

ALICE IN ST. CROIX COUNTY



2021 Point-in-Time Data

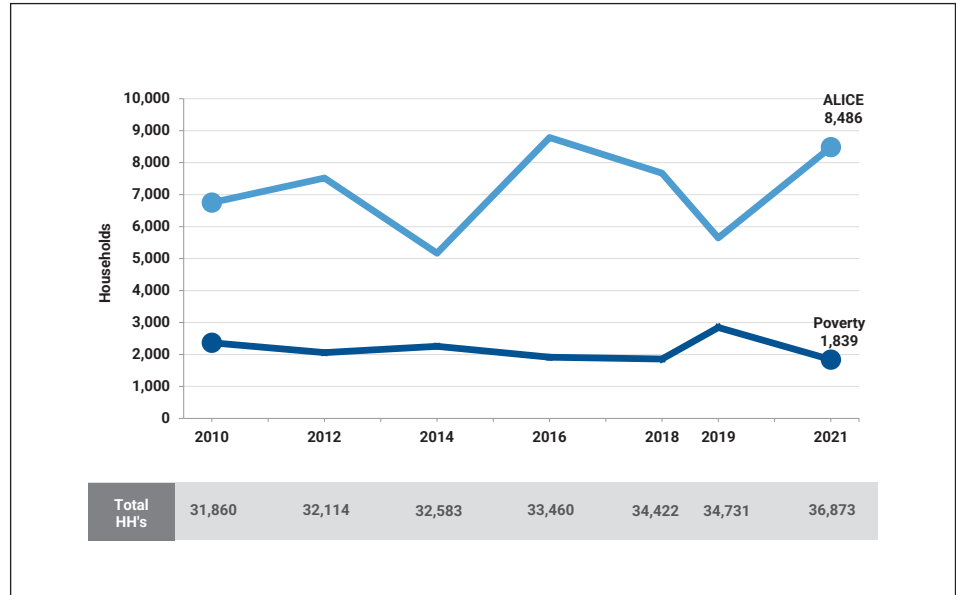
Population: 95,044 • **Number of Households:** 36,873 (6% change from 2019)
Median Household Income: \$93,547 (state average: \$67,125)
Labor Force Participation Rate: 69.8% (state average: 65.1%)
ALICE Households: 23% (state average: 23%) • **Households in Poverty:** 5% (state average: 11%)

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, 8,491 households in St. Croix County were below the ALICE Threshold; in 2021 this number changed to 10,325, (a 22% change).

Households by Income, St. Croix County, 2010–2021



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

Household Survival Budget, St. Croix County, 2021

	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs and Credits		
Housing – Rent	\$837	\$1,151
Housing – Utilities	\$154	\$292
Child Care	–	\$1,372
Food	\$419	\$1,143
Transportation	\$328	\$805
Health Care	\$240	\$759
Technology	\$75	\$110
Miscellaneous	\$205	\$563
Tax Payments	\$361	\$1,174
Tax Credits	\$0	-\$1,267
Monthly Total	\$2,619	\$6,102
ANNUAL TOTAL	\$31,428	\$73,224
Hourly Wage*	\$15.71	\$36.61

*Wage working full-time required to support this budget

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

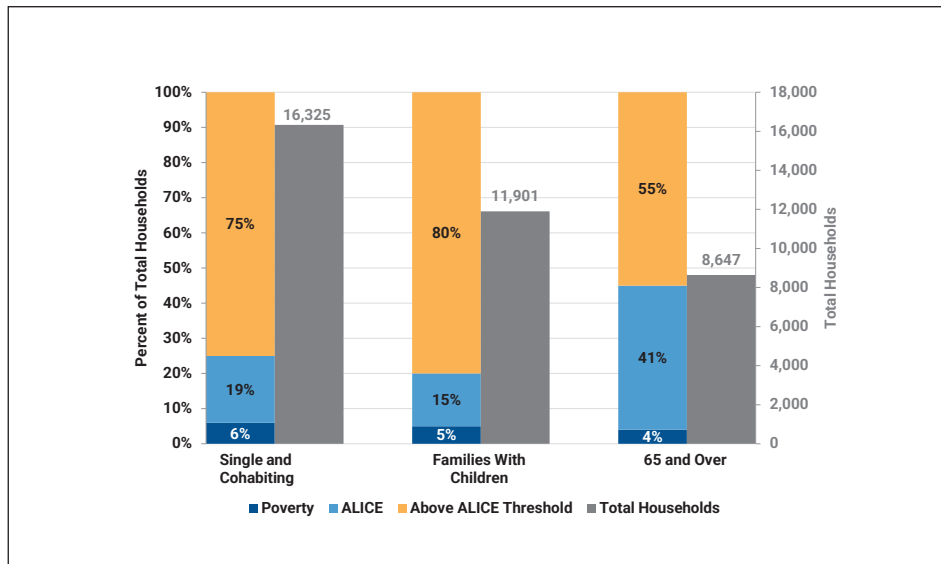
Financial Hardship is Not Evenly Distributed

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.

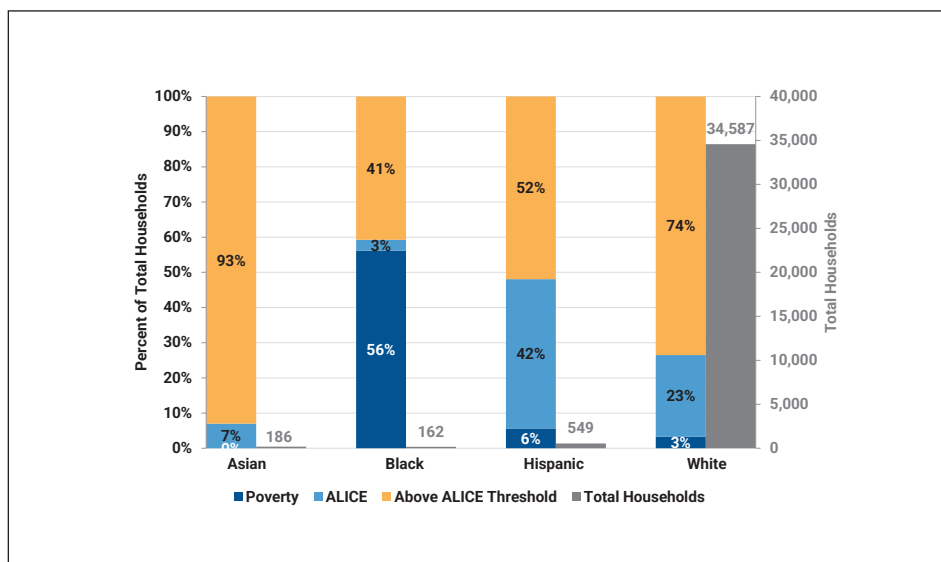
Visit UnitedForALICE.org/Wisconsin to view more national, state, and county data.

Household Financial Status by Household Type, St. Croix County, 2021



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

Household Financial Status by Race/Ethnicity, St. Croix 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

St. Croix County, 2021		
Town	Total Households	% ALICE & Poverty
Baldwin village	1,571	38%
Baldwin town	398	29%
Cady town	282	30%
Cylon town	246	28%
Eau Galle town	514	33%
Emerald town	271	24%
Erin Prairie town	253	29%
Forest town	253	27%
Glenwood town	386	61%
Glenwood City	545	38%
Hammond village	876	31%
Hammond town	894	14%
Hudson city	6,150	35%
Hudson town	2,832	10%
Kinnickinnic town	626	19%
New Richmond city	4,036	39%
North Hudson village	1,500	26%
Pleasant Valley town	183	33%
Richmond town	1,196	22%
River Falls city	1,474	31%
Roberts village	721	34%
Rush River town	210	24%
St. Joseph town	1,759	19%
Somerset village	1,076	41%
Somerset town	1,439	15%
Springfield town	346	28%
Stanton town	368	33%
Star Prairie village	320	39%
Star Prairie town	1,425	22%
Troy town	1,880	16%
Warren town	608	14%
Woodville village	564	48%

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.