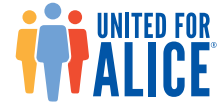


# ALICE IN OCONTO COUNTY



## 2022 Point-in-Time Data

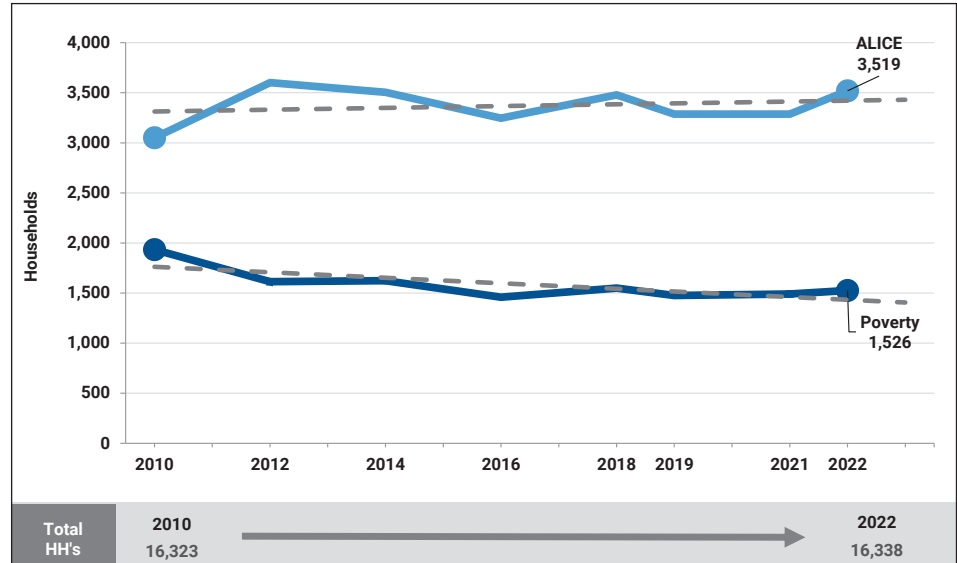
**Population:** 39,048 • **Number of Households:** 16,338  
**Median Household Income:** \$73,611 (state average: \$70,996)  
**Labor Force Participation Rate:** 60.6% (state average: 65.1%)  
**ALICE Households:** 22% (state average: 24%) • **Households in Poverty:** 9% (state average: 11%)

## Financial Hardship 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.

Households move below or above the ALICE Threshold as economic factors and circumstances change. This was especially true amid the economic crosscurrents of the COVID-19 pandemic, with higher wages, inflation, and additional pandemic assistance. By 2022, 5,045 households (31%) were below the ALICE Threshold in Oconto County.

## Households by Income, Oconto County, 2010–2022



Note: See an interactive version of this data at [UnitedForALICE.org/Wisconsin](https://UnitedForALICE.org/Wisconsin)

Sources: ALICE Threshold, 2010–2022; American Community Survey, 2010–2022

## The Cost of Basics Outpaces Wages

The Household Survival Budget reflects the minimum cost to live and work in the current economy and includes housing, child care, food, transportation, health care, technology, 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 by household composition, as costs can vary greatly depending on location and household needs.

In 2022, household costs in Oconto County were well above the Federal Poverty Level of \$13,590 for a single adult and \$27,750 for a family of four.

To see costs for different household compositions in Oconto County, visit [UnitedForALICE.org/Household-Budgets/Wisconsin](https://UnitedForALICE.org/Household-Budgets/Wisconsin)

## Household Survival Budget, Oconto County, 2022

	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
<b>Monthly Costs and Credits</b>		
Housing – Rent	\$391	\$447
Housing – Utilities	\$163	\$310
Child Care	–	\$1,321
Food	\$436	\$1,188
Transportation	\$395	\$1,045
Health Care	\$182	\$638
Technology	\$86	\$116
Miscellaneous	\$165	\$506
Tax Payments	\$252	\$1,009
Tax Credits	\$0	-\$433
<b>Monthly Total</b>	<b>\$2,070</b>	<b>\$6,147</b>
<b>ANNUAL TOTAL</b>	<b>\$24,840</b>	<b>\$73,764</b>
<b>Hourly Wage*</b>	<b>\$12.42</b>	<b>\$36.88</b>

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

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

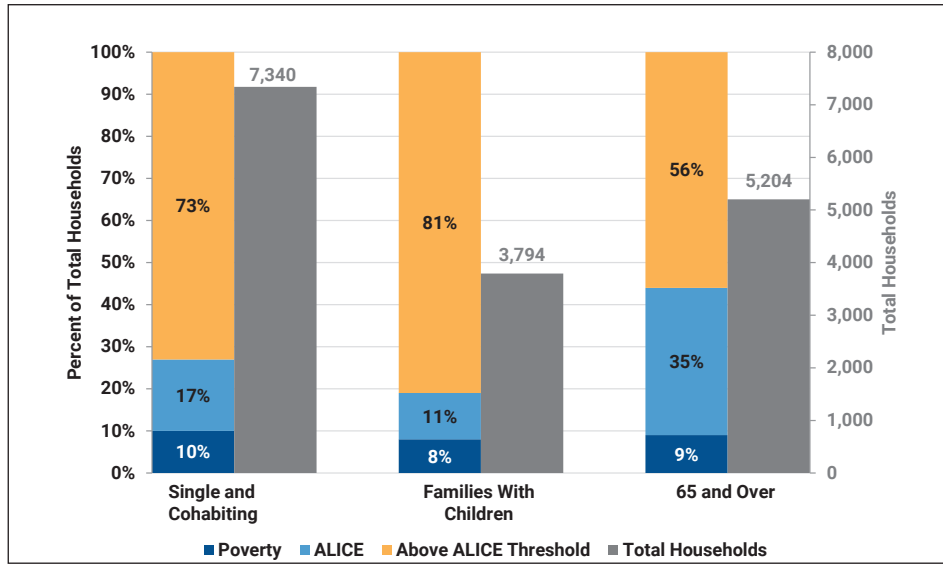
# Financial Hardship is Not Evenly Distributed

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.

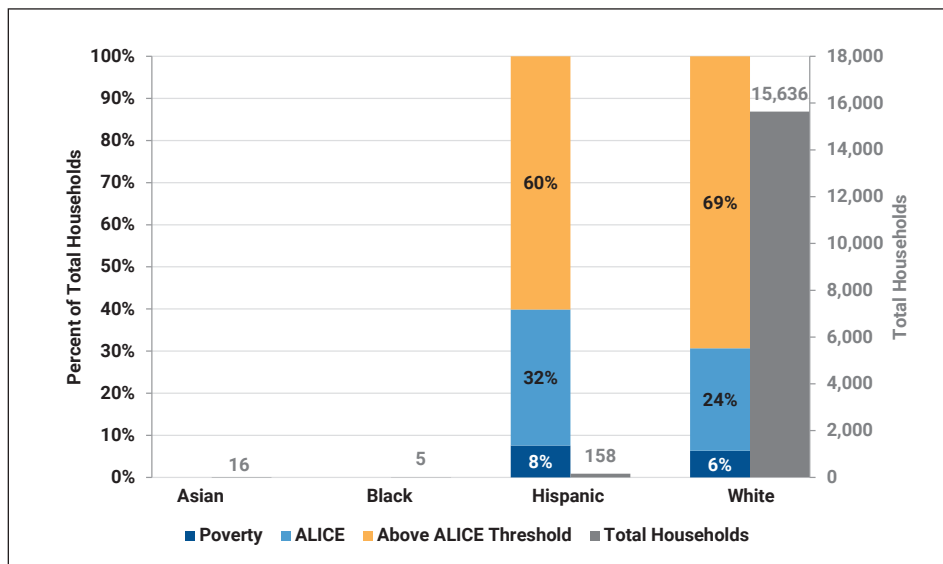
Visit [UnitedForALICE.org/Wisconsin](https://UnitedForALICE.org/Wisconsin) to view more national, state, and county data.

## Household Financial Status by Household Type, Oconto County, 2022



Sources: ALICE Threshold, 2022; American Community Survey, 2022

## Household Financial Status by Race/Ethnicity, Oconto County, 2022



Note: Asian, Black, and White racial categories are for one race alone. Race and Hispanic ethnicity are overlapping categories. The Asian and Black groups may include Hispanic households; the White group includes only White, non-Hispanic households. The Hispanic ethnic group may include households of any race.

Source: ALICE Threshold, 2022; American Community Survey, 2022

Oconto County, 2022		
Town	Total Households	% ALICE & Poverty
Abrams town	788	21%
Bagley town	133	34%
Brazeau town	700	30%
Breed town	347	34%
Chase town	1,107	18%
Doty town	153	39%
Gillett city	526	48%
Gillett town	399	36%
How town	274	21%
Lakewood town	414	46%
Lena town	286	22%
Lena village	256	31%
Little River town	432	22%
Little Suamico town	2,067	12%
Maple Valley town	250	44%
Morgan town	437	30%
Mountain town	467	52%
Oconto city	1,990	38%
Oconto Falls city	1,268	50%
Oconto Falls town	619	29%
Oconto town	569	27%
Pensaukee town	569	26%
Riverview town	351	38%
Spruce town	356	28%
Stiles town	573	29%
Suring village	166	51%
Townsend town	562	32%
Underhill town	279	33%

Note: Municipal-level data on this page is 5-year averages for Census County Subdivisions. Data for counties with populations over 65,000 is 1-year estimates. Geographies with fewer than 100 households are not included. Therefore, totals will not match the county-level numbers.