Elements of Dissemination

Data Products
- Visualizations
- Tabulations
- Publications

Dissemination Media
- Internet/API
- Social Media
- Apps

Promotion
- Advertising
- Social Media
- Outreach

United States® Census Bureau

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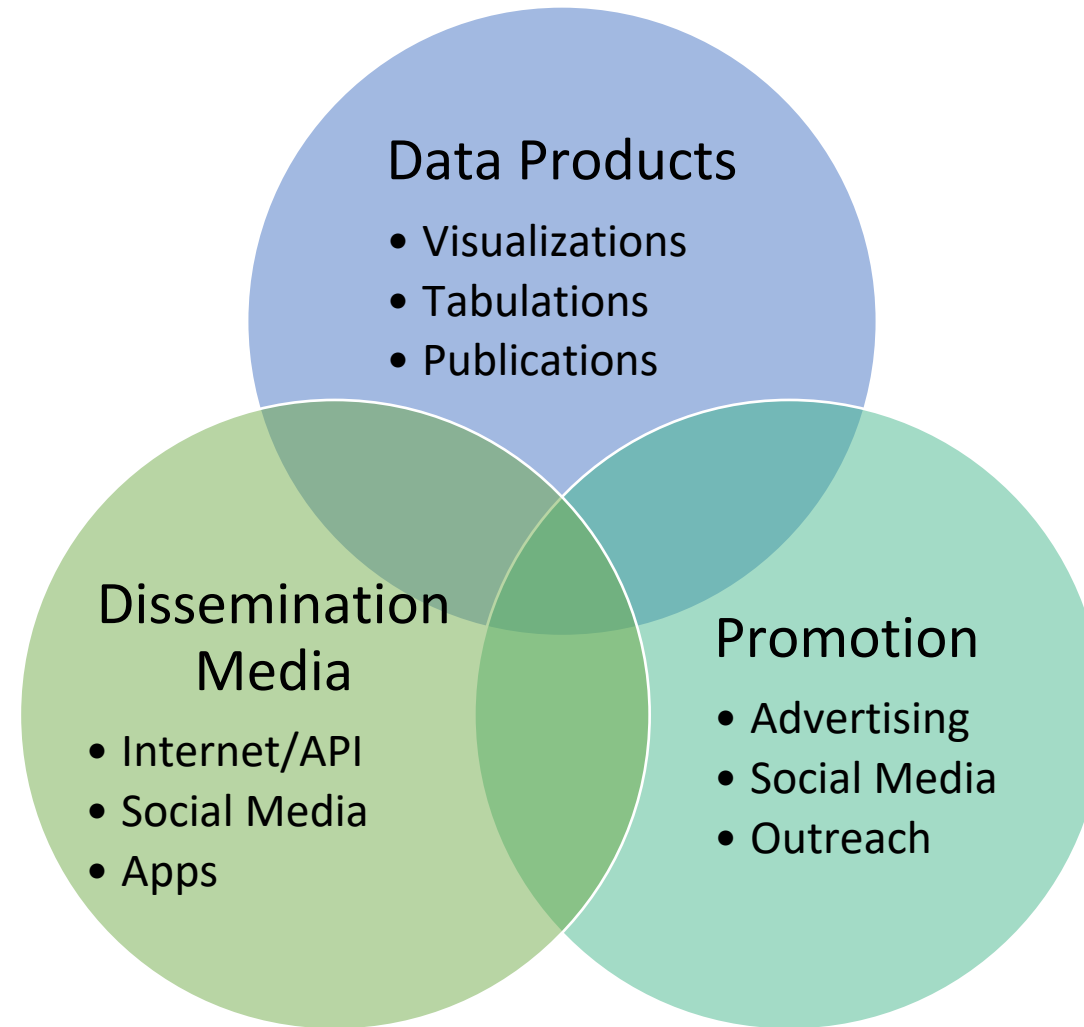
Types of Data Products

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

UN Principles and Recommendations for Population and Housing Censuses

    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

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 defintions is available at <www.census.gov/acs>)

| State	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)	
	Estimate	Margin of error (±)[1]	Estimate	Margin of error (±)[1]	Estimate	Margin of error (±)[1]	Estimate	Margin of error (±)[1]	Estimate	Margin of error (±)[1]	Estimate	Margin of error (±)[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	54,826	635	53,913	781	–1.7	1.8	0.474	0.005	0.482	0.005	*1.7	1.5
Alaska	79,973	2,855	77,845	2,148	–2.7	4.4	0.438	0.012	0.439	0.011	0.4	3.8
Arizona	65,764	472	69,056	686	*5.0	1.3	0.459	0.004	0.463	0.004	0.8	1.3
Arkansas	51,878	915	52,528	1,002	1.3	2.6	0.475	0.006	0.475	0.006	Z	1.9
California	85,248	332	84,907	542	–0.4	0.7	0.487	0.002	0.492	0.002	*1.2	0.5
Colorado	81,737	839	82,254	791	0.6	1.4	0.455	0.005	0.460	0.005	1.2	1.5
Connecticut	83,545	1,439	83,771	1,112	0.3	2.2	0.502	0.005	0.499	0.005	–0.8	1.4
Delaware	74,370	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	90,088	3,477	*–7.9	4.3	0.512	0.010	0.531	0.013	*3.7	3.2
Florida	62,767	469	63,062	425	0.5	1.0	0.481	0.003	0.487	0.003	*1.3	0.8
Georgia	65,684	463	66,559	712	*1.3	1.3	0.480	0.004	0.479	0.005	–0.2	1.4
Hawaii	88,069	2,266	84,857	2,106	*–3.6	3.4	0.440	0.008	0.455	0.010	*3.5	2.9
Idaho	64,645	1,134	66,474	1,752	2.8	3.3	0.434	0.010	0.458	0.012	*5.5	3.7
Illinois	73,322	620	72,205	574	*–1.5	1.1	0.480	0.003	0.482	0.004	0.5	1.0
Indiana	61,046	721	62,743	716	*2.8	1.7	0.458	0.005	0.448	0.005	*–2.3	1.5
Iowa	65,378	795	65,600	777	0.3	1.7	0.442	0.006	0.449	0.007	1.5	2.0
Kansas	65,798	733	64,124	951	*–2.5	1.8	0.450	0.006	0.460	0.007	*2.2	2.0
Kentucky	55,421	662	55,573	701	0.3	1.7	0.476	0.005	0.476	0.005	–0.1	1.6
Louisiana	54,126	621	52,087	750	*–3.8	1.8	0.498	0.005	0.499	0.006	0.2	1.5
Maine	62,446	1,863	64,767	1,258	*3.7	3.7	0.449	0.008	0.466	0.011	*3.9	3.1
Maryland	91,922	990	90,203	1,065	*–1.9	1.6	0.456	0.004	0.463	0.005	*1.6	1.3
Massachusetts	90,974	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	79,051	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	60,840	681	61,847	669	*1.7	1.6	0.463	0.004	0.471	0.005	*1.6	1.3
Montana	60,569	1,277	63,249	1,423	*4.4	3.2	0.460	0.010	0.469	0.013	2.1	3.6
Nebraska	67,008	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	2.2	0.471	0.007	0.473	0.007	0.3	2.1
New Hampshire	82,591	2,113	88,465	2,144	*7.1	3.8	0.441	0.009	0.435	0.009	–1.3	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?
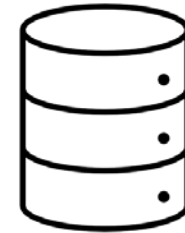
Databases can be time-consuming to create. So, they should fit within your organization's statistical framework and be seen as an ongoing process that complements dissemination and strengthens your statistical capacity.

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.

   UN Principles and Recommendations for Population and Housing Censuses

Homepage | IPUMS

Home (worldbank.org)

IHSN | International Household Survey Network

Microdata and Confidentiality

Public Use	Remote Data Access	Licensed/Research	Data Enclaves
• Conditionally available to anyone • Anonymized • Minimal risk of disclosure	• Provide users access to web-based data tabulation and analysis software • No possibility of users to download datasets • Protects confidentiality	• Restricted access • Anonymized, but may contain identifiable data if linked to other data files • Signed agreement governing the access and use of microdata file	• A special restricted access facility • Contain data with sensitive data or with potential identification of respondents

[Federal Statistical Research Data Centers (FSRDCs) - YouTube](#)

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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	Publications	Metadata
• Printed tables • Tabular data files • Databases • Microdata • Restricted use files • Geographic data • Georeferenced data	• Reports • Briefs • Visualizations • Atlases • General interest and special audience products • Methodological documentation • Administrative Reports	• Reference • Structural

Reports
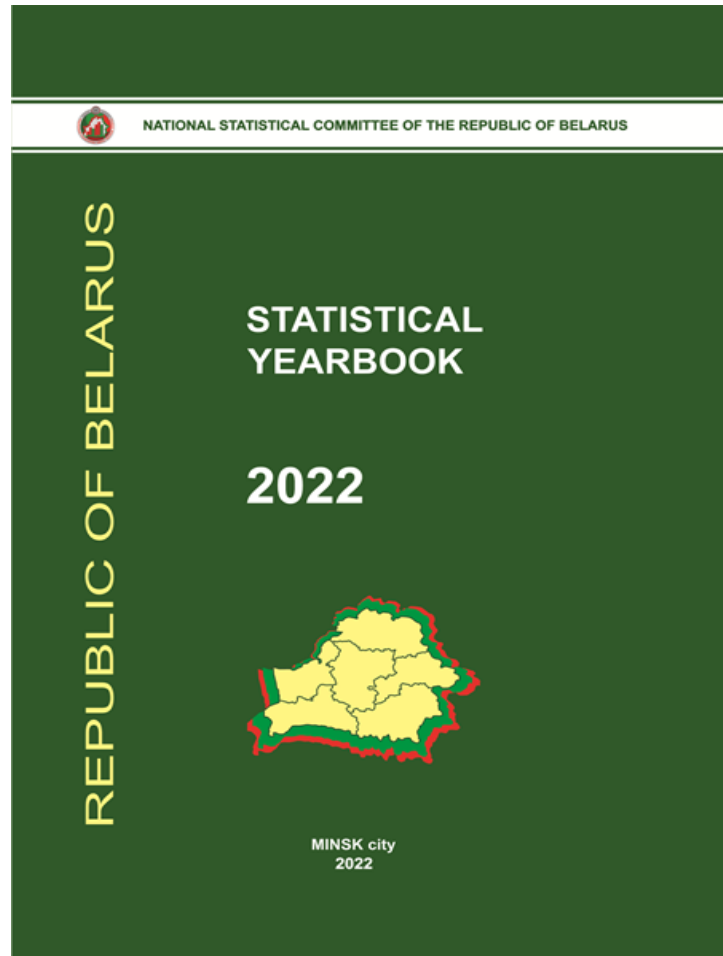
Briefs

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)

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Visualizations/Infographics
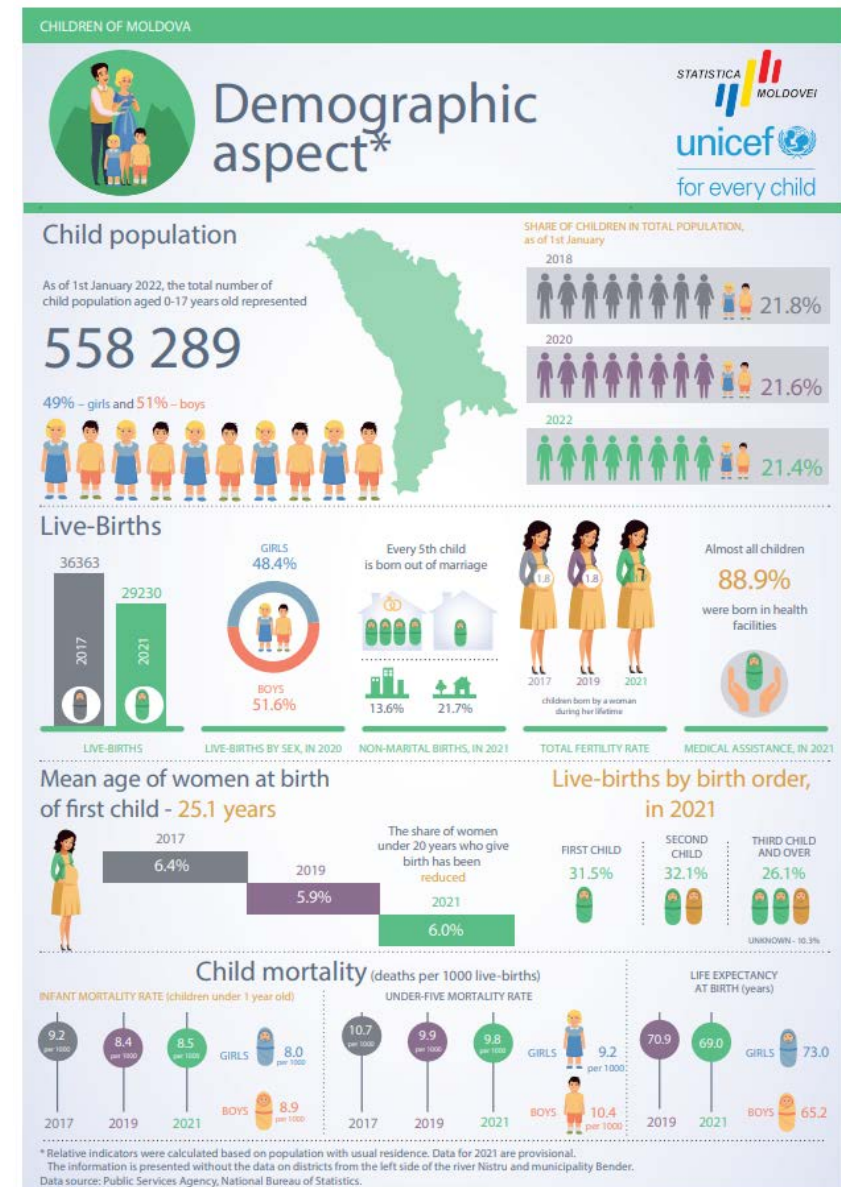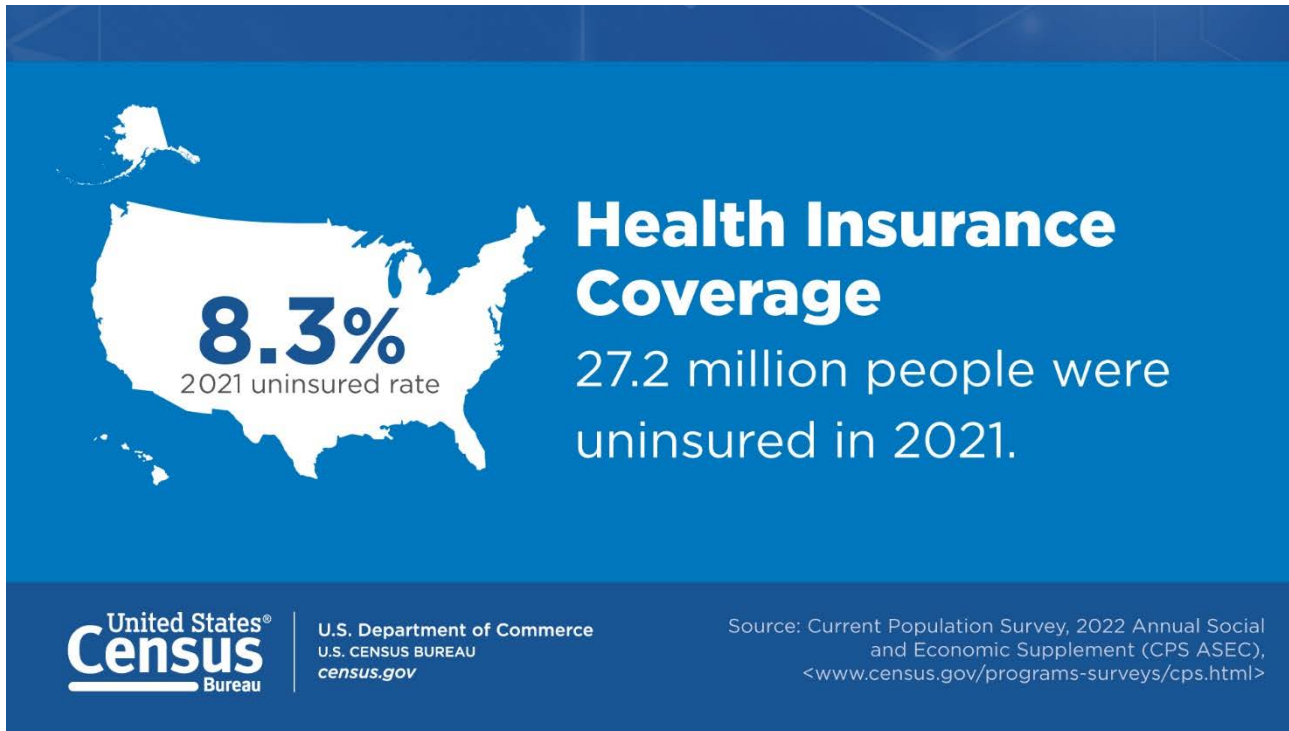
Special Audience Products

Statistics in Schools (census.gov)

DATA GEM: Are We Growing or Slowing? How to Access Population Estimates for Cities and Towns

May 26, 2022

Share | Facebook Twitter LinkedIn

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.
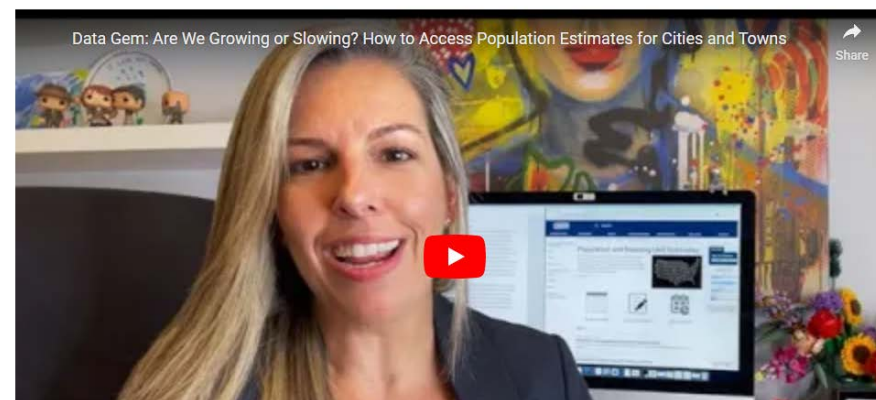
Census Academy: Data Gems - YouTube

World Cup 2022: Let's Play!

[2022 World Cup Population Game (census.gov)](#)

Maps and Atlases

Reference map
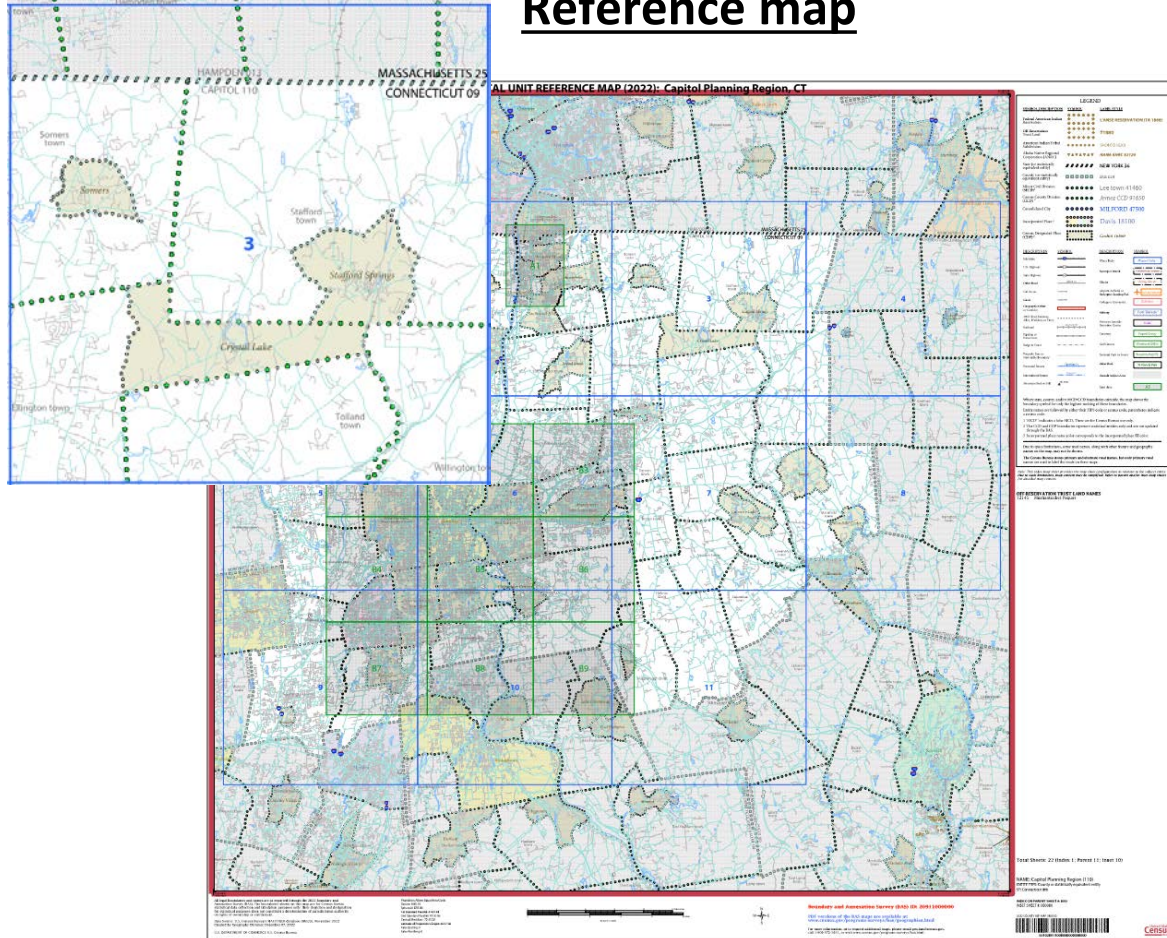
Thematic map

Methodological Documentation

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
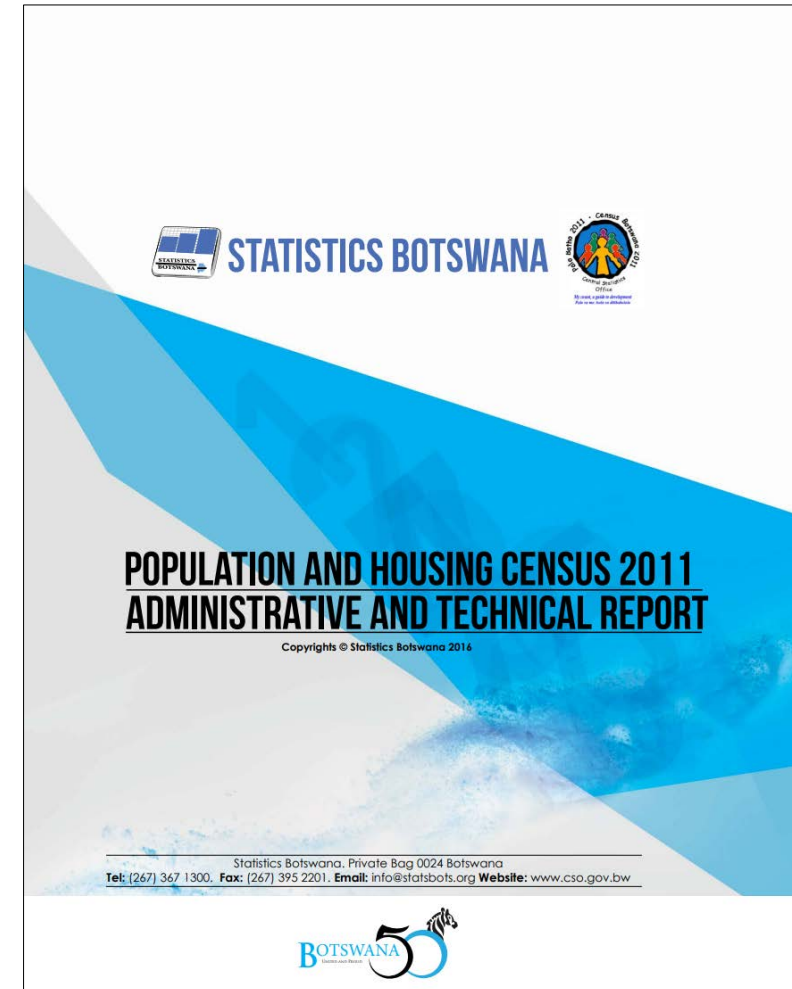
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Metadata

- 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)

ISO - ISO/IEC 11179-1:2015 - Metadata registries (MDR)

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