodology Overview on the Methodology page.

Financial Hardship Varies by Location in Wisconsin

There is substantial variation in the number of households who live below the ALICE Threshold within the county. Explore the map and table below to learn more. The map is shaded to show the percentage of households that are below the ALICE Threshold (poverty-level and ALICE households combined). The darker the blue, the higher the percentage.



Census County Subdivisions, Marathon County, Wisconsin, 2024

Census County Subdivisions	Total Households	% Below ALICE Threshold
Abbotsford city, Marathon County, Wisconsin	175	28%
Athens village, Marathon County, Wisconsin	447	49%
Bergen town, Marathon County, Wisconsin	309	10%
Berlin town, Marathon County, Wisconsin	350	25%
Bern town, Marathon County, Wisconsin	170	22%
Bevent town, Marathon County, Wisconsin	411	26%
Brighton town, Marathon County, Wisconsin	268	33%
Cassel town, Marathon County, Wisconsin	423	13%
Cleveland town, Marathon County, Wisconsin	630	23%
Colby city, Marathon County, Wisconsin	223	64%

Day town, Marathon County, Wisconsin	437	24%
Easton town, Marathon County, Wisconsin	438	17%
Eau Pleine town, Marathon County, Wisconsin	635	23%
Edgar village, Marathon County, Wisconsin	725	37%
Elderon town, Marathon County, Wisconsin	296	26%
Emmet town, Marathon County, Wisconsin	369	33%
Frankfort town, Marathon County, Wisconsin	188	32%
Franzen town, Marathon County, Wisconsin	234	34%
Green Valley town, Marathon County, Wisconsin	215	33%
Guenther town, Marathon County, Wisconsin	141	21%
Halsey town, Marathon County, Wisconsin	199	28%
Hamburg town, Marathon County, Wisconsin	353	25%
Harrison town, Marathon County, Wisconsin	169	24%
Hatley village, Marathon County, Wisconsin	221	31%
Hewitt town, Marathon County, Wisconsin	230	34%
Holton town, Marathon County, Wisconsin	365	33%
Hull town, Marathon County, Wisconsin	241	27%
Johnson town, Marathon County, Wisconsin	296	30%
Knowlton town, Marathon County, Wisconsin	712	28%
Kronenwetter village, Marathon County, Wisconsin	3,308	16%
Maine village, Marathon County, Wisconsin	1,097	25%
Marathon City village, Marathon County, Wisconsin	584	26%
Marathon town, Marathon County, Wisconsin	442	19%
Marshfield city, Marathon County, Wisconsin	391	39%
McMillan town, Marathon County, Wisconsin	734	13%
Mosinee city, Marathon County, Wisconsin	2,093	28%
Mosinee town, Marathon County, Wisconsin	940	13%
Norrie town, Marathon County, Wisconsin	406	28%
Plover town, Marathon County, Wisconsin	265	17%
Reid town, Marathon County, Wisconsin	451	32%
Rib Falls town, Marathon County, Wisconsin	336	28%
Rib Mountain village, Marathon County, Wisconsin	2,977	18%
Rietbrock town, Marathon County, Wisconsin	358	16%
Ringle town, Marathon County, Wisconsin	540	16%
Rothschild village, Marathon County, Wisconsin	2,296	26%
Schofield city, Marathon County, Wisconsin	1,052	34%
Spencer town, Marathon County, Wisconsin	556	14%
Spencer village, Marathon County, Wisconsin	752	40%

Stettin town, Marathon County, Wisconsin	848	21%
Stratford village, Marathon County, Wisconsin	668	38%
Texas town, Marathon County, Wisconsin	611	21%
Wausau city, Marathon County, Wisconsin	17,625	41%
Wausau town, Marathon County, Wisconsin	857	27%
Weston town, Marathon County, Wisconsin	263	14%
Weston village, Marathon County, Wisconsin	7,058	33%
Wien town, Marathon County, Wisconsin	296	22%

Sources: ALICE Threshold, 2010-2024; American Community Survey, 2010-2024