

ALICE IN MARATHON COUNTY



2022 Point-in-Time Data

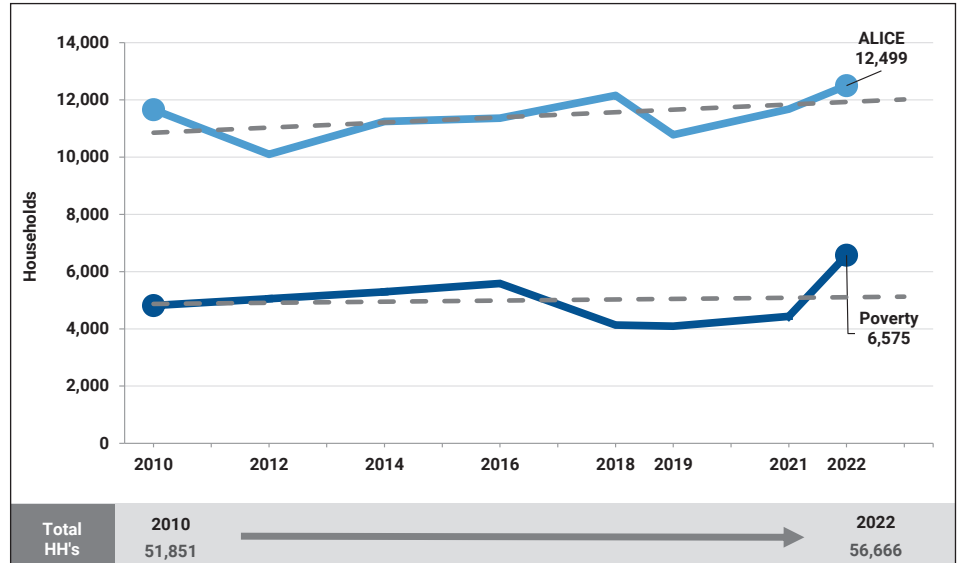
Population: 137,958 • **Number of Households:** 56,666
Median Household Income: \$69,740 (state average: \$70,996)
Labor Force Participation Rate: 66.1% (state average: 65.1%)
ALICE Households: 22% (state average: 24%) • **Households in Poverty:** 12% (state average: 11%)

Financial Hardship 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.

Households move below or above the ALICE Threshold as economic factors and circumstances change. This was especially true amid the economic crosscurrents of the COVID-19 pandemic, with higher wages, inflation, and additional pandemic assistance. By 2022, 19,074 households (34%) were below the ALICE Threshold in Marathon County.

Households by Income, Marathon County, 2010–2022



Note: See an interactive version of this data at UnitedForALICE.org/Wisconsin

Sources: ALICE Threshold, 2010–2022; American Community Survey, 2010–2022

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 2022, household costs in Marathon County were well above the Federal Poverty Level of \$13,590 for a single adult and \$27,750 for a family of four.

To see costs for different household compositions in Marathon County, visit UnitedForALICE.org/Household-Budgets/Wisconsin

Household Survival Budget, Marathon County, 2022

	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs and Credits		
Housing – Rent	\$394	\$528
Housing – Utilities	\$163	\$310
Child Care	–	\$1,379
Food	\$433	\$1,181
Transportation	\$395	\$1,045
Health Care	\$182	\$638
Technology	\$86	\$116
Miscellaneous	\$165	\$520
Tax Payments	\$252	\$1,046
Tax Credits	\$0	-\$433
Monthly Total	\$2,070	\$6,330
ANNUAL TOTAL	\$24,840	\$75,960
Hourly Wage*	\$12.42	\$37.98

*Wage working full-time required to support this budget

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

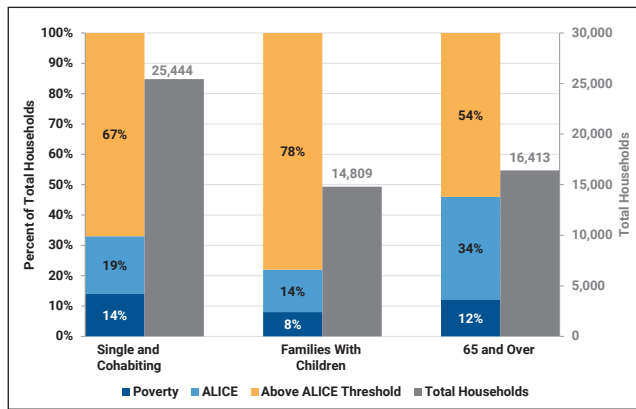
Financial Hardship is Not Evenly Distributed

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.

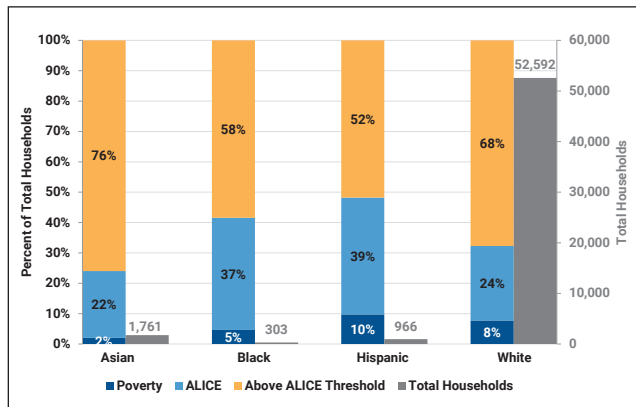
Visit UnitedForALICE.org/Wisconsin to view more national, state, and county data.

Household Financial Status by Household Type, Marathon County, 2022



Sources: ALICE Threshold, 2022; American Community Survey, 2022

Household Financial Status by Race/Ethnicity, Marathon County, 2022



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.

Source: ALICE Threshold, 2022; American Community Survey, 2022

Marathon County, 2022		
Town	Total Households	% ALICE & Poverty
Abbotsford city	226	36%
Athens village	451	42%
Bergen town	272	7%
Berlin town	348	32%
Bern town	171	32%
Bevent town	447	34%
Brighton town	242	30%
Cassel town	401	12%
Cleveland town	643	20%
Colby city	229	55%
Day town	413	29%
Easton town	392	16%
Eau Pleine town	639	24%
Edgar village	698	37%
Elderon town	259	26%
Emmet town	380	33%
Frankfort town	228	32%
Franzen town	220	45%
Green Valley town	232	29%
Guenther town	139	17%
Halsey town	192	30%
Hamburg town	343	24%
Harrison town	169	25%
Hatley village	217	23%
Hewitt town	247	36%
Holton town	335	25%
Hull town	244	27%
Johnson town	292	39%
Knowlton town	676	21%
Kronenwetter village	3,074	17%
Maine village	1,066	20%
Marathon City village	551	25%
Marathon town	430	25%
Marshfield city	410	53%
McMillan town	718	12%
Mosinee city	2,131	35%
Mosinee town	942	13%
Norrie town	393	24%
Plover town	263	29%
Reid town	450	28%
Rib Falls town	351	29%
Rib Mountain town	2,988	20%
Rietbrock town	353	12%

Marathon County, 2022		
Town	Total HH	% ALICE & Poverty
Ringle town	565	19%
Rothschild village	2,211	30%
Schofield city	1,050	35%
Spencer town	511	11%
Spencer village	730	36%
Stettin town	827	19%
Stratford village	626	29%
Texas town	597	22%
Wausau city	17,300	42%
Wausau town	773	25%
Weston town	252	12%
Weston village	6,670	34%
Wien town	293	23%

Note: Municipal-level data on this page is 5-year averages for Census County Subdivisions. 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.