



A NALEO CAMPAIGN

# WISCONSINITES RELY UPON ACCURATE CENSUS DATA

**ACCURATE CENSUS DATA ARE KEY** for federal funding allocations to state and localities. Federal resources are divided up between jurisdictions according to what Census data tell us about various communities' demographic characteristics, needs, and assets. In order for Wisconsin to receive its fair share, the Census Bureau must master the difficult task of accurately counting the state's population.

Historically, certain hard-to-reach populations are more difficult to count than others. Wisconsin is home to disproportionate shares of populations that are most frequently undercounted, such as individuals living in rural areas. For example, according to 2010 Census data, the share of Wisconsinites living in rural areas - 29.8 percent - exceeded the national average of 21 percent.



## Federal Census-directed programs that are particularly important to Wisconsinites include:

### Highway Planning and Construction

Wisconsin's rural spaces and the significant agricultural activities that take place within them make the maintenance of roads particularly important to the state's economic life. In FY17, thanks to Census data, Wisconsin received over \$776 million in funding authorized by the 2015 Fixing America's Surface Transportation Act, the largest portion of it designated for maintenance of national highways and construction and repair of bridges and other highway facilities.

### Low Income Home Energy Assistance

The Low Income Home Energy Assistance Program provides vital support to families struggling to pay for heating and cooling throughout the year. Thanks to Census data, since FY2010 Wisconsin received over \$890 million in federal funding for this program, serving over 205,000 households in FY16 alone.

### Medicare Part B

Wisconsin has a growing elderly population that depends on Medicare, a program into which seniors have paid throughout their lives. Census data ensure that elderly residents receive the support they have earned through their hard work by allocating federal funding for senior health services to states in accordance with the size and needs of their populations. As a result of Census data, Wisconsin received over \$800 million in FY15 to distribute to medical providers to ensure seniors' continued access to healthcare and other vital services.

**When it is adequately funded, the Census Bureau produces highly accurate, detailed data that enable us to direct a total of over \$12.6 billion to the Wisconsin communities where those resources are most needed.**

But if the Census Bureau's hands are tied by declining appropriations or limitations that prevent it from conducting a sound decennial enumeration and accurate surveys, the quality of Census data similarly will decline, and many fewer Wisconsinites will benefit from these and many other Census-directed federal programs.

Congress must adequately fund the Census Bureau by providing it with no less than \$8 billion for the decennial Census in FY20. It is critical that Congress secure this funding by the start of the fiscal year, when address canvassing, advertising, and other key activities will already be underway. Any funding delay or uncertainty would disrupt the conduct of the survey and imperil the accuracy of Census data for a decade to come.