

WISCONSIN



42nd happiest state

Bottom 25% of states

Most like:
North Dakota
Utah

[Click for its full report.](#)



8 out of 10 say:

"It's the best place to live"



63%

"My home makes me proud"



51%

"My home is my favorite place to be"



67%

"I plan to stay in my community for the next 5 years"

What Makes Wisconsin's Homeowners Happy?

Our research shows that homeowner happiness boils down to a combination of three important factors:

1. DWELLING

Affordable, well-functioning homes offering enjoyable accommodations



47 years

average home age

81%

have renovated their homes

64%

are happy with their home's size and layout

51%

say they have adequate storage

\$126,900

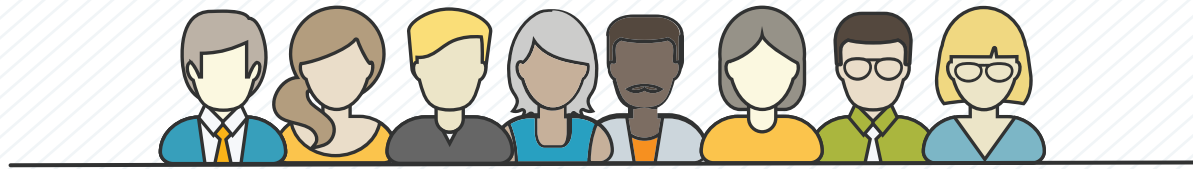
Average Home Price (U.S. Census)

61%

"The cost of living is reasonable"

2. COMMUNITY

A sense of diversity, safety and a strong neighborhood network



DIVERSITY

31%

"I feel that my community is racially diverse"

46%

"I feel that my community is religiously diverse"

SAFETY

73%

"I live in a community that makes me feel safe"

74%

"My community offers good fire, police and medical services"

NEIGHBORHOOD

59%

"I have neighbors I enjoy"

74%

"I trust my neighbors"

5,771,337

Population (U.S. Census)

3. ACCESSIBILITY

Practical commutes and access to important attractions and services



COMMUTING AND TRAVEL TIMES

63%

live and work in close proximity

69%

have a reasonable commute

84%

have easy access to highways

ACCESS TO ATTRACTIONS AND SERVICES

84%

live within one hour of a major metro area

72%

have access to shopping that meets their needs

70%

live close to body of water

30 MINUTES

Average travel time to work