

ALICE IN ROCK COUNTY



2023 Point-in-Time Data

Population: 164,278 • **Number of Households:** 66,220

Median Household Income: \$73,440 (state: \$74,631)

Labor Force Participation Rate: 66.3% (state: 65.2%)

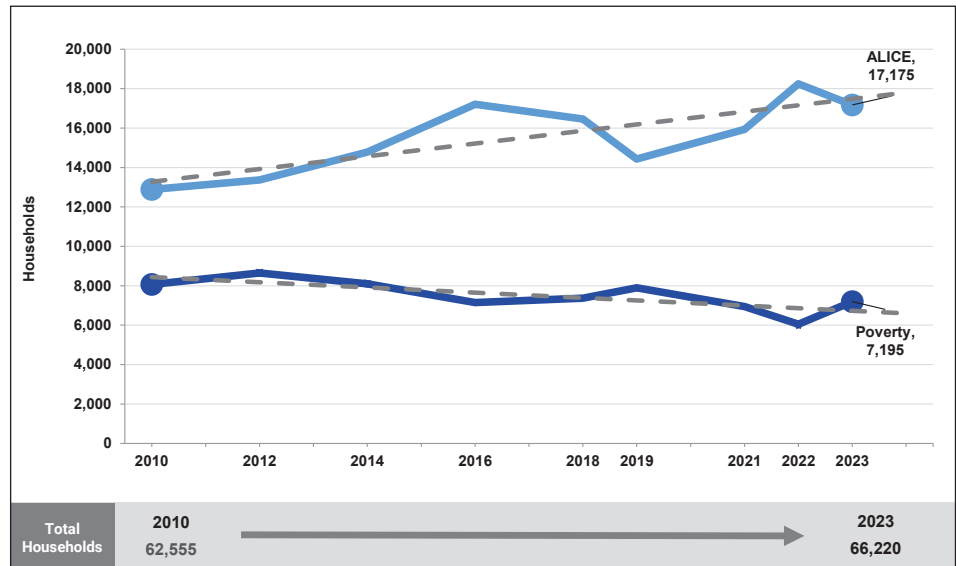
ALICE Households: 26% (state: 24%) • **Households in Poverty:** 11% (state: 11%)

Trends in Financial Hardship

ALICE is an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed – 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, 24,370 households (37%) were below the ALICE Threshold in Rock County.**

ALICE and Poverty-Level Households, Rock County, 2010–2023



Note: See an interactive version of this data at 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 Rock 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 Rock County, visit UnitedForALICE.org/Household-Budgets/Wisconsin

Household Survival Budget, Rock County, 2023

	Single Adult	2 Adults, 1 Infant, 1 Preschooler
Monthly Costs		
Housing	\$825	\$1,122
Child Care	–	\$1,450
Food	\$465	\$1,261
Transportation	\$387	\$935
Health Care	\$174	\$617
Technology	\$86	\$116
Miscellaneous	\$194	\$550
Taxes	\$297	\$605
Monthly Total	\$2,428	\$6,656
ANNUAL TOTAL	\$29,136	\$79,872
Hourly Wage*	\$14.57	\$39.94

**Full-time wage required to support this budget*

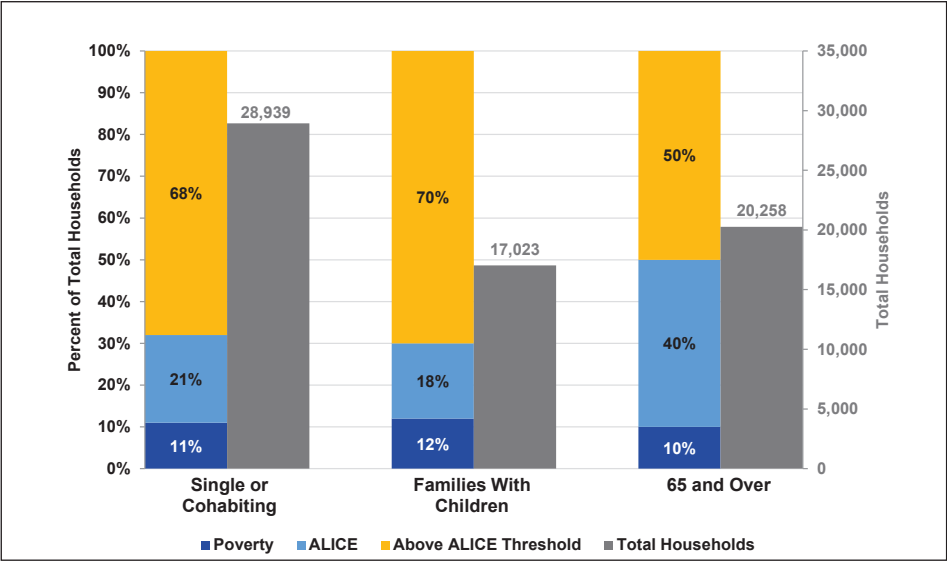
For ALICE Household Survival Budget sources, visit UnitedForALICE.org/Methodology

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.

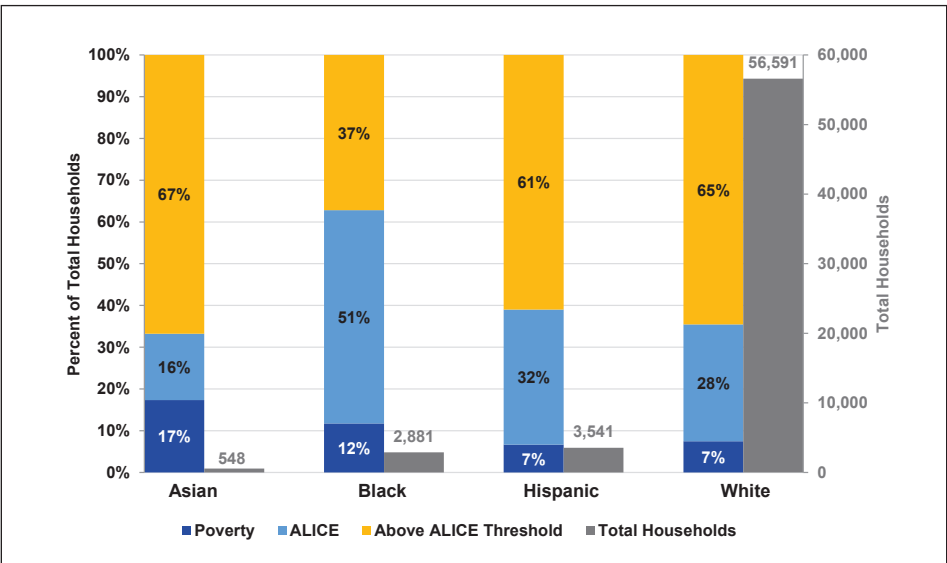
Explore more demographic data at UnitedForALICE.org/Wisconsin and visit UnitedForALICE.org/Mapping-Tool to see ALICE data for all available geographies.

Household Financial Status by Household Type, Rock 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, Rock 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

Rock County, 2023		
Town	Total Households	% ALICE & Poverty
Avon town	292	14%
Beloit city	13,567	45%
Beloit town	3,004	34%
Bradford town	365	22%
Center town	479	25%
Clinton town	435	21%
Clinton village	828	36%
Edgerton city	2,231	32%
Evansville city	2,512	31%
Footville village	401	44%
Fulton town	1,501	22%
Harmony town	938	12%
Janesville city	28,061	37%
Janesville town	1,581	17%
Johnstown town	297	24%
La Prairie town	319	37%
Lima town	516	39%
Magnolia town	447	28%
Milton city	2,234	23%
Milton town	1,264	28%
Newark town	532	23%
Orfordville village	666	40%
Plymouth town	438	30%
Porter town	376	21%
Rock town	1,172	41%
Spring Valley town	285	35%
Turtle town	1,026	31%
Union town	866	16%

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.