ALICE IN WAUKESHA COUNTY

2023 Point-in-Time Data

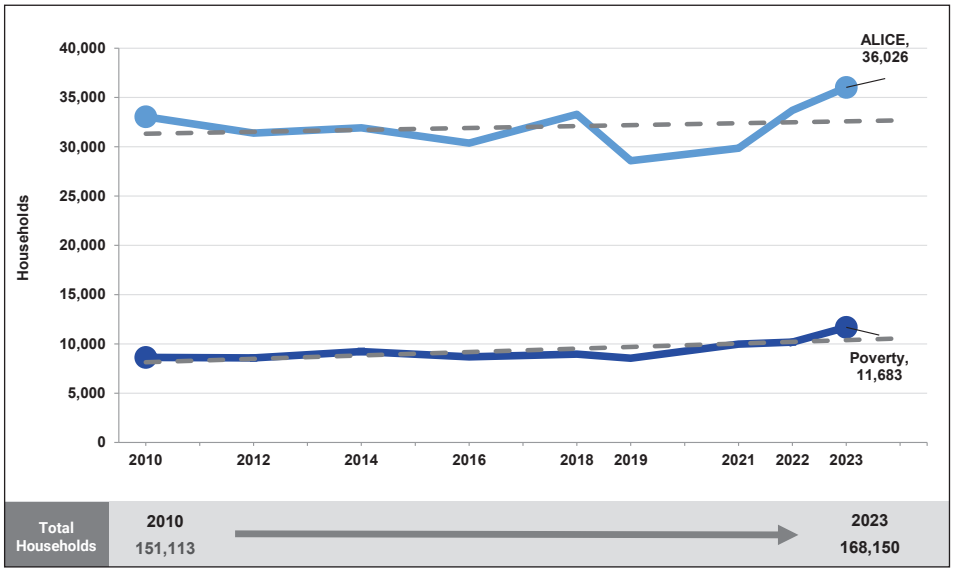
Population: 412,591 • **Number of Households:** 168,150
Median Household Income: $98,630 (state: $74,631)
Labor Force Participation Rate: 66.2% (state: 65.2%)
ALICE Households: 21% (state: 24%) • **Households in Poverty:** 7% (state: 11%)

Trends in Financial Hardship

ALICE is an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed – 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, 47,709 households (28%) were below the ALICE Threshold in Waukesha County.**

ALICE and Poverty-Level Households, Waukesha 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 Waukesha 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 Waukesha County, visit **UnitedForALICE.org/Household-Budgets/Wisconsin**

Household Survival Budget, Waukesha County, 2023

	Single Adult	2 Adults, 1 Infant, 1 Preschooler
Monthly Costs		
Housing	$974	$1,392
Child Care	–	$1,799
Food	$485	$1,317
Transportation	$387	$935
Health Care	$174	$617
Technology	$86	$116
Miscellaneous	$211	$618
Taxes	$341	$790
Monthly Total	$2,658	$7,584
ANNUAL TOTAL	$31,896	$91,008
Hourly Wage*	***$15.95***	***$45.50***

**Full-time wage required to support this budget*

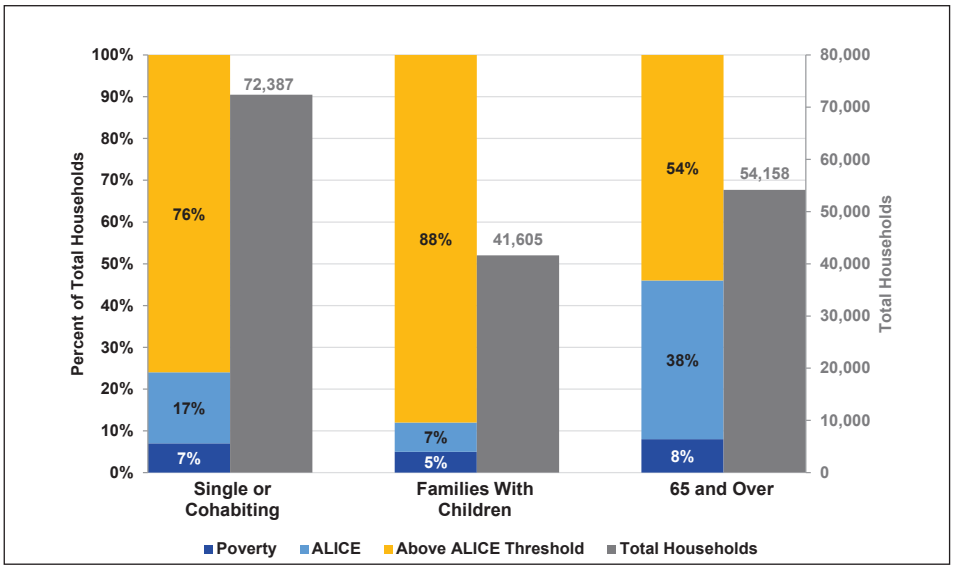
For ALICE Household Survival Budget sources, visit UnitedForALICE.org/Methodology

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.

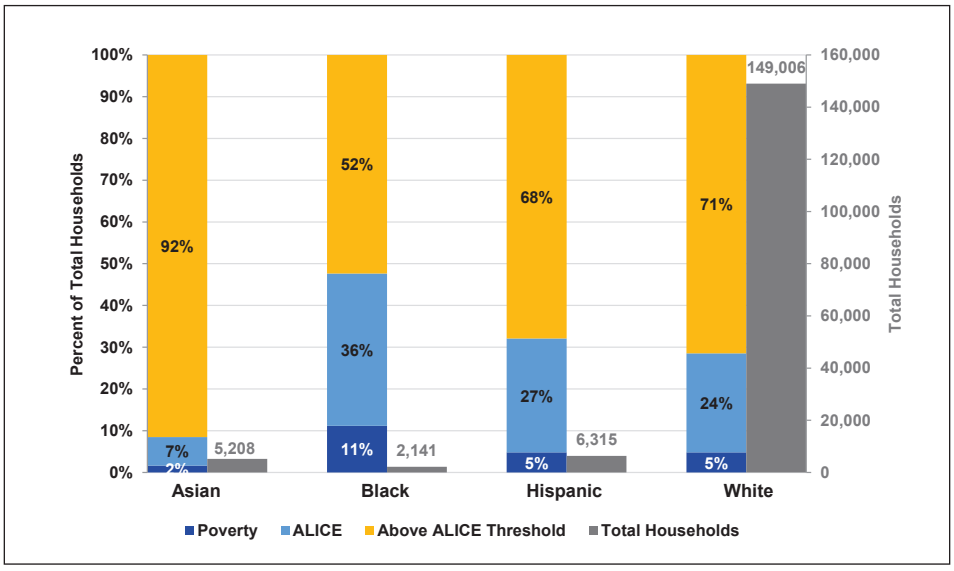
Household Financial Status by Household Type, Waukesha County, 2023



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, Waukesha 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

Waukesha County, 2023		
Town	Total Households	% ALICE & Poverty
Big Bend village	549	24%
Brookfield city	16,197	19%
Brookfield town	3,244	34%
Butler village	850	54%
Chenequa village	241	12%
Delafield city	3,229	27%
Delafield town	3,004	12%
Dousman village	799	30%
Eagle town	1,374	14%
Eagle village	778	24%
Elm Grove village	2,231	16%
Genesee town	2,702	16%
Hartland village	3,975	38%
Lac La Belle village	107	7%
Lannon village	707	35%
Lisbon town	3,883	27%
Menomonee Falls village	16,137	29%
Merton town	3,240	19%
Merton village	1,056	11%
Mukwonago town	2,652	11%
Mukwonago village	3,202	28%
Muskego city	9,935	21%
Nashotah village	490	13%
New Berlin city	17,214	25%
North Prairie village	916	10%
Oconomowoc city	7,638	29%
Oconomowoc Lake village	240	14%
Oconomowoc town	3,594	23%
Ottawa town	1,471	15%
Pewaukee city	6,708	20%
Pewaukee village	4,346	48%
Summit village	2,003	22%
Sussex village	4,679	27%
Vernon village	3,059	21%
Wales village	985	15%
Waukesha city	30,092	38%
Waukesha village	3,263	19%

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.