

# ALICE IN LINCOLN COUNTY



## 2023 Point-in-Time Data

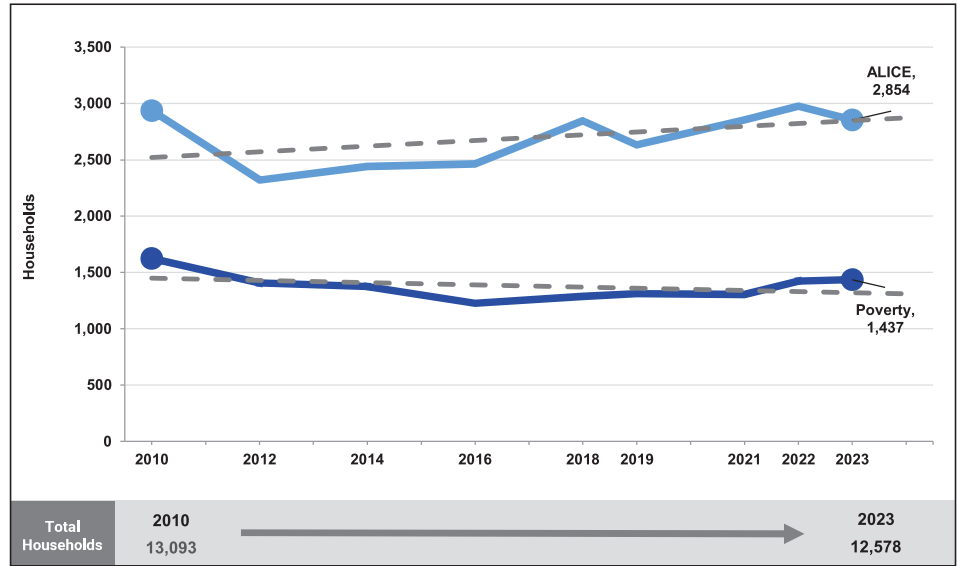
**Population:** 28,403 • **Number of Households:** 12,578  
**Median Household Income:** \$67,726 (state: \$74,631)  
**Labor Force Participation Rate:** 59.3% (state: 65.2%)  
**ALICE Households:** 23% (state: 24%) • **Households in Poverty:** 11% (state: 11%)

## Trends in Financial Hardship

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). 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. The line graph to the right shows the number of ALICE and poverty-level households (solid blue lines), as well as the trend over time (dotted gray lines). **By 2023, 4,291 households (34%) were below the ALICE Threshold in Lincoln County.**

## ALICE and Poverty-Level Households, Lincoln County, 2010–2023



Note: See an interactive version of this data at [UnitedForALICE.org/Wisconsin](https://UnitedForALICE.org/Wisconsin)  
 Sources: ALICE Threshold, 2010–2023; American Community Survey, 2010–2023

## 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 2023, household costs in Lincoln County were well above the Federal Poverty Level of \$14,580 for a single adult and \$30,000 for a family of four.

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

Household Survival Budget, Lincoln County, 2023		
	Single Adult	2 Adults, 1 Infant, 1 Preschooler
<b>Monthly Costs</b>		
Housing	\$638	\$957
Child Care	–	\$1,310
Food	\$450	\$1,221
Transportation	\$387	\$935
Health Care	\$174	\$617
Technology	\$86	\$116
Miscellaneous	\$174	\$516
Taxes	\$249	\$510
<b>Monthly Total</b>	<b>\$2,158</b>	<b>\$6,182</b>
<b>ANNUAL TOTAL</b>	<b>\$25,896</b>	<b>\$74,184</b>
<b>Hourly Wage*</b>	<b>\$12.95</b>	<b>\$37.09</b>

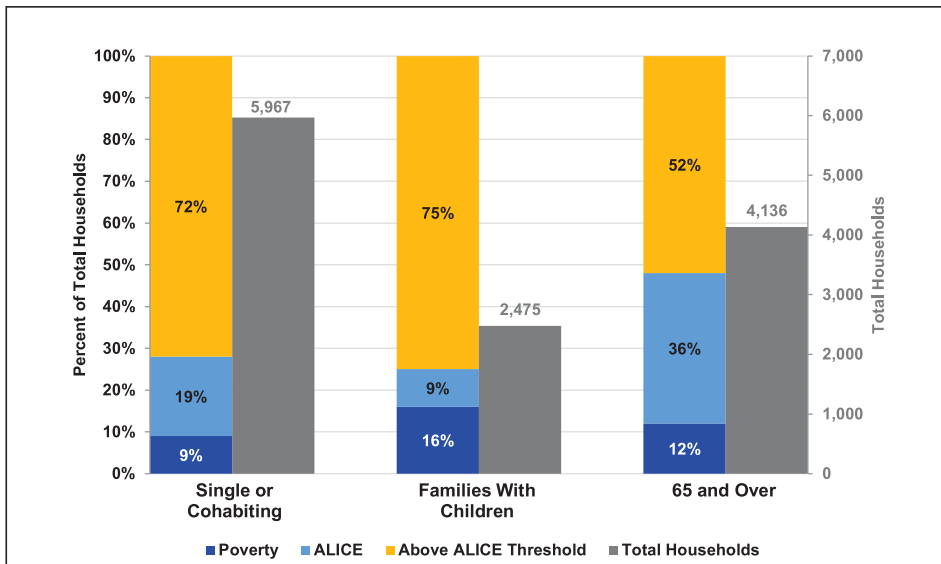
\*Full-time wage required to support this budget  
 For ALICE Household Survival Budget sources, visit [UnitedForALICE.org/Methodology](https://UnitedForALICE.org/Methodology)

# Financial Hardship is Not Evenly Distributed

The largest demographic groups in the county also tend to have the largest number of households below the ALICE Threshold. However, when looking at the percentage of each group that is below the Threshold, some groups face higher rates of hardship.

Explore more demographic data at [UnitedForALICE.org/Wisconsin](https://UnitedForALICE.org/Wisconsin) and visit [UnitedForALICE.org/Mapping-Tool](https://UnitedForALICE.org/Mapping-Tool) to see ALICE data for all available geographies.

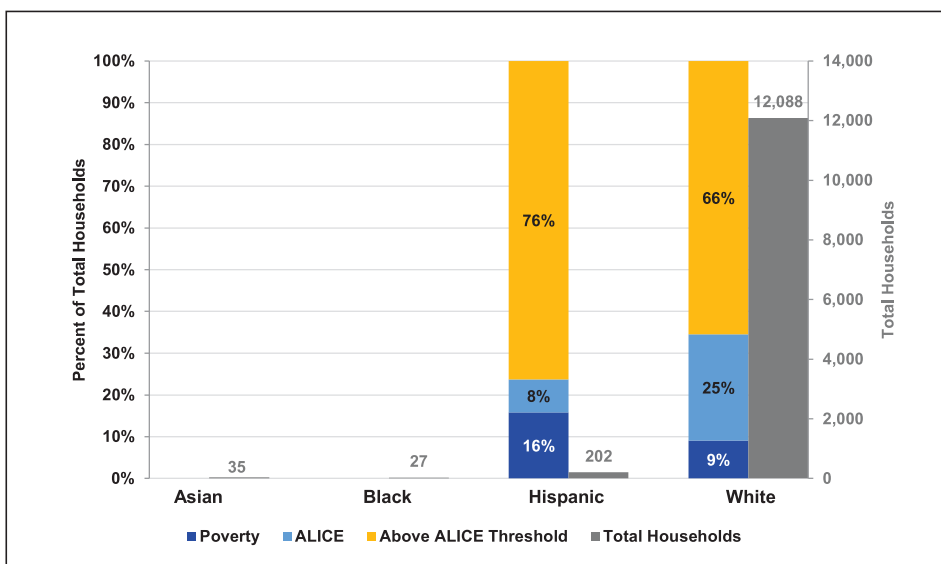
## Household Financial Status by Household Type, Lincoln County, 2023



Note: Families with children include married-parent, single-female-headed, and single-male-headed households.

Sources: ALICE Threshold, 2023; American Community Survey, 2023

## Household Financial Status by Race/Ethnicity, Lincoln County, 2023



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.

Sources: ALICE Threshold, 2023; American Community Survey, 2023

Lincoln County, 2023		
Town	Total Households	% ALICE & Poverty
Birch town	256	24%
Bradley town	989	26%
Corning town	452	20%
Harding town	145	25%
Harrison town	401	21%
King town	409	23%
Merrill city	4,239	47%
Merrill town	1,324	28%
Pine River town	693	20%
Rock Falls town	347	32%
Russell town	351	22%
Schley town	330	26%
Scott town	532	23%
Skanawan town	188	32%
Tomahawk city	1,441	40%
Tomahawk town	296	27%
Wilson town	128	27%

Note: Municipal-level data on this page is 5-year averages for U.S. Census County Subdivisions, which include Census County Divisions (CCDs). 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.