

# ALICE IN WINNEBAGO COUNTY



## 2021 Point-in-Time Data

**Population:** 171,623 • **Number of Households:** 72,794 (2% change from 2019)

**Median Household Income:** \$64,095 (state average: \$67,125)

**Labor Force Participation Rate:** 66.9% (state average: 65.1%)

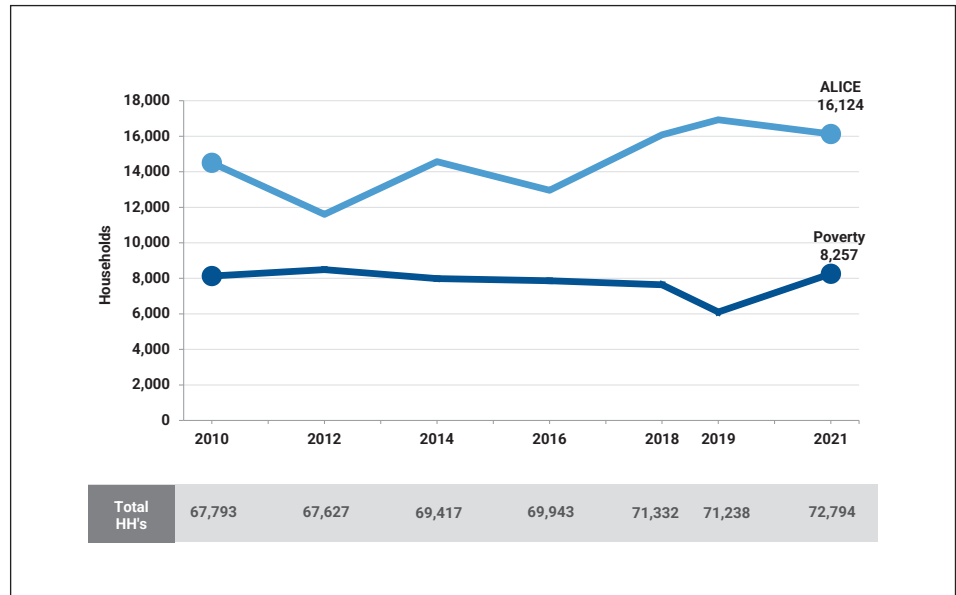
**ALICE Households:** 22% (state average: 23%) • **Households in Poverty:** 11% (state average: 11%)

## Financial Hardship Changes Over Time

**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.

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, 23,032 households in Winnebago County were below the ALICE Threshold; in 2021 this number changed to 24,381, (a 6% change).

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

## Household Survival Budget, Winnebago County, 2021

	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs and Credits		
Housing – Rent	\$375	\$467
Housing – Utilities	\$154	\$292
Child Care	–	\$1,600
Food	\$433	\$1,181
Transportation	\$328	\$805
Health Care	\$240	\$759
Technology	\$75	\$110
Miscellaneous	\$160	\$521
Tax Payments	\$242	\$1,054
Tax Credits	\$0	-\$1,267
Monthly Total	\$2,007	\$5,522
ANNUAL TOTAL	\$24,084	\$66,264
Hourly Wage*	\$12.04	\$33.13

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

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

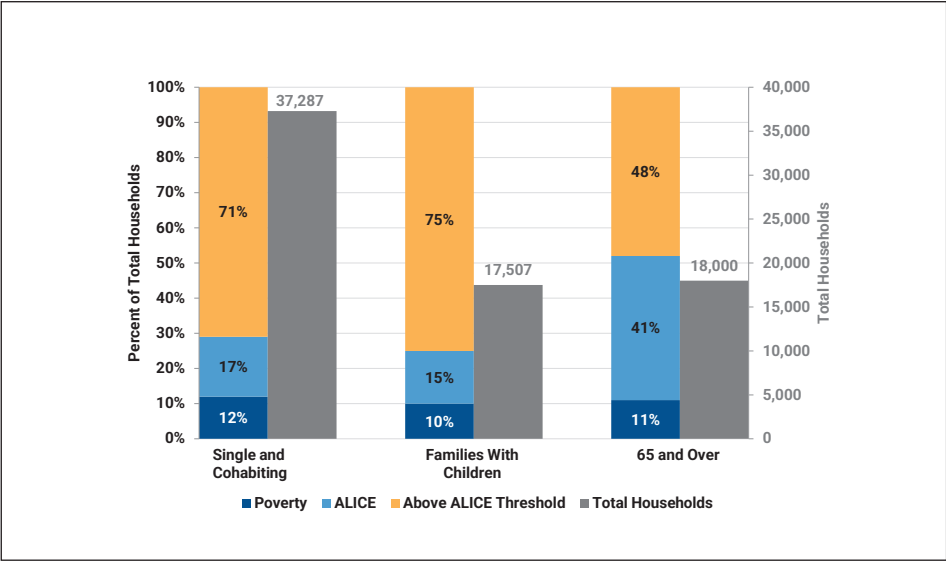
# Financial Hardship is Not Evenly Distributed

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.

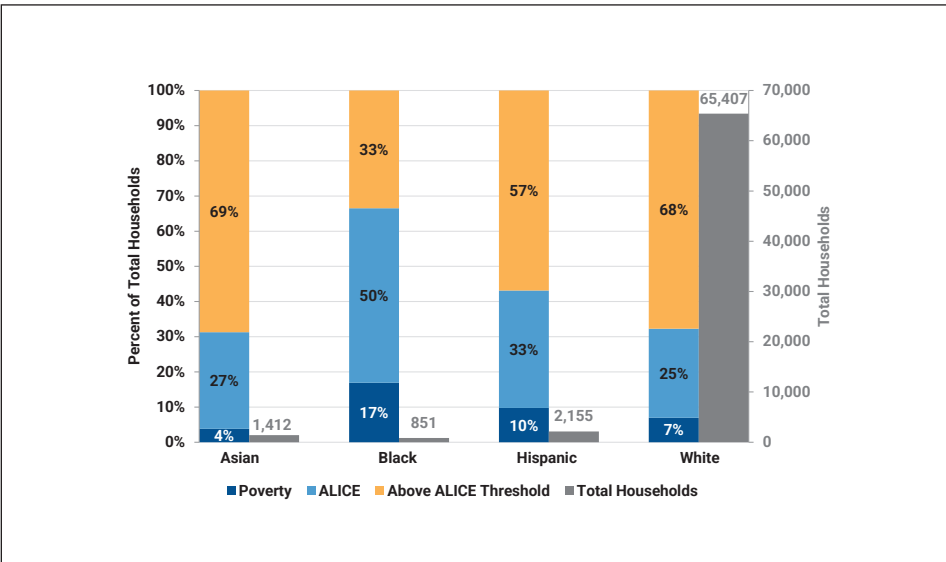
Visit [UnitedForALICE.org/Wisconsin](https://UnitedForALICE.org/Wisconsin) to view more national, state, and county data.

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



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

## Household Financial Status by Race/Ethnicity, Winnebago 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

Winnebago County, 2021		
Town	Total Households	% ALICE & Poverty
Algoma town	2,770	17%
Appleton city	525	57%
Black Wolf town	903	24%
Clayton town	1,541	18%
Fox Crossing village	8,901	35%
Menasha city	7,045	40%
Neenah city	11,236	33%
Neenah town	1,302	20%
Nekimi town	464	18%
Nepeuskun town	284	15%
Omro city	1,605	36%
Omro town	826	20%
Oshkosh city	26,565	41%
Oshkosh town	1,052	22%
Poygan town	600	24%
Rushford town	658	40%
Utica town	640	17%
Vinland town	1,103	11%
Winchester town	767	15%
Winneconne village	1,045	31%
Winneconne town	1,039	20%
Wolf River town	545	26%

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.