

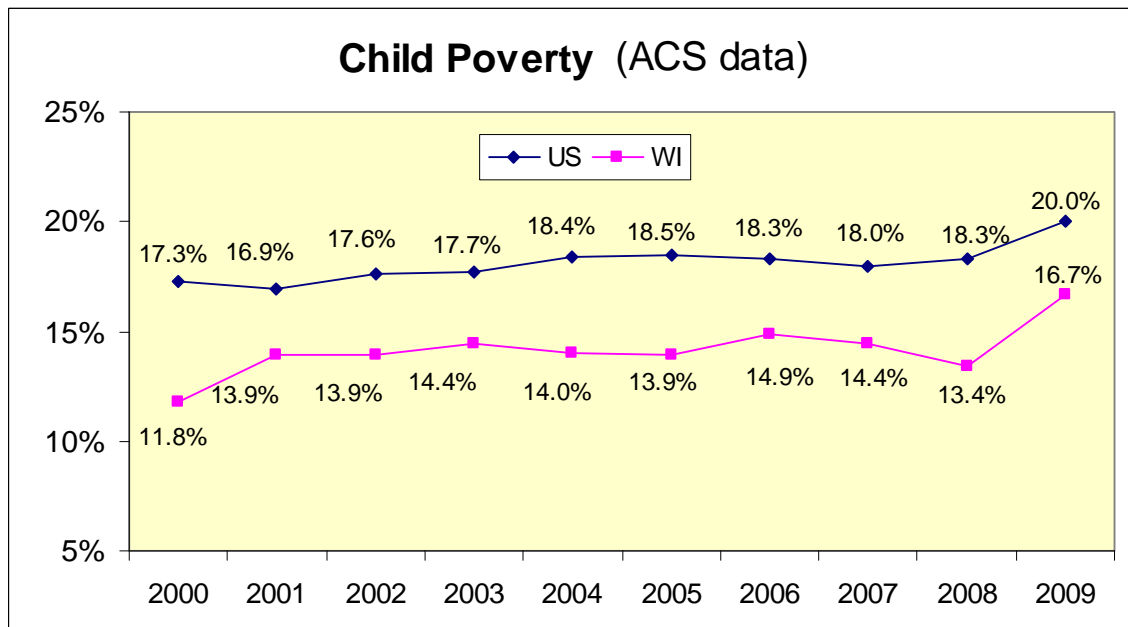


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New Census Data: Wisconsin Families Struggled in 2009 **WCCF Calls on Policy Makers to Respond to Recession's Impact on Wages, Poverty, and Health Care Coverage**

Madison –Wisconsin's child poverty rate increased significantly last year, according to data from the American Community Survey (ACS) released today by the U.S. Census Bureau. The state's child poverty rate rose from 13.4% in 2008 to 16.7% in 2009. While Wisconsin's child poverty rate remains lower than the national rate (20.0% in 2009), the increase in Wisconsin's rate was greater than the national increase. About 214,000 Wisconsin children lived in poverty in 2009, 42,000 more than the previous year.

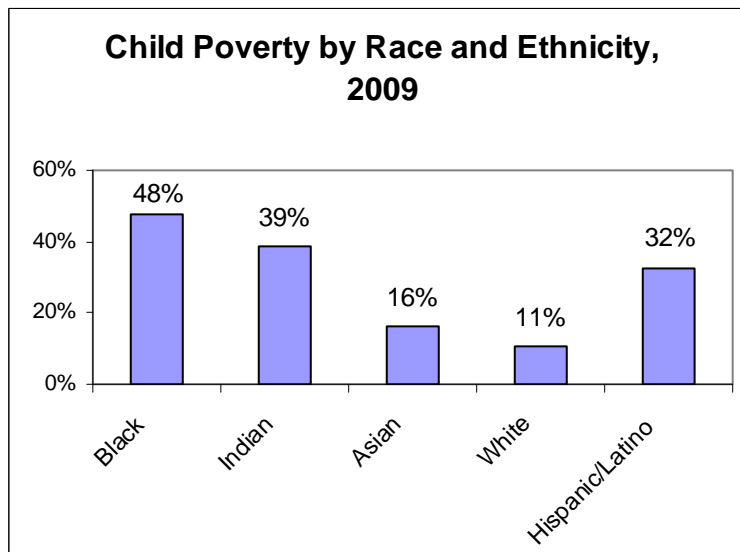
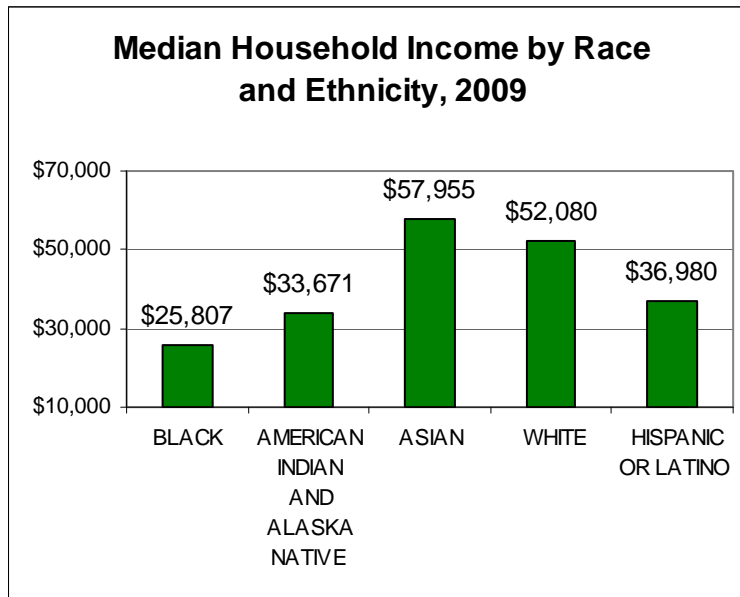


Overall poverty in Wisconsin was also up significantly in 2009, from 10.4% in 2008 to 12.4% last year, mirroring the national trend.

“The recession has hit Wisconsin’s children and families very hard,” said Ken Taylor, executive director of the Wisconsin Council on Children and Families. “These numbers highlight the need to maintain our commitment to policies that help folks weather the storm and move the economy forward. That means taking a balanced approach that includes finding adequate revenue to invest in families rather than addressing the budget through spending cuts alone, which would be a disaster.”

	Median Household Income	Percent of People in Poverty	Percent of Kids in Poverty	Residents without insurance	Kids (< 18) without insurance	Renters Spending > 30% of income on Rent & Utilities
Brown County	\$50,430	10.8%	15.8%	9.4%	6.1%	43.8%
Dane County	57,687	13.3%	10.6%	6.8%	1.6%	48.9%
Dodge County	49,883	9.1%	12.3%	5.8%	2.1%	36.1%
Eau Claire County	43,370	16.2%	15.3%	11.3%	8.8%	47.0%
Fond du Lac County	50,216	9.4%	13.1%	7.6%	3.9%	40.4%
Jefferson County	52,833	11.5%	13.1%	10.6%	5.1%	47.6%
Kenosha County	52,578	13.2%	17.8%	11.1%	6.2%	49.9%
La Crosse County	50,245	12.7%	13.5%	8.1%	1.9%	47.5%
Manitowoc County	48,088	9.1%	8.4%	7.8%	2.4%	34.3%
Marathon County	49,674	10.5%	13.7%	9.6%	8.8%	31.0%
Milwaukee County	41,968	20.1%	29.9%	12.9%	5.9%	51.0%
Outagamie County	54,813	9.2%	12.3%	8.5%	3.8%	37.9%
Ozaukee County	72,905	5.3%	5.4%	6.2%	3.1%	46.6%
Portage County	50,282	12.5%	8.5%	9.2%	3.8%	40.9%
Racine County	51,743	12.2%	18.3%	10.9%	4.4%	52.7%
Rock County	48,975	13.2%	20.2%	9.8%	1.2%	51.4%
St. Croix County	65,551	6.8%	9.1%	8.0%	4.5%	41.4%
Sheboygan County	52,217	9.0%	14.2%	6.9%	2.4%	43.4%
Walworth County	49,482	14.0%	15.8%	11.9%	10.1%	56.9%
Washington County	60,549	5.4%	6.6%	6.6%	3.2%	33.6%
Waukesha County	72,667	4.8%	6.3%	4.3%	1.6%	40.3%
Winnebago County	46,558	12.9%	13.5%	9.4%	4.7%	45.2%
Wood County	44,909	8.1%	11.2%	7.3%	3.3%	41.2%
Wisconsin	\$49,993	12.4%	16.7%	9.4%	5.0%	45.3%

The increase in poverty is consistent with ACS data on household income. Statewide, household median income in Wisconsin slipped from \$51,942 in 2008 to \$49,993 in 2009. Racial and ethnic disparities with regard to income and poverty remain a huge issue in Wisconsin. Median income among Black households in the state was \$25,807 in 2009, less than half that of White or Asian households. The Black child poverty rate (48% in 2009) was more than four times the rate for White children and three times that of Asian children



The recession has also had an impact on health insurance coverage in Wisconsin. While BadgerCare Plus has allowed Wisconsin to fare better than most states in covering its population, the loss of jobs has resulted in a larger percentage of uninsured people than in recent years. According to the Census Bureau, 9.4% of Wisconsin residents lacked health insurance in 2009, which was the 7th lowest nationally.

“BadgerCare Plus has filled an important gap for thousands of Wisconsin families whose jobs have been affected by the recession,” Taylor said. “Our state’s commitment to covering all kids has served as a model for the entire nation. It’s crucial that we sustain that commitment as the economy recovers.” Taylor noted that the impact of the recession on Wisconsin’s children and families would have been much harsher in the absence of a number of tax credits and forms of state fiscal relief that were part of the federal Recovery Act.

Complete US Census Data is available at www.census.gov.