

# 11. Dissemination of the Census information

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## 1. Basic objectives

In order of importance:

- **To substantially shorten the dissemination deadlines** (start earlier and finish a lot earlier than in 1991)
- To develop a **very flexible dissemination strategy** that enables us to respond adequately to the very varied needs of the different types of user.
- **To fully understand the Census information** through, on the one hand, an adequate combination of measures aimed at maximising its demand and to facilitate its free use by specific groups on the other hand.

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## 2. Stages

Census dissemination should be carried out in three, clearly differentiated stages, both in terms of the temporal perspective and its content:

- ? **During the middle of 2002**, the **population figures** will be disseminated, which are taken from the Census work and are detailed up to a municipal level. From then on, structures by sex and age will also be disseminated (as they deal with data that features in the Register).
- ? **During the second half of 2002 and the first half of 2003**, the **other register variables** (place of birth, nationality and residence one year before) will be disseminated, which require a slightly more complicated process.
- ? **By the middle of 2003**, the **Census variables will be disseminated**, in such a way that the main body of standard dissemination finishes at the end of this year.

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## 3. Provisional results

The possibility of disseminating provisional results will be looked into, in order to placate the initial thirst for information. This results preview would be based on unfiltered data, would basically consist of marginal distributions and would mainly, if not solely, be carried out via the Internet.

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## 4. Products

### 1. RESULTS MONOGRAPHS

*Content:* **population** counts; **provisional results** (existing); **basic report:** select ensemble of variable crossovers with some added value in the shape of graphs, comparative tables and comments (descriptive analysis).

*Media/medium:* basically printed publication; although there will also be electronic versions and these will be accessible on the Internet.

*Geographical detail:* counts up to municipal level; provisional results up to provincial level; the *basic report*, in theory will only be on a national level (although certain crossovers, in fact an entire chapter, will use the community/province as the classification variable).

*Approximate date of availability:* the counts, during the middle of 2002; the provisional results, in the second half of 2002; the basic report, in the second half of 2003.

## 2. PRE-DEVELOPED TABULATIONS

*Content:* variable crossovers with much less selective criterion than with the monographs; without added value.

*Media/medium:* Internet, disc or CD-ROM (depending on the volume), paper (possibility of having provincial and/or autonomous notebooks prepared).

*Geographical detail:* national; autonomous; provincial; municipal; Census section; block and street (for some sections only); entities and nuclei.

*Approximate date of availability:* by third quarter of 2003

## 3. REFERENCE MONOGRAPHS

*Content:* **Census project** with a priority *description of the* essential aspects of the Census operation **Census methodology**, with the subsequent, more detailed description of these same aspects and others that are related.

*Media/medium:* printed publication; Internet

*Approximate date of availability:* the project, beginning of 2001; the methodology, in the second half of 2003.

## 4. MICRODATA FILES

*Content:* anonymous samples of persons, households and dwellings

*Media/medium:* different types of computer medium (disk, CD-ROM).

*Geographical detail:* up to provincial level

*Approximate date of availability:* second half of 2003

## 5. GEOGRAPHICAL PRODUCTS

*Content:* Street maps; Digitalised outlines Digitalised content of some sections; Maps

*Media/medium:* different types of high capacity computer medium (CD-ROM, DVD-ROM); for specific requests, maps on paper

*Geographical detail:* Street maps, one per province; Digitalised outlines at a provincial, municipal and section level.

*Approximate date of availability:* Street maps, during the second half of 2002; the rest, as of 2003

## 6. COMPILATIONS OF CENSUS DATA WITH CARTOGRAPHIC SUPPORT

There are two different types:

- a) **Pre-established ensemble of general interest tables with high conceptual detail and medium level geographic detail** (for example, up to provincial

level), integrated into an attractive graphic interface that permits simple manipulation, graphs and maps. In CD-ROM format (probably one would be enough), this type of Census compilation would be aimed at private users who want a large part of the Census information together in one single medium, which is easy to use; the price therefore, will be reasonable for this group. Approximate date of availability: during 2004.

- b) **Pre-established ensemble of tables, but much larger due to the territorial detail into which they go:** up to section level and even reaching street and block level for digitalised content sections. The cartographic support will be greater, including street maps, outlines of all sections and the content of some of them. In DVD-ROM format or similar, this second type of Census compilation will be aimed at Public Administration Units that require highly detailed geographic data and companies that make commercial benefits from using this material. Approximate date of availability: during 2004.

## 7. TAILOR-MADE REQUESTS

Even though the ensemble of dissemination products listed up until this point is fairly complete and flexible, there will always be a long list of requests that will have to be answered to in a tailor-made way.

The main new feature will be the possibility of placing these requests on the Internet. In fact, this channel is the most advisable, both from a cost point of view and, above all, in terms of deadlines (corresponding tabulations are created automatically from menus shown on the screen).

In order to answer these requests quickly, as well as those that arrive via more traditional routes, the Census information will be stored efficiently using *datawarehouse* techniques.

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## 5. Promotion and marketing

The high absolute cost of Censuses can only be truly justified if maximum use is made of their enormous potential for information.

It would not be worth designing a comprehensive and modern means of dissemination or cutting the deadlines substantially if the design were not able to report its existence or transmit its usefulness.

For these reasons, special attention will be paid to the justified promotion of census dissemination; adequately combining advertising means with an adequate distribution policy that is either free or low costs (with special attention paid to groups such as: centres of education, associations, SMEs, town councils, General State Administration).

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## 6. Conclusions

- The 2001 Census dissemination will be flexible, comprehensive and above all, quick.
- Less quantitative weight in the formal printed *publications*; in return, the few quantitative publications released will be more bright and colourful and more informative.

- Many of the dissemination products will be available on the Internet, whether free or at a price.
- The geographic sub-products will play an essential role, both separately and as an accompaniment to the Census data compilations.
- In some products (for example the data compilations on optical disk), specific versions will be created for different types of user.
- Census promotion should be encouraged, so that no potential user of Census information fails to use it due to ignorance or a lack of access to the information required.