



United Way
of Greater Stark County



HAVE YOU MET ALICE?

On many levels, Greater Stark County is an affluent county – one with high median incomes, quality schools, and prosperous corporations. But look a little more closely at almost any Greater Stark County community and you will find that within this affluence, a growing number of people are barely getting by.

- **38% of Greater Stark County households cannot afford the basic necessities.**
- **That means, in 39,449 households, people of all ages and races go to work each day but still can't be sure they'll be able to put dinner on the table each night.**
- **These people include your child care worker, mechanic, home health aide, and office assistant – workers essential to the success of all our communities.**

THE NEW FACE OF HARDSHIP

A United Way study that started in Morris County New Jersey and has now expanded to cover fifteen states identifies this population as **ALICE** – an acronym for **Asset Limited, Income Constrained, Employed**. ALICE lives, works, and pays taxes, in every community in Greater Stark County but still can't make ends meet.

ALICE is a hidden population: hardworking households who earn more than the Federal Poverty Level but not enough to afford the basic cost of living. The number of Greater Stark County ALICE households far exceeds federal poverty statistics. And ALICE's struggles affect not just single households, but whole communities.

The 2015 United Way ALICE Reports for Greater Stark County put a name and a face to this struggling population. They offer a new way to talk about ALICE households and the challenges they face – and new tools to help them move toward financial stability.

ALICE NEEDS YOUR HELP

We all have a vested interest in improving conditions for ALICE. When ALICE can't afford the basics, the costs are high both for these families and for the wider community.

Join the new conversation around these issues: visit www.uwstark.org/ALICE to download the 2015 United Way ALICE Report for Greater Stark County. By raising awareness about ALICE and stimulating a fresh dialogue among community members and leaders, together we can provide ALICE with new opportunities to succeed.

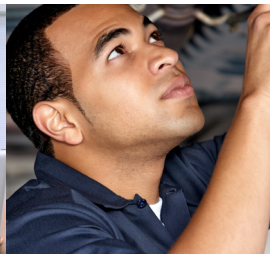


UNITED WAY OF GREATER STARK COUNTY FIGHTS FOR THE HEALTH, EDUCATION AND FINANCIAL STABILITY OF EVERY PERSON IN EVERY COMMUNITY. We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against our community's most daunting social crises.

401 Market Avenue North, Suite 300 | Canton, OH 44702 | 330-491-0445 | www.uwstark.org



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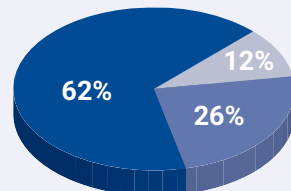
WHAT THE RESEARCH REVEALED

HOW MANY HOUSEHOLDS ARE STRUGGLING?

There are 39,449 ALICE households in Greater Stark County (26%) – with income above the Federal Poverty Level (FPL) but below a basic cost-of-living threshold. This new method for measuring hardship reveals a far broader and more serious problem than previously thought.

Household Income, Greater Stark County

- **Poverty:** 18,207 households
- **ALICE:** 39,449 households
- **Above ALICE Threshold:** 94,070 households



2015 data, www.UnitedWayALICE.org/Ohio

REASONS WHY ALICE EXISTS

High Cost of Living

The Household Survival Budget, one of four new measures, shows that it costs more than double the U.S. poverty rate of \$24,250 for a family of four in Greater Stark County to afford the essentials.

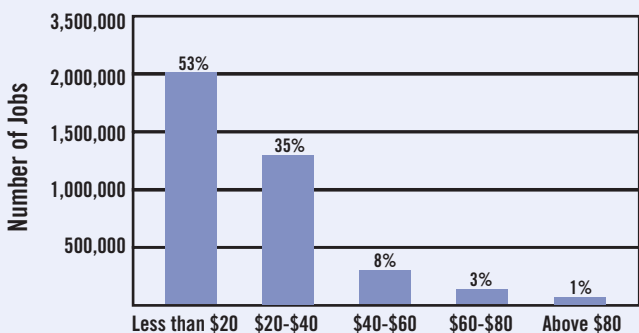
Despite working, ALICE and poverty-level households often need assistance to afford the most basic necessities, and even with assistance many of these households are unable to make ends meet. This income gap forces families to choose whether to pay an electric bill or fill a prescription, buy food or fill their gas tank.

HOUSEHOLD SURVIVAL BUDGET, MONTHLY COSTS

	2 ADULTS, 1 INFANT, & 1 PRESCHOOLER	SINGLE ADULT
Housing	\$675	\$414
Child care	\$1,529	\$0
Food	\$609	\$184
Transportation	\$697	\$349
Health care	\$707	\$184
Miscellaneous	\$468	\$129
Taxes	\$464	\$159
MONTHLY TOTAL	\$5,149	\$1,419
ANNUAL TOTAL	\$61,788	\$17,028
REQUIRED HOURLY WAGE	\$15.45/HR. FOR 2 ADULTS	\$8.51/HR.

Sources: American Community Survey, Bureau of Labor Statistics (BLS), Internal Revenue Service (IRS), U.S. Census, U.S. Dept. of Agriculture (USDA), U.S. Department of Housing and Urban Development (HUD), U.S. Election Assistance Commission, Ohio Department of Taxation, and Ohio Department of Job and Family Services, 2015

Number of Jobs by Hourly Wage, 2012



Source: Bureau of Labor Statistics, 2012

Lack of High-Paying Jobs

ALICE provides vital services to our community – such as child care, health care, security, and retail services – but can't make ends meet on the income that these jobs provide.

The Ohio economy is increasingly dependent on low-paying service jobs. More than half of all jobs in Ohio pay less than \$20 per hour (\$40,000 per year if full-time). These jobs are projected to grow at double or triple the rate of medium- and high-skilled jobs over the next decade across Ohio.



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