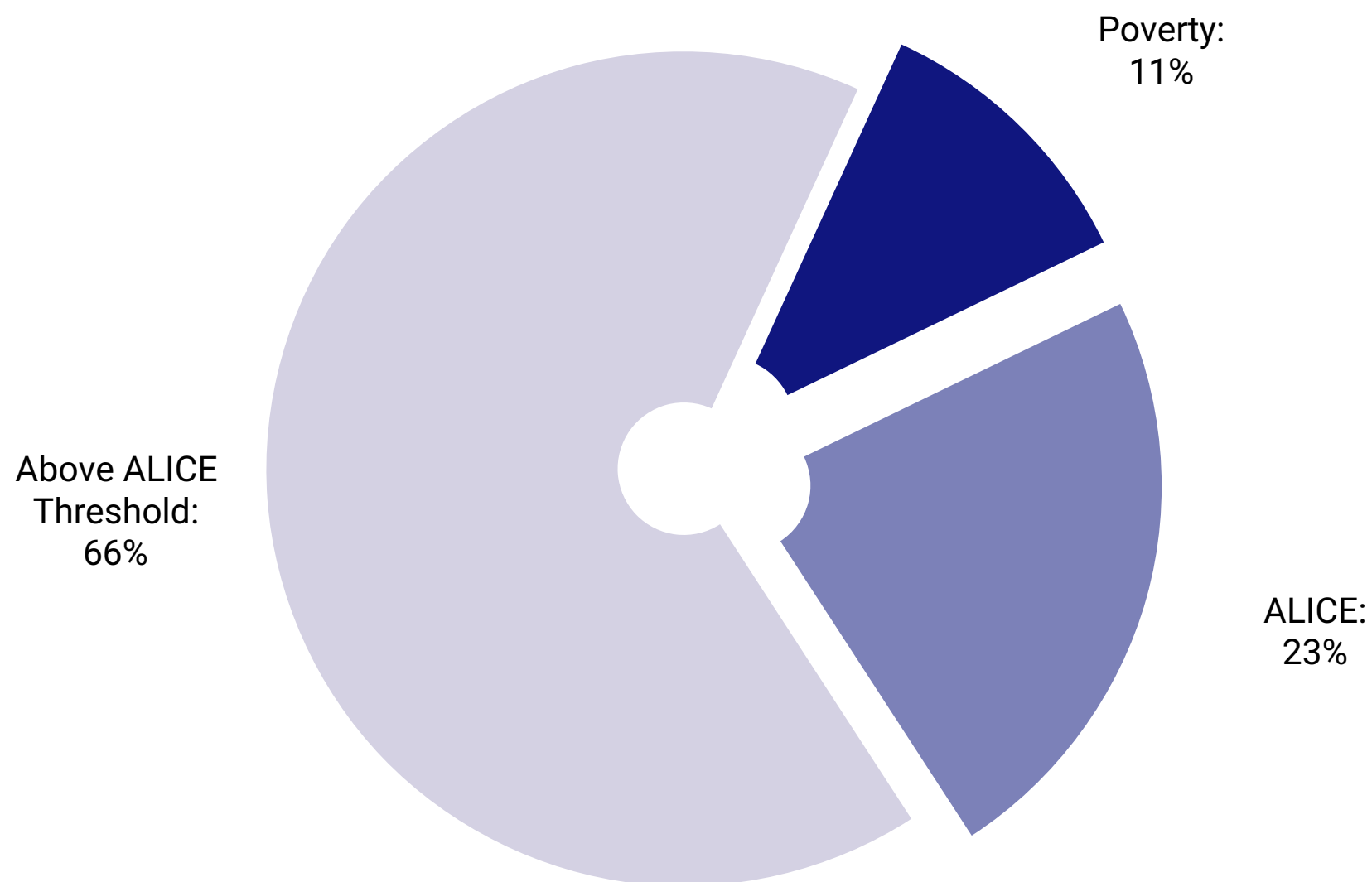


WISCONSIN • 2018 STATE OVERVIEW

Over the last decade, Wisconsin has shown steady economic improvements according to traditional measures. Unemployment in the state, as well as across the U.S., has fallen to historic lows, GDP has grown, and wages have risen slightly. Yet in 2018, 34% of households still struggled to make ends meet. While 11% of these struggling households were living below the Federal Poverty Level (FPL), another 23% were ALICE: Asset Limited, Income Constrained, Employed. These households earned above the FPL, but not enough to afford basic household necessities.



The ALICE measures show three critical trends at the state level:

The cost of living is increasing for ALICE households.

The cost of household essentials (housing, child care, food, transportation, health care, a smart phone plan, and taxes) is rising faster than the cost of other goods and services.

Worker vulnerability is growing while wages stagnate in ALICE jobs.

Growth is concentrated in low-wage jobs; there have been minimal increases in wages; and fluctuations in job hours, schedules, and access to benefits make it harder for workers to budget and plan.

The number of ALICE households is on the rise.

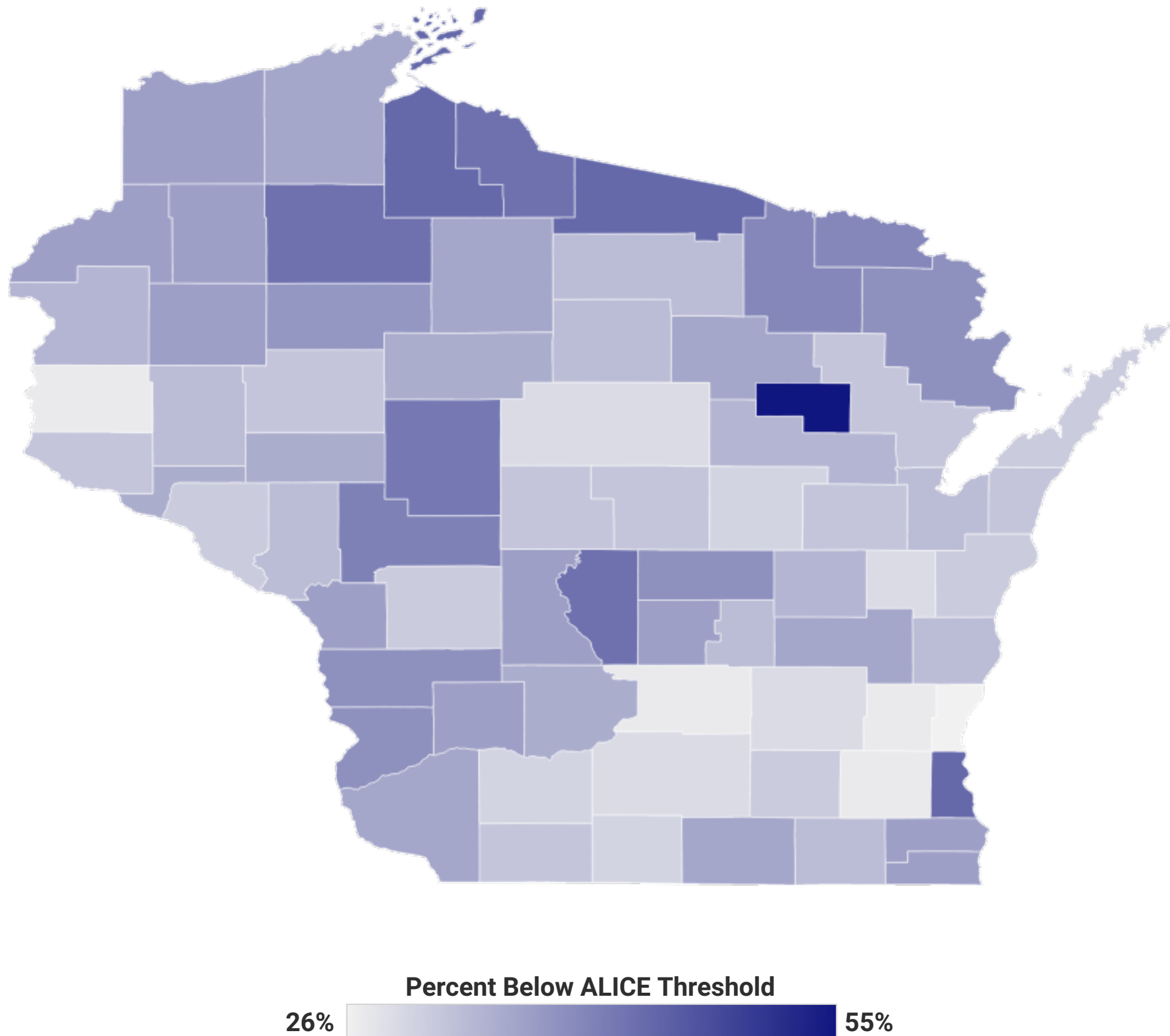
While the number of households in poverty has stayed relatively flat from 2007 to 2018, the number of ALICE households has continued to increase as a result of rising costs and stagnant wages.

ALICE and Poverty in Wisconsin in 2018

The map is shaded to show the percentage of households that are below the ALICE Threshold (BAT) for different types. The darker the blue, the higher the percentage. To learn more about ALICE households with children and ALICE households by age and race/ethnicity, visit the [Demographics](#) page.

Note: To ensure accuracy and confidentiality, household groups with less than 100 households are not displayed (shown in grey). The categories shown in the map and table are overlapping; households are included in all applicable groups.

All Households, Wisconsin, 2018



County	Total Households	% Below ALICE Threshold
Adams	8,619	43%
Ashland	6,546	44%
Barron	19,108	37%
Bayfield	6,963	36%
Brown	104,470	33%
Buffalo	5,713	31%
Burnett	7,303	37%
Calumet	19,567	29%
Chippewa	25,485	32%
Clark	12,800	42%
Columbia	23,790	27%
Crawford	6,618	39%
Dane	226,350	29%
Dodge	35,221	29%
Door	13,196	31%
Douglas	18,920	37%
Dunn	16,818	33%
Eau Claire	40,421	35%
Florence	2,010	40%
Fond du Lac	41,009	36%
Forest	4,029	40%
Grant	19,401	36%
Green	15,098	30%
Green Lake	7,935	33%
Iowa	9,835	30%
Iron	3,003	43%
Jackson	8,083	41%
Jefferson	33,180	31%
Juneau	10,640	37%

County	Total Households	% Below ALICE Threshold
Kenosha	62,950	37%
Kewaunee	8,238	32%
La Crosse	47,924	37%
Lafayette	6,679	32%
Langlade	8,594	36%
Lincoln	12,547	33%
Manitowoc	35,259	31%
Marathon	56,245	29%
Marinette	18,631	39%
Marquette	6,516	37%
Menominee	1,443	55%
Milwaukee	384,281	44%
Monroe	17,772	31%
Oconto	15,940	32%
Oneida	15,403	33%
Outagamie	74,603	32%
Ozaukee	35,625	26%
Pepin	3,095	35%
Pierce	15,367	32%
Polk	18,314	34%
Portage	29,193	32%
Price	6,605	36%
Racine	76,808	37%
Richland	7,626	37%
Rock	64,632	36%
Rusk	6,382	38%
Sauk	26,178	35%
Sawyer	7,634	43%
Shawano	17,019	34%

County	Total Households	% Below ALICE Threshold
Sheboygan	46,308	33%
St. Croix	34,422	27%
Taylor	8,632	35%
Trempealeau	11,936	33%
Vernon	12,080	39%
Vilas	10,914	44%
Walworth	40,864	33%
Washburn	7,062	37%
Washington	54,138	27%
Waukesha	158,368	27%
Waupaca	22,024	30%
Waushara	9,869	39%
Winnebago	71,332	34%
Wood	32,274	32%

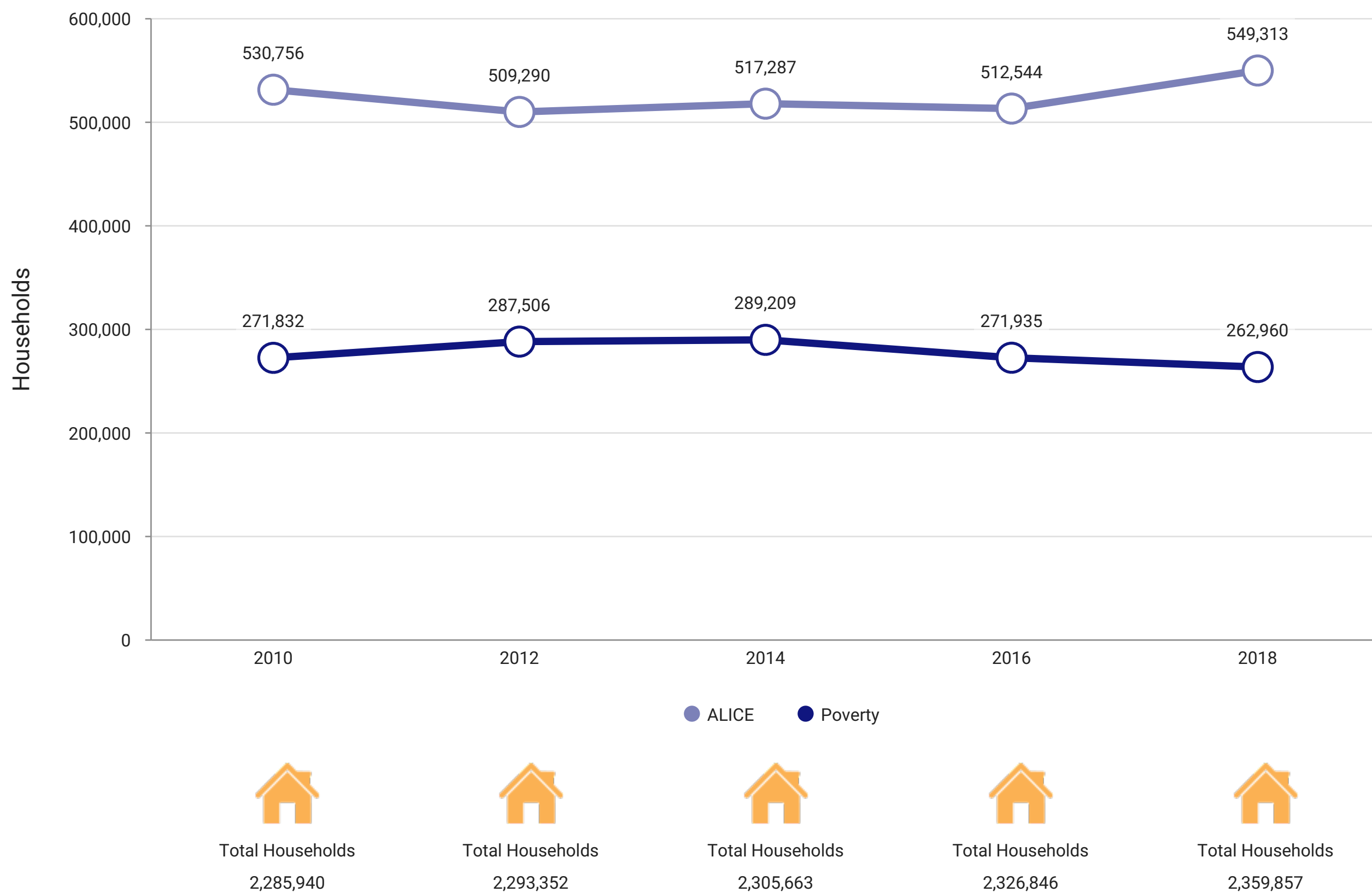
Sources: ALICE Threshold, 2007-2018; American Community Survey, 2007-2018



ALICE and Poverty in Wisconsin Over Time

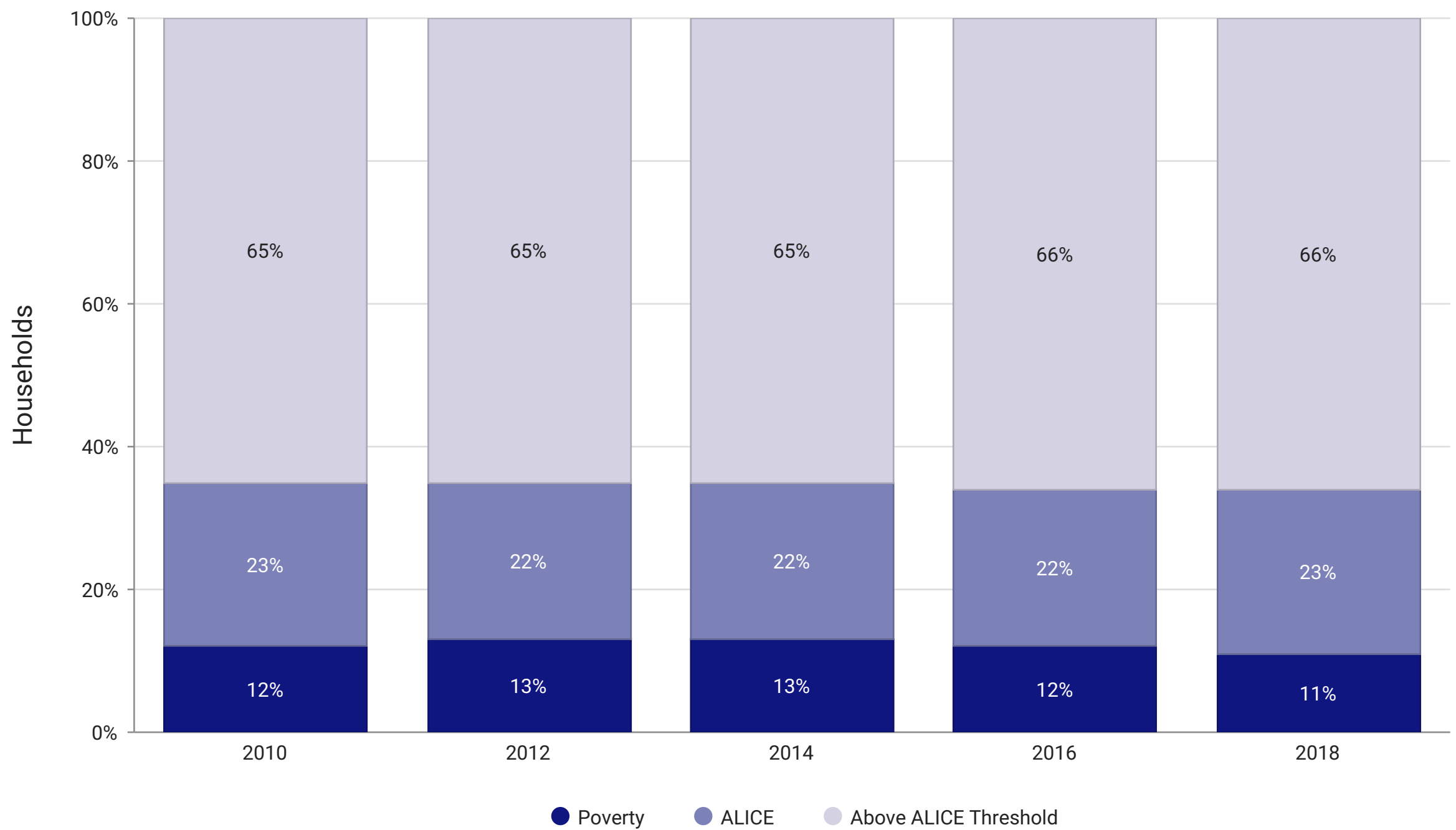
Households by Income, Wisconsin, 2010-2018

These figures show change over time in the number of ALICE and poverty-level households for the state or the county/counties selected in the map above.



Sources: ALICE Threshold, 2007-2018; American Community Survey, 2007-2018

ALICE and Poverty in Wisconsin Over Time...continued



Sources: ALICE Threshold, 2007-2018; American Community Survey, 2007-2018