

## 2021 Point-in-Time Data

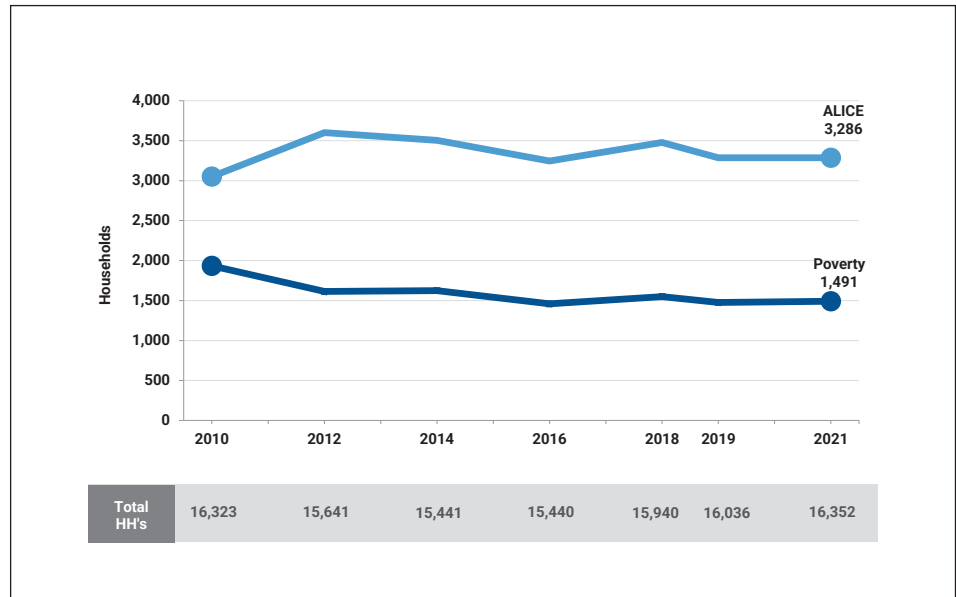
**Population:** 38,691 • **Number of Households:** 16,352 (2% change from 2019)  
**Median Household Income:** \$68,426 (state average: \$67,125)  
**Labor Force Participation Rate:** 62% (state average: 65.1%)  
**ALICE Households:** 20% (state average: 23%) • **Households in Poverty:** 9% (state average: 11%)

## Financial Hardship Changes Over Time

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.

As circumstances change, households may find themselves below or above the ALICE Threshold at different times. While the COVID-19 pandemic brought employment shifts, health struggles, and school/business closures in 2021, it also spurred unprecedented public assistance through pandemic relief measures. In 2019, 4,762 households in Oconto County were below the ALICE Threshold; in 2021 this number changed to 4,777, (a 0% change).

## Households by Income, Oconto County, 2010–2021



Note: See an interactive version of this data at [UnitedForALICE.org/Wisconsin](https://UnitedForALICE.org/Wisconsin)  
 Sources: ALICE Threshold, 2010–2021; American Community Survey, 2010–2021

## The Cost of Basics Outpaces Wages

The Household Survival Budget reflects the minimum cost to live and work in the modern economy and includes housing, child care, food, transportation, health care, a smartphone plan, 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 varies by household composition, as costs can vary greatly depending on location and household needs.

In 2021, household costs in Oconto County were well above the Federal Poverty Level of \$12,880 for a single adult and \$26,500 for a family of four.

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

## Household Survival Budget, Oconto County, 2021

	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs and Credits</b>		
Housing – Rent	\$375	\$448
Housing – Utilities	\$154	\$292
Child Care	–	\$1,321
Food	\$400	\$1,090
Transportation	\$328	\$805
Health Care	\$240	\$759
Technology	\$75	\$110
Miscellaneous	\$157	\$482
Tax Payments	\$234	\$943
Tax Credits	\$0	-\$1,260
<b>Monthly Total</b>	<b>\$1,963</b>	<b>\$4,990</b>
<b>ANNUAL TOTAL</b>	<b>\$23,556</b>	<b>\$59,880</b>
<b>Hourly Wage*</b>	<b>\$11.78</b>	<b>\$29.94</b>

\*Wage working full-time required to support this budget

For ALICE Survival Budget sources, visit [UnitedForALICE.org/Methodology](https://UnitedForALICE.org/Methodology)

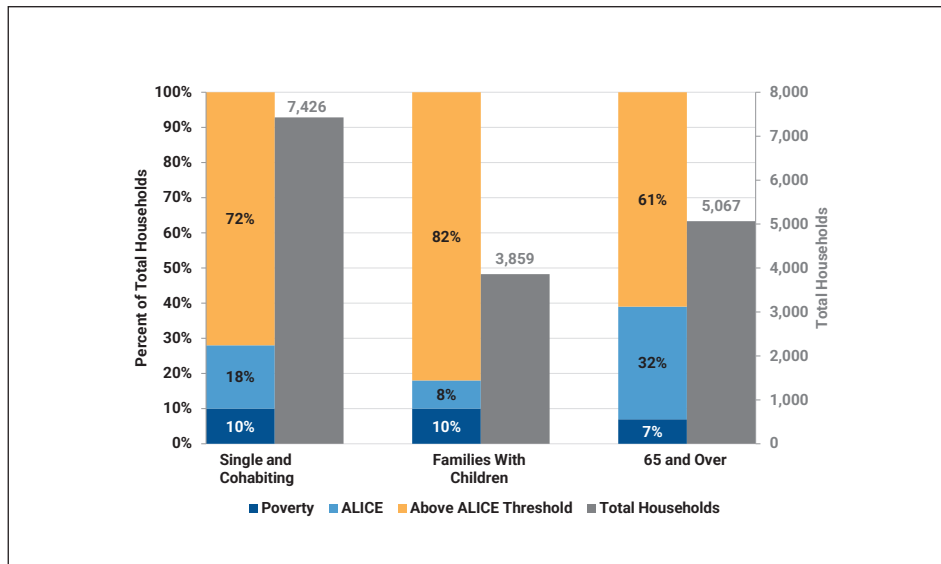
# Financial Hardship is Not Evenly Distributed

Groups with the largest number of households below the ALICE Threshold tend to also be the largest demographic groups. However, when looking at the percentage of each group that is below the ALICE Threshold, some groups are more likely to be ALICE than others.

By addressing the disparities in financial hardship by county demographics, community members can move toward more equitable solutions.

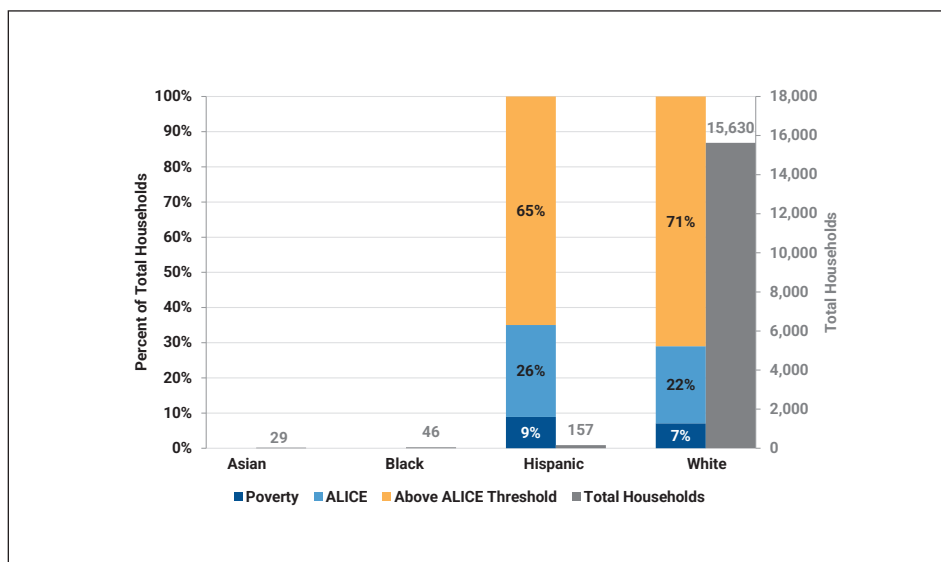
Visit [UnitedForALICE.org/Wisconsin](https://UnitedForALICE.org/Wisconsin) to view more national, state, and county data.

## Household Financial Status by Household Type, Oconto County, 2021



Source: ALICE Threshold, 2021; American Community Survey, 2021

## Household Financial Status by Race/Ethnicity, Oconto County, 2021



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

Source: ALICE Threshold, 2021; American Community Survey, 2021

Oconto County, 2021		
Town	Total Households	% ALICE & Poverty
Abrams town	774	18%
Bagley town	132	33%
Brazeau town	691	31%
Breed town	351	38%
Chase town	1,123	18%
Doty town	168	36%
Gillett city	525	48%
Gillett town	400	34%
How town	266	24%
Lakewood town	412	39%
Lena village	242	34%
Lena town	306	19%
Little River town	436	19%
Little Suamico town	2,078	16%
Maple Valley town	239	38%
Morgan town	438	21%
Mountain town	493	49%
Oconto city	1,957	35%
Oconto town	587	25%
Oconto Falls city	1,285	44%
Oconto Falls town	603	26%
Pensaukee town	541	24%
Riverview town	337	35%
Spruce town	371	26%
Stiles town	553	25%
Suring village	185	41%
Townsend town	558	29%
Underhill town	301	36%

Note: Municipal-level data on this page is 5-year averages for Census County Subdivisions. Totals will not match county-level numbers because data is not available for the smallest County Subdivisions, and county-level data is often 1-year estimates.