

# ALICE IN CHIPPEWA COUNTY



## 2021 Point-in-Time Data

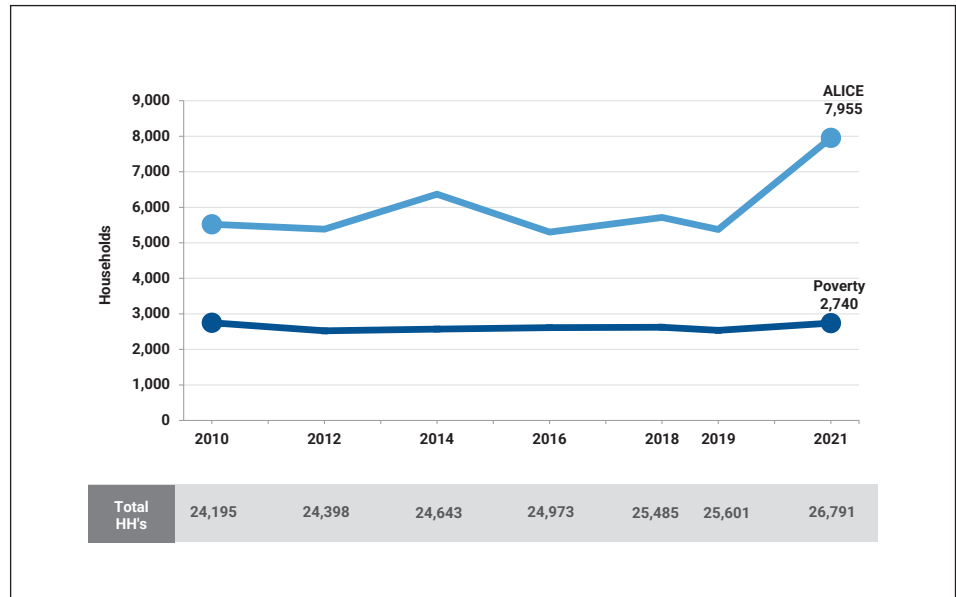
**Population:** 66,865 • **Number of Households:** 26,791 (5% change from 2019)  
**Median Household Income:** \$60,533 (state average: \$67,125)  
**Labor Force Participation Rate:** 59.8% (state average: 65.1%)  
**ALICE Households:** 30% (state average: 23%) • **Households in Poverty:** 10% (state 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, 7,911 households in Chippewa County were below the ALICE Threshold; in 2021 this number changed to 10,695, (a 35% change).

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

## Household Survival Budget, Chippewa County, 2021

	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs and Credits</b>		
Housing – Rent	\$440	\$607
Housing – Utilities	\$154	\$292
Child Care	–	\$1,310
Food	\$391	\$1,067
Transportation	\$328	\$805
Health Care	\$240	\$759
Technology	\$75	\$110
Miscellaneous	\$163	\$495
Tax Payments	\$248	\$979
Tax Credits	\$0	-\$1,255
<b>Monthly Total</b>	\$2,039	\$5,169
<b>ANNUAL TOTAL</b>	\$24,468	\$62,028
<b>Hourly Wage*</b>	<b>\$12.23</b>	<b>\$31.01</b>

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

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

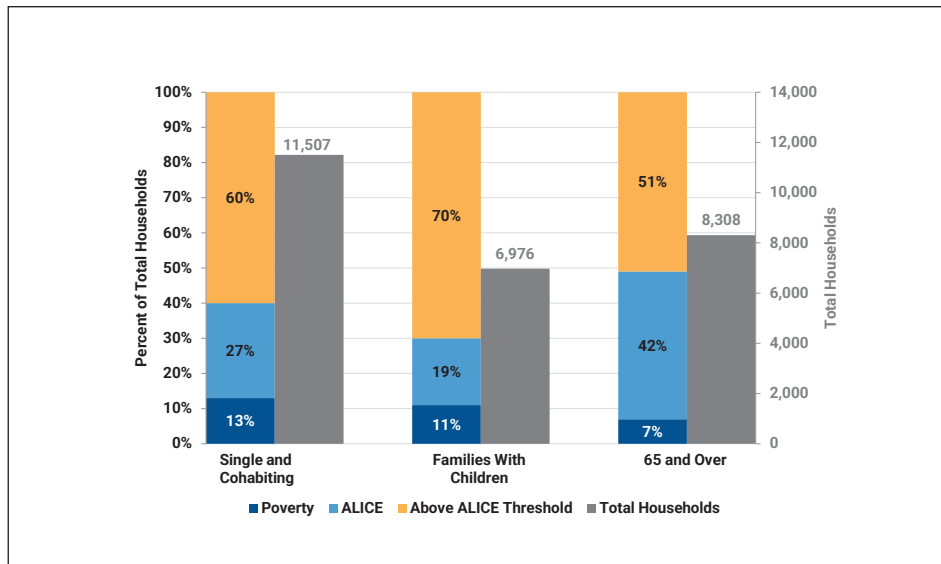
# Financial Hardship is Not Evenly Distributed

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.

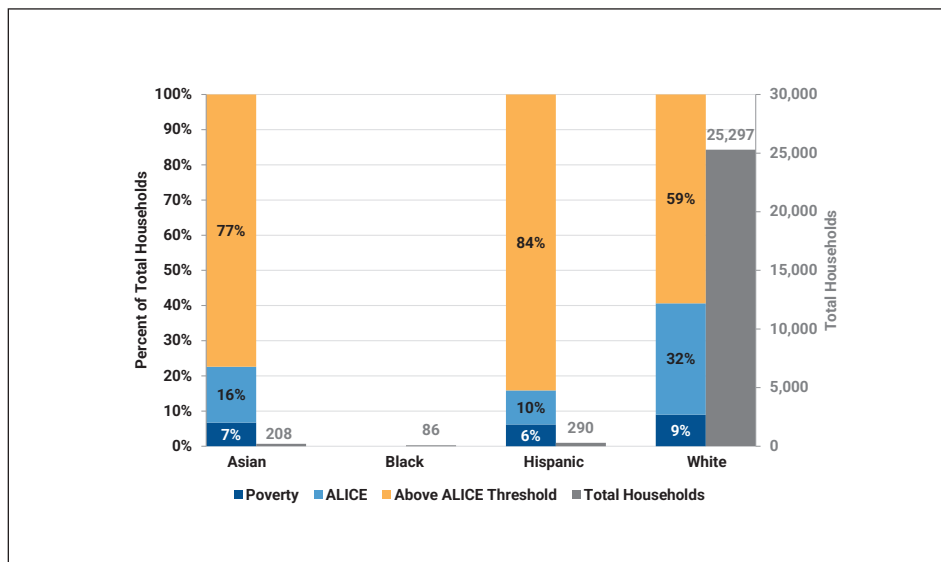
Visit [UnitedForALICE.org/Wisconsin](https://UnitedForALICE.org/Wisconsin) to view more national, state, and county data.

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



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

## Household Financial Status by Race/Ethnicity, Chippewa 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

Chippewa County, 2021		
Town	Total Households	% ALICE & Poverty
Anson town	999	25%
Arthur town	325	43%
Auburn town	263	31%
Birch Creek town	225	28%
Bloomer city	1,471	53%
Bloomer town	441	44%
Boyd village	221	31%
Cadott village	604	47%
Chippewa Falls city	6,295	46%
Cleveland town	343	41%
Colburn town	326	33%
Cooks Valley town	286	23%
Cornell city	618	45%
Delmar town	402	37%
Eagle Point town	1,391	37%
Eau Claire city	785	34%
Edson town	361	37%
Estella town	174	40%
Goetz town	263	32%
Howard town	348	20%
Lafayette town	2,614	24%
Lake Hallie village	2,903	32%
Lake Holcombe town	382	44%
New Auburn village	186	46%
Ruby town	264	27%
Sampson town	427	36%
Sigel town	376	39%
Stanley city	914	52%
Tilden town	514	19%
Wheaton town	940	16%
Woodmohr town	323	24%

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.