

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, his war of choice in Iran, and his disastrous tariffs, Trump's agenda has caused nothing but pain to the local economy in all areas, stoking a dire affordability crisis as energy prices, food, health care, and housing costs spike at the same time.

The vast majority of Wisconsin residents are concerned about inflation and the cost of living – and for good reason. Housing has become increasingly unaffordable for buyers and renters alike, with home prices rising twice as fast as wages. Over a quarter of a million residents stand to lose their health care as a result of the Trump-GOP budget, local businesses are struggling amid high operating costs, and electricity bills in the state have shot up. Trump's administration cancelled \$1.5 billion dollars in Wisconsin energy investments, which will cost the state an estimated 8,000 jobs long-term. Meanwhile, Badger State farmers are facing financial ruin after facing sweeping tariffs, deportations, spiking fertilizer costs, and high fuel prices. 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.

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- **COST-OF-LIVING IS WISCONSINITES' TOP CONCERN:** Inflation and the cost of living is the top issue among Wisconsin voters. An April poll by the Institute for Reforming Government [found](#) that **seven in ten Wisconsin voters say the state is in a cost-of-living crisis**, with three-quarters saying **their income has fallen behind inflation**. A March Marquette Law School poll [found](#) **59% of Wisconsin voters say Trump's policies will increase inflation**, and a majority disapprove of Trump's performance. Inflation and the cost of living is the top issue among Wisconsin voters. **An eye-popping 96% of Wisconsin voters are at least somewhat concerned about inflation and the cost of living**, with three in four saying they are "very concerned" – a majority across party lines, including 56% of Republicans. 87% are concerned about jobs and the economy.
- **THE COST OF GROCERIES IS UP:** Food costs have been [rising](#) nationwide thanks to Donald Trump's America-last policies – especially in Wisconsin. As a survey by the Milwaukee Journal Sentinel [found](#): "President Trump said prices would start falling

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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.” An April poll by the Institute for Reforming Government [found](#) that a plurality of Wisconsin voters said **lowering food costs would help most with their personal finances**. A March Marquette Law School poll [found](#) 59% of Wisconsin voters supported the Supreme Court’s ruling overturning Trump’s tariffs, which spiked food prices, with **a majority of Wisconsinites saying Trump’s tariffs hurt the U.S. economy**.

- **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. A March Marquette Law School poll [found](#) **90% of Wisconsin voters are at least somewhat concerned about health insurance**, with nearly two-thirds of voters saying they are “very concerned” — **a majority across party lines**.
- **WISCONSIN’S ENERGY AFFORDABILITY CRISIS:** Since Trump took office last year, his tariffs and wars of choice have sparked a national energy affordability crisis that has hit Wisconsin especially hard:
 - **BADGER STATE GAS PRICES SKYROCKETING:** Trump’s war in Iran caused gas prices to skyrocket in Wisconsin, where the [average price](#) of gas **went up roughly 60% between January and May**, with diesel hitting a record high in mid-May. High Wisconsin gas prices are even [eating into](#) the state’s funding for maintaining roads and bridges. State residents have [already spent \\$288 million more on gas this year thanks to Trump’s war in Iran](#). Since Trump took office again, Wisconsin families have now [spent](#) an average of **\$390 more on transportation expenses**.
 - **ELECTRICITY SPIKES:** Since Trump took office last year, household electric bills are [up 18 percent](#), meaning the cost of electricity is rising [nearly four times](#) as fast as inflation overall. As a result of the Trump-GOP bill, some Wisconsin households could **see their energy bills rise by 13 to 22 percent** because of the [removal](#) of tax credits for clean energy. Climate Power [estimates](#) that **electricity bills in the state are rising by around \$320 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. An April poll by the Institute for Reforming Government [found](#) **82% of Wisconsin voters oppose a**

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proposed 14% utility rate increase currently pending at the Public Service Commission.

- **JOB LOSSES & LOST INVESTMENT IN WISCONSIN:** Trump has **cancelled billions of dollars in Wisconsin energy investments**, [terminating grants](#) to Wisconsin-based companies and organizations or projects located partially or fully in Wisconsin, amounting to [\\$1.5 billion](#). This includes [hundreds of millions in funding](#) for core 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](#). As part of their big, ugly bill, Trump and Republicans also 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](#) by 2030.
- **WI HOUSING CRUNCH:** A March Marquette Law School poll [found](#) that 87% of Wisconsin voters are concerned about the affordability of housing, with a majority 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.
- **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 policies. An early 2026 Wisconsin Manufacturers & Commerce survey [found](#) that **the national economy and health care costs are the top two concerns for Wisconsin businesses**.
 - **TRUMP’S AGENDA IS CRUSHING WISCONSIN FARMERS:** Wisconsin farmers have been hard hit by Trump and Congressional Republicans’ agenda:
 - **TARIFFS GUTTED FARM PROFITS:** A March Marquette Law School poll [found](#) that **60% of Wisconsin voters said Trump’s tariffs hurt Wisconsin farmers**. They were [caught in the middle](#) of Trump’s 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**.

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- **DEPORTATIONS THREATEN WORKFORCE:** An **estimated 70 percent of the workforce** of Wisconsin's dairy farms is also [made up](#) of **immigrants**. As the University of Wisconsin [concluded](#), "Without them, the whole dairy industry would collapse overnight."
- **INPUT COSTS UP:** Thanks to Trump's war in Iran, **fertilizer prices are up at least 30%** and **diesel** – which is used to [power](#) farm equipment and heavy machinery – is **up 60%, a record high**, in the wake of Trump's war on Iran. Farmers are highly dependent on diesel to run farm equipment, making them [especially vulnerable](#) to price changes.
- **TRUMP'S WAR ON HEALTH CARE HITS BADGER STATE SMALL BUSINESSES HARD:** The Trump-GOP effort to rip away ACA tax credits is hitting Wisconsin's small businesses especially hard. **Over 55,000 small business owners** in the state [relied](#) on the ACA for coverage in 2025 – more than 1 in 6 ACA enrollees in Wisconsin. According to the Wisconsin Manufacturers & Commerce [survey](#), "mak[ing] health care more affordable" was **the top state policy priority named by Wisconsin business owners**.
- **HELP RIPPED AWAY:** Trump's budget cuts are **ripping away vital assistance** for health care, food, and more from hundreds of thousands of Wisconsinites.
 - **RIPPING AWAY HEALTH CARE PREMIUM TAX CREDITS:** Thanks to Donald Trump and Republicans in Congress, Wisconsinites who bought health insurance on their own through the ACA and received tax credits have [faced](#) an estimated **average premium increase of 148 percent**, with **over 270,000 people across the state** seeing their coverage costs for this year [soar](#) 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. With premiums rising, **tens of thousands fewer Wisconsinites signed up for health insurance through the ACA** this year.
 - **CUTTING WISCONSIN FOOD ASSISTANCE:** Trump and Republicans in Congress [cut \\$187 billion](#) in food assistance, which [helps](#) give nearly 700,000 Wisconsinites access to food. By 2030, 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. **Nearly 35,000 Wisconsin residents have already lost food assistance** through SNAP since the passage of the Trump-GOP bill – a 5% drop in enrollees since June 2025.