

# IT'S ALL ABOUT ALICE

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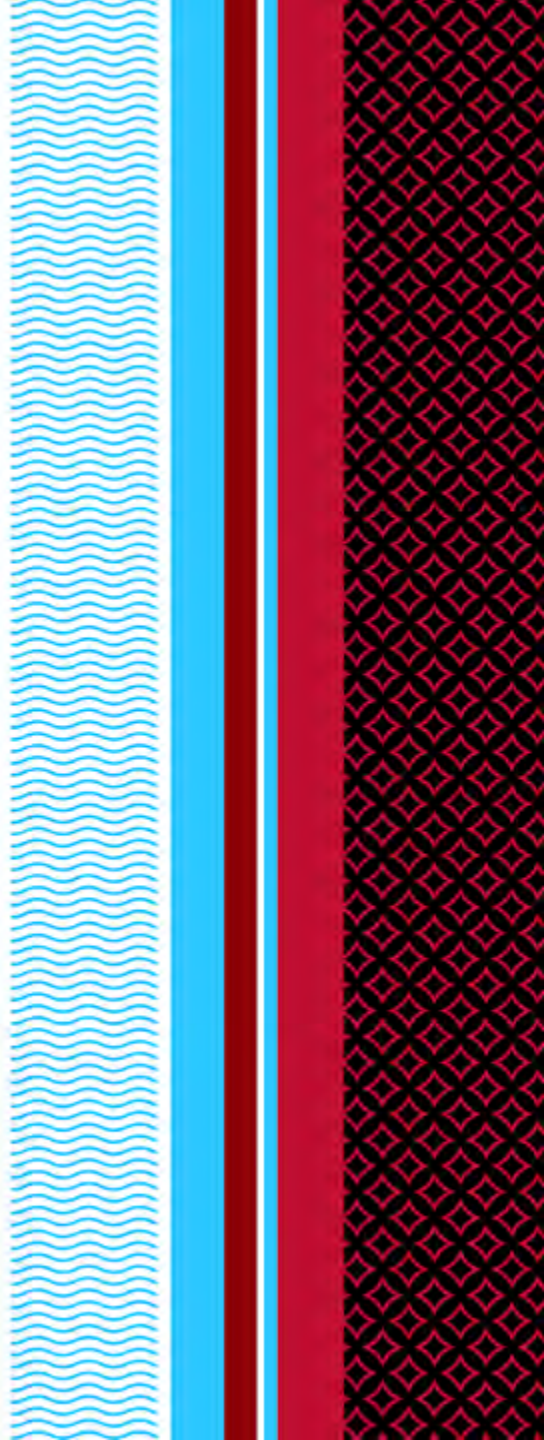
*Financial Struggles in Pierce and St. Croix Counties*



**United Way  
St. Croix Valley**

# ALICE WHO?

- Asset-Limited,  
Income-Constrained,  
Employed: **ALICE**.
- AKA, the “working poor.”



# ALICE IN PIERCE

- Pierce County Population: 42,204 people in 15,860 households.
- 8% Federal Poverty Level vs. 11% statewide.
- ALICE households: 29% vs. 23% statewide.
- 37% (5,868) of Pierce County households struggle.
- 4% worse than state avg.



# ALICE ST. CROIX

- **St. Croix County** Population: 95,044 people in 36,873 households.
- 5% Federal Poverty Level vs. 11% statewide.
- ALICE households: 23% vs. 23% statewide.
- 28% (10,324) of St. Croix County households struggle.
- Better than state avg.



## 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)

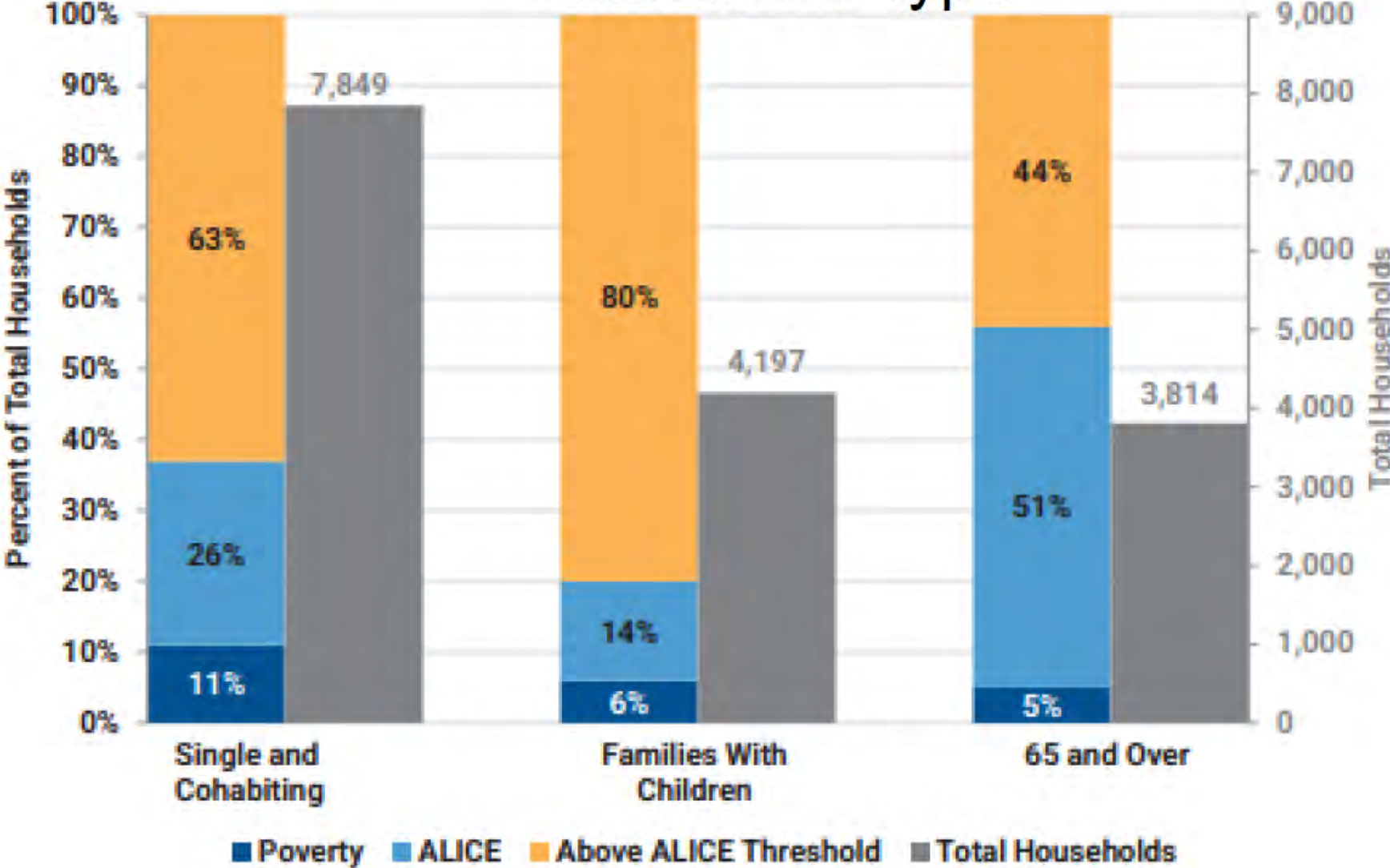
Pierce County, 2021		
Town	Total Households	% ALICE & Poverty
Bay City village	167	60%
Clifton town	930	25%
Diamond Bluff town	215	37%
Ellsworth village	1,382	33%
Ellsworth town	487	23%
Elmwood village	289	60%
El Paso town	268	18%

Pierce County, 2021		
Town	Total Households	% ALICE & Poverty
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%

Pierce County, 2021		
Town	Total Households	% ALICE & Poverty
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%

Too many ALICEs....

# 2021 Pierce County Household Financial Status by Household Type



## The Cost of Basics Outpaces Wages

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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](https://UnitedForALICE.org/Household-Budgets/Wisconsin)

### Household Survival Budget, St. Croix County, 2021

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

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

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

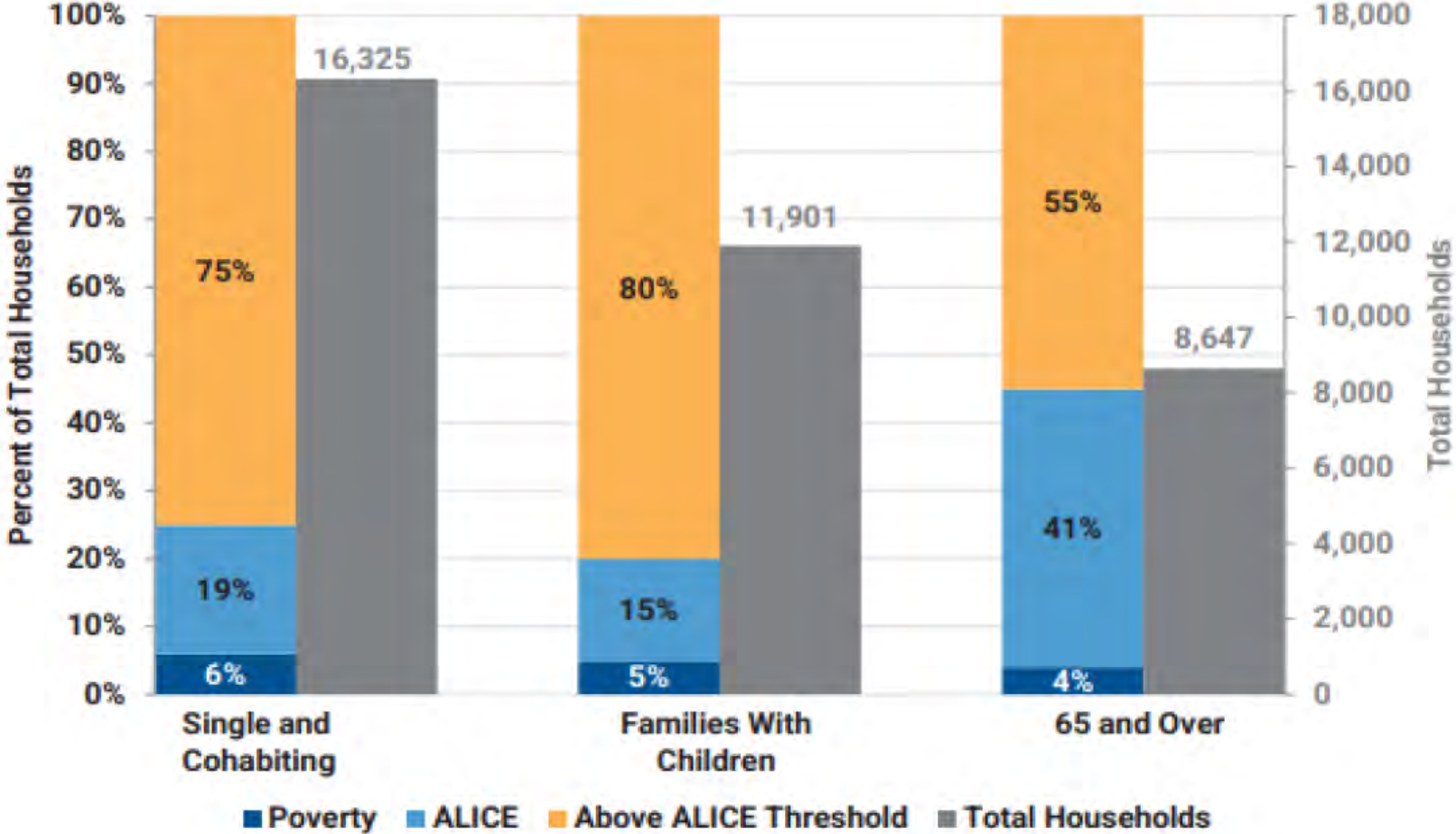


ALICE and  
FPL  
households  
in St. Croix  
County: still  
too many

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%

St. Croix County, 2021		
Town	Total Households	% ALICE & Poverty
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%

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



## **United Way Services:**

- Mental First Aid Training
- Round the clock 211 services
- Success by 6 services (diaper bank, too)

## **Local (River Falls) nonprofit organizations we support:**

- Assistance & Resource Center
- Our Neighbors' Place
- Pierce County Public Health
- Turningpoint for Victims of Domestic and Sexual Violence

# QR Code: ALICE Challenge



# QR Code: 211 Resource Directory



# LIVE UNITED TO FIGHT POVERTY

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