

# FOODSHARE OVERVIEW

Rock County

## Rock County Snapshot



## FoodShare Recipients

**23,769**

People  
(April 2020)

**14.7%**

of the county  
population

Average Monthly Benefit  
Amount per Person: 2019

**\$107.32**

\$105.83 in Wisconsin  
\$129.96 for U.S. SNAP\*\*

Average Monthly Benefits  
Distributed throughout Rock  
County, 2019

**\$2,270,034**

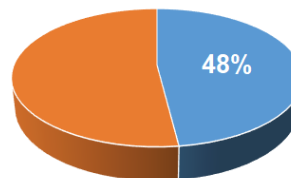
## What is FoodShare?

- ↳ FoodShare is the name of the Supplemental Nutritional Assistance Program (SNAP) in Wisconsin.
- ↳ This federally funded program enables hundreds of thousands of low-income adults, children, and seniors throughout the state with funds to purchase groceries.
- ↳ FoodShare is the state's leading anti-hunger program.

## Who Uses FoodShare in Wisconsin?\*



**42%** of recipients are children.

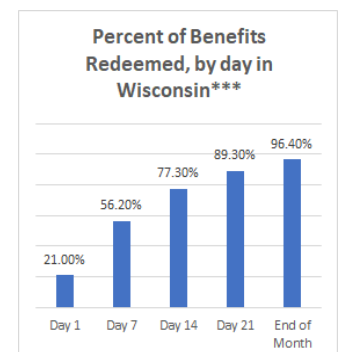
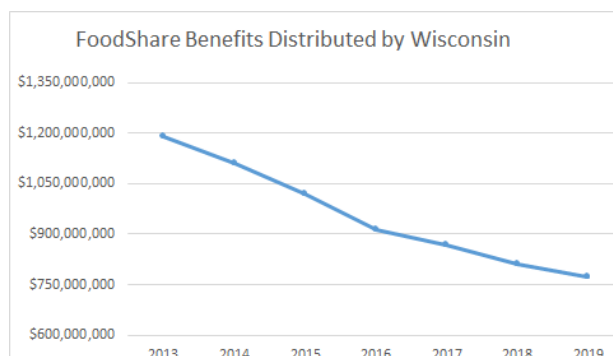


**48%** of families have at least one member who is elderly, blind or has disabilities.



**40%** of adult recipients are employed.

## FoodShare Benefits Distributed and Redeemed in Wisconsin



\* From Wisconsin Department of Health Services. April 2020. FoodShare Program at a Glance.

\*\* Based on the average benefit amount per person in Fiscal Year 2019.

\*\*\* Cumulative percentages reported. Source: Department of Agriculture report, "Benefit Redemption Patterns in the Supplemental Nutrition Assistance Program". April 2011.

Median Individual Earnings

**\$31,527**

41st out of 72 counties



Unemployment

**17.0%**

18.1% above  
the U.S. rate of 14.4%

Latest data available from April 2020.

### Economic Impact



SNAP dollar

+



Grocer

=



Economic Growth

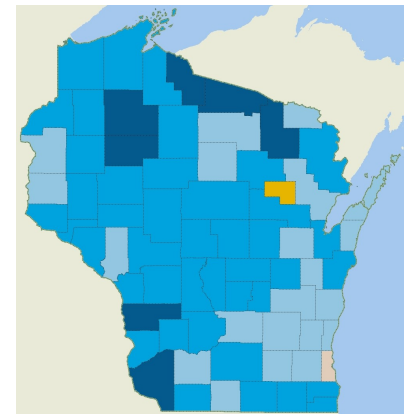
For every \$1 in FoodShare benefits,  
an additional **\$1.70** is used in the local economy.

### Wisconsin Poverty by County

Percentage of Poverty

	<10
	10-15
	15-20
	20-25
	≥25

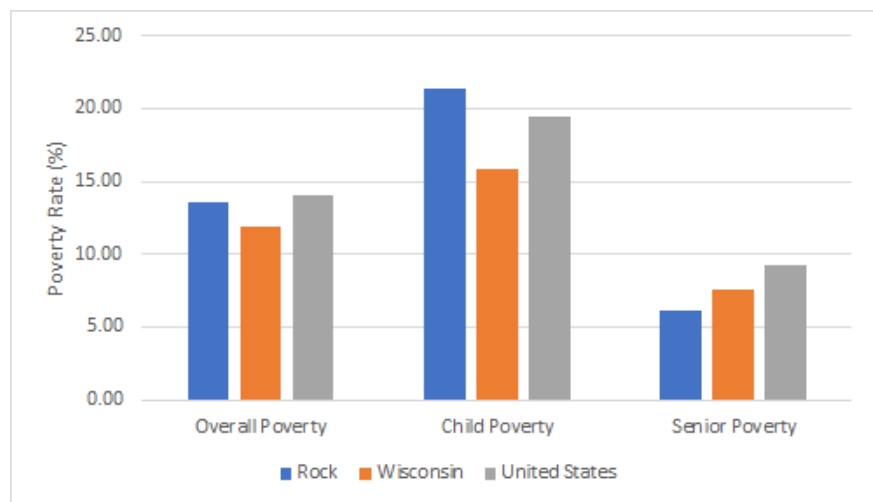
★ Rock County: 13.6%



### Rock County Poverty

- ↪ Rock has a high level of poverty (13.6%), ranking it 57th out of 72 counties.
- ↪ Rock has a high level of child poverty (21.4%), ranking it 63rd out of 72 counties.
- ↪ Rock has a low level of senior poverty (6.1%), ranking it out 13th out of 72 counties.

### Child and Senior Poverty



Sources:

United States Census, 2013-2018 American Community Survey 5-Year Estimates  
 United States Department of Agriculture: Food and Nutrition Service  
 United States Department of Labor: Employment & Training Institution

Wisconsin Department of Administration  
 Wisconsin Department of Health Services  
 Wisconsin Department of Workforce Development