

# ALICE IN PIERCE COUNTY



## 2021 Point-in-Time Data

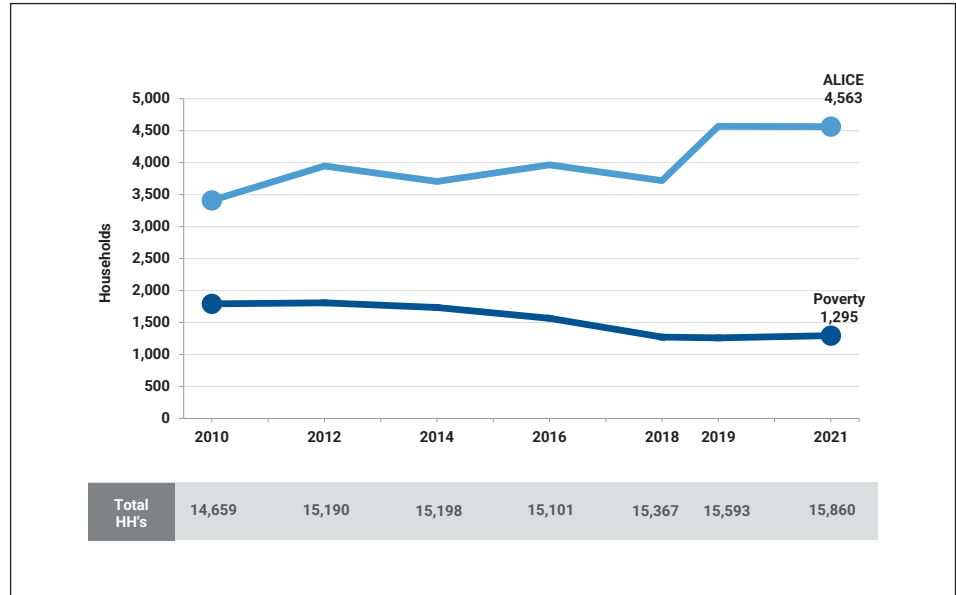
**Population:** 42,204 • **Number of Households:** 15,860 (2% change from 2019)  
**Median Household Income:** \$78,341 (state average: \$67,125)  
**Labor Force Participation Rate:** 69.9% (state average: 65.1%)  
**ALICE Households:** 29% (state average: 23%) • **Households in Poverty:** 8% (state average: 11%)

## Financial Hardship Changes Over Time

**ALICE** is an acronym for **A**sset **L**imited, **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, 5,828 households in Pierce County were below the ALICE Threshold; in 2021 this number changed to 5,858, (a 1% change).

## Households by Income, Pierce 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 Pierce 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 Pierce County, visit [UnitedForALICE.org/Household-Budgets/Wisconsin](https://UnitedForALICE.org/Household-Budgets/Wisconsin)

## Household Survival Budget, Pierce County, 2021

	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs and Credits</b>		
Housing – Rent	\$744	\$1,016
Housing – Utilities	\$154	\$292
Child Care	–	\$1,334
Food	\$545	\$1,486
Transportation	\$328	\$805
Health Care	\$240	\$759
Technology	\$75	\$110
Miscellaneous	\$209	\$580
Tax Payments	\$370	\$1,222
Tax Credits	\$0	-\$1,267
<b>Monthly Total</b>	<b>\$2,665</b>	<b>\$6,337</b>
<b>ANNUAL TOTAL</b>	<b>\$31,980</b>	<b>\$76,044</b>
<b>Hourly Wage*</b>	<b>\$15.99</b>	<b>\$38.02</b>

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

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

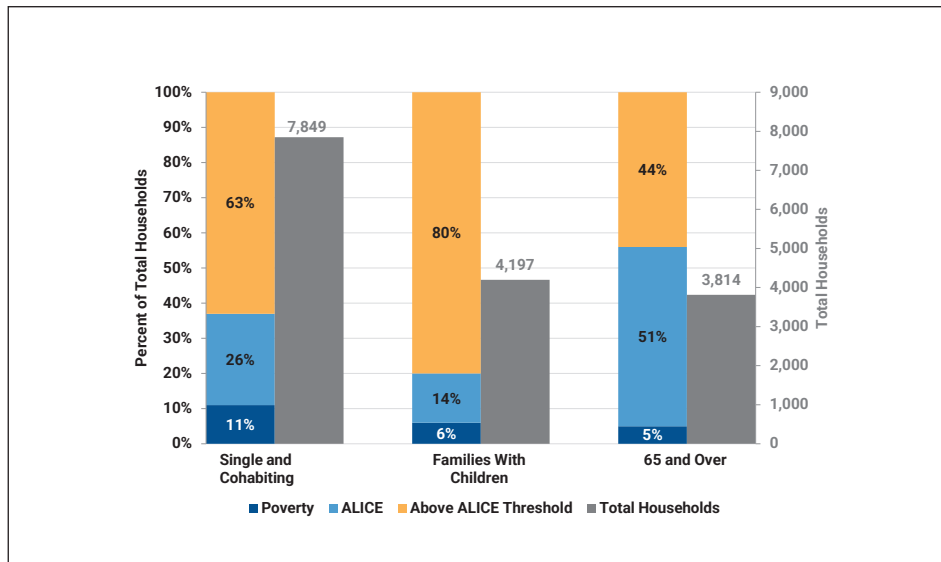
# Financial Hardship is Not Evenly Distributed

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.

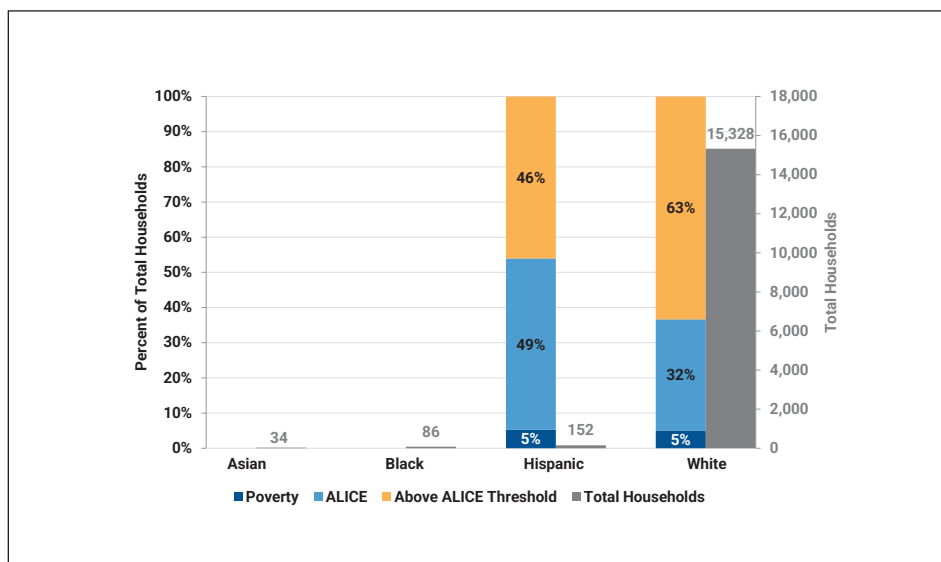
Visit [UnitedForALICE.org/Wisconsin](https://UnitedForALICE.org/Wisconsin) to view more national, state, and county data.

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



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

## Household Financial Status by Race/Ethnicity, Pierce 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

Pierce County, 2021		
Town	Total Households	% ALICE & Poverty
Bay City village	167	60%
Clifton town	930	25%
Diamond Bluff town	215	37%
Ellsworth village	1,382	33%
Ellsworth town	487	23%
Elmwood village	289	60%
El Paso town	268	18%
Gilman town	390	28%
Hartland town	324	35%
Maiden Rock town	207	37%
Martell town	472	27%
Oak Grove town	878	18%
Plum City village	244	60%
Prescott city	1,851	36%
River Falls city	4,063	48%
River Falls town	771	30%
Rock Elm town	204	40%
Salem town	221	30%
Spring Lake town	276	44%
Spring Valley village	604	51%
Trenton town	671	31%
Trimbelle town	589	32%
Union town	214	31%

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.