

ALICE IN ROCK COUNTY

2016 Point-in-Time Data

Population: 161,620 • **Number of Households:** 63,222

Median Household Income: \$50,729 (state average: \$56,811)

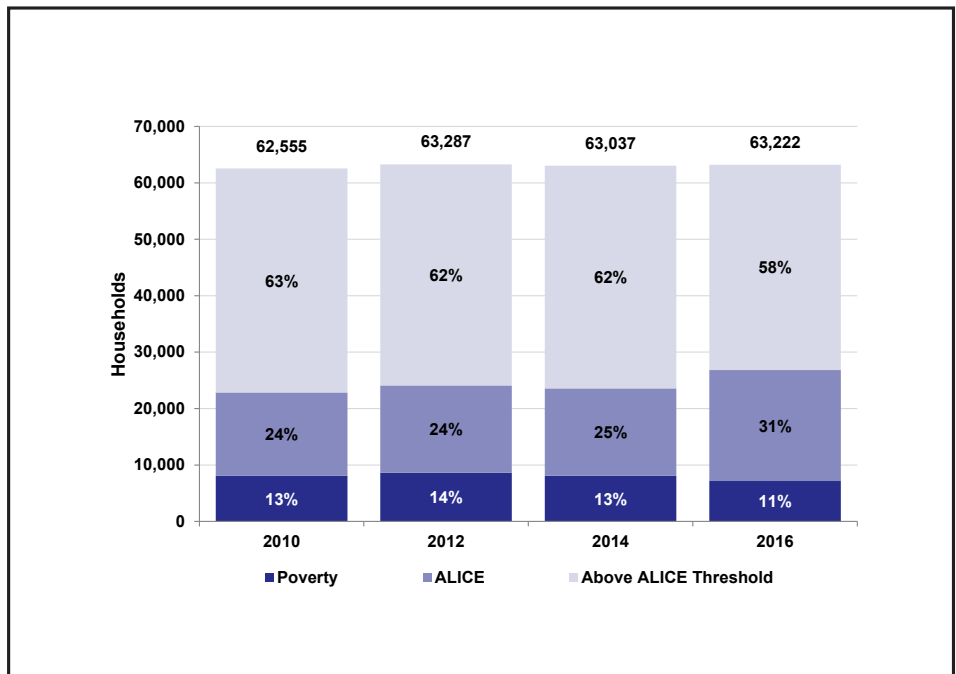
Unemployment Rate: 5% (state average: 4.1%)

ALICE Households: 31% (state average: 25.8%) • **Households in Poverty:** 11% (state average: 11.7%)

How has the number of ALICE households changed over time?

ALICE is an acronym for **A**sset Limited, **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). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The number of households below the ALICE Threshold changes over time; households move in and out of poverty and ALICE status as their circumstances improve or worsen. The recovery, which started in 2010, has been uneven across the state. Conditions have improved for some families, but with rising costs, many still find themselves struggling.

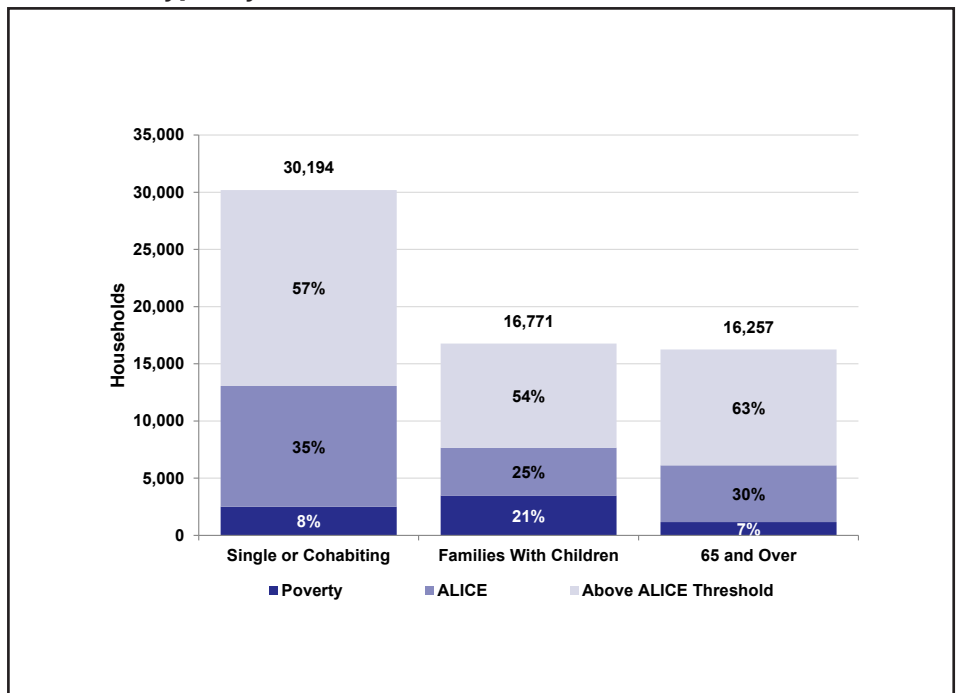
Households by Income, 2010 to 2016



What types of households are struggling?

The way Americans live is changing. There are more different family and living combinations than ever before, including more adults living alone, with roommates, or with their parents. Families with children are changing: There are more non-married cohabiting parents, same-sex parents, and blended families with remarried parents. The number of senior households is also increasing. Yet all types of households continue to struggle: ALICE and poverty-level households exist across all of these living arrangements.

Household Types by Income, 2016



Why do so many households struggle?

The cost of living continues to increase...

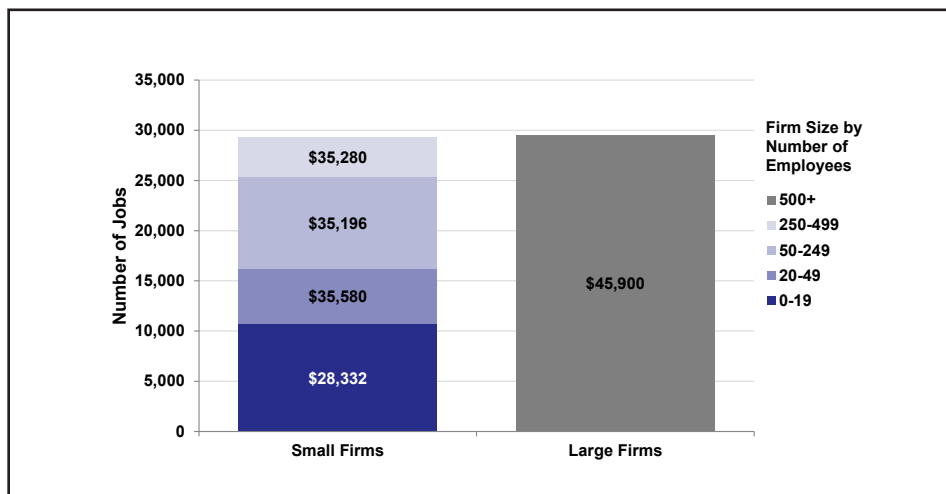
The Household Survival Budget reflects the bare minimum that a household needs to live and work today. It does not include savings for emergencies or future goals like college. In 2016, costs were well above the Federal Poverty Level of \$11,880 for a single adult and \$24,300 for a family of four. Family costs increased by 18 percent statewide from 2010 to 2016, compared to 9 percent inflation nationally.

Household Survival Budget, Rock County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs		
Housing	\$508	\$770
Child Care	\$-	\$1,400
Food	\$158	\$525
Transportation	\$349	\$697
Health Care	\$214	\$800
Technology	\$55	\$75
Miscellaneous	\$152	\$495
Taxes	\$239	\$684
Monthly Total	\$1,675	\$5,446
ANNUAL TOTAL	\$20,100	\$65,352
Hourly Wage	\$10.05	\$32.68

...and wages lag behind

Employment and wages vary by location; firms generally pay higher wages in areas with a higher cost of living, although those wages still do not always cover basic needs. Employment and wages also vary by firm size: Large firms tend to offer higher wages and more job stability; smaller businesses can account for more jobs overall, especially in rural areas, but may pay less and offer less stability. Medium-size firms pay more but typically employ the fewest workers.

Private-Sector Employment by Firm Size With Average Annual Wages, 2016



Sources: 2016 Point-in-Time Data: American Community Survey. ALICE Demographics: American Community Survey; the ALICE Threshold. Budget: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Wisconsin Department of Children and Families, 2016.

Rock County, 2016		
Town	Total HH	% ALICE & Poverty
Avon	227	37%
Beloit	3,159	40%
Beloit city	13,982	58%
Bradford	382	29%
Center	401	28%
Clinton	306	25%
Clinton village	848	35%
Edgerton city	2,228	43%
Evansville city	2,059	36%
Footville village	286	49%
Fulton	1,353	20%
Harmony	973	16%
Janesville	1,333	17%
Janesville city	26,098	43%
Johnstown	301	18%
La Prairie	325	33%
Lima	486	37%
Magnolia	314	39%
Milton	1,143	21%
Milton city	2,334	38%
Newark	591	24%
Orfordville village	539	38%
Plymouth	460	29%
Porter	409	23%
Rock	1,211	44%
Spring Valley	296	34%
Turtle	963	28%
Union	856	27%

Note: Municipal-level data on this page is 5-year averages for Census Places and County Subdivisions. Totals will not always match county-level numbers because some county-level data is 1-year estimates.