

ALICE IN OCONTO COUNTY



2023 Point-in-Time Data

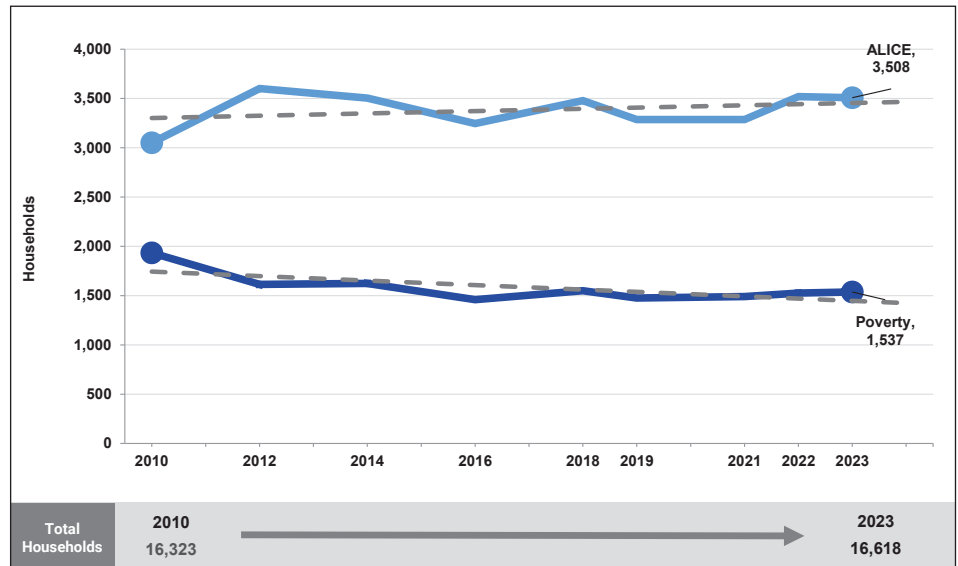
Population: 39,329 • **Number of Households:** 16,618
Median Household Income: \$75,886 (state: \$74,631)
Labor Force Participation Rate: 61.2% (state: 65.2%)
ALICE Households: 21% (state: 24%) • **Households in Poverty:** 9% (state: 11%)

Trends in Financial Hardship

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). 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, 5,045 households (30%) were below the ALICE Threshold in Oconto County.**

ALICE and Poverty-Level Households, Oconto County, 2010–2023



Note: See an interactive version of this data at 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 Oconto 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 Oconto County, visit UnitedForALICE.org/Household-Budgets/Wisconsin

Household Survival Budget, Oconto County, 2023		
	Single Adult	2 Adults, 1 Infant, 1 Preschooler
Monthly Costs		
Housing	\$688	\$930
Child Care	–	\$1,321
Food	\$453	\$1,229
Transportation	\$387	\$935
Health Care	\$174	\$617
Technology	\$86	\$116
Miscellaneous	\$179	\$515
Taxes	\$261	\$508
Monthly Total	\$2,228	\$6,171
ANNUAL TOTAL	\$26,736	\$74,052
Hourly Wage*	\$13.37	\$37.03

*Full-time wage required to support this budget

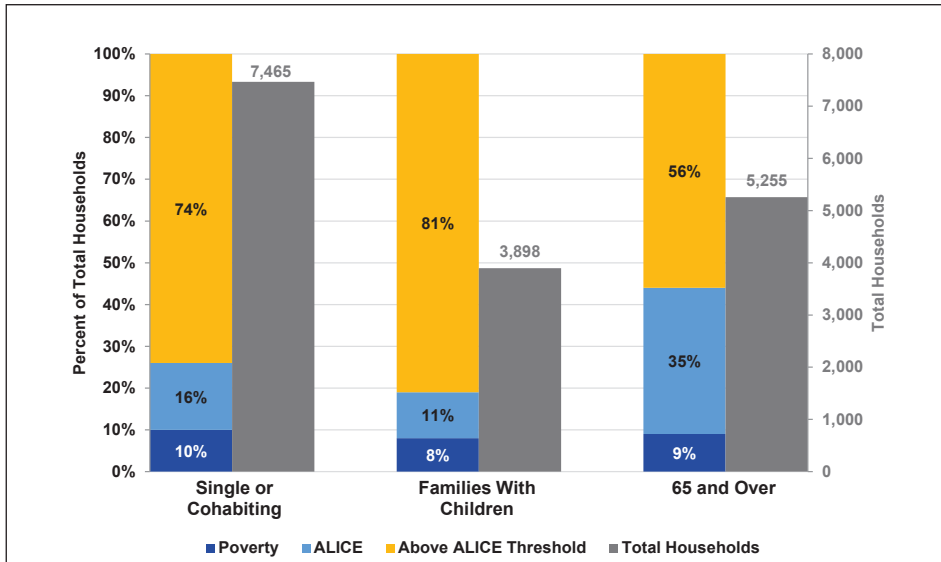
For ALICE Household Survival Budget sources, visit UnitedForALICE.org/Methodology

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 and visit UnitedForALICE.org/Mapping-Tool to see ALICE data for all available geographies.

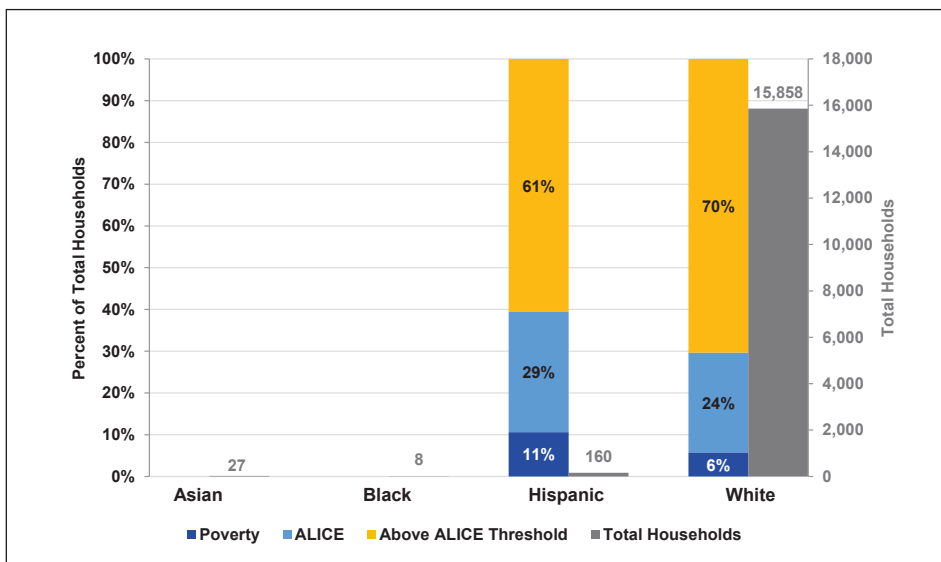
Household Financial Status by Household Type, Oconto County, 2023



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, Oconto 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

Oconto County, 2023		
Town	Total Households	% ALICE & Poverty
Abrams town	802	20%
Bagley town	125	31%
Brazeau town	588	32%
Breed town	347	34%
Chase town	1,118	18%
Doty town	149	36%
Gillett city	552	45%
Gillett town	391	31%
How town	280	24%
Lakewood town	392	35%
Lena town	271	21%
Lena village	258	39%
Little River town	409	20%
Little Suamico town	2,119	12%
Maple Valley town	264	43%
Morgan town	451	27%
Mountain town	476	46%
Oconto city	2,034	38%
Oconto Falls city	1,412	54%
Oconto Falls town	681	29%
Oconto town	628	28%
Pensaukee town	564	24%
Riverview town	381	38%
Spruce town	375	26%
Stiles town	572	24%
Suring village	166	47%
Townsend town	535	28%
Underhill town	278	38%

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.