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# Determination of the Scope and Form of Census Data Dissemination (Introduction)

United Nations Statistics Division  
Demographic Statistics Section

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 **2010 World Population and Housing Census Programme**

Regional Seminar on Census Data Dissemination and Spatial Analysis,  
Santiago, Chile, 31 May-3 June 2011



## On Determination of Scope and Content

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- Different type of census users with different and diverse data needs
- Suitable products and services in different formats should be developed to match diverse types of census users and their needs
- ✓ Consultation with users to determine scope and content of products and services



## Scope of census data dissemination

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From census data to (standard) information;

- Counts (Quick counts, final counts)
  - Cross-tabulations
    - Basic tabulations
    - Recommended tabulations
    - Optimum tabulations
  - Thematic analytical reports
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## Scope of census data dissemination

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- ❑ Products
  - ❑ Publications
    - Preliminary results
    - Final results (main results, key findings, ..)
    - Detailed results for specific geographical area
    - Thematic analytical reports
  - ❑ Census maps (Census atlas, ..)
  - ❑ Electronic databases
  - ❑ Microdata



## Scope of census data dissemination

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- Services
  - Customization
  - Do-it-yourself
  - Query response
  
- Format
  - Hardcopy
  - Electronic files (CD-Rom, DVD)
  - Internet



## Suitable products and services

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- ❑ Timely ( quick ->provisional -> final)
  - ❑ Accessible
    - from whom, where and how
    - Affordable
    - Fit to level of technology
  - ❑ Available
    - Basic results
    - Specialized - customized
  - ❑ Interpretable
    - Metadata
    - Commentary on data by NSO (interpretation, analysis)
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## Forms of census data dissemination

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- ❑ Distribution of publication (hard/soft copy)
- ❑ Information and Communication Technologies (ICTs)
  - Dedicated web-site
  - Online processing tools
  - Web-based GIS
- ❑ Mass media (press releases, briefings)
- ❑ Face-to-face (workshops, seminar, conference)
- ❑ .....



## Forms of census data dissemination

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- ❑ Face-to-face (workshops, seminar, conference)
  - ❑ Central and regional levels
  - ❑ Not to inform about products and services but also for training the targeted users on census data





## Some Considerations

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- Legal/statutory requirements
  - Market (user) segmentation
  - Technology
  - Cost and pricing
  - Timing and timeliness
  - What else ??
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## Some remarks from previous seminars

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- ❑ NSOs should have a concrete plan for effective consultation with various users, given the different data needs
- ❑ Applying new technologies requires extra budget and qualified human resources, therefore it is necessary to have early planning and testing for particularly new products and tools
- ❑ NSOs should establish a specialized unit for better communication with users and media on products and services



## Some remarks from previous seminars

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- ❑ User training including media on availability of products/ services and understanding of census data
- ❑ It is important to develop a realistic schedule of data dissemination and make it public



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*THANK YOU .....*

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