

## **Elements of Dissemination**

### **Data Products**

- Visualizations
- Tabulations
- Publications

# Dissemination Media

- Internet/API
- Social Media
- Apps

### **Promotion**

- Advertising
- Social Media
- Outreach







## **Types of Data Products**

# Tabulations/ Databases

- Printed tables
- Tabular data files
- Databases
- Microdata
- Restricted use files
- Geographic data
- Georeferenced data

### **Publications**

- Reports
- Briefs
- Visualizations
- Atlases
- General interest and special audience products
- Methodological documentation
- Administrative Reports

### Metadata

- Reference
- Structural







## **Tabulations**

### <u>UN Principles and Recommendations for Population and Housing Censuses</u>

**Population** - 20 essential tabulations and 33 recommended tabulations

**Housing** - 7 essential tabulations and 19 recommended tabulations

Additional tabulations to meet user needs

Provisional and results







## **Printed Tables**

State			Family households				Nonfamily households				Persons per-		Persons in group quarters		
County					-		Householder Bring alone								
Place and [In Selected States] County				******			45 years and over		1		ĺ		Other per-		
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Cause County	34 5772 107 213		41 347 9 759 30 445	8 134 25 081	1		2 104	1 444	7 755	2.62 2.65					
Country County	34 922 47 330		13 472	11 143	11		3 104	1 471 2 155	1 304	2.40 2.57					
Barton County	35 423 143 571 148 972 34 572 107 213 34 922 47 330 1 388 059 52 448 38 607		10 026 40 419 41 347 9 759 30 445 9 900 13 472 370 063 14 895 10 634	8 540 32 130 34 473 8 134 25 061 8 134 25 261 11 143 267 253 12 869 7 111	4	. 1	2 807 12 848 9 411 2 706 7 318 3 184 4 379 167 744 4 096 3 020	1 324 5 901 3 486 1 448 4 765 1 675 2 155 66 537 2 125	53 097	2 47 2 40 2 82 2 65 2 43 2 46 2 57 2 46 2 71					
Bis County	44 210 75 554			14 108 17 130			3 930		2 401						
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Greene County	64 210 75 556 100 964 26 943 936 120 38 116 27 674 80 285 130 387 36 215	10 221 378 723 13 504 41 367 26 906 48 351 14 894	18 376 20 959 28 791 7 682 241 661 10 559 8 543 22 164 36 723 10 790	16 106 17 130 24 565 4 243 162 301 9 222 7 055 19 548 31 016 6 649	9 673 3 213 3 237 1 069 47 843 966 1 165 1 904 4 432 1 694	8 022 2 539 136 842 2 945 2 824 4 742 11 626 4 104	3 930 6 959 4 999 2 229 105 983 2 534 4 010 9 343 3 731	1 463 3 064 3 231 1 189 29 272 1 370 1 235 1 658 3 077	2 451 2 450 936 23 721 1 114 980 1 246 2 463 1 490	2.78 2.64 2.74 2.47 2.82 2.63 2.76 2.70 2.57					
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Modison County	78 653 44 347 213 309 61 151 125 003 41 78 245 143 454 424 32 847 240 197		22 603 12 781 59 629 17 574 35 574 11 753 72 947 119 709 9 72 646		3 669 1 500 7 723 2 805 4 493 1 387 11 286 24 635 1 102 14 038	8 708 4 449 20 75 5 325 11 440 4 190 21 117 57 791 2 731	7 987 3 926 17 473 4 945 10 046 3 473 20 007 46 424 2 377 25 820	4 257 2 002 6 610 2 535 4 472 1 801 8 301 19 393 1 079 12 139		2.51 2.57 2.67 2.65 2.65 2.76 2.54 2.74	3.09 3.09 3.09 3.09 3.21 3.15 3.10	1 645 3 126 2 190 483 3 297 5 963 7 937 4 221 4 607			
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### Table 1. Median Household Income and Gini Index in the Past 12 Months by State and Puerto Rico: 2019 and 2021

(In 2021 inflation-adjusted dollars. Data are limited to the household population and exclude the population living in institutions, college dormitories, and other group quarters. Information on confidentiality protection, sampling error, nonsampling error, and definitions is available at <www.census.gov/acs>)

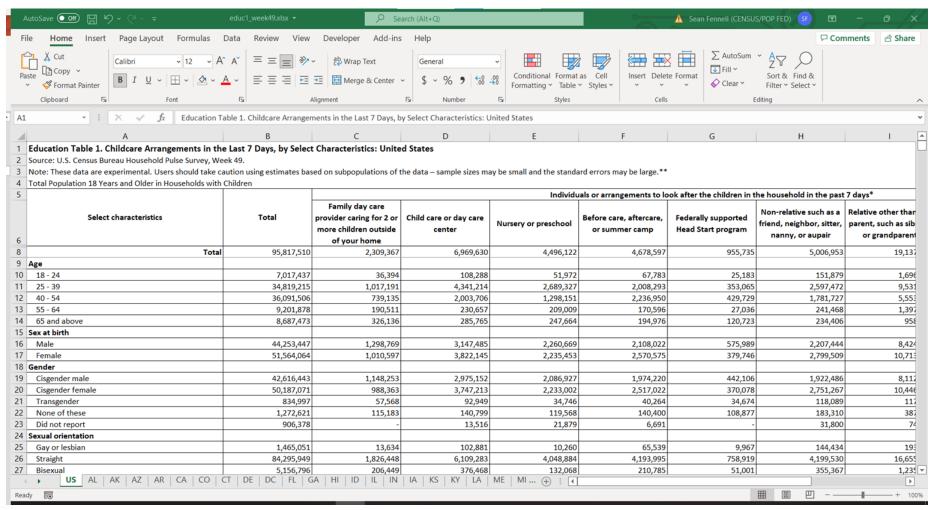
Shaka	2019 ACS median household income (dollars)		2021 ACS median household income (dollars)		Change in median income (percent)		2019 ACS Gini Index		2021 ACS Gini Index		Change in Gini Index (percent)	
State		Margin of error	<b>.</b>	Margin of error		Margin of error		Margin of error		Margin of error		Margin of error
	Estimate	(±)1	Estimate		Estimate		Estimate		Estimate		Estimate	(±)1
United States	69,639	125	69,717	134	0.1	0.3	0.481	0.001	0.485	0.001	*0.8	0.2
Alabama		635	53,913	781	-1.7	1.8	0.474	0.005	0.482	0.005	*1.7	1.5
Alaska		2,855	77,845	2,148	-2.7	4.4	0.438	0.012	0.439	0.011	0.4	3.8
Arizona		472	69,056	686	*5.0	1.3	0.459	0.004	0.463	0.004	0.8	1.3
Arkansas		915	52,528	1,002	1.3	2.6	0.475	0.006	0.475	0.006	Z	1.9
California		332	84,907	542	-0.4	0.7	0.487	0.002	0.492	0.002	*1.2	0.5
Colorado		839	82,254	791	0.6	1.4	0.455	0.005	0.460	0.005	1.2	1.5
Connecticut	,	1,439	83,771	1,112	0.3	2.2	0.502	0.005	0.499	0.005	-0.8	1.4
Delaware		1,720	71,091	1,795	*-4.4	3.3	0.451	0.013	0.455	0.015	0.8	4.4
District of Columbia	97,781	2,647 469	90,088	3,477	*-7.9	4.3	0.512	0.010	0.531 0.487	0.013 0.003	*3.7 *1.3	3.2
Florida			63,062	425	0.5	1.0	0.481					0.8
Georgia		463	66,559	712	*1.3	1.3	0.480	0.004	0.479	0.005	-0.2 *3.5	1.4 2.9
Hawaii		2,266	84,857	2,106	*-3.6	3.4	0.440	0.008	0.455	0.010	*5.5	
Idaho		1,134	66,474	1,752	2.8	3.3	0.434	0.010	0.458	0.012		3.7
Illinois		620	72,205	574	*-1.5	1.1	0.480	0.003	0.482	0.004	0.5	1.0
Indiana		721	62,743	716	*2.8	1.7	0.458	0.005	0.448	0.005	*-2.3	1.5
lowa		795	65,600	777	0.3	1.7	0.442	0.006	0.449	0.007	1.5	2.0
Kansas		733	64,124	951	*-2.5	1.8	0.450	0.006	0.460	0.007	*2.2	2.0
Kentucky		662	55,573	701	0.3	1.7	0.476	0.005	0.476	0.005	-0.1	1.6
Louisiana		621	52,087	750	*-3.8	1.8	0.498	0.005	0.499	0.006	0.2	1.5
Maine		1,863	64,767	1,258	*3.7	3.7	0.449	0.008	0.466	0.011	*3.9	3.1
Maryland		990	90,203	1,065	*-1.9	1.6	0.456	0.004	0.463	0.005	*1.6	1.3
Massachusetts		1,050	89,645	1,287	-1.5	1.8	0.480	0.004	0.489	0.004	*1.9	1.1
Michigan	63,145	606	63,498	526	0.6	1.3	0.463	0.003	0.466	0.003	0.5	1.0
Minnesota	, , , , , , , , , , , , , , , , , , , ,	875	77,720	915	*-1.7	1.6	0.443	0.004	0.449	0.004	*1.3	1.3
Mississippi	48,529	1,255	48,716	1,242	0.4	3.6	0.490	0.009	0.481	0.007	-1.8	2.2
Missouri	,	681	61,847	669	*1.7	1.6	0.463	0.004	0.471	0.005	*1.6	1.3
Montana		1,277	63,249	1,423	*4.4	3.2	0.460	0.010	0.469	0.013	2.1	3.6
Nebraska	,	992	66,817	1,060	-0.3	2.2	0.440	0.006	0.456	0.006	*3.6	2.0
Nevada	67,058	1,082	66,274	1,011	-1.2 *7.1	2.2	0.471	0.007	0.473	0.007	0.3	2.1
New Hamnshire	82 591	2 113	88 465	2 144	*/1	1 48	0 441	0.009	1 0 435	0 009	-131	2.8







## **Tabular Data Files**







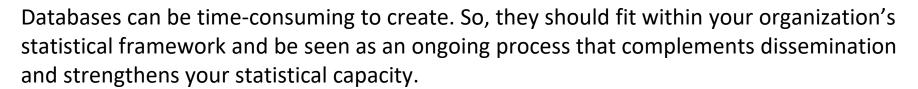


## **Databases**

Databases are a useful complement to standard tabulations.

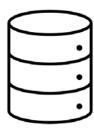
### **Database considerations**

- 1. Include microdata, aggregated data, both?
- 2. Existing database (with prior census data) or new database?
  - a. If new, will the form of the new database be the same as the old or will it incorporate additional information?
- 3. Which software or database format? How will queries be handled?
- 4. What type of hardware will be used? Will the hardware handle anticipated growth?
- 5. Any considerations arising from user consultations?











## Microdata

Individual respondent level data Sample only IPUMS

Key consideration: Protect Confidentiality Four Principles of microdata confidentiality:

- 1. Appropriate use of microdata.
- 2. Microdata is only for statistical purposes.
- 3. Consistency with legal and other necessary arrangements ensuring confidentiality.
- 4. Procedures for access are transparent and publicly available.

<u>UN Principles and Recommendations</u> for Population and Housing Censuses

### Homepage | IPUMS



Home (worldbank.org)



IHSN | International Household Survey Network









## Microdata and Confidentiality

### Public Use

- Conditionally available to anyone
- Anonymized
- Minimal risk of disclosure

### Remote Data Access

- Provide users access to webbased data tabulation and analysis software
- No possibility of users to download datasets
- Protects confidentiality

### Licensed/Research

- Restricted access
- Anonymized, but may contain identifiable data if linked to other data files
- Signed agreement governing the access and use of microdata file

#### **Data Enclaves**

- A special restricted access facility
- Contain data with sensitive data or with potential identification of respondents



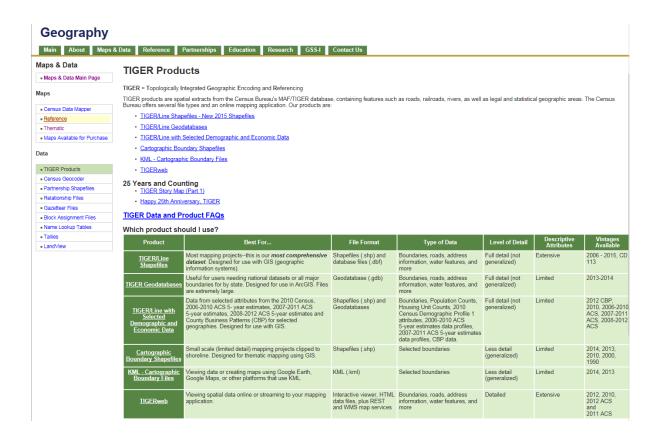




## **Geographic data**

Geodatabases, shapefiles, lines, and points to be used to create maps, including:

- Statistical boundaries (e.g., enumeration areas)
- Political and administrative boundaries (e.g., provinces, election areas, etc.)
- Special regions (e.g., national parks, tribal areas, military bases, etc.)
- Environmental features (e.g., rivers, lakes, etc.)
- Transportation features (e.g., roads, railroads, airports, etc.)
- Cities, towns, and other landmarks



**Census Mapping Files** 





## **Georeferenced Data**

Increasing demand for georeferenced data that links population and socioeconomic data collected id censuses to geospatial data.

### Useful when:

- Geographic boundaries have changed over time
- Emergency management plans for small geographic areas
- Geographic areas of interest are different from census-published admin levels
- Analysis of access to public and other services
- Interested in spatial analysis, geographical patterns associated with demographic and socioeconomic indicators

But, need to protect confidentiality





## **Types of Data Products**

# Tabulations/ Databases

- Printed tables
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- Restricted use files
- Geographic data
- Georeferenced data

### **Publications**

- Reports
- Briefs
- Visualizations
- Atlases
- General interest and special audience products
- Methodological documentation
- Administrative Reports

### Metadata

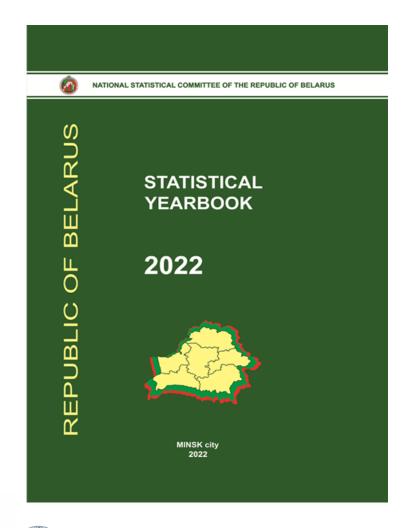
- Reference
- Structural







## Reports











## **Briefs**

## America Counts: Stories Behind the Numbers



#### Population

Detailed Characteristics of Hundreds of Race/Ethnic and Tribal Groups

Detailed social, economic, housing and demographic characteristics on race, Hispanic origin, ancestry and tribal groups now available for numerous geographies.





#### Families and Living Arrangements

U.S. Adults Provided \$17.5 Billion in Support to Parents in 2020

Almost as many U.S. adults voluntarily provided financial support to parents as those who paid mandatory child support.





#### Families and Living Arrangements

Several Generations Under One Roof

Multigenerational households and those with children living with grandparents increased from 2010 to 2020.





#### Population

Going With the Flow: State-to-State Migration

Recently released estimates show more people moved between states in 2021 than in 2019, many to and from highly populated and neighboring states







#### Families and Living Arrangements

Home Alone: More Than A Quarter of All Households Have One Person

In 2020, 27.6% of occupied U.S. households had one person living



#### Population

How Socially Vulnerable Is Puerto Rico to Disasters?

All municipios and 87% of census tracts in Puerto Rico showed higher social vulnerability than the United



#### Population

¿Cuánta vulnerabilidad social ante desastres tiene Puerto Rico?

Todos los municipios y el 87 % de los sectores censales en Puerto Rico



#### Population

Nearly a Third Reporting Two or More Races Were Under 18 in 2020

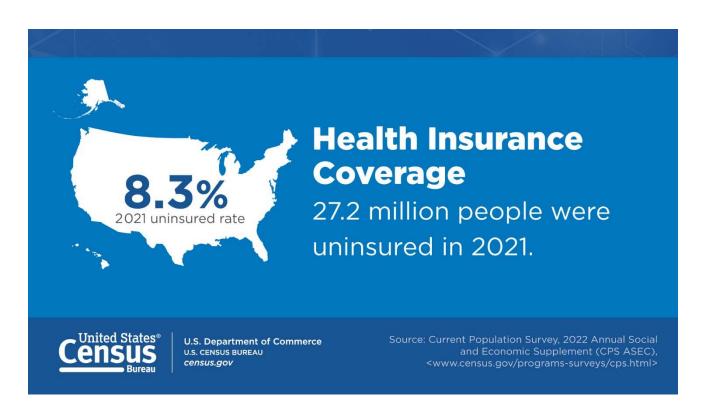
The 2020 Census shows the Multiracial population increased in all



America Counts: Stories Behind the Numbers (census.gov)

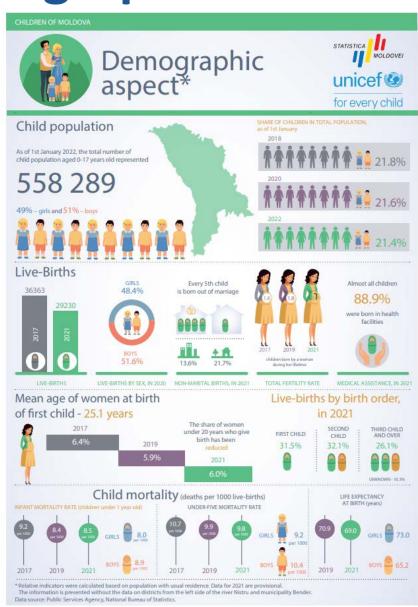


## Visualizations/Infographics











## **Special Audience Products**



Statistics in Schools (census.gov)



May 26, 2022



### Description

Whether you are interested in calculating the population trends and changes in your town, or researching an area to relocate to, this Data Gem shows you how to find data from the Census Bureau's Population Estimates Program for cities and towns.

As a bonus, we show you how to use Excel to download population tables and calculate the population percentage change between years.



Census Academy: Data Gems - YouTube





## World Cup 2022: Let's Play!

2022 World Cup Population Game (census.gov)

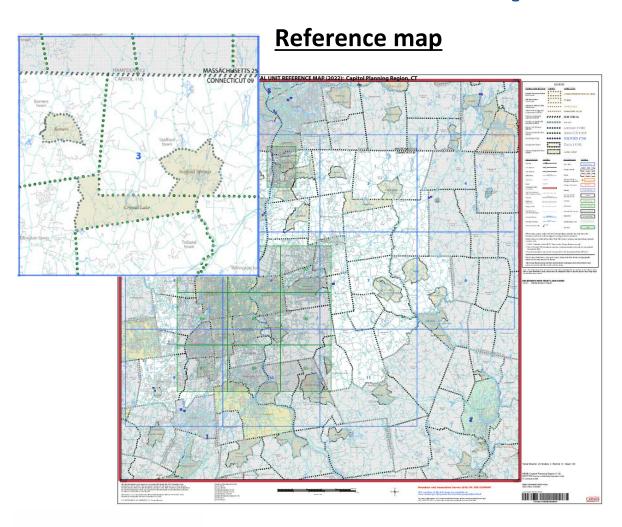








## **Maps and Atlases**



### **Thematic map**









## **Methodological Documentation**

Within Technical

Documentation

Questionnaires &

**Subject Definitions** 

Instructions

Island Areas Censuses

Technical

Technical Documentation

// Census.gov / Our Surveys & Programs / American Community Survey (ACS) / Methodology / Design and Methodology Report

Within Methodology

Content Test

Design and Methodology Report

Mandatory vs. Voluntary Methods

Questionnaire Archive

Sample Size and Data Quality



### **Design and Methodology Report**



The 2014 Design and Methodology Report contains descriptions of the basic design of the American Community Survey and details of the full set of methods and procedures. We have archived the previous version of the report.

#### Introduction

The American Community Survey (ACS) is a relatively new survey conducted by the U.S. Census Bureau. It uses a series of monthly samples to produce annually updated estimates for the same small areas (census tracts and block groups) formerly surveyed via the decennial census long-form sample. Initially, five years of samples were required to produce these small-area data. Once the Census Bureau, released its first 5-year estimates in December 2010; new small-area statistics now are



**Download Download Full Report** 

produced annually. The Census Bureau also will produce 3-year and 1-year data products for larger geographic areas. The ACS includes people living in both housing units (HUs) and group quarters (GQs). The ACS is conducted throughout the United States and in Puerto Rico, where it is called the Puerto Rico Community Survey (PRCS). For ease of discussion, the term ACS is used here to represent both surveys.

This document describes the basic ACS design and methodology as of the 2013 data collection year. The purpose of this document is to provide data users and other interested individuals with documentation of the methods used in the ACS. Future updates of this report are planned to reflect additional design and methodology changes. This document is organized into 16 chapters. Each chapter includes an overview, followed by detailed documentation, and a list of references.

#### Download by chapter

Related Information

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#### GO TO ISLAND AREAS CENSUSES DOCUMENTATION

These documents refer to the decennial census conducted in the 50 U.S. states, Washington D.C., and Puerto Rico.

Technical documents are designed to help people use published statistics. The resources available for download may vary by census year and can include the

Codebooks - Information about the files, including descriptive information on all of the variables.

Data Dictionary - A repository of information describing database attributes including identification of record codes and area characteristics, endnotes, and

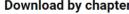
Historical Changes - Information for the current census year and prior census

Methodology - The methods we use to collect census data and produce the census results, including sampling, questions, collection, review, quality, weighting,

Ouestionnaires - Find the most recent questionnaire and whether an archive of past questionnaires is available online.

Subject Definitions - Definitions of population, housing and other variables to help you understand the results of a census.

User Notes - Issues affecting the census, including design, collection, processing, tabulation, and release, to be better informed when analyzing stats.





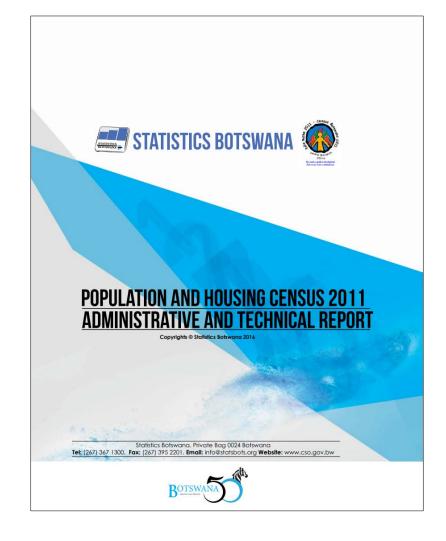




## **Administrative Reports**

- Organizational structure
- Budget and funding
- Quality control procedures
- Census calendar
- Cartographic work
- Field organization
- Questionnaire design
- Data processing

Very useful for planning future censuses or surveys









## **Types of Data Products**

# Tabulations/ Databases

- Printed tables
- Tabular data files
- Databases
- Microdata
- Restricted use files
- Geographic data
- Georeferenced data

### **Publications**

- Reports
- Briefs
- Visualizations
- Atlases
- General interest and special audience products
- Methodological documentation
- Administrative Reports

### Metadata

- Reference
- Structural







## Metadata

### Two types

- Reference concepts, definitions, methods, and quality
- Structural identifiers and descriptors

### **Sites for Good Standards and Practices**



DCMI: Home (dublincore.org)



Data Documentation Initiative (ddialliance.org)



### Metadata to be included for tabulations

- Census questions and reasons why they are asked
- Conceptual definitions (census dictionary)
- Geographic hierarchies
- Changes since the previous census about content, operational methods or geographic boundaries
- Quality indicators such as coverage rates and item non-response



