

# ALICE IN ST. CROIX COUNTY

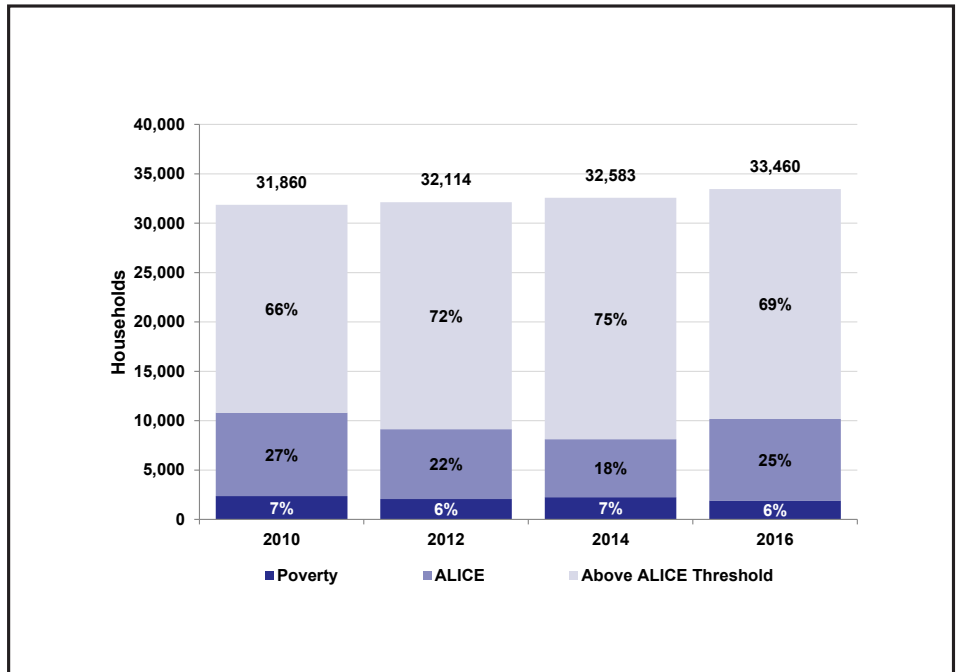
## 2016 Point-in-Time Data

**Population:** 88,029 • **Number of Households:** 33,460  
**Median Household Income:** \$72,865 (state average: \$56,811)  
**Unemployment Rate:** 2% (state average: 4.1%)  
**ALICE Households:** 25% (state average: 25.8%) • **Households in Poverty:** 6% (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.

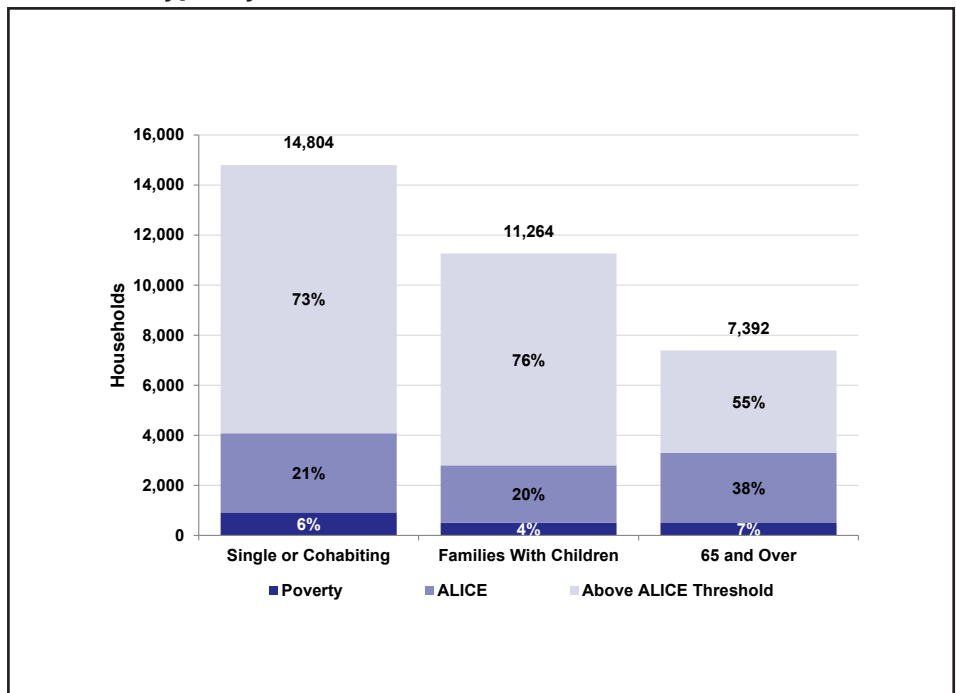
### Households by Income, 2010 to 2016



## 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...

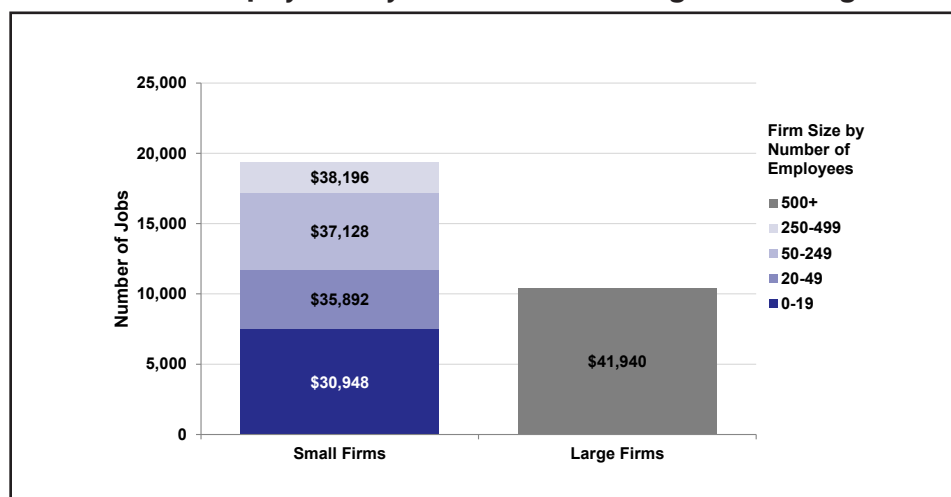
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family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

Household Survival Budget, St. Croix County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs</b>		
Housing	\$656	\$1,027
Child Care	\$-	\$1,355
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$173	\$525
Taxes	\$295	\$770
Monthly Total	\$1,900	\$5,774
<b>ANNUAL TOTAL</b>	<b>\$22,800</b>	<b>\$69,288</b>
Hourly Wage	\$11.40	\$34.64

### ...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.

St. Croix County, 2016		
Town	Total HH	% ALICE & Poverty
Baldwin	346	20%
Baldwin village	1,704	42%
Cady	305	28%
Cylon	265	32%
Deer Park village	115	44%
Eau Galle	411	26%
Emerald	278	29%
Erin Prairie	267	21%
Forest	242	29%
Glenwood	296	37%
Glenwood City city	553	48%
Hammond	708	15%
Hammond village	761	33%
Hudson	2,821	9%
Hudson city	5,640	31%
Kinnickinnic	618	12%
New Richmond city	3,337	45%
North Hudson village	1,569	33%
Pleasant Valley	197	29%
Richmond	1,150	15%
River Falls city	1,411	31%
Roberts village	645	37%
Rush River	201	28%
Somerset	1,465	34%
Somerset village	942	36%
Springfield	325	29%
St. Joseph	1,353	13%
Stanton	363	29%
Star Prairie	1,313	23%
Star Prairie village	240	38%
Troy	1,797	6%
Warren	591	17%
Wilson village	100	15%
Woodville village	478	55%

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.