

## 2021 Point-in-Time Data

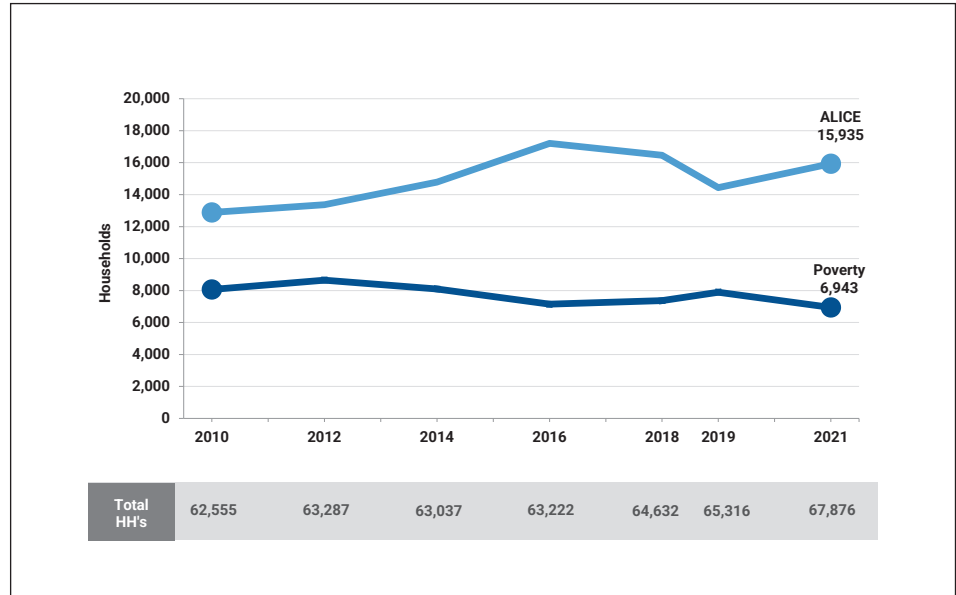
**Population:** 164,381 • **Number of Households:** 67,876 (4% change from 2019)  
**Median Household Income:** \$66,090 (state average: \$67,125)  
**Labor Force Participation Rate:** 65% (state average: 65.1%)  
**ALICE Households:** 23% (state average: 23%) • **Households in Poverty:** 10% (state average: 11%)

## Financial Hardship Changes Over Time

ALICE is an acronym for **A**sset Limited, **I**ncome Constrained, **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, 22,328 households in Rock County were below the ALICE Threshold; in 2021 this number changed to 22,878, (a 2% change).

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

Household Survival Budget, Rock County, 2021		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs and Credits</b>		
Housing – Rent	\$497	\$572
Housing – Utilities	\$154	\$292
Child Care	–	\$1,450
Food	\$411	\$1,120
Transportation	\$328	\$805
Health Care	\$240	\$759
Technology	\$75	\$110
Miscellaneous	\$170	\$511
Tax Payments	\$266	\$1,024
Tax Credits	\$0	-\$1,267
<b>Monthly Total</b>	<b>\$2,141</b>	<b>\$5,376</b>
<b>ANNUAL TOTAL</b>	<b>\$25,692</b>	<b>\$64,512</b>
<b>Hourly Wage*</b>	<b>\$12.85</b>	<b>\$32.26</b>

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

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

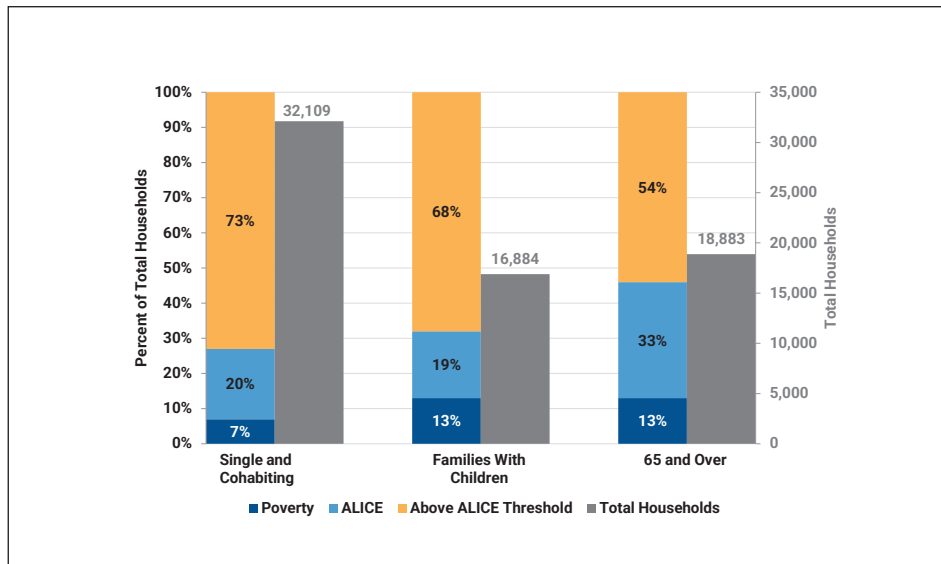
# Financial Hardship is Not Evenly Distributed

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.

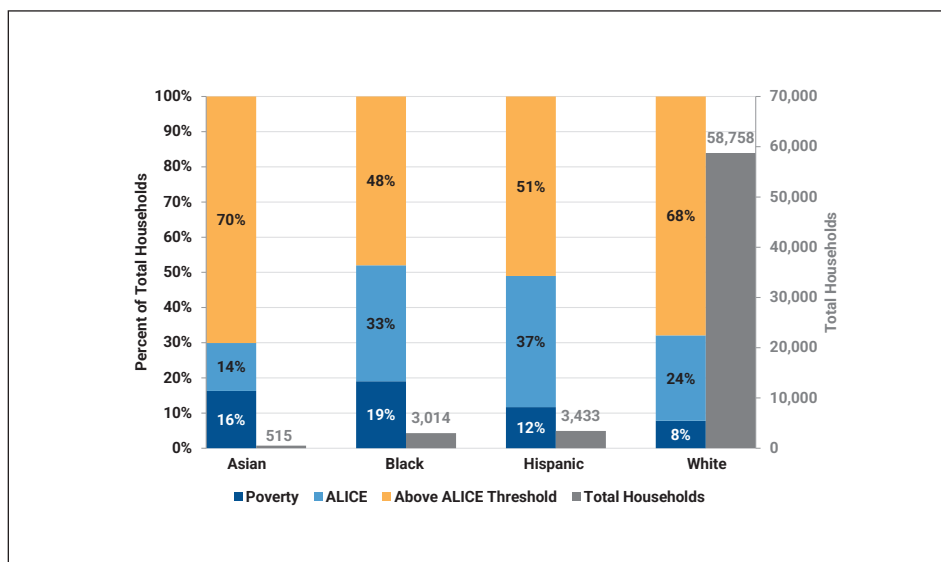
Visit [UnitedForALICE.org/Wisconsin](https://UnitedForALICE.org/Wisconsin) to view more national, state, and county data.

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



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

## Household Financial Status by Race/Ethnicity, Rock 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

Rock County, 2021		
Town	Total Households	% ALICE & Poverty
Avon town	285	19%
Beloit city	13,677	46%
Beloit town	2,943	33%
Bradford town	413	24%
Center town	433	20%
Clinton village	767	35%
Clinton town	433	23%
Edgerton city	2,302	38%
Evansville city	2,314	26%
Footville village	417	38%
Fulton town	1,440	15%
Harmony town	890	7%
Janesville city	27,743	36%
Janesville town	1,505	14%
Johnstown	297	21%
La Prairie town	308	28%
Lima town	496	31%
Magnolia town	446	20%
Milton city	2,244	27%
Milton town	1,308	32%
Newark town	564	21%
Orfordville village	621	41%
Plymouth town	470	26%
Porter town	409	18%
Rock town	1,227	53%
Spring Valley town	274	28%
Turtle town	923	25%
Union town	857	22%

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.