

ALICE IN MARATHON COUNTY

2018 Point-in-Time Data

Population: 135,428 • **Number of Households:** 56,245

Median Household Income: \$62,890 (state average: \$60,773)

Unemployment Rate: 2.5% (state average: 3.2%)

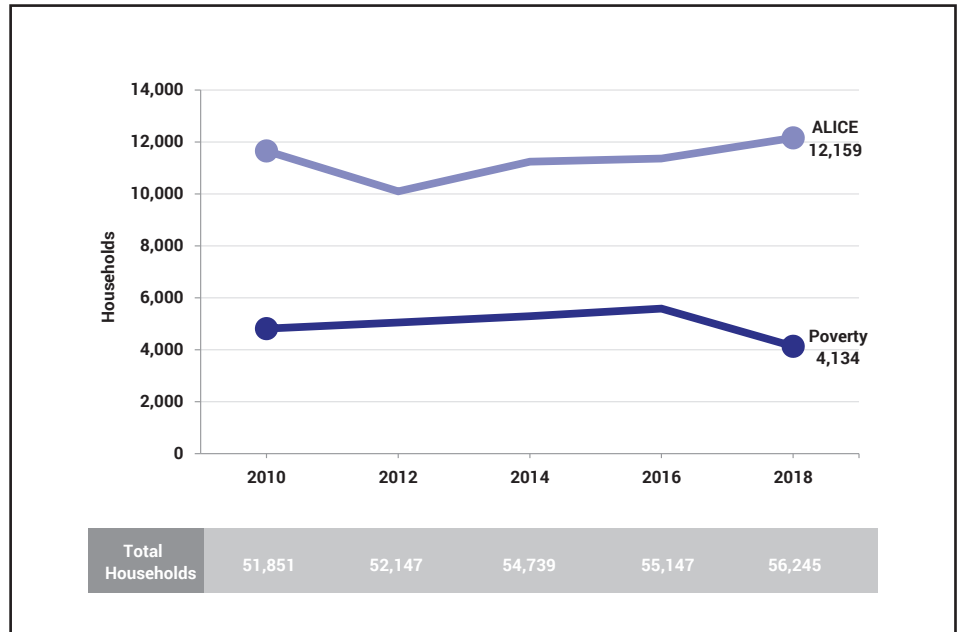
ALICE Households: 22% (state average: 23%) • **Households in Poverty:** 7% (state average: 11%)

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, Marathon County, 2010 to 2018

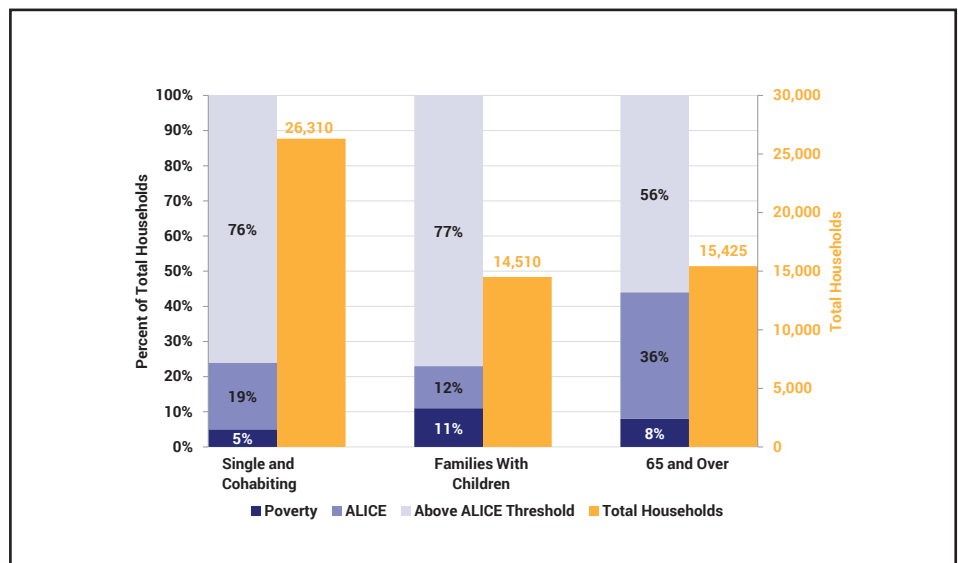


Sources: ALICE Threshold, 2010-2018; American Community Survey, 2010-2018

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, Marathon 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, Marathon County, 2018		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs		
Housing	\$494	\$774
Child Care	\$-	\$1,300
Food	\$255	\$772
Transportation	\$326	\$795
Health Care	\$214	\$699
Technology	55	\$75
Miscellaneous	\$158	\$517
Taxes	\$240	\$750
Monthly Total	\$1,742	\$5,682
ANNUAL TOTAL	\$20,904	\$68,184
Hourly Wage*	\$10.45	\$34.09

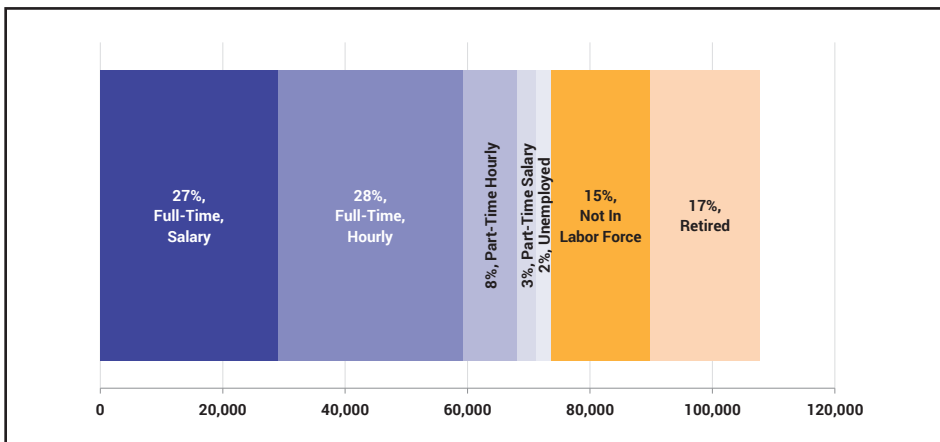
* Wage working full-time required to support this budget

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, Marathon 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

Marathon County, 2018		
Town	Total HH	% ALICE & Poverty
Abbotsford City	214	42%
Athens Village	484	38%
Bergen	276	16%
Berlin	349	25%
Bern	220	29%
Bevent	445	39%
Brighton	202	23%
Brokaw Village	145	44%
Cassel	345	15%
Cleveland	590	21%
Colby City	235	63%
Day	393	19%
Easton	421	23%
Eau Pleine	304	29%
Edgar Village	601	32%
Elderon	236	31%
Elderon Village	116	62%
Emmet	345	24%
Frankfort	236	26%
Franzen	212	37%
Green Valley	196	29%
Guenther	132	19%
Halsey	197	25%
Hamburg	329	21%
Harrison	163	26%
Hatley Village	188	18%
Hewitt	274	20%
Holton	340	30%
Hull	233	29%
Johnson	309	31%
Knowlton	783	17%
Kronenwetter Village	2,925	15%
Maine Village	904	18%
Marathon	414	12%
Marathon City Village	605	30%
Marshfield City	382	31%
McMillan	801	16%
Mosinee	874	18%
Mosinee City	1,798	32%
Norrie	382	27%
Plover	265	34%
Reid	526	26%
Rib Falls	365	17%
Rib Mountain	2,496	19%
Rietbrock	317	28%
Ringle	654	16%
Rothschild Village	2,209	25%
Schofield City	992	41%
Spencer	611	19%
Spencer Village	789	37%
Stettin	1,097	18%
Stratford Village	688	37%
Texas	696	19%
Wausau	967	22%
Wausau City	17,340	46%
Weston	239	20%
Weston Village	6,078	29%
Wien	273	26%

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.