

→ Wisconsin

Methodology

Child care prices are reported at the county-level for infant child care and child care for four year olds where available across the state. To determine the affordability of child care prices by county, we compared the average price of center-based and family child care to household median income by county. Affordability was calculated by dividing the average price of care in that county by the county's median income as reported by the U.S. Census Bureau's American Community Survey (ACS 5-year estimates, 2013-2017, Table B19126). **Child Care Aware® of America would like to thank Supporting Families Together Association for generously providing the data needed to complete this analysis.**

Findings

In the state of Wisconsin, there are a total of 72 counties. In every provider type and age group of child care that we examined, Milwaukee County was the least affordable for families. This county is home to Milwaukee, the most populous city in the state.

Statewide, center-based infant child care costs families an average of 13.4% of median household income for a married couple with children. Child care for this age group and provider type are least affordable in Milwaukee County and Adams County. Family child care for infants is also least affordable in Milwaukee County, where prices are an average of 3.1% higher than the statewide average for this age group and provider type.

Statewide, center-based child care for 4 year olds costs 10.8% of median family income for a married couple with children. Child care for this provider type and age group cost families in Milwaukee slightly more than the statewide average (13% of household income for a married couple with children). There was not a significant difference between county-level and statewide affordability. The affordability of family child care for 4 year olds was similar, costing families in Milwaukee County slightly more when compared to the statewide average.

Table 1: Least Affordable Counties for Infant Child Care by Type of Care

Rank	County	Average Annual Price of Infant Care*	Percent of Median Income: Married Couple with Children	Difference between County-Level and Statewide Affordability**
Statewide Center-Based Affordability: 13.4%				
1	Milwaukee County	\$14,543	16.6%	3.2%
2	Adams County	\$10,400	15.7%	2.3%
3	Door County	\$10,365	14.2%	0.8%
4	Dane County	\$16,240	14.1%	0.7%
5	Winnebago County	\$12,695	14.0%	0.6%
Statewide Family Child Care Affordability: 10.5%				
1	Milwaukee County	\$11,901	13.6%	3.1%
2	Rusk County	\$7,410	11.6%	1.1%
3	Adams County	\$7,540	11.4%	0.9%
4	Jefferson County	\$10,140	11.4%	0.9%
5	Bayfield County	\$7,640	11.1%	0.6%

Note: NR = Not Reported (meaning that data is unavailable for a given county); NA = Not Applicable

*Source: Supporting Families Together Association

**Affordability, or Percent of Median Income, is a comparison of average price against county median income. The state affordability percentage was subtracted from county affordability percentage. A positive percentage difference indicates that the average county affordability exceeds the average statewide affordability.

Table 2: County-Level Prices by Age and Type, WISCONSIN

County	Infant, Center			4 Year Old, Center		
	Price*	% of Median Income	Difference to State Average**	Price*	% of Median Income	Difference to State Average**
	Statewide Center-Based Affordability: 13.4%			Statewide Center-Based Affordability: 10.8%		
Adams County	\$10,400	15.7%	2.3%	\$7,800	11.8%	1.0%
Ashland County	\$8,847	12.6%	-0.8%	\$7,963	11.3%	0.5%
Barron County	\$7,592	10.3%	-3.1%	\$6,935	9.4%	-1.4%
Bayfield County	\$6,197	9.0%	-4.4%	\$5,633	8.2%	-2.6%
Brown County	\$12,484	13.5%	0.1%	\$9,582	10.4%	-0.4%
Buffalo County	NR	NR	NR	NR	NR	NR
Burnett County	\$7,800	11.6%	-1.8%	\$6,760	10.0%	-0.8%
Calumet County	\$10,998	10.9%	-2.5%	\$9,279	9.2%	-1.6%
Chippewa County	\$9,983	11.5%	-1.9%	\$8,685	10.0%	-0.8%
Clark County	\$8,143	11.3%	-2.1%	\$7,311	10.2%	-0.6%
Columbia County	\$10,664	11.3%	-2.1%	\$8,719	9.2%	-1.6%
Crawford County	\$9,638	11.7%	-1.7%	\$8,418	10.2%	-0.6%
Dane County	\$16,240	14.1%	0.7%	\$12,783	11.1%	0.3%
Dodge County	\$10,762	12.6%	-0.8%	\$8,795	10.3%	-0.5%
Door County	\$10,365	14.2%	0.8%	\$8,762	12.0%	1.2%
Douglas County	\$9,651	10.7%	-2.7%	\$8,672	9.6%	-1.2%
Dunn County	\$10,611	13.3%	-0.1%	\$8,596	10.8%	0.0%
Eau Claire County	\$11,341	12.6%	-0.8%	\$9,482	10.5%	-0.3%
Florence County	\$8,216	10.0%	-3.4%	\$5,928	7.2%	-3.6%
Fond du Lac County	\$9,895	11.1%	-2.3%	\$8,325	9.4%	-1.4%

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Table 2: County-Level Prices by Age and Type, WISCONSIN

County	Infant, Center			4 Year Old, Center		
	Price*	% of Median Income	Difference to State Average**	Price*	% of Median Income	Difference to State Average**
	Statewide Center-Based Affordability: 13.4%			Statewide Center-Based Affordability: 10.8%		
Forest County	NR	NR	NR	NR	NR	NR
Grant County	\$8,105	10.1%	-3.3%	\$7,694	9.6%	-1.2%
Green County	\$10,920	12.0%	-1.4%	\$9,078	9.9%	-0.9%
Green Lake County	\$10,244	13.7%	0.3%	\$9,074	12.1%	1.3%
Iowa County	\$8,957	9.1%	-4.3%	\$8,645	8.8%	-2.0%
Iron County	NR	NR	NR	NR	NR	NR
Jackson County	\$9,438	12.3%	-1.1%	\$7,540	9.8%	-1.0%
Jefferson County	\$11,314	12.7%	-0.7%	\$8,995	10.1%	-0.7%
Juneau County	\$9,620	13.0%	-0.4%	\$8,233	11.2%	0.4%
Kenosha County	\$12,115	12.9%	-0.5%	\$9,995	10.6%	-0.2%
Kewaunee County	\$10,179	11.3%	-2.1%	\$8,320	9.2%	-1.6%
La Crosse County	\$10,471	11.4%	-2.0%	\$8,755	9.5%	-1.3%
Lafayette County	\$7,410	9.4%	-4.0%	\$6,630	8.4%	-2.4%
Langlade County	\$9,425	13.7%	0.3%	\$7,475	10.9%	0.1%
Lincoln County	\$8,580	9.4%	-4.0%	\$7,605	8.3%	-2.5%
Manitowoc County	\$9,431	11.2%	-2.2%	\$8,055	9.6%	-1.2%
Marathon County	\$11,732	12.9%	-0.5%	\$9,341	10.3%	-0.5%
Marinette County	\$8,077	10.7%	-2.7%	\$6,812	9.0%	-1.8%
Marquette County	\$8,710	11.2%	-2.2%	\$7,150	9.2%	-1.6%
Menominee County	\$7,488	12.9%	-0.5%	\$6,188	10.6%	-0.2%

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Table 2: County-Level Prices by Age and Type, WISCONSIN

County	Infant, Center			4 Year Old, Center		
	Price*	% of Median Income	Difference to State Average**	Price*	% of Median Income	Difference to State Average**
	Statewide Center-Based Affordability: 13.4%			Statewide Center-Based Affordability: 10.8%		
Milwaukee County	\$14,543	16.6%	3.2%	\$11,420	13.0%	2.2%
Monroe County	\$8,424	10.6%	-2.8%	\$7,838	9.9%	-0.9%
Oconto County	\$7,722	8.6%	-4.8%	\$6,903	7.7%	-3.1%
Oneida County	\$9,932	11.8%	-1.6%	\$7,911	9.4%	-1.4%
Outagamie County	\$12,141	13.1%	-0.3%	\$10,082	10.8%	0.0%
Ozaukee County	\$14,503	12.0%	-1.4%	\$12,031	10.0%	-0.8%
Pepin County	\$8,710	9.9%	-3.5%	\$7,020	8.0%	-2.8%
Pierce County	\$10,442	9.9%	-3.5%	\$8,830	8.3%	-2.5%
Polk County	\$9,100	11.1%	-2.3%	\$8,333	10.2%	-0.6%
Portage County	\$11,012	12.3%	-1.1%	\$9,728	10.9%	0.1%
Price County	\$8,493	11.3%	-2.1%	\$6,760	9.0%	-1.8%
Racine County	\$11,921	12.7%	-0.7%	\$9,458	10.1%	-0.7%
Richland County	NR	NR	NR	NR	NR	NR
Rock County	\$10,927	13.4%	0.0%	\$8,722	10.7%	-0.1%
Rusk County	\$8,580	13.5%	0.1%	\$7,800	12.3%	1.5%
St. Croix County	\$10,804	10.0%	-3.4%	\$8,889	8.2%	-2.6%
Sauk County	\$9,539	10.9%	-2.5%	\$8,294	9.5%	-1.3%
Sawyer County	\$8,580	11.3%	-2.1%	\$7,367	9.7%	-1.1%
Shawano County	\$8,580	11.1%	-2.3%	\$7,592	9.9%	-0.9%
Sheboygan County	\$11,588	13.5%	0.1%	\$9,007	10.5%	-0.3%

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Table 2: County-Level Prices by Age and Type, WISCONSIN

County	Infant, Center			4 Year Old, Center		
	Price*	% of Median Income	Difference to State Average**	Price*	% of Median Income	Difference to State Average**
	Statewide Center-Based Affordability: 13.4%			Statewide Center-Based Affordability: 10.8%		
Taylor County	\$9,464	12.5%	-0.9%	\$8,164	10.8%	0.0%
Trempealeau County	\$8,368	10.6%	-2.8%	\$7,284	9.3%	-1.5%
Vernon County	\$9,568	12.5%	-0.9%	\$8,602	11.2%	0.4%
Villas County	\$9,724	13.4%	0.0%	\$7,748	10.7%	-0.1%
Walworth County	\$10,758	12.8%	-0.6%	\$8,486	10.1%	-0.7%
Washburn County	\$8,329	10.6%	-2.8%	\$6,977	8.8%	-2.0%
Washington County	\$11,452	10.6%	-2.8%	\$9,332	8.7%	-2.1%
Waukesha County	\$14,443	11.7%	-1.7%	\$11,491	9.3%	-1.5%
Waupaca County	\$9,894	11.7%	-1.7%	\$8,237	9.7%	-1.1%
Waushara County	\$9,412	12.0%	-1.4%	\$8,892	11.4%	0.6%
Winnebago County	\$12,695	14.0%	0.6%	\$10,326	11.4%	0.6%
Wood County	\$9,778	12.1%	-1.3%	\$8,733	10.8%	0.0%
County	Infant, FCC			4 Year Old, FCC		
	Statewide Family Child Care Affordability: 10.5%			Statewide Family Child Care Affordability: 9.4%		
Adams County	\$7,540	11.4%	0.9%	\$6,864	10.4%	1.0%
Ashland County	\$6,833	9.7%	-0.8%	\$6,344	9.0%	-0.4%
Barron County	\$6,865	9.3%	-1.2%	\$6,641	9.0%	-0.4%
Bayfield County	\$7,640	11.1%	0.6%	\$6,000	8.7%	-0.7%
Brown County	\$8,732	9.5%	-1.0%	\$7,963	8.6%	-0.8%
Buffalo County	\$6,539	8.5%	-2.0%	\$5,987	7.8%	-1.6%

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County	Infant, FCC			4 Year Old, FCC		
	Price*	% of Median Income	Difference to State Average**	Price*	% of Median Income	Difference to State Average**
	Statewide Family Child Care Affordability: 10.5%			Statewide Family Child Care Affordability: 9.4%		
Burnett County	\$7,280	10.8%	0.3%	\$6,602	9.8%	0.4%
Calumet County	\$8,710	8.6%	-1.9%	\$7,995	7.9%	-1.5%
Chippewa County	\$7,486	8.6%	-1.9%	\$7,020	8.1%	-1.3%
Clark County	\$6,793	9.4%	-1.1%	\$6,273	8.7%	-0.7%
Columbia County	\$7,995	8.5%	-2.0%	\$7,459	7.9%	-1.5%
Crawford County	\$6,723	8.1%	-2.4%	\$5,807	7.0%	-2.4%
Dane County	\$12,467	10.8%	0.3%	\$11,516	10.0%	0.6%
Dodge County	\$8,480	9.9%	-0.6%	\$7,740	9.0%	-0.4%
Door County	\$7,917	10.8%	0.3%	\$7,592	10.4%	1.0%
Douglas County	\$7,604	8.4%	-2.1%	\$7,131	7.9%	-1.5%
Dunn County	\$7,569	9.5%	-1.0%	\$6,933	8.7%	-0.7%
Eau Claire County	\$8,310	9.2%	-1.3%	\$7,573	8.4%	-1.0%
Florence County	NR	NR	NR	NR	NR	NR
Fond du Lac County	\$7,735	8.7%	-1.8%	\$7,240	8.2%	-1.2%
Forest County	\$7,384	10.5%	0.0%	\$7,020	10.0%	0.6%
Grant County	\$6,386	8.0%	-2.5%	\$6,127	7.7%	-1.7%
Green County	\$8,302	9.1%	-1.4%	\$7,716	8.5%	-0.9%
Green Lake County	\$8,119	10.9%	0.4%	\$7,265	9.7%	0.3%
Iowa County	\$7,466	7.6%	-2.9%	\$6,983	7.1%	-2.3%
Iron County	\$6,240	8.4%	-2.1%	\$6,240	8.4%	-1.0%

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	Statewide Family Child Care Affordability: 10.5%			Statewide Family Child Care Affordability: 9.4%		
Jackson County	\$7,930	10.3%	-0.2%	\$7,164	9.3%	-0.1%
Jefferson County	\$10,140	11.4%	0.9%	\$8,515	9.6%	0.2%
Juneau County	\$6,630	9.0%	-1.5%	\$6,110	8.3%	-1.1%
Kenosha County	\$9,956	10.6%	0.1%	\$8,806	9.4%	0.0%
Kewaunee County	\$7,237	8.0%	-2.5%	\$6,909	7.7%	-1.7%
La Crosse County	\$8,510	9.2%	-1.3%	\$8,102	8.8%	-0.6%
Lafayette County	\$6,091	7.7%	-2.8%	\$6,091	7.7%	-1.7%
Langlade County	\$6,797	9.9%	-0.6%	\$6,649	9.7%	0.3%
Lincoln County	\$7,540	8.2%	-2.3%	\$6,773	7.4%	-2.0%
Manitowoc County	\$7,345	8.7%	-1.8%	\$6,902	8.2%	-1.2%
Marathon County	\$8,114	8.9%	-1.6%	\$7,399	8.1%	-1.3%
Marinette County	\$7,345	9.7%	-0.8%	\$6,389	8.4%	-1.0%
Marquette County	\$8,060	10.4%	-0.1%	\$6,760	8.7%	-0.7%
Menominee County	NR	NR	NR	NR	NR	NR
Milwaukee County	\$11,901	13.6%	3.1%	\$10,274	11.7%	2.3%
Monroe County	\$7,202	9.1%	-1.4%	\$6,656	8.4%	-1.0%
Oconto County	\$7,443	8.3%	-2.2%	\$6,663	7.4%	-2.0%
Oneida County	\$7,605	9.1%	-1.4%	\$7,332	8.7%	-0.7%
Outagamie County	\$9,299	10.0%	-0.5%	\$8,983	9.7%	0.3%
Ozaukee County	\$10,313	8.6%	-1.9%	\$10,313	8.6%	-0.8%

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County	Infant, FCC			4 Year Old, FCC		
	Price*	% of Median Income	Difference to State Average**	Price*	% of Median Income	Difference to State Average**
	Statewide Family Child Care Affordability: 10.5%			Statewide Family Child Care Affordability: 9.4%		
Pepin County	\$7,176	8.1%	-2.4%	\$6,673	7.6%	-1.8%
Pierce County	\$7,984	7.5%	-3.0%	\$7,444	7.0%	-2.4%
Polk County	\$6,418	7.8%	-2.7%	\$5,946	7.3%	-2.1%
Portage County	\$8,370	9.3%	-1.2%	\$8,152	9.1%	-0.3%
Price County	\$7,453	9.9%	-0.6%	\$6,240	8.3%	-1.1%
Racine County	\$9,908	10.6%	0.1%	\$9,232	9.9%	0.5%
Richland County	\$6,723	9.2%	-1.3%	\$6,537	9.0%	-0.4%
Rock County	\$8,884	10.9%	0.4%	\$8,175	10.1%	0.7%
Rusk County	\$7,410	11.6%	1.1%	\$6,500	10.2%	0.8%
St. Croix County	\$8,859	8.2%	-2.3%	\$8,031	7.4%	-2.0%
Sauk County	\$8,162	9.3%	-1.2%	\$7,793	8.9%	-0.5%
Sawyer County	\$7,094	9.4%	-1.1%	\$6,611	8.7%	-0.7%
Shawano County	\$7,367	9.6%	-0.9%	\$6,760	8.8%	-0.6%
Sheboygan County	\$8,412	9.8%	-0.7%	\$7,734	9.0%	-0.4%
Taylor County	\$6,977	9.2%	-1.3%	\$6,977	9.2%	-0.2%
Trempealeau County	\$7,324	9.3%	-1.2%	\$6,657	8.5%	-0.9%
Vernon County	\$7,036	9.2%	-1.3%	\$6,727	8.8%	-0.6%
Villas County	\$7,020	9.7%	-0.8%	\$6,760	9.3%	-0.1%
Walworth County	\$8,587	10.2%	-0.3%	\$8,103	9.6%	0.2%
Washburn County	\$7,280	9.2%	-1.3%	\$6,457	8.2%	-1.2%

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	Statewide Family Child Care Affordability: 10.5%			Statewide Family Child Care Affordability: 9.4%		
Washington County	\$8,970	8.3%	-2.2%	\$8,273	7.7%	-1.7%
Waukesha County	\$11,019	8.9%	-1.6%	\$9,639	7.8%	-1.6%
Waupaca County	\$6,858	8.1%	-2.4%	\$6,500	7.7%	-1.7%
Waushara County	\$7,325	9.4%	-1.1%	\$6,899	8.8%	-0.6%
Winnebago County	\$9,160	10.1%	-0.4%	\$8,848	9.7%	0.3%
Wood County	\$7,716	9.5%	-1.0%	\$7,380	9.1%	-0.3%

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