



**HAVE YOU MET
ALICE?**

ALICE: THE NEW FACE OF HARDSHIP IN WISCONSIN

In September 2016, United Way of Wisconsin unveiled its first statewide ALICE Report, a data-driven, comprehensive research project upending the conventional view of Wisconsin. The fact is that the number of Wisconsin households who are unable to afford life’s basic necessities far exceeds the official federal poverty statistics. United Way calls this newly revealed demographic ALICE, an acronym for Asset Limited, Income Constrained, Employed.

ALICE represents the nearly 670,922 men and women of all ages and races who get up each day to go to work, but who aren’t sure if they’ll be able to put dinner on the table each night. ALICE is your child care worker, home health aide, store clerk, and office assistant – all workers essential to you and to our community’s success.

Before this report, ALICE was a population and community issue without a name or face. While it is true that ALICE has existed long before this study, it was not until the release of this Report that there was any way to discuss the plight of these households, nonetheless quantify them.

There are serious consequences for both ALICE households and their communities when these households cannot afford the basic necessities. ALICE households are forced to make difficult choices such as skipping preventative health care, healthy food, or car insurance. These “savings” threaten their health, safety, and future - and they reduce Wisconsin’s economic productivity and raise insurance premiums and taxes for everyone. The costs are high for both ALICE families and the wider community.

ALICE NEEDS YOUR HELP

We all have a vested interest in improving conditions for ALICE – their everyday struggles reach beyond personal trials to impact the wider community.

Visit UnitedWayALICE.org/Wisconsin to download the ALICE Report. By raising awareness about ALICE and stimulating a fresh dialogue among residents and leaders, we can, together, improve the overall health of our communities.

Contact your local United Way to join the community dialogue about these issues.



GIVE. ADVOCATE. VOLUNTEER.
**United Way
of Wisconsin**
UnitedWayALICE.org/Wisconsin



WHAT THE RESEARCH REVEALED

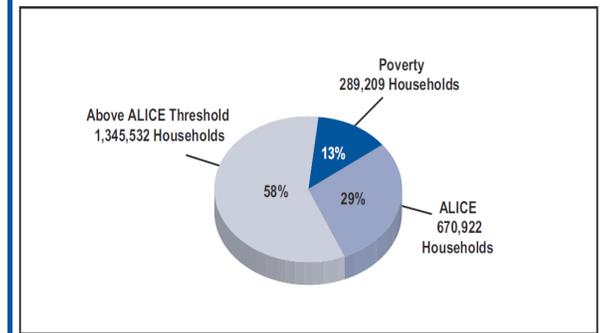
HOW MANY HOUSEHOLDS ARE STRUGGLING?

Forty-two percent of households in Wisconsin struggle to afford basic household necessities. Based on the most recent data from 2014, 13 percent of the state's households live in poverty and an additional 29 percent are ALICE households.

There are 670,922 ALICE households in Wisconsin — households with income above the Federal Poverty Level (FPL) but below a basic cost-of-living threshold. This new method for measuring hardship reveals a far broader and more serious problem than previously thought.

ALICE families with children include both married and single parents. These households exist in all age groups, are spread across all counties in Wisconsin, and represent a cross-section of Wisconsin's population.

Household Income, Wisconsin, 2014



Source: American Community Survey, 2014, and the ALICE Threshold, 2014

REASONS WHY ALICE EXISTS

Cost of Basic Household Expenses Outpaced What Most Jobs Support

The Household Survival Budget, one of four new measures, shows that it costs more than double the U.S. poverty rate for a single adult in Wisconsin to afford the essentials.

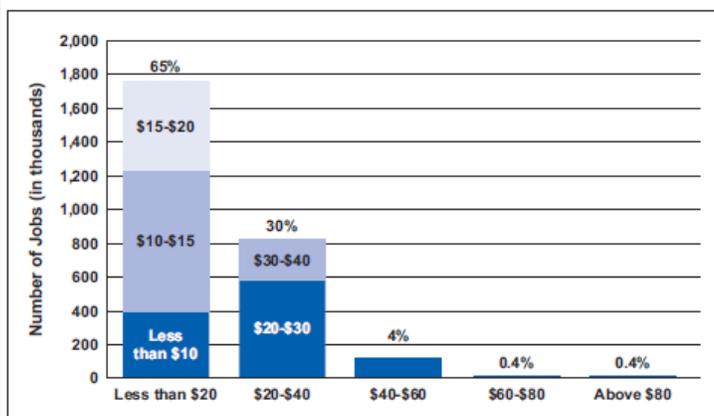
Despite working, ALICE and poverty-level households often need assistance to afford the most basic necessities, and even with assistance many of these households are unable to make ends meet. This income gap forces families to choose whether to pay an electric bill or fill a prescription, buy food or fill their gas tank.

Wisconsin became less affordable from 2007-2014. The cost of basic housing, child care, transportation, food, and health care increased by fourteen percent during this 7-year period.

Household Survival Budget, Wisconsin Average, 2014

Wisconsin Average – 2014			
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER	2007 – 2014 PERCENT CHANGE
Monthly Costs			
Housing	\$458	\$898	15%
Child Care	-	\$1,101	-23%
Food	\$176	\$533	20%
Transportation	\$352	\$704	9%
Health Care	\$147	\$589	42%
Miscellaneous	\$176	\$415	14%
Taxes	\$828	\$527	25%
Monthly Total	\$1,833	\$4,567	14%
ANNUAL TOTAL	\$23,196	\$54,804	14%
Hourly Wage	\$11.60	\$27.40	14%

Number of Jobs by Hourly Wage, Wisconsin, 2014



Income Constrained

ALICE provides vital services to our community — such as child care, health care, security, and retail services — but can't make ends meet on the income that these jobs provide.

In line with the national trend, the Wisconsin economy is increasingly dependent on low-paying service jobs. In Wisconsin, 65% of all jobs pay less than \$20 per hour (\$40,000 per year if full-time). These jobs are projected to grow at double or triple the rate of medium- and high-skilled jobs over the next decade across Wisconsin.