

# ALICE IN CHIPPEWA COUNTY



## 2023 Point-in-Time Data

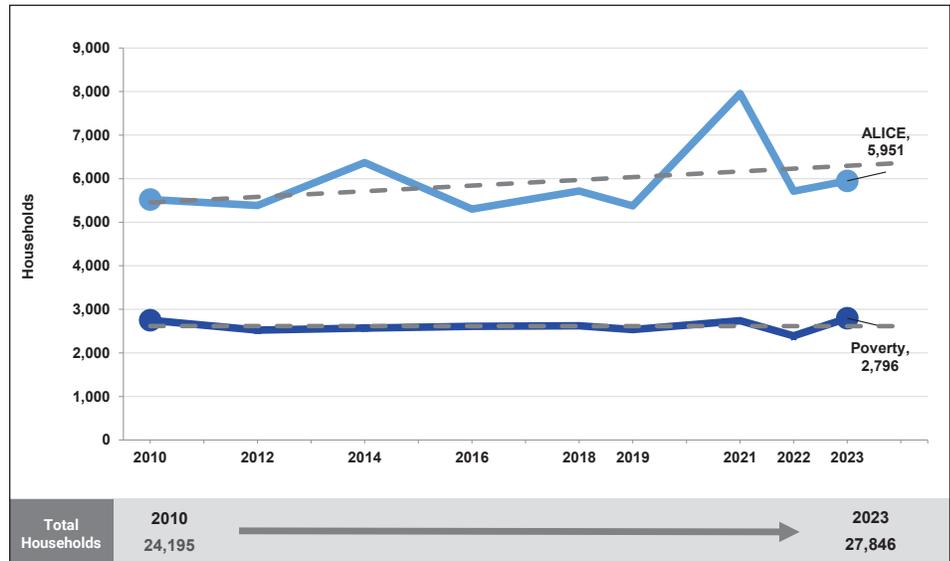
**Population:** 66,970 • **Number of Households:** 27,846  
**Median Household Income:** \$77,617 (state: \$74,631)  
**Labor Force Participation Rate:** 64.2% (state: 65.2%)  
**ALICE Households:** 21% (state: 24%) • **Households in Poverty:** 10% (state: 11%)

## Trends in Financial Hardship

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). Households below the ALICE Threshold – ALICE households plus those in poverty – can't afford the essentials.

Households move below or above the ALICE Threshold as economic factors and circumstances change. The line graph to the right shows the number of ALICE and poverty-level households (solid blue lines), as well as the trend over time (dotted gray lines). **By 2023, 8,747 households (31%) were below the ALICE Threshold in Chippewa County.**

## ALICE and Poverty-Level Households, Chippewa County, 2010–2023



Note: See an interactive version of this data at [UnitedForALICE.org/Wisconsin](https://UnitedForALICE.org/Wisconsin)  
 Sources: ALICE Threshold, 2010–2023; American Community Survey, 2010–2023

## The Cost of Basics Outpaces Wages

The Household Survival Budget reflects the minimum cost to live and work in the current economy and includes housing, child care, food, transportation, health care, technology, and taxes. It does not include savings for emergencies or future goals like college or retirement. The Household Survival Budget is calculated at the county level and by household composition, as costs can vary greatly depending on location and household needs.

In 2023, household costs in Chippewa County were well above the Federal Poverty Level of \$14,580 for a single adult and \$30,000 for a family of four.

To see costs for different household compositions in Chippewa County, visit [UnitedForALICE.org/Household-Budgets/Wisconsin](https://UnitedForALICE.org/Household-Budgets/Wisconsin)

Household Survival Budget, Chippewa County, 2023		
	Single Adult	2 Adults, 1 Infant, 1 Preschooler
<b>Monthly Costs</b>		
Housing	\$703	\$1,005
Child Care	–	\$1,310
Food	\$444	\$1,205
Transportation	\$387	\$935
Health Care	\$174	\$617
Technology	\$86	\$116
Miscellaneous	\$179	\$519
Taxes	\$263	\$519
<b>Monthly Total</b>	<b>\$2,236</b>	<b>\$6,226</b>
<b>ANNUAL TOTAL</b>	<b>\$26,832</b>	<b>\$74,712</b>
<b>Hourly Wage*</b>	<b>\$13.42</b>	<b>\$37.36</b>

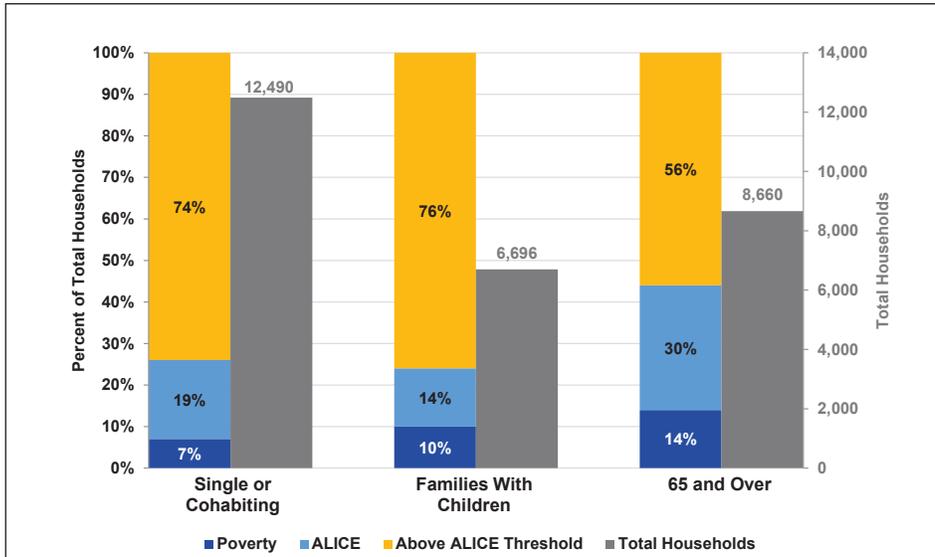
\*Full-time wage required to support this budget  
 For ALICE Household Survival Budget sources, visit [UnitedForALICE.org/Methodology](https://UnitedForALICE.org/Methodology)

# Financial Hardship is Not Evenly Distributed

The largest demographic groups in the county also tend to have the largest number of households below the ALICE Threshold. However, when looking at the percentage of each group that is below the Threshold, some groups face higher rates of hardship.

Explore more demographic data at [UnitedForALICE.org/Wisconsin](https://UnitedForALICE.org/Wisconsin) and visit [UnitedForALICE.org/Mapping-Tool](https://UnitedForALICE.org/Mapping-Tool) to see ALICE data for all available geographies.

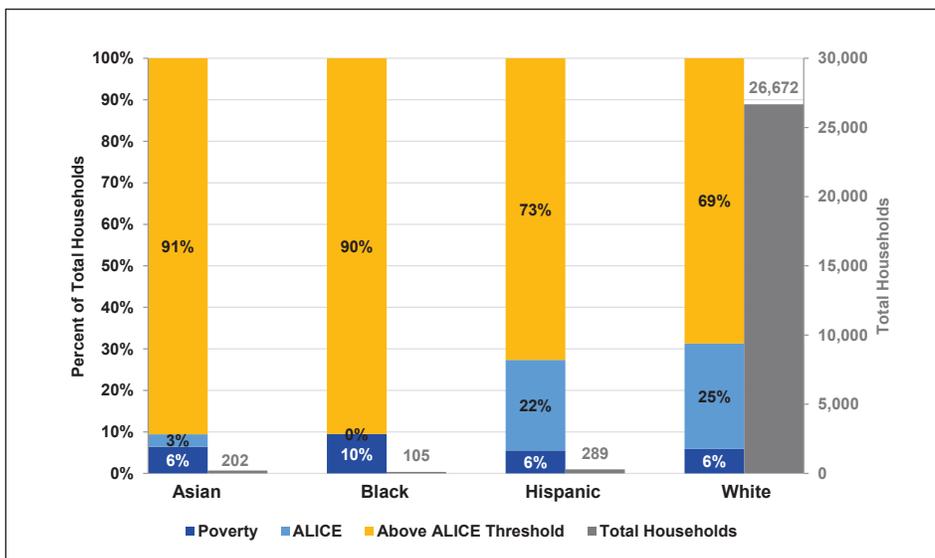
## Household Financial Status by Household Type, Chippewa County, 2023



Note: Families with children include married-parent, single-female-headed, and single-male-headed households.

Sources: ALICE Threshold, 2023; American Community Survey, 2023

## Household Financial Status by Race/Ethnicity, Chippewa County, 2023



Note: Asian, Black, and White racial categories are for one race alone. Race and Hispanic ethnicity are overlapping categories. The Asian and Black groups may include Hispanic households; the White group includes only White, non-Hispanic households. The Hispanic ethnic group may include households of any race.

Sources: ALICE Threshold, 2023; American Community Survey, 2023

Chippewa County, 2023		
Town	Total Households	% ALICE & Poverty
Anson town	1,057	25%
Arthur town	335	27%
Auburn town	284	29%
Birch Creek town	175	26%
Bloomer city	1,500	48%
Bloomer town	433	37%
Boyd village	237	43%
Cadott village	619	37%
Chippewa Falls city	6,414	41%
Cleveland town	329	29%
Colburn town	345	27%
Cooks Valley town	341	18%
Cornell city	556	44%
Delmar town	396	38%
Eagle Point town	1,366	21%
Eau Claire city	660	29%
Edson town	364	35%
Estella town	181	33%
Goetz town	280	38%
Howard town	377	21%
Lafayette town	2,484	21%
Lake Hallie village	3,121	22%
Lake Holcombe town	464	41%
New Auburn village	197	38%
Ruby town	274	25%
Sampson town	446	35%
Sigel town	374	33%
Stanley city	1,060	51%
Tilden town	548	16%
Wheaton town	1,003	19%
Woodmohr town	287	22%

Note: Municipal-level data on this page is 5-year averages for U.S. Census County Subdivisions, which include Census County Divisions (CCDs). Data for counties with populations over 65,000 is 1-year estimates. Geographies with fewer than 100 households are not included. Therefore, totals will not match the county-level numbers.