

ALICE IN ROCKINGHAM COUNTY



2021 Point-in-Time Data

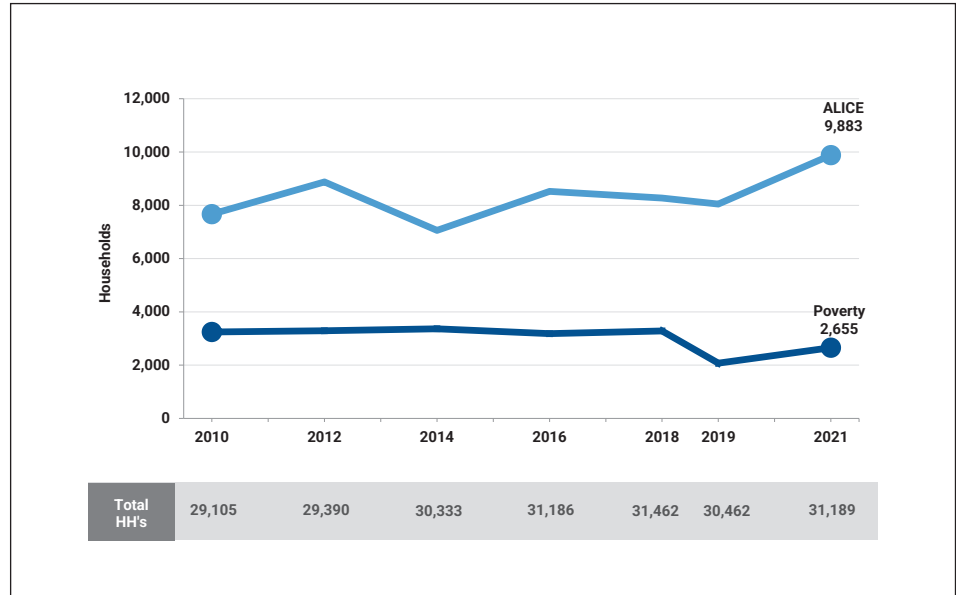
Population: 84,394 • **Number of Households:** 31,189 (2% change from 2019)
Median Household Income: \$73,163 (state average: \$80,963)
Labor Force Participation Rate: 68.2% (state average: 65.2%)
ALICE Households: 32% (state average: 28%) • **Households in Poverty:** 9% (state average: 10%)

Financial Hardship Changes Over Time

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.

As circumstances change, households may find themselves below or above the ALICE Threshold at different times. While the COVID-19 pandemic brought employment shifts, health struggles, and school/business closures in 2021, it also spurred unprecedented public assistance through pandemic relief measures. In 2019, 10,119 households in Rockingham County were below the ALICE Threshold; in 2021 this number changed to 12,538, (a 24% change).

Households by Income, Rockingham County, 2010–2021



Note: See an interactive version of this data at UnitedForALICE.org/Virginia.

Sources: ALICE Threshold, 2010–2021; American Community Survey, 2010–2021

The Cost of Basics Outpaces Wages

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

In 2021, household costs in Rockingham County were well above the Federal Poverty Level of \$12,880 for a single adult and \$26,500 for a family of four.

To see costs for different household compositions in Rockingham County, visit UnitedForALICE.org/Household-Budgets/Virginia

Household Survival Budget, Rockingham County, 2021

	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs and Credits		
Housing – Rent	\$556	\$649
Housing – Utilities	\$154	\$292
Child Care	–	\$1,375
Food	\$383	\$1,044
Transportation	\$330	\$807
Health Care	\$230	\$927
Technology	\$75	\$110
Miscellaneous	\$173	\$520
Tax Payments	\$299	\$1,108
Tax Credits	\$0	-\$1,267
Monthly Total	\$2,200	\$5,565
ANNUAL TOTAL	\$26,400	\$66,780
Hourly Wage*	\$13.20	\$33.39

*Wage working full-time required to support this budget

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

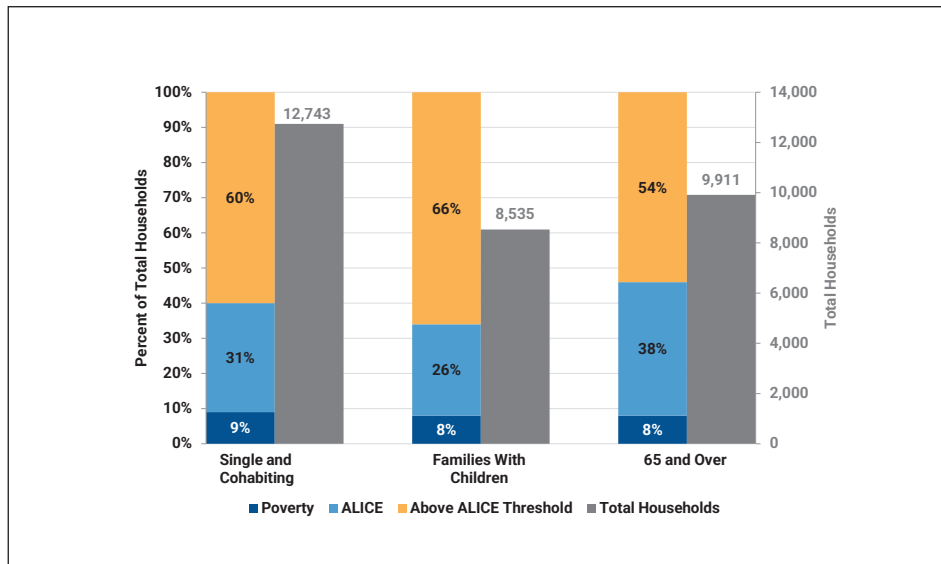
Financial Hardship is Not Evenly Distributed

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.

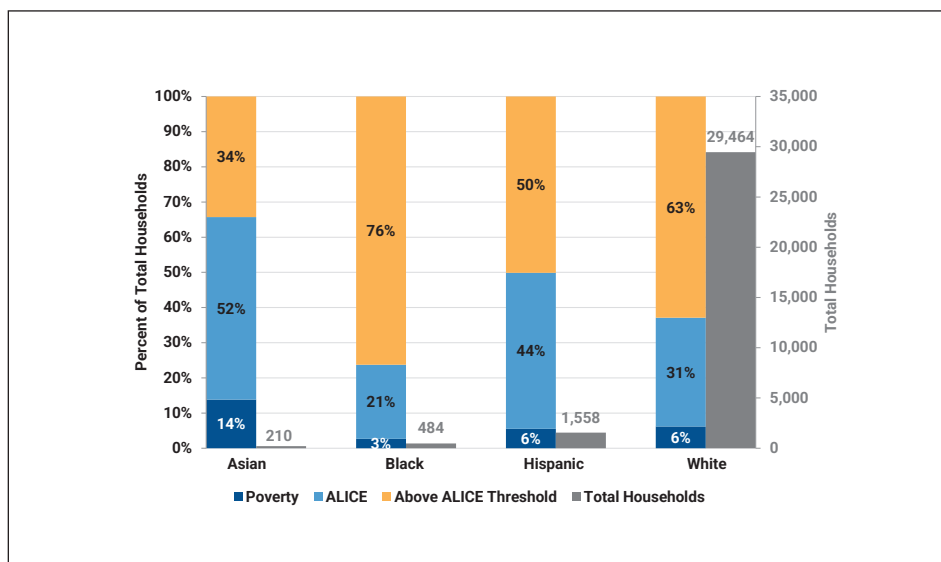
Visit UnitedForALICE.org/Virginia to view more national, state, and county data.

Household Financial Status by Household Type, Rockingham County, 2021



Source: ALICE Threshold, 2021; American Community Survey, 2021

Household Financial Status by Race/Ethnicity, Rockingham County, 2021



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

Source: ALICE Threshold, 2021; American Community Survey, 2021

Rockingham County, 2021		
Town	Total Households	% ALICE & Poverty
Belmont Estates CDP	467	14%
Bridgewater town	2,041	37%
Broadway town	1,623	49%
Dayton town	654	40%
Elkton town	1,271	51%
Grottoes town	1,156	44%
Keezletown CDP	151	30%
Linville CDP	142	50%
Massanetta Springs CDP	2,528	14%
Massanutten CDP	896	25%
McGaheysville CDP	357	47%
Mount Crawford town	179	36%
Port Republic CDP	153	39%
Timberville town	1,071	55%

Note: Municipal-level data on this page is 1 or 5-year averages for Incorporated Places. Totals will not match county-level numbers because some places cross county borders, data is not available for the smallest places, and county-level data is often 1-year estimates.