WISCONSIN

PUBLIC COMMENTS THROUGH NOVEMBER 13, 2026

PROPOSED 2030 CENSUS RULE

WHAT THE PROPOSED RULE SAYS Published Sept. 10, 2026 (91 FR 57524). Comments closed Nov. 2, 2026.

Who is counted, and where (Part 60). People who are not U.S. citizens or green card holders, including students, workers on visas, refugees, and asylum seekers, would not be counted for apportionment (§ 60.4). Everyone else would be counted where they spent the most days from Jan. 3 to April 1, matched to tax records (§ 60.2, § 60.6).

What the census asks (Part 70). The form could not ask about race, ethnicity, or sexual orientation, and only sex, date of birth, and household relationship would be required (§ 70.2). Demographic data could not be published if privacy protection would add any uncertainty to state or national counts (§ 70.3).

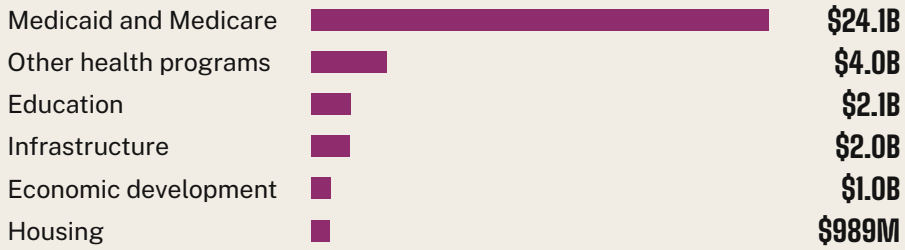
What it would mean: less accurate, less usable census data across the country.

WHAT IS AT STAKE FOR WISCONSIN

$33.1 billion

of federal spending guided by census data went to Wisconsin in fiscal year 2023, through 371 programs. That is the 24th largest of 50 states and DC.

WHERE THAT MONEY WENT



POGO's rough rule of thumb: missing 1% of Wisconsin's residents could shift about **$331 million a year** until the next census. The real effect varies by program and by who is missed. Some programs count in more than one category. **SOURCES:** Sean Moulton and Janice Luong, "Census Matters: Why an Accurate Count Is Essential to Funding Our Communities" (POGO, Oct. 28, 2025) and its Wisconsin fact sheet; Janice Luong and Sean Moulton, "How to Use POGO's Census Funding Data" (POGO, Mar. 19, 2026).

WHAT WISCONSIN TOLD THE CENSUS BUREAU

2,232 comments came from Wisconsin. **97% opposed the rule**. Of all comments that name a state, 97% opposed; of all comments, 88%.

2,232
COMMENTS
16th most of 50 states and DC

97%
OPPOSED THE RULE
2,161 comments opposed; 70 supported

37
PER 100,000 RESIDENTS
11th highest of 50 states and DC; the median is 28

365
ASKED FOR MORE TIME
to comment on the rule

ISSUES WISCONSIN COMMENTERS RAISED MOST

Share of comments raising each issue. Wisconsin | All comments that name a state



HOW TO READ THESE NUMBERS

Every published comment counts once, including each copy of a form letter. Position is inferred from each comment by the comment analysis. State is inferred from the comment text and is subject to error. About 62% of all 148,532 comments name a state, so state totals undercount. Most comments that support the rule (85%) name no state, so Wisconsin is compared with all comments that name a state. The government and organization lists on page 2 are a sample, not everyone who commented; each was checked by reading the comment. Quotes are exact; individuals are described as they describe themselves.

A SAMPLE OF WISCONSIN GOVERNMENTS AND OFFICIALS WITH OPPOSING COMMENTS

ATTORNEY GENERAL

Signed multistate letters opposing the rule (Nov. 2)

TRIBAL NATIONS

Bad River Band of Lake Superior Chippewa

Lac Courte Oreilles Band of Lake Superior Chippewa Indians

Lac du Flambeau Band of Lake Superior Chippewa Indians

Menominee Indian Tribe of Wisconsin

Oneida Nation

LOCAL GOVERNMENTS AND REGIONAL AGENCIES

3 Marathon County Board supervisors (Districts 1, 2, 4)

Bayfield County (unsigned)

Capital Area Regional Planning Commission (Madison region)

City of Appleton alderperson

City of Madison (mayor)

City of Milwaukee (mayor)

City of Wauwatosa Board of Health

Forest County (unsigned)

Jefferson County (county administrator)

Marathon County Board of Supervisors (resolution)

North Central Wisconsin Regional Planning Commission

Public Health Madison & Dane County

Sheboygan County

A SAMPLE OF WISCONSIN ORGANIZATIONS WITH OPPOSING COMMENTS

Wisconsin Education Association Council

Greater Wisconsin Agency on Aging Resources, Inc.

Rural Wisconsin Health Cooperative

Wisconsin Appleseed

Urban Economic Development Association of Wisconsin, Inc.

Wisconsin Public Health Association

Women's Fund of Greater Milwaukee

League of Women Voters - Manitowoc County

IN THEIR WORDS: OPPOSING COMMENTS FROM WISCONSIN

> *"If we don't have data needed to apply for additional funding, the whole community will suffer, both tribal and non-tribal."*
>
> **Lac du Flambeau Band of Lake Superior Chippewa Indians**
> 144-square-mile reservation in North Central Wisconsin · Comment 133534

> *"Excluding non-permanent residents does not remove them from emergency rooms, rural health clinics or hospitals."*
>
> **Rural Wisconsin Health Cooperative**
> owned by 41 rural Wisconsin hospitals; founded 1979 · Comment 145622

> *"Counting a WI homeowner as an AZ resident because we spend 3 months out of 12 in Arizona makes no sense."*
>
> **Siren homeowner who spends winters in Arizona**
> writing as an individual · Comment 130774

> *"We have about a third of our residents wintering in warmer climates, but we still have to provide services to them for the other 6-9 months out of the year."*
>
> **Forest County**
> northern Wisconsin county mandated to provide services · Comment 145124

> *"Denying or erasing segments of our community from the data directly undermines our school district's ability to plan for classrooms, coordinate state-level funding distributions, and provide for Marshfield's children."*
>
> **Marshfield resident**
> writing as an individual · Comment 89662

> *"My grandmother couldn't vote until 1920 but she was counted. We need accurate accounts of our people every 10 years for proper representative government for our whole benefit."*
>
> **League of Women Voters member in Wisconsin**
> writing as a citizen and resident · Comment 59500

> *"My work relies on census data to determine the incidence of cancer in my community."*
>
> **Clinical research professional, Medical College of Wisconsin**
> writing as an individual · Comment 1475

> *"We are all of equal worth and no fireman is checking a birth certificate before he runs into a burning building to save the children."*
>
> **Wisconsin resident**
> writing as an individual · Comment 111276

Sources: public comments on docket USBC-2026-0628 at regulations.gov, as read and labeled by the analysts' comment analysis; position and state are inferred from each comment's text and are subject to error. Federal funding: Project On Government Oversight (POGO), Census Matters, Oct. 28, 2025 (fiscal year 2023 data). Prepared by Hands Off Our Census. Run Nov 23, 2026, 2:49 PM ET.

CITE THIS BRIEF: handsoffourcens.us. (2026, November 23). *Wisconsin state brief: Public comments on the proposed census rule, Docket USBC-2026-0628*. Analysis by Chris Marcum and Abigail Haddad. https://handsoffourcens.us