Data & Journalism

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Pew Research Center is a nonpartisan fact tank that informs the public about the issues, attitudes and trends shaping America and the world. We conduct public opinion polling, demographic research, content analysis and other data-driven social science research. We do not take policy positions. All of our research is available at www.pewresearch.org. We are a subsidiary of The Pew Charitable Trusts, our primary funder.

**Major research areas:**
- U.S. politics and policy
- Journalism and media
- Internet, science and technology
- Religion and public life
- Hispanic trends
- Global attitudes and trends
- Social and demographic trends
- Research methodology

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Make your findings easy to share via social media, email or print

Visualize the data in a graphic

Define terms up front (and in a methodology section)

America’s Shrinking Middle Class: A Close Look at Changes Within Metropolitan Areas

The middle class lost ground in nearly nine-in-ten U.S. metropolitan areas examined

The American middle class is losing ground in metropolitan areas across the country, affecting communities from Boston to Seattle and from Dallas to Milwaukee. From 2000 to 2014 the share of adults living in middle-income households fell in 203 of the 229 U.S. metropolitan areas examined in a new Pew Research Center analysis of government data. The decrease in the middle-class share was often substantial, measuring 6 percentage points or more in 53 metropolitan areas, compared with a 4-point drop nationally.

The shrinking of the middle class at the national level, to the point where it may no longer be the economic majority in the U.S., was documented in an earlier analysis by the Pew Research Center. The changes at the metropolitan level, the subject of this in-depth look at the American middle
Localized findings

The American middle class: Who is in it, and who is not, in U.S. Metropolitan Areas

The share of adults in the middle-income tier was highest in Wausau, WI (67%) and lowest in Monroe, LA (42%). Middle-income adults lacked a majority in 50 metropolitan areas.
Interactive: see yourself in the data

Are you in the American middle class?

Pew Research Center's new analysis shows that the American middle class lost ground in the vast majority of metropolitan areas from 2000 to 2014, and the shares of adults in the lower- and upper-income ranks rose in most areas. There was more movement into the upper-income tier in about half the areas, while in the other half there was more movement downward.

**STEP 1:** See where you are in the distribution of Americans by income tier. Enter the location that best describes where you live, your household income and the number of people in your household. The calculator adjusts for the cost of living in your area.

**State:**
Select a state

**Metropolitan area:**
Metro area

**Household income before taxes:**

**People in my household:**
Offer data in multiple forms

Modern Immigration Wave Brings 59 Million to U.S., Driving Population Growth and Change Through 2065

Views of Immigration’s Impact on U.S. Society Mixed

Fifty years after passage of the landmark law that rewrote U.S. immigration policy, nearly 59 million immigrants have arrived in the United States, pushing the country’s foreign-born share to a near record 14%. For the past half-century, these modern-era immigrants and their descendants have accounted for just over half the nation’s population growth and have reshaped its racial and ethnic composition.

Looking ahead, new Pew Research Center U.S. population projections show that if current demographic trends continue, future immigrants and their descendants will be
Extend reach of findings via blog posts

On views of immigrants, Americans largely split along party lines

By Jens Manuel

How U.S. immigration laws and rules have changed

By D’Vera Cohn

Future immigration will change the face of America by 2065

By D’Vera Cohn

A snapshot of the United States in 2065 would show a nation that has 117 million more people than today, with no racial or ethnic majority group taking the place of today’s white majority, according to new Pew Research Center projections. About one-in-three Americans would be an immigrant or have immigrant parents, compared with one-in-four
Provide context and definitions behind the data

Apprehensions of Mexicans at U.S. borders fall to near-historic lows in 2015

Border Patrol apprehensions, by fiscal year

Note: 1976 covers 15 months due to change in fiscal year period. Prior to 1976, fiscal year was July 1-June 30. After 1976, fiscal year was Oct. 1-Sept. 30. Refers to apprehensions at all U.S. borders. Apprehensions data represent events, not individuals.


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Why it’s important to be on social media

About 6-in-10 Americans get news from social media

% of U.S. adults who get news on a social networking site...

62% get news on social media

- Often 18%
- Sometimes 26%
- Hardly ever 18%
- Never 38%

Growth in use of social media for news

% of users of each social networking site who get news there

- Reddit 70% (2016), 62% (2013)
- Facebook 66% (2016), 47% (2013)
- Twitter 59% (2016), 62% (2013)
- Tumblr 31% (2016), 29% (2013)
- Instagram 23% (2016), 13% (2013)
- YouTube 21% (2016), 20% (2013)
- LinkedIn 19% (2016), 13% (2013)
- Vine 14% (2016), 9% (2013)


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Note: Statistically significant differences in bold.


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Presenting data in a journalistic way

• Use **everyday English**, and no technical terms or acronyms
  “Intergenerational economic mobility” vs. “children doing better economically than their parents”

• **Imagery or context** helpful
  “It’s bigger than a football field” or “Growth was moderate, about 5% a year”

• Use only a **few statistics in your text**
  Offload the rest into graphics
Advice for dealing with journalists about your data

- Keep talking points on hand: 25 words at most, summarizing main points about your data
- If contacted, respond quickly: “Tell me what you are writing about.”
- What do they want – one number, one quote or a long interview?
- Google their work to see who you are dealing with
- You cannot ask to see their story, but ...
- Supply off-hours contact information, in case of editing questions
- What if they got it wrong? Protest major factual errors, but think twice before disputing framing, interpretation or tone
- Track your media presence
- If your office has a PIO, get in touch
Contact Information

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