

ALICE IN CHIPPEWA COUNTY

2018 Point-in-Time Data

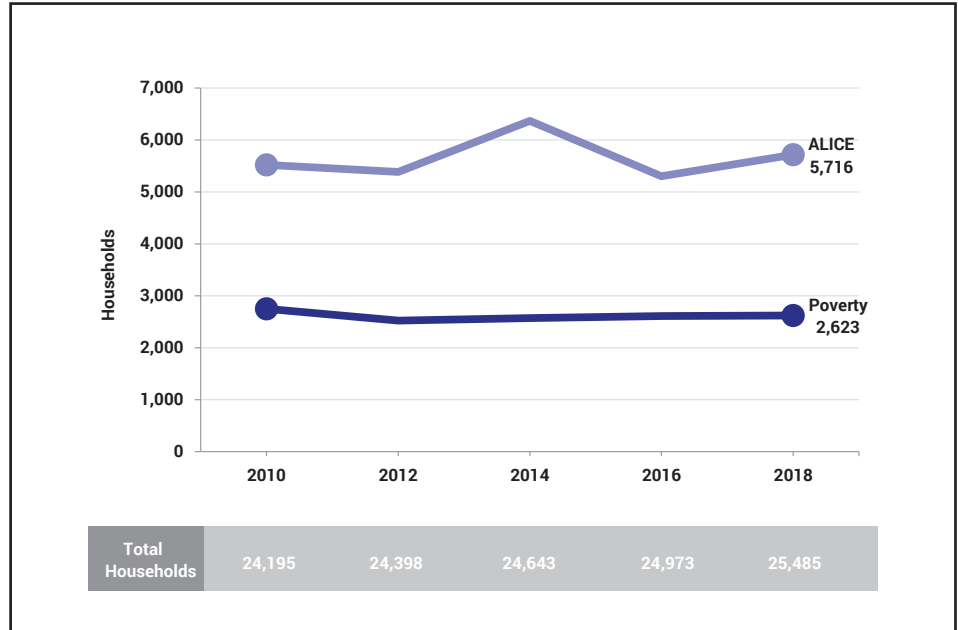
Population: 63,635 • **Number of Households:** 25,485
Median Household Income: \$57,288 (state average: \$60,773)
Unemployment Rate: 3.3% (state average: 3.2%)
ALICE Households: 22% (state average: 23%) • **Households in Poverty:** 10% (state average: 11%)

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

How has the number of ALICE households changed over time?

ALICE is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). While conditions improved for some households from 2010 to 2018, many continued to struggle, especially as wages failed to keep pace with the cost of household essentials (housing, child care, food, transportation, health care, and a basic smartphone plan).

Households by Income, Chippewa County, 2010 to 2018

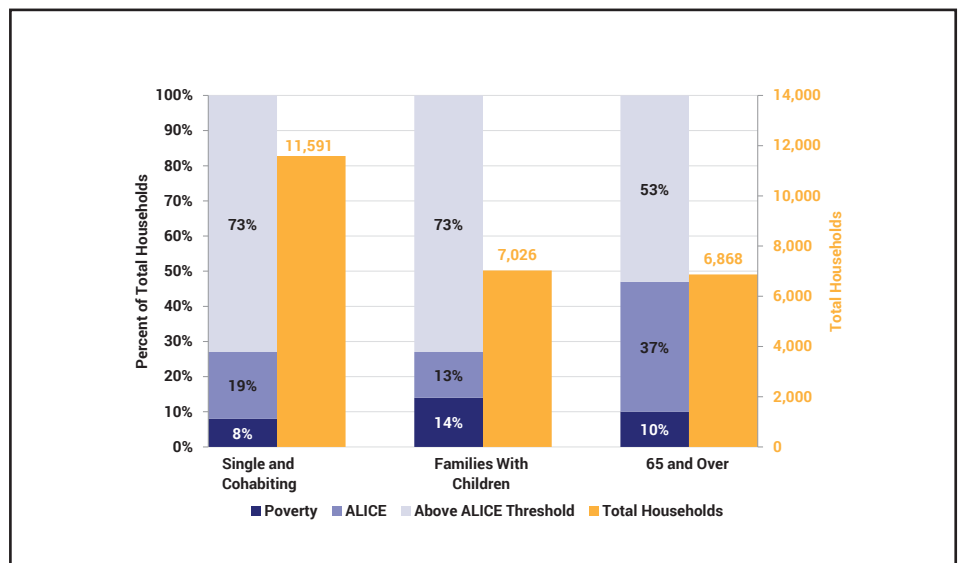


Sources: ALICE Threshold, 2010-2018; American Community Survey, 2010-2018

What types of households are struggling?

In the past few decades, there have been major shifts in household composition. The share of American adults who have never been married is at a historic high, as is the number of senior households. There is also a growing number of people who live alone or with roommates, and an increasing share of grown children who live with their parents. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

Household Income by Household Type, Chippewa County, 2018



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

Why do so many households struggle?

The cost of household basics outpaces wages...

The Household Survival Budget reflects the bare minimum cost to live and work in the modern economy and includes housing, child care, food, transportation, health care, technology (a smartphone plan), and taxes. It does not include savings for emergencies or future goals like college or retirement. In 2018, household costs were well above the Federal Poverty Level of \$12,140 for a single adult and \$25,100 for a family of four.

Household Survival Budget, Chippewa County, 2018		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs		
Housing	\$493	\$773
Child Care	\$-	\$1,236
Food	\$244	\$740
Transportation	\$326	\$795
Health Care	\$214	\$699
Technology	55	\$75
Miscellaneous	\$157	\$503
Taxes	\$236	\$716
Monthly Total	\$1,725	\$5,537
ANNUAL TOTAL	\$20,700	\$66,444
Hourly Wage*	\$10.35	\$33.22

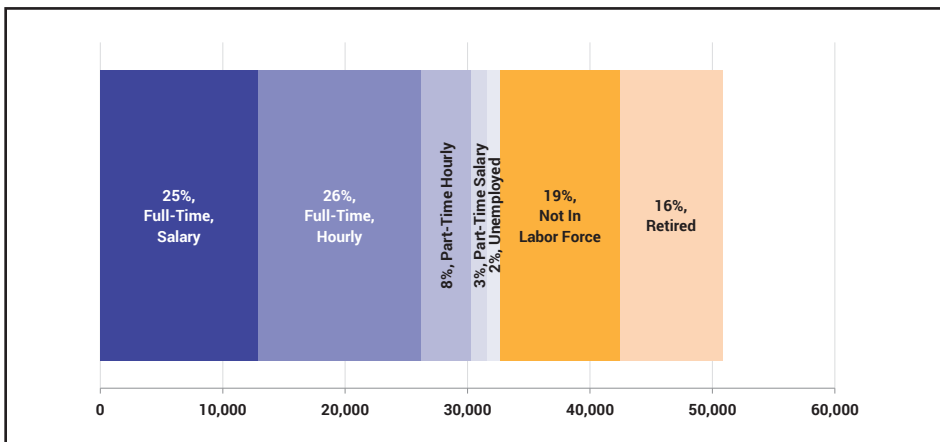
* Wage working full-time required to support this budget

For ALICE Survival Budget Sources, see the 2020 Methodology Overview available at [UnitedForALICE.org/Methodology](https://www.unitedforalice.org/methodology)

..and the labor landscape is challenging for ALICE workers

A breakdown of the labor force shows a small portion of adults (16 years and older) who were unemployed and a large number who were working in 2018. However, a significant portion of full- and part-time workers were paid by the hour; these workers were more likely to have fluctuations in income and less likely to receive benefits. There was also a high number of workers outside of the labor force (people who are not employed and not looking for work), which helped keep wages low: When more workers are available, employers have less incentive to raise wages to attract employees.

Labor Status, Population 16 and Over, Chippewa County, 2018



Note: Data for full- and part-time jobs is only available at the national level; these national rates (51% of full-time workers and 75% of part-time workers paid hourly) have been applied to the total county workforce to calculate the breakdown shown in this figure. Full-time represents a minimum of 35 hours per week at one or more jobs for 48 weeks per year.

Sources: American Community Survey, 2018; Federal Reserve Bank of St. Louis, 2018

Chippewa County, 2018		
Town	Total HH	% ALICE & Poverty
Anson	932	20%
Arthur	304	36%
Auburn	231	23%
Birch Creek	210	33%
Bloomer	461	32%
Bloomer City	1,589	41%
Boyd Village	238	26%
Cadott Village	653	45%
Chippewa Falls City	6,110	44%
Cleveland	325	34%
Colburn	346	35%
Cooks Valley	279	25%
Cornell City	673	42%
Delmar	402	29%
Eagle Point	1,307	30%
Eau Claire City	808	37%
Edson	381	35%
Estella	156	32%
Goetz	279	19%
Howard	296	24%
Lafayette	2,473	20%
Lake Hallie Village	2,601	26%
Lake Holcombe	426	35%
New Auburn Village	182	32%
Ruby	157	31%
Sampson	393	28%
Sigel	404	29%
Stanley City	843	43%
Tilden	570	20%
Wheaton	978	14%
Woodmohr	403	28%

Note: Municipal-level data on this page is for County Subdivisions. Municipal-level data relies on 5-year averages and is not available for the smallest towns. As a result, totals will not match county-level numbers.