

WISCONSIN

#35*

In **Wisconsin**, the Fair Market Rent (FMR) for a two-bedroom apartment is **\$1,204**. In order to afford this level of rent and utilities — without paying more than 30% of income on housing — a household must earn **\$4,012** monthly or **\$48,149** annually. Assuming a 40-hour work week, 52 weeks per year, this level of income translates into an hourly Housing Wage of:

\$23.15
PER HOUR
STATE HOUSING
WAGE

FACTS ABOUT WISCONSIN:

STATE FACTS	
Minimum Wage	\$7.25
Average Renter Wage	\$18.86
2-Bedroom Housing Wage	\$23.15
Number of Renter Households	785,523
Percent Renters	32%

128
Work Hours Per Week At
Minimum Wage To Afford a
2-Bedroom Rental Home (at FMR)

104
Work Hours Per Week At
Minimum Wage To Afford a
1-Bedroom Rental Home (at FMR)

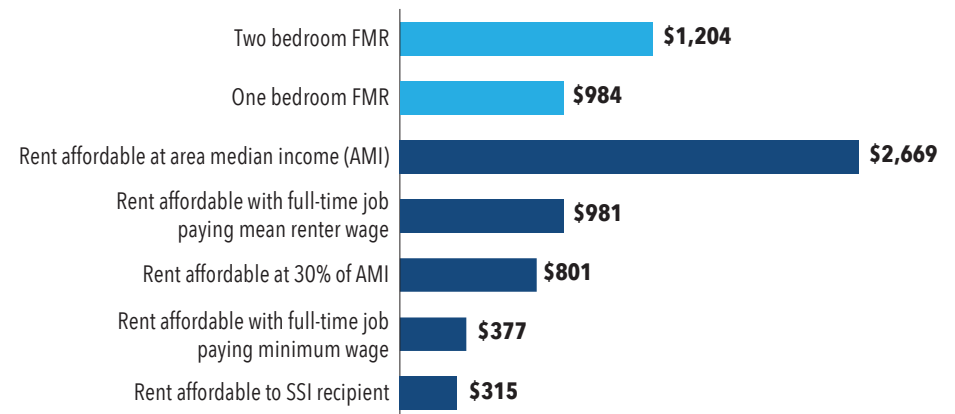
3.2
Number of Full-Time Jobs At
Minimum Wage To Afford a
2-Bedroom Rental Home (at FMR)

2.6
Number of Full-Time Jobs At
Minimum Wage To Afford a
1-Bedroom Rental Home (at FMR)

MOST EXPENSIVE AREAS	HOUSING WAGE
Minneapolis-St. Paul-Bloomington HMFA	\$32.40
Madison HMFA	\$28.31
Kenosha County HMFA	\$27.83
Milwaukee-Waukesha-West Allis MSA	\$24.17
La Crosse-Onalaska MSA	\$23.02

MSA = Metropolitan Statistical Area; HMFA = HUD Metro FMR Area.

* Ranked from Highest to Lowest 2-Bedroom Housing Wage. Includes District of Columbia and Puerto Rico.



Wisconsin	FY25 HOUSING WAGE	HOUSING COSTS			AREA MEDIAN INCOME (AMI)				RENTERS				
	Hourly wage necessary to afford 2 BR ¹ FMR ²	2 BR FMR	Annual income needed to afford 2 BR FMR	Full-time jobs at minimum wage needed to afford 2 BR FMR ³	Annual AMI ⁴	Monthly rent affordable at AMI ⁵	30% of AMI	Monthly rent affordable at 30% of AMI	Renter households (2019-2023)	% of total households (2019-2023)	Estimated hourly mean renter wage (2025)	Monthly rent affordable at mean renter wage	Full-time jobs at mean renter wage needed to afford 2 BR FMR
Wisconsin	\$23.15	\$1,204	\$48,149	3.2	\$106,769	\$2,669	\$32,031	\$801	785,523	32%	\$18.86	\$981	1.2
Combined Nonmetro Areas	\$19.40	\$1,009	\$40,358	2.7	\$94,248	\$2,356	\$28,274	\$707	151,499	24%	\$15.49	\$805	1.3
<u>Metropolitan Areas</u>													
Appleton MSA	\$21.27	\$1,106	\$44,240	2.9	\$111,500	\$2,788	\$33,450	\$836	25,881	26%	\$18.92	\$984	1.1
Columbia County HMFA	\$20.90	\$1,087	\$43,480	2.9	\$106,100	\$2,653	\$31,830	\$796	5,597	23%	\$15.29	\$795	1.4
Duluth HMFA	\$21.92	\$1,140	\$45,600	3.0	\$100,600	\$2,515	\$30,180	\$755	5,278	28%	\$12.80	\$666	1.7
Eau Claire MSA	\$21.00	\$1,092	\$43,680	2.9	\$103,200	\$2,580	\$30,960	\$774	22,822	33%	\$18.44	\$959	1.1
Fond du Lac MSA	\$20.65	\$1,074	\$42,960	2.8	\$97,800	\$2,445	\$29,340	\$734	12,756	30%	\$16.82	\$875	1.2
Green Bay HMFA	\$22.06	\$1,147	\$45,880	3.0	\$110,500	\$2,763	\$33,150	\$829	40,227	34%	\$18.62	\$968	1.2
Green County HMFA	\$19.42	\$1,010	\$40,400	2.7	\$105,800	\$2,645	\$31,740	\$794	3,882	25%	\$12.69	\$660	1.5
Iowa County HMFA	\$19.83	\$1,031	\$41,240	2.7	\$113,400	\$2,835	\$34,020	\$851	2,274	23%	\$15.44	\$803	1.3
Janesville-Beloit MSA	\$22.17	\$1,153	\$46,120	3.1	\$98,600	\$2,465	\$29,580	\$740	19,566	29%	\$18.06	\$939	1.2
Kenosha County HMFA	\$27.83	\$1,447	\$57,880	3.8	\$112,600	\$2,815	\$33,780	\$845	21,888	32%	\$17.69	\$920	1.6
La Crosse-Onalaska MSA	\$23.02	\$1,197	\$47,880	3.2	\$109,200	\$2,730	\$32,760	\$819	18,961	38%	\$18.60	\$967	1.2
Lincoln County HMFA	\$17.94	\$933	\$37,320	2.5	\$95,000	\$2,375	\$28,500	\$713	2,716	22%	\$10.57	\$550	1.7
Madison HMFA	\$28.31	\$1,472	\$58,880	3.9	\$129,800	\$3,245	\$38,940	\$974	104,037	42%	\$22.33	\$1,161	1.3
Milwaukee-Waukesha-West Allis MSA	\$24.17	\$1,257	\$50,280	3.3	\$110,700	\$2,768	\$33,210	\$830	257,249	40%	\$20.86	\$1,085	1.2
Minneapolis-St. Paul-Bloomington HMFA	\$32.40	\$1,685	\$67,400	4.5	\$132,400	\$3,310	\$39,720	\$993	11,556	22%	\$15.50	\$806	2.1
Oconto County HMFA	\$17.94	\$933	\$37,320	2.5	\$97,900	\$2,448	\$29,370	\$734	2,571	15%	\$12.35	\$642	1.5
Oshkosh-Neenah MSA	\$20.29	\$1,055	\$42,200	2.8	\$103,600	\$2,590	\$31,080	\$777	24,617	34%	\$19.21	\$999	1.1
Racine MSA	\$22.10	\$1,149	\$45,960	3.0	\$98,600	\$2,465	\$29,580	\$740	22,826	29%	\$17.70	\$920	1.2

1: BR = Bedroom

2: FMR = Fiscal Year 2025 Fair Market Rent.

3: This calculation uses the higher of the county, state, or federal minimum wage, where applicable.

4: AMI = Fiscal Year 2025 Area Median Income

5: Affordable rents represent the generally accepted standard of spending not more than 30% of gross income on gross housing

Wisconsin	FY25 HOUSING WAGE	HOUSING COSTS			AREA MEDIAN INCOME (AMI)				RENTERS				
	Hourly wage necessary to afford 2 BR ¹ FMR ²	2 BR FMR	Annual income needed to afford 2 BR FMR	Full-time jobs at minimum wage needed to afford 2 BR FMR ³	Annual AMI ⁴	Monthly rent affordable at AMI ⁵	30% of AMI	Monthly rent affordable at 30% of AMI	Renter households (2019-2023)	% of total households (2019-2023)	Estimated hourly mean renter wage (2025)	Monthly rent affordable at mean renter wage	Full-time jobs at mean renter wage needed to afford 2 BR FMR
Sheboygan MSA	\$20.29	\$1,055	\$42,200	2.8	\$102,000	\$2,550	\$30,600	\$765	14,201	29%	\$22.07	\$1,148	0.9
Wausau HMFA	\$20.27	\$1,054	\$42,160	2.8	\$98,800	\$2,470	\$29,640	\$741	15,119	27%	\$17.04	\$886	1.2
<u>Counties</u>													
Adams County	\$17.94	\$933	\$37,320	2.5	\$84,500	\$2,113	\$25,350	\$634	1,271	14%	\$14.33	\$745	1.3
Ashland County	\$17.94	\$933	\$37,320	2.5	\$88,700	\$2,218	\$26,610	\$665	1,891	28%	\$12.14	\$631	1.5
Barron County	\$18.83	\$979	\$39,160	2.6	\$89,100	\$2,228	\$26,730	\$668	4,555	23%	\$14.66	\$762	1.3
Bayfield County	\$17.94	\$933	\$37,320	2.5	\$90,700	\$2,268	\$27,210	\$680	1,153	15%	\$13.05	\$679	1.4
Brown County	\$22.06	\$1,147	\$45,880	3.0	\$110,500	\$2,763	\$33,150	\$829	39,008	35%	\$18.83	\$979	1.2
Buffalo County	\$18.46	\$960	\$38,400	2.5	\$89,500	\$2,238	\$26,850	\$671	1,234	22%	\$14.11	\$734	1.3
Burnett County	\$18.77	\$976	\$39,040	2.6	\$84,700	\$2,118	\$25,410	\$635	1,042	15%	\$12.88	\$670	1.5
Calumet County	\$21.27	\$1,106	\$44,240	2.9	\$111,500	\$2,788	\$33,450	\$836	4,053	19%	\$14.38	\$748	1.5
Chippewa County	\$21.00	\$1,092	\$43,680	2.9	\$103,200	\$2,580	\$30,960	\$774	6,744	25%	\$15.93	\$828	1.3
Clark County	\$17.94	\$933	\$37,320	2.5	\$88,300	\$2,208	\$26,490	\$662	2,803	22%	\$16.51	\$858	1.1
Columbia County	\$20.90	\$1,087	\$43,480	2.9	\$106,100	\$2,653	\$31,830	\$796	5,597	23%	\$15.29	\$795	1.4
Crawford County	\$17.94	\$933	\$37,320	2.5	\$86,100	\$2,153	\$25,830	\$646	1,609	24%	\$15.24	\$792	1.2
Dane County	\$28.31	\$1,472	\$58,880	3.9	\$129,800	\$3,245	\$38,940	\$974	104,037	42%	\$22.33	\$1,161	1.3
Dodge County	\$20.13	\$1,047	\$41,880	2.8	\$98,500	\$2,463	\$29,550	\$739	10,267	29%	\$19.40	\$1,009	1.0
Door County	\$21.81	\$1,134	\$45,360	3.0	\$103,700	\$2,593	\$31,110	\$778	2,970	21%	\$14.77	\$768	1.5
Douglas County	\$21.92	\$1,140	\$45,600	3.0	\$100,600	\$2,515	\$30,180	\$755	5,278	28%	\$12.80	\$666	1.7
Dunn County	\$19.33	\$1,005	\$40,200	2.7	\$98,800	\$2,470	\$29,640	\$741	5,815	33%	\$16.00	\$832	1.2
Eau Claire County	\$21.00	\$1,092	\$43,680	2.9	\$103,200	\$2,580	\$30,960	\$774	16,078	37%	\$19.55	\$1,017	1.1
Florence County	\$19.17	\$997	\$39,880	2.6	\$82,900	\$2,073	\$24,870	\$622	212	10%	\$12.68	\$659	1.5
Fond du Lac County	\$20.65	\$1,074	\$42,960	2.8	\$97,800	\$2,445	\$29,340	\$734	12,756	30%	\$16.82	\$875	1.2
Forest County	\$17.94	\$933	\$37,320	2.5	\$76,600	\$1,915	\$22,980	\$575	697	18%	\$9.82	\$511	1.8
Grant County	\$17.94	\$933	\$37,320	2.5	\$92,600	\$2,315	\$27,780	\$695	6,156	31%	\$12.86	\$669	1.4

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Wisconsin	FY25 HOUSING WAGE	HOUSING COSTS			AREA MEDIAN INCOME (AMI)				RENTERS				
	Hourly wage necessary to afford 2 BR ¹ FMR ²	2 BR FMR	Annual income needed to afford 2 BR FMR	Full-time jobs at minimum wage needed to afford 2 BR FMR ³	Annual AMI ⁴	Monthly rent affordable at AMI ⁵	30% of AMI	Monthly rent affordable at 30% of AMI	Renter households (2019-2023)	% of total households (2019-2023)	Estimated hourly mean renter wage (2025)	Monthly rent affordable at mean renter wage	Full-time jobs at mean renter wage needed to afford 2 BR FMR
Green County	\$19.42	\$1,010	\$40,400	2.7	\$105,800	\$2,645	\$31,740	\$794	3,882	25%	\$12.69	\$660	1.5
Green Lake County	\$17.94	\$933	\$37,320	2.5	\$91,500	\$2,288	\$27,450	\$686	2,035	25%	\$15.58	\$810	1.2
Iowa County	\$19.83	\$1,031	\$41,240	2.7	\$113,400	\$2,835	\$34,020	\$851	2,274	23%	\$15.44	\$803	1.3
Iron County	\$17.94	\$933	\$37,320	2.5	\$82,000	\$2,050	\$24,600	\$615	386	13%	\$6.94	\$361	2.6
Jackson County	\$17.94	\$933	\$37,320	2.5	\$87,400	\$2,185	\$26,220	\$656	1,849	23%	\$14.62	\$760	1.2
Jefferson County	\$21.58	\$1,122	\$44,880	3.0	\$111,000	\$2,775	\$33,300	\$833	9,331	27%	\$16.79	\$873	1.3
Juneau County	\$18.06	\$939	\$37,560	2.5	\$85,800	\$2,145	\$25,740	\$644	2,405	22%	\$17.63	\$917	1.0
Kenosha County	\$27.83	\$1,447	\$57,880	3.8	\$112,600	\$2,815	\$33,780	\$845	21,888	32%	\$17.69	\$920	1.6
Kewaunee County	\$22.06	\$1,147	\$45,880	3.0	\$110,500	\$2,763	\$33,150	\$829	1,219	15%	\$13.20	\$687	1.7
La Crosse County	\$23.02	\$1,197	\$47,880	3.2	\$109,200	\$2,730	\$32,760	\$819	18,961	38%	\$18.60	\$967	1.2
Lafayette County	\$17.94	\$933	\$37,320	2.5	\$93,300	\$2,333	\$27,990	\$700	1,384	21%	\$15.33	\$797	1.2
Langlade County	\$17.94	\$933	\$37,320	2.5	\$80,500	\$2,013	\$24,150	\$604	1,897	22%	\$13.88	\$722	1.3
Lincoln County	\$17.94	\$933	\$37,320	2.5	\$95,000	\$2,375	\$28,500	\$713	2,716	22%	\$10.57	\$550	1.7
Manitowoc County	\$17.94	\$933	\$37,320	2.5	\$96,800	\$2,420	\$29,040	\$726	8,303	24%	\$16.33	\$849	1.1
Marathon County	\$20.27	\$1,054	\$42,160	2.8	\$98,800	\$2,470	\$29,640	\$741	15,119	27%	\$17.04	\$886	1.2
Marinette County	\$17.94	\$933	\$37,320	2.5	\$81,900	\$2,048	\$24,570	\$614	3,653	20%	\$17.71	\$921	1.0
Marquette County	\$17.94	\$933	\$37,320	2.5	\$84,200	\$2,105	\$25,260	\$632	1,316	19%	\$13.47	\$700	1.3
Menominee County	\$19.17	\$997	\$39,880	2.6	\$70,500	\$1,763	\$21,150	\$529	354	26%	\$11.58	\$602	1.7
Milwaukee County	\$24.17	\$1,257	\$50,280	3.3	\$110,700	\$2,768	\$33,210	\$830	195,285	50%	\$22.91	\$1,191	1.1
Monroe County	\$20.37	\$1,059	\$42,360	2.8	\$91,500	\$2,288	\$27,450	\$686	5,046	28%	\$16.82	\$875	1.2
Oconto County	\$17.94	\$933	\$37,320	2.5	\$97,900	\$2,448	\$29,370	\$734	2,571	15%	\$12.35	\$642	1.5
Oneida County	\$18.81	\$978	\$39,120	2.6	\$96,300	\$2,408	\$28,890	\$722	2,682	16%	\$13.51	\$703	1.4
Outagamie County	\$21.27	\$1,106	\$44,240	2.9	\$111,500	\$2,788	\$33,450	\$836	21,828	28%	\$19.61	\$1,020	1.1
Ozaukee County	\$24.17	\$1,257	\$50,280	3.3	\$110,700	\$2,768	\$33,210	\$830	10,280	27%	\$17.57	\$914	1.4
Pepin County	\$17.94	\$933	\$37,320	2.5	\$93,800	\$2,345	\$28,140	\$704	502	16%	\$15.53	\$808	1.2
Pierce County	\$32.40	\$1,685	\$67,400	4.5	\$132,400	\$3,310	\$39,720	\$993	3,819	24%	\$11.48	\$597	2.8

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Wisconsin	FY25 HOUSING WAGE	HOUSING COSTS			AREA MEDIAN INCOME (AMI)				RENTERS				
	Hourly wage necessary to afford 2 BR ¹ FMR ²	2 BR FMR	Annual income needed to afford 2 BR FMR	Full-time jobs at minimum wage needed to afford 2 BR FMR ³	Annual AMI ⁴	Monthly rent affordable at AMI ⁵	30% of AMI	Monthly rent affordable at 30% of AMI	Renter households (2019-2023)	% of total households (2019-2023)	Estimated hourly mean renter wage (2025)	Monthly rent affordable at mean renter wage	Full-time jobs at mean renter wage needed to afford 2 BR FMR
Polk County	\$21.31	\$1,108	\$44,320	2.9	\$97,500	\$2,438	\$29,250	\$731	3,550	19%	\$14.39	\$748	1.5
Portage County	\$19.79	\$1,029	\$41,160	2.7	\$97,800	\$2,445	\$29,340	\$734	9,093	31%	\$15.70	\$816	1.3
Price County	\$17.94	\$933	\$37,320	2.5	\$80,800	\$2,020	\$24,240	\$606	1,214	18%	\$14.70	\$765	1.2
Racine County	\$22.10	\$1,149	\$45,960	3.0	\$98,600	\$2,465	\$29,580	\$740	22,826	29%	\$17.70	\$920	1.2
Richland County	\$17.94	\$933	\$37,320	2.5	\$88,000	\$2,200	\$26,400	\$660	1,673	24%	\$15.10	\$785	1.2
Rock County	\$22.17	\$1,153	\$46,120	3.1	\$98,600	\$2,465	\$29,580	\$740	19,566	29%	\$18.06	\$939	1.2
Rusk County	\$17.94	\$933	\$37,320	2.5	\$79,600	\$1,990	\$23,880	\$597	1,407	22%	\$12.81	\$666	1.4
St. Croix County	\$32.40	\$1,685	\$67,400	4.5	\$132,400	\$3,310	\$39,720	\$993	7,737	21%	\$16.45	\$855	2.0
Sauk County	\$20.85	\$1,084	\$43,360	2.9	\$102,600	\$2,565	\$30,780	\$770	7,371	27%	\$14.54	\$756	1.4
Sawyer County	\$19.19	\$998	\$39,920	2.6	\$84,100	\$2,103	\$25,230	\$631	1,929	23%	\$12.69	\$660	1.5
Shawano County	\$17.94	\$933	\$37,320	2.5	\$86,600	\$2,165	\$25,980	\$650	3,611	21%	\$12.84	\$667	1.4
Sheboygan County	\$20.29	\$1,055	\$42,200	2.8	\$102,000	\$2,550	\$30,600	\$765	14,201	29%	\$22.07	\$1,148	0.9
Taylor County	\$17.94	\$933	\$37,320	2.5	\$85,800	\$2,145	\$25,740	\$644	1,655	21%	\$15.76	\$820	1.1
Trempealeau County	\$18.92	\$984	\$39,360	2.6	\$97,700	\$2,443	\$29,310	\$733	3,263	26%	\$16.65	\$866	1.1
Vernon County	\$17.94	\$933	\$37,320	2.5	\$95,400	\$2,385	\$28,620	\$716	2,306	19%	\$14.96	\$778	1.2
Vilas County	\$17.94	\$933	\$37,320	2.5	\$89,700	\$2,243	\$26,910	\$673	1,797	17%	\$14.28	\$743	1.3
Walworth County	\$22.75	\$1,183	\$47,320	3.1	\$109,600	\$2,740	\$32,880	\$822	12,483	29%	\$15.80	\$821	1.4
Washburn County	\$18.42	\$958	\$38,320	2.5	\$86,100	\$2,153	\$25,830	\$646	1,439	19%	\$11.95	\$621	1.5
Washington County	\$24.17	\$1,257	\$50,280	3.3	\$110,700	\$2,768	\$33,210	\$830	12,367	22%	\$16.76	\$872	1.4
Waukesha County	\$24.17	\$1,257	\$50,280	3.3	\$110,700	\$2,768	\$33,210	\$830	39,317	24%	\$18.64	\$970	1.3
Waupaca County	\$17.94	\$933	\$37,320	2.5	\$94,800	\$2,370	\$28,440	\$711	5,634	25%	\$13.62	\$708	1.3
Waushara County	\$17.94	\$933	\$37,320	2.5	\$86,700	\$2,168	\$26,010	\$650	1,755	17%	\$11.98	\$623	1.5
Winnebago County	\$20.29	\$1,055	\$42,200	2.8	\$103,600	\$2,590	\$31,080	\$777	24,617	34%	\$19.21	\$999	1.1
Wood County	\$18.87	\$981	\$39,240	2.6	\$89,000	\$2,225	\$26,700	\$668	8,501	27%	\$16.72	\$870	1.1

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