CENSUS DATA DISSEMINATION STRATEGIES

Regional Seminar on Census Data Dissemination and Spatial Analysis

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OVERVIEW OF PRESENTATION

- Three Major Phases of Census Cycle

- Main Objectives of Dissemination Strategy

- Development of Strategy

- Contents of Strategy

- Implementation, Monitoring & Evaluation of Strategy

THREE MAJOR PHASES OF CENSUS CYCLE

- Pre-enumeration

- Enumeration

- Post-enumeration
  - Evaluation
  - Processing
  - Dissemination

"Census dissemination can easily be overlooked in the chain of providing a quality outcome for the census as management attention is diverted to the costly and risky enumeration and processing operations."

Principles and Recommendation for Population and Housing Censuses, Revision 2: page 61, paragraph 1.269

DEVELOPMENT OF CDDS

- CDDS should form an integral part of overall census plan

- Timetable for release of census products and services.

- Decisions on what to include or exclude should be informed by user consultations and previous experiences.

- Adequate arrangements for financial, human and other resources.

DEVELOPMENT OF CDDS

- Census funds are usually exhausted after enumeration is completed, making it difficult for census results be effectively disseminated.

- The establishment of a project monitoring and reporting system is very important to show that census critical path goes on to dissemination and does not stop on completion of data processing.

DISSEMINATION STRATEGY

- Should be focused and employ multiple media to meet the majority of the targeted population.

- Set the NSO's census dissemination goals and outline a clear plan for the dissemination of the census results.

- Should establish a clear dissemination and access policy

CONTENTS OF STRATEGY

MAIN USERS AND USES OF CENSUS DATA

- Central and Local Government
  - Policymaking, planning and administrative purposes
    - Housing, health and education policies
    - Infrastructure development
  - Re-definition of electoral constituencies

- Private sector
  - Develop distribution and marketing strategies
  - Business decisions

- Academic and Research Institutions
  - Tuition and/or research

MAIN USERS AND USES OF CENSUS DATA

- **Media – print and electronic**
  - General and contextual reporting

- **Regional and international organisations**
  - Monitor MDG, poverty and other development indicators

- **National statistical office**
  - Sampling for household surveys

- **General public**

DISSEMINATION FORMATS

- Printed tables and reports

- Computer media
  - CD-ROM
  - DVD-ROM

DISSEMINATION FORMATS CONTINUED

- Geographic Information Systems
  - Capturing, managing, analysing, and disseminating geo-referenced data

- Internet
  - Static –
    - Pdf, html, excel, etc.

  - Dynamic –
    - query-able databases
    - Security to avert breach of confidentiality
    - technological tools for tabulations, analysis, mapping and other forms of data presentations

BENEFITS OF INTERNET AS A DISSEMINATION MEDIUM

- Improves timeliness of census outputs

- Increases accessibility of products and services

- Broadens the reach of census information beyond national boundaries

- Increases utilization

TYPES OF OUTPUTS

- Press releases
- Tabulations, charts and graphs
- Query-able databases
- Thematic and analytical reports
- Thematic atlases and maps
- Administrative/methodological reports
- Micro-data
- Customized data requests

TECHNOLOGICAL TOOLS

- CensusInfo

- REDATAM

- Geographical Information Systems

NARRATIVE PRESENTATION

- Executive summary
- Purpose
- Methodology
- Findings
- Conclusions
- Data quality
- Questionnaire

TABLES

- Design should be clear and logical

- Use rounded numbers as far as possible

- Like elements should be displayed vertically rather than horizontally

- Arrange columns rationally

- State unit of measure

COMMUNICATION

- It is very important for the NSO to periodically report the progress of the census, as it is critical for the public to know what will be released when.

- Publishing the release schedule is highly advisable.

- Preliminary and advance data release are encouraged

QUALITY OBJECTIVES OF CENSUS OUTPUTS

- **Relevant** – focus on users' needs

- **Complete** – full coverage of population

- **Accurate** – estimated vs. true values

- **Comparable** – inter-spatial/temporal

- **Coherent** – aligned with other statistical outputs.

QUALITY OBJECTIVES OF CENSUS OUTPUTS

- **Timely** – 9 to 12 months after data collection

- **Punctual** - insistence to meet release dates

- **Understandable** – clear to all targeted users

- **Accessible** – easily obtainable by and affordable to users

- **Metadata** – concepts, definitions, calculations

CONFIDENTIALITY

- As with other statistical undertakings, it is very important that deliberate and appropriate steps are taken to guard the confidentiality of all respondents' information.

- Attention should be given to both physical and electronic security.

- There is an array of statistical techniques to prevent breach of confidentiality.

IMPLEMENTATION, MONITORING AND EVALUATION

- It is very important that the implementation of the strategy is adequately resourced, otherwise it is doomed to fail.

- Even with the provision of all the necessary resources, it is important to monitor and evaluate continuously the strategy so that timely interventions can be made

- It is necessary to choose adequate performance indicators for M&E.

THANK YOU