



WHAT WE HEARD FROM LA CROSSE COUNTY LOW-INCOME RESIDENTS



67% HAVE INCOME FROM WAGES, BUT RELY ON FOOD PANTRIES, FOODSHARE, AND OTHER FORMS OF PUBLIC ASSISTANCE TO GET BY.



35% SAID FOOD WAS A HIGH NEED.



87% HAVE HEALTH INSURANCE, YET OUT OF POCKET MEDICAL COSTS AND FINDING DENTAL CARE AND HEALTHCARE PROVIDERS, EVEN FOR THOSE WITH INSURANCE, ARE BARRIERS TO MEETING HEALTHCARE NEEDS.



50% STRUGGLE TO PAY FOR UTILITY BILLS AND 40% STRUGGLE TO PAY FOR RENT/SECURITY DEPOSITS.



44% SAID COSTS ASSOCIATED WITH OWNING A VEHICLE WAS A HIGH NEED.




35% OF WORKING RESPONDENTS NEEDED HIGHER WAGE JOBS WITH BENEFITS.



LA CROSSE COUNTY

Couleecap, Inc. surveyed 309 low-income households to learn more about their everyday needs. Though the poverty level for a family of four is **\$25,750** in La Crosse County a family of four needs to earn **\$64,032 for basic survival**. Our data shows the greatest needs and challenges that low-income people in La Crosse County are struggling with are transportation, employment, and emergency assistance.

1 in 3 
PEOPLE STRUGGLE TO MEET THEIR BASIC NEEDS.



\$24.35

THE **LIVING WAGE** FOR
1 ADULT WITH 1 CHILD

49%

HAD ANNUAL INCOMES
LESS THAN \$20,000

17%

COULD BE CONSIDERED
HOMELESS

67%

HAD INCOME
FROM **WAGES**

1 in 6 

ADULTS, AGED 18-64, LIVE BELOW THE POVERTY LEVEL.

Couleecap
your local community *action* program

2019 COULEECAP COMMUNITY NEEDS ASSESSMENT



87%

HAD HEALTH INSURANCE, BUT ACCESSING AND PAYING FOR HEALTHCARE WAS A TOP NEED.



51%

RENTED THEIR HOME, AND MANY STRUGGLE WITH HOUSING COSTS.



39%

LIVED WITH SOMEONE WITH PHYSICAL, MENTAL, EMOTIONAL, OR ADDICTION LIMITATIONS.



30%

OF AMERICAN INDIAN, AFRICAN AMERICAN, HMONG, AND HISPANIC PEOPLE EXPERIENCE POVERTY AS COMPARED TO 13.5% OF WHITES.

COMPLETE REPORT IS AVAILABLE AT COULEECAP.ORG