

ALICE IN MARATHON COUNTY

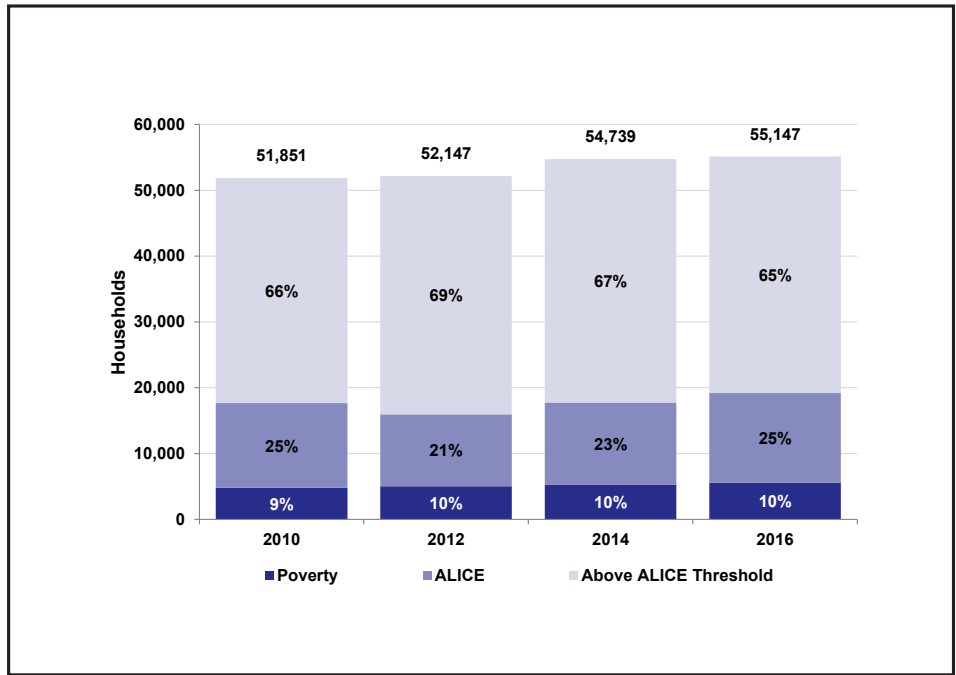
2016 Point-in-Time Data

Population: 135,603 • **Number of Households:** 55,147
Median Household Income: \$54,774 (state average: \$56,811)
Unemployment Rate: 3% (state average: 4.1%)
ALICE Households: 25% (state average: 25.8%) • **Households in Poverty:** 10% (state average: 11.7%)

How has the number of ALICE households changed over time?

ALICE is an acronym for **A**sset Limited, **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). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

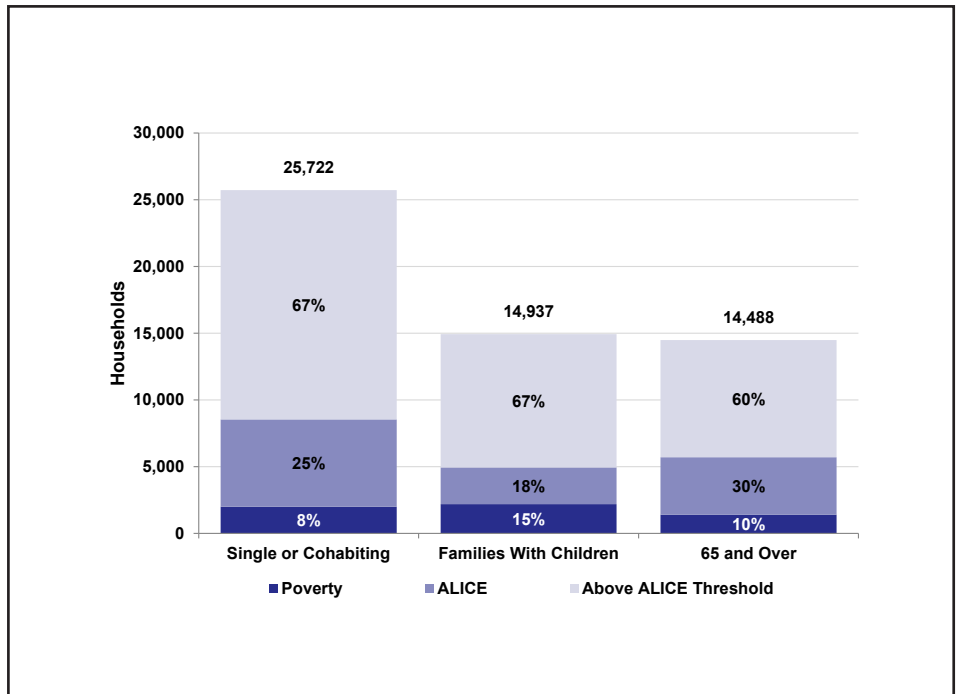
Households by Income, 2010 to 2016



What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

Household Types by Income, 2016



Why do so many households struggle?

The cost of living continues to increase...

The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Marathon County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs		
Housing	\$492	\$733
Child Care	\$-	\$1,256
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$150	\$470
Taxes	\$234	\$611
Monthly Total	\$1,652	\$5,167
ANNUAL TOTAL	\$19,824	\$62,004
Hourly Wage	\$9.91	\$31.00

...and wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Marathon County, 2016		
Town	Total HH	% ALICE & Poverty
Abbotsford city	186	56%
Athens village	415	40%
Bergen	269	17%
Berlin	368	30%
Bern	205	35%
Bevent	453	43%
Brighton	190	26%
Brokaw village	134	46%
Cassel	351	17%
Cleveland	568	22%
Colby city	296	68%
Day	382	27%
Easton	428	24%
Eau Pleine	316	37%
Edgar village	560	37%
Elderon	234	40%
Elderon village	114	57%
Emmet	336	27%
Frankfort	232	34%
Franzen	193	38%
Green Valley	204	24%
Guenther	137	26%
Halsey	198	34%
Hamburg	321	20%
Harrison	143	34%
Hatley village	207	26%
Hewitt	263	19%
Holton	327	38%
Hull	243	30%
Johnson	320	35%
Knowlton	757	25%
Kronenwetter village	2,738	19%
Maine village	883	20%
Marathon	402	19%
Marathon City village	596	36%
Marshfield city	326	47%
McMillan	781	20%
Mosinee	773	26%
Mosinee city	1,642	36%
Norrie	387	27%
Plover	280	41%
Reid	539	32%
Rib Falls	386	18%
Rib Mountain	2,538	18%
Rietbrock	346	36%
Ringle	636	22%
Rothschild village	2,201	31%
Schofield city	972	39%
Spencer	578	24%
Spencer village	836	44%
Stettin	1,018	21%
Stratford village	686	43%
Texas	683	27%
Unity village	106	51%
Wausau	1,008	24%
Wausau city	16,746	48%
Weston	239	22%
Weston village	5,998	41%
Wien	264	31%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.