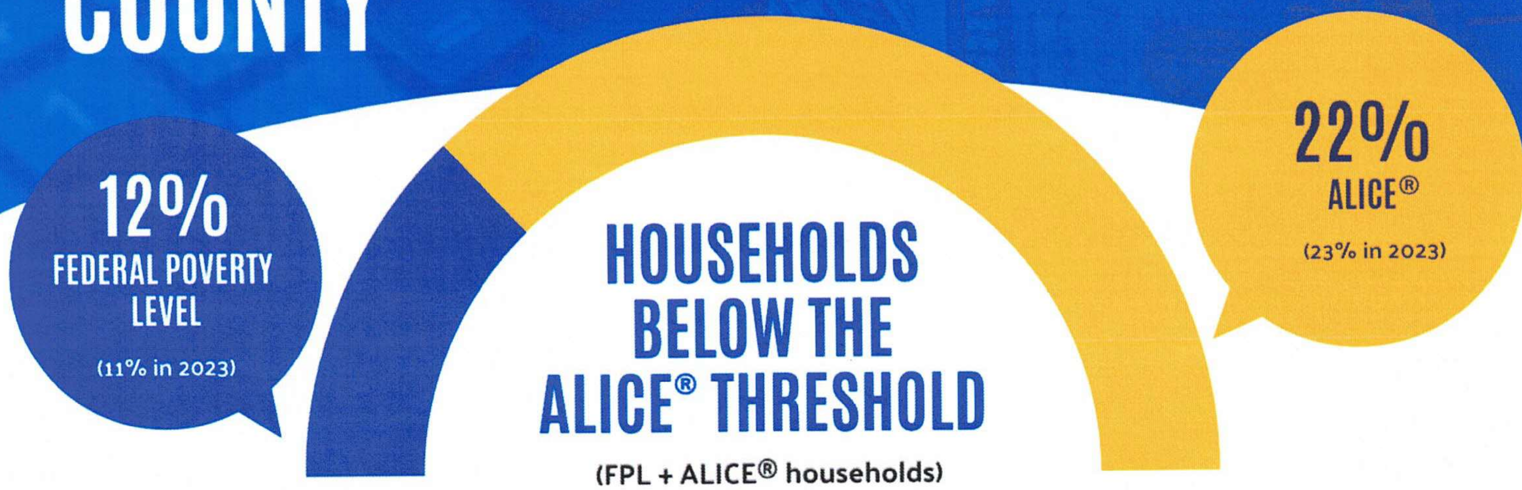
FINANCIAL HARDSHIP IN LINCOLN COUNTY

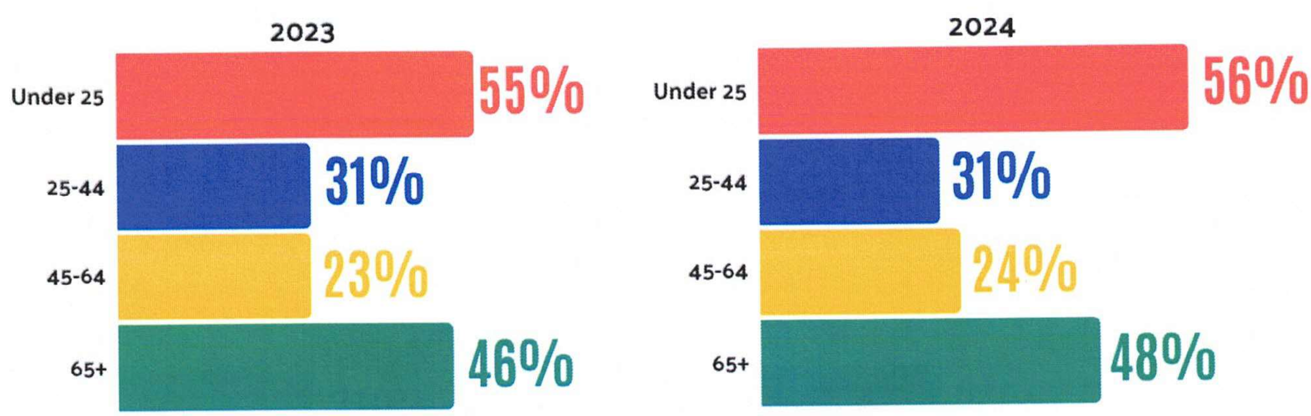
Household financial hardship has a profound impact on families, communities, and the economy.

In Lincoln County, 34% (more than 4,340) households are financially unstable and fall below **the ALICE® Threshold.** This Threshold is in stark contrast to the Federal Poverty Level (FPL) rate of 12%, which excludes ALICE® (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed) households and is an outdated measure of financial need.



HARDSHIP BY AGE IS INCREASING

Between 2023 and 2024, rates of households below the ALICE® Threshold increased most significantly for older adults.



Data Source: United For ALICE (2026). *The State of ALICE in Wisconsin*. Based on 2024 data.

UNITED FOR ALICE

Merrill Area UNITED WAY

UnitedForALICE.org/wisconsin
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ANYONE CAN BE ALICE®

Financial hardship can affect anyone due to job loss, illness, divorce, caregiving responsibilities, or other unexpected life events.

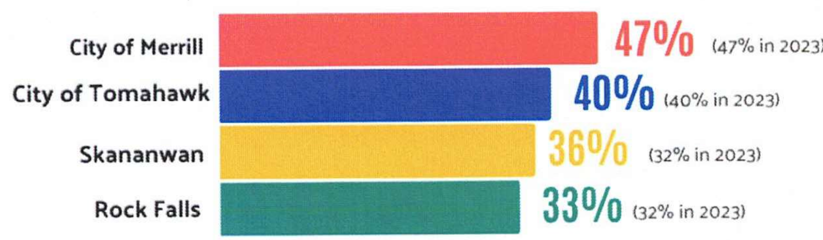
More than 1 in 3 Lincoln County households can't afford basic needs like housing, childcare, food, healthcare, and transportation.

WHEN WORKING ISN'T ENOUGH

*ALICE® Survival Budget for a family of four with two adults and two children in child care

WHERE FINANCIAL HARDSHIP RATES ARE HIGHEST

Lincoln County communities with the highest percentage of households below the ALICE® Threshold



WORKING DOESN'T ALWAYS MEAN MAKING ENDS MEET

Many essential workers are living below the ALICE® Threshold. Among Wisconsin's 20 most common occupations, 13 jobs pay less than $25/hour; these jobs have the highest rates of financial hardship:

- **COOKS** 48%
- **PERSONAL CARE AIDES** 46%
- **TEACHING ASSISTANTS** 42%
- **NURSING ASSISTANTS** 35%
- **CASHIERS** 33%

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