



**THE BADGER STATE AFFORDABILITY CRISIS:**

**TRUMP AND REPUBLICANS  
IGNORE DEEPENING AFFORDABILITY  
CRISIS AND RIP AWAY HELP AS COSTS  
SKYROCKET FOR WISCONSIN  
FAMILIES**



**DEFEND AMERICA**  
*ACTION*

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## ***THE BADGER STATE AFFORDABILITY CRISIS:***

### ***Trump and Republicans Ignore Deepening Affordability Crisis and Rip Away Help As Costs Skyrocket For Wisconsin Families***

Donald Trump's destructive policies are ripping away Wisconsinites' economic security. Between his massive cuts to government spending, the Trump-GOP Big, Ugly Bill, and his disastrous tariff regime, Trump's agenda is hurting the local economy in all areas, stoking a dire affordability crisis as food prices, energy bills, health care costs, and housing costs spike.

The vast majority of Wisconsin residents are concerned about inflation and the cost of living – and for good reason. Over a quarter of a million residents stand to lose their health care as a result of the Trump-GOP budget, local restaurants are closing amid high operating costs, and electricity bills in the state have shot up. Trump has cancelled \$1.5 *billion* dollars in Wisconsin energy investments, costing the state an estimated 8,000 jobs. Housing has become increasingly unaffordable for buyers and renters alike, with home prices rising twice as fast as wages. Meanwhile, Badger State farmers are facing financial ruin due to Trump's trade wars, Argentina bailout, and massive deportation scheme.

Throughout Trump's second term, the President and Republicans in Congress have worked in lock-step to reward their rich and powerful friends at the expense of everyone else. They are obliterating the economic security of millions across the country, and working families are the ones paying the price.

That is why state leaders like ourselves are coming together to highlight what President Trump has done to hurt Wisconsin families across our great state and to fight back against this reckless administration. We hope you will join us in standing up to Trump and his agenda, which is skyrocketing costs across the Badger State.

SIGNED

Secretary of State Sarah Godlewski

Sen. Mark Spreitzer

Sen. Jamie Wall

Sen. Jodie Habush Sinykin

Sen. Dora E. Drake

Sen. Brad Pfaff

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- **COST-OF-LIVING IS WISCONSINITES' TOP CONCERN:** Wisconsin residents are [facing](#) high prices [due to Trump's tariffs](#). A recent Marquette Law School poll [found](#) that Wisconsin voters listed inflation and the cost of living as their most important issues. **95 percent of Wisconsin voters are concerned about inflation and the cost of living**, with 69 percent saying they are "very concerned." The same poll [found](#) that **89 percent of Wisconsin voters are worried about jobs and the economy**, with 53 percent saying they are "very concerned." Similarly, a January poll by the Institute for Reforming Government [found](#) that cost of living was the top concern for Wisconsin voters.
- **THE COST OF GROCERIES IS UP:** Food costs are [rising](#) nationwide thanks to Donald Trump's tariffs and America-last trade policies – especially in Wisconsin. As a survey by the Milwaukee Journal Sentinel [found](#): "President Trump said prices would start falling shortly after he took office in January 2025, and in recent months said his administration is bringing down some prices and slowing inflation. But lower prices have not been seen in Milwaukee area grocery stores."
- **WISCONSIN HEALTH CARE COSTS ARE UP THANKS TO TRUMP & REPUBLICANS:** The Trump-GOP Big, Ugly Bill [cuts](#) \$1 trillion from Medicaid and the Affordable Care Act (ACA). **270,000 Wisconsinites** [stand to lose](#) their health care because of Trump and Republicans' changes to Medicaid and the ACA. Wisconsin hospitals are estimated to [lose \\$264.6 million a year](#) due to Medicaid cuts alone. Wisconsin [already requested](#) \$1 billion from the federal government to shore up rural health care in anticipation of slashed budgets and [received just 20 percent](#) of the requested funding.

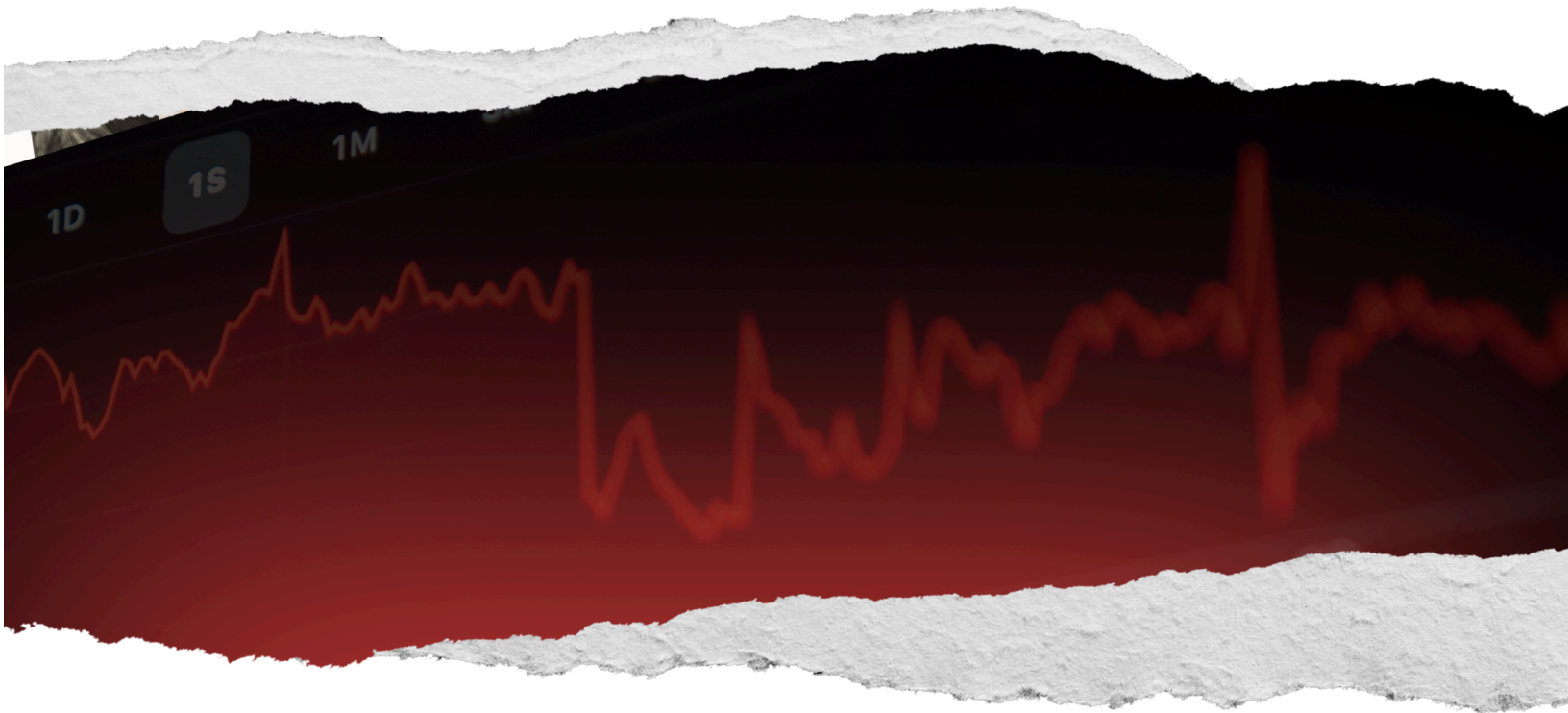
- The Trump-GOP plan to [rip away](#) ACA tax credits will [hit](#) Badger State small businesses [especially hard](#). **Over 55,000 small business owners** in the state [rely](#) on the ACA for coverage – more than 1 in 6 ACA enrollees in Wisconsin – and 87 percent of small business owners [reportedly](#) want Congress to permanently extend ACA tax credits.
- A recent Marquette Law School poll [found](#) that **87 percent of Wisconsin voters are concerned about health insurance**.

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- **WISCONSIN ENERGY COSTS SKYROCKETING:** Since Trump took office in January, household electric bills are [up 13 percent](#), meaning the cost of utilities is rising more than *four times* as fast as inflation overall. Climate Power [estimates](#) that **electricity bills in the state have also risen by around \$385 annually**, among the highest spikes in the nation. Average utility bills have [increased twice as fast as inflation](#) for We Energies customers, which [serves 1.1 million](#) electricity customers in the state, and state regulators recently approved [rate hikes](#) for three of Wisconsin's largest utility providers.
- **JOB LOSSES & LOST INVESTMENT IN WISCONSIN:** Trump has **cancelled billions of dollars in Wisconsin energy investments**, terminating [over 600 grants](#) amounting to [\\$1.5 billion](#) in energy-related funding for the state, including [hundreds of millions in funding](#) for Wisconsin-based companies and institutions like Honeywell, Harley Davidson, Kohler, the University of Wisconsin, and more. An [estimated 1,000 jobs](#) in Wisconsin were expected to be supported by these cancelled grants. These cuts come as labor force participation is [softening](#) and manufacturing is [cooling](#) across Wisconsin.
- **HOUSING CRUNCH:** A recent Marquette Law School poll [found](#) that 80 percent of Wisconsin voters are concerned about the affordability of housing, with 53 percent saying they are very concerned. The **median price of a home in Wisconsin has risen 120 percent** [over the past decade](#), more than twice as fast as Badger State incomes have risen during the same timeframe. Last year, Realtor.com [rated](#) Wisconsin's housing market a C+ due to slow homebuilding growth and a [widening gap](#) between demand and available housing supply. Newly constructed homes **cater to the wealthiest Wisconsinites, costing around 40 percent more** than older homes [on average](#). Cities in Wisconsin are [preparing for the housing shortage to worsen](#), with Madison [needing 15,000 more homes](#) than currently planned by the end of the decade to keep up. In Superior, rent prices have [increased by 30 percent](#) in just four years.



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- **WISCONSIN SMALL BUSINESSES ARE SUFFERING:** Many small business owners in Wisconsin [say](#) they are struggling with rising costs, shipping delays, and economic uncertainty stemming from Trump's tariffs. His tariffs have even impacted local businesses that do not rely on imports, like [local Christmas tree farms](#).

- **Wisconsin farmers have been hard hit by Trump and Congressional Republicans' agenda.** They have been [caught in the middle](#) of trade wars with top export partners like China, [undermined](#) by Trump's \$40 billion Argentina bailout, and had their labor force [gutted](#) by Trump's massive [deportation scheme](#). Wisconsin agriculture is highly dependent on **exports**, which [account](#) for **nearly a third of annual incomes**. An **estimated 70 percent of the workforce** of Wisconsin's dairy farms is [made up](#) of **immigrants**. As the University of Wisconsin [concluded](#), "Without them, the whole dairy industry would collapse overnight."
- Trump's tariffs, combined with the increased cost-of-living, have **proved disastrous for restaurants across the state**. Food and labor [costs](#) for restaurants have **risen 35 percent in the past five years**. Just last month alone, [3 Milwaukee restaurants](#) announced closures.
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- **HELP RIPPED AWAY:** Trump's budget cuts are **ripping away vital assistance** for health care, food, and more from hundreds of thousands of Wisconsinites.

- Thanks to Donald Trump and Republicans in Congress, Wisconsinites who buy health insurance on their own through the Affordable Care Act are [facing](#) an **average premium increase of 16 percent** for 2026, and **nearly 300,000 people across the state** are seeing their coverage costs [double on average this year](#) after the Trump-GOP budget [ripped away](#) critical tax credits that make ACA coverage affordable, forcing some to make difficult decisions like [delaying retirement](#), [foregoing care](#), or [skipping](#) basic necessities.
- Trump and Republicans in Congress [cut \\$187 billion](#) in food assistance, which [helps](#) give nearly 700,000 Wisconsinites access to food. These cuts will [cause](#) **an estimated 375,000 residents to lose some or all of their food aid** and leave Wisconsin [without](#) tens of millions of dollars in annual federal funds.
- Trump and Republicans cut billions in clean energy tax credits. As a result, **an estimated 8,200 Wisconsinites** employed in the clean energy industry could [lose their jobs](#), and some Wisconsin households could **see their energy bills rise by 13 to 22 percent** because of the [removal](#) of tax credits for clean energy.