



UNITED WAY
Northwest Georgia

FINANCIAL HARDSHIP IN WHITFIELD COUNTY



Updated June 2026



Too many of our neighbors, coworkers, and families are ALICE families: Asset Limited, Income Constrained, Employed. These are hard-working individuals doing all the right things, yet they still struggle to afford basic necessities like food, housing, utilities, and healthcare.

ALICE families are forced to make tough choices, such as deciding between quality child care or paying the rent. These choices have long-term consequences not only for their families but for all.

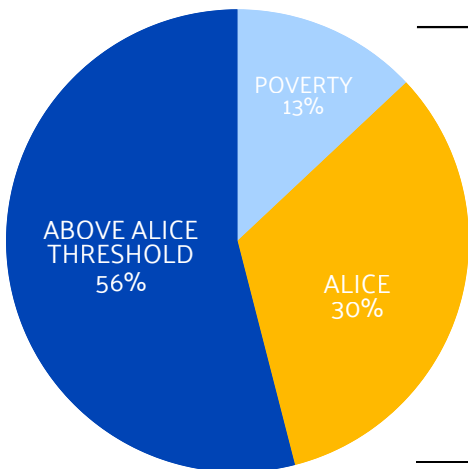
ALICE

asset limited, income constrained, employed

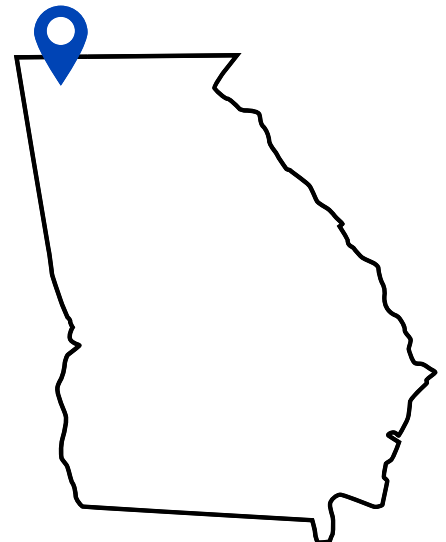
Households earning more than the Federal Poverty Level but not enough to afford the basics.

The latest ALICE data from 2024 provides a clearer picture of financial hardship across Northwest Georgia. This report includes an overview of Whitfield County.

2024 GEORGIA



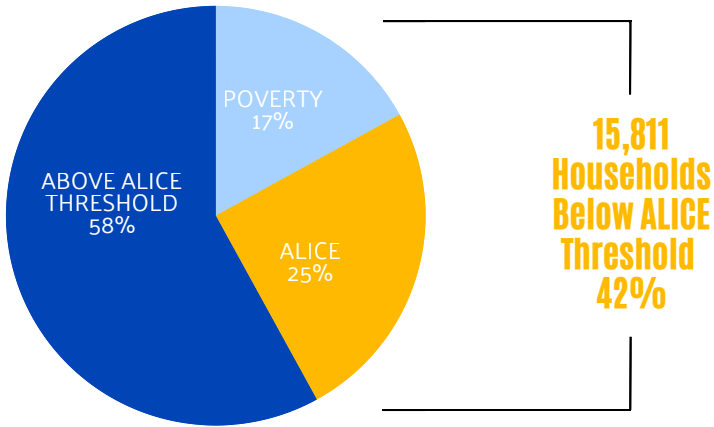
1.8M Households Below ALICE Threshold 44%



Statewide Overview
Total GA Households: 4,141,265

2024 WHITFIELD COUNTY SNAPSHOT

Whitfield County is making progress. Nearly 1,900 fewer households are living below the ALICE Threshold. **Yet 42% of households still struggle** to afford the basics, highlighting both the impact of our collective efforts and the continued need in our community.



74% of single-mother households struggle to make ends meet, making them one of the most financially vulnerable groups in our community.

WHITFIELD COUNTY OVERVIEW:

- Total Whitfield County households: 37,317
- Households below the ALICE threshold: 15,811 (47%)
- Median household income: \$67,588
- Labor force participation rate: 62%

RACE & ETHNICITY BREAKDOWN

Households living below the ALICE threshold

- Asian - 268
- Black - 849
- Hispanic - 4,224
- American Indian & Alaska Native - 211
- White - 10,735
- Multiple Races - 1,444

WHITFIELD COUNTY HOUSEHOLD COMPOSITION

Single parents were most likely to be below the ALICE Threshold, with 74% of single-female-headed households and 61% of single-male-headed households struggling to make ends meet and living below the ALICE threshold.

Rates of financial hardship were lower for married-parent households (24%).



54% of households 65 and over lived below the ALICE Threshold. 46% of households aged 25-44, 32% aged 45-64, and 44% of people under the age of 25 struggled to make ends meet and lived below the ALICE threshold.



WHITFIELD COUNTY

SURVIVAL BUDGET

*Based on 2024 data

\$64,944

ANNUAL HOUSEHOLD INCOME

needed for 2 adults and 2 children
to meet survival budget



HOURLY WAGE

\$40,416

ANNUAL HOUSEHOLD INCOME

needed for 1 adult and 1 child
to meet survival budget



HOURLY WAGE

SURVIVAL BUDGET (WITH CHILDCARE)

\$75,144

ANNUAL HOUSEHOLD INCOME

needed for 2 adults and 2 children
to meet survival budget



HOURLY WAGE

\$45,564

ANNUAL HOUSEHOLD INCOME

needed for 1 adult and 1 child
to meet survival budget



HOURLY WAGE



GEORGIA REPORT

VIEW THE FULL GA ALICE REPORT



unitedforalice.org/state-overview/georgia

TO LEARN MORE, VISIT OUR WEBSITE
OURUNITEDWAY.ORG/UNITED-ALICE



ABOUT UNITED FOR ALICE AND OUR PARTNERS

The State of ALICE in Georgia: 2026 Update on Financial Hardship is brought to you by [United Ways of Georgia](#) in partnership with [United For ALICE](#), a driver of innovative research and action around financial hardship for ALICE® (Asset Limited, Income Constrained, Employed) households. United For ALICE and United Ways across Georgia share this work with foundations, government, corporations, and other nonprofits to inform policy and promote positive change for ALICE households.

The grassroots ALICE movement, developed by United Way of Northern New Jersey, has spread to 41 states and the District of Columbia. You can learn more about the ALICE movement [here](#).

To create the ALICE Reports, our [team of researchers](#) works with [Research Advisory Committees](#) composed of experts from our partner states. This work is guided by our rigorous [methodology](#), which is updated biennially with experts from across our Research Advisory Committees.

Director and Lead Researcher: Stephanie Hoopes, Ph.D.

ALICE Research Team: Andrew Abrahamson; Ashley Anglin, Ph.D.; Catherine Connelly, D.M.H., M.A.; Jessica Fernandez; Victoria Mutuku, M.A.; Bhavyashree Putta, M.S.

GA Research Advisory Committee: Samantha Beasley, M.S.W., Georgia Health Initiative; Mark Bennett, M.S., Gulfstream; Joe Brownlee, Georgia Power Company; Cody Cocchi, Ed.D., Partnership for Inclusive Innovation; Sharon DuBose, M.S., P.M.P., CSRA Economic Opportunity Authority, Inc. (CSRA EOA, Inc.); Carl Gabrini, Ph.D., C.P.A., Dalton State College; Rebekah Hazlett-Knudsen, Ph.D., L.M.S.W., Middle Georgia State University; Amy Jacobs, Georgia Department of Early Care and Learning; Tyese Lawyer, M.S., Our House Georgia; Derek Mallow, M.P.A., Georgia State Senate and East Savannah United; Kristina Patterson, Ph.D., Georgia Southern University Shaundra Patterson, Georgia Chamber of Commerce; Daniela Perry, M.P.A., Georgia Chamber Foundation; Alvaro Sánchez, M.S., Federal Reserve Bank of Atlanta; Stephen Sherman, M.S.L.S., Philanthropy Southeast; Savannah Taylor, Georgia Chamber of Commerce; Stephani Womack, Ed.D., Greater Dalton Chamber of Commerce