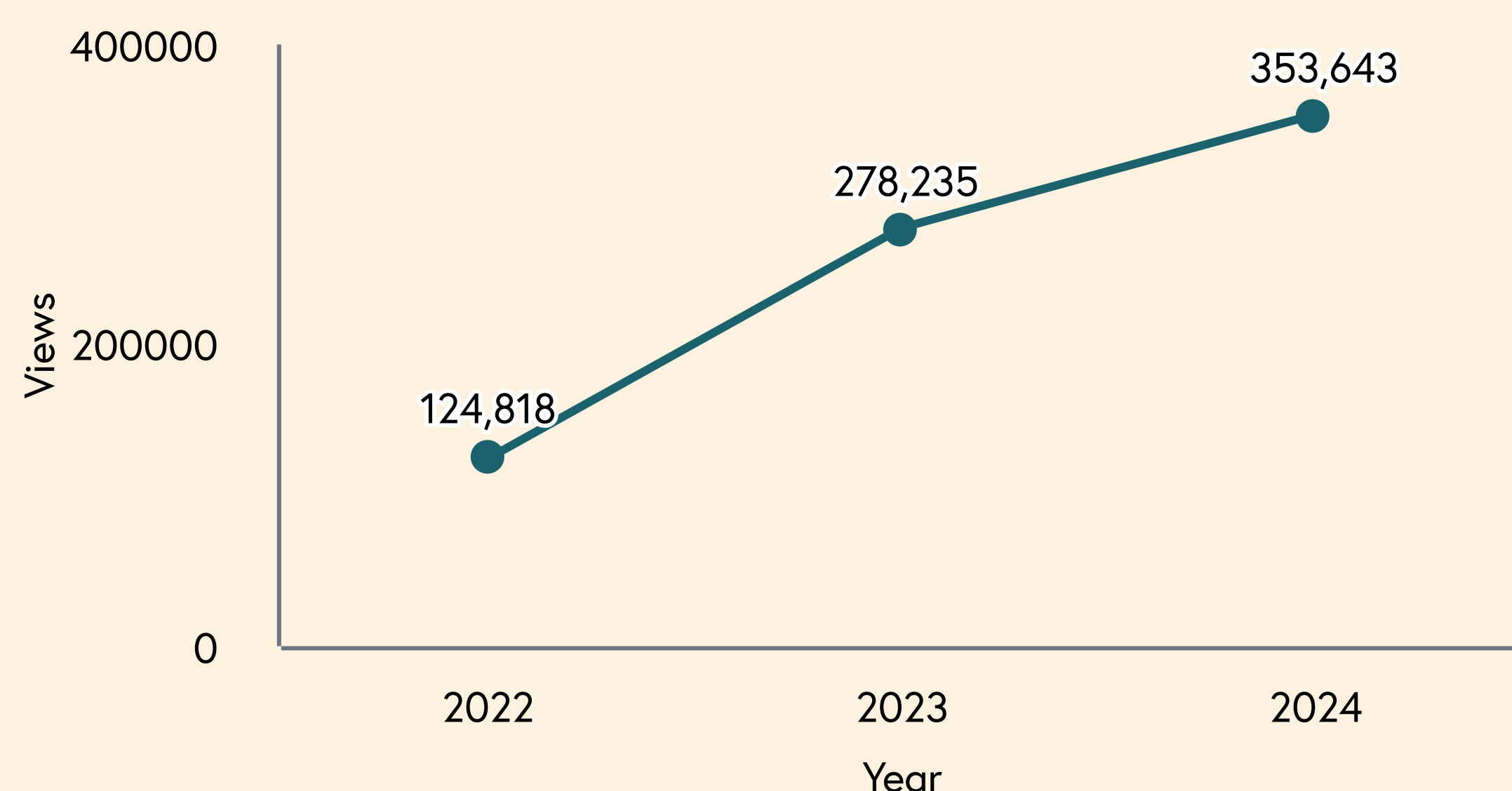


The Year in Views 2024

Figure 1. Trend in NCFMR Downloads, 2022 - 2024



Source: National Center for Family & Marriage Research Usage Report, Google Analytics GA4 Report

A new NCFMR record - 353,643 views in the year 2024!

The past year was another big one for the National Center for Family & Marriage Research...

- We published **27** Family Profiles across **19** different topics related to marriage and family.
- We also released a machine readable file of our County-level Marriage and Divorce Data, 1867-1987. These data are archived on NCFMR's Marriage and Divorce Data Compass.
- Views continue to grow - reaching **over 350,00** in the past year!

✱ **April 2023 saw 37,917 views, the most single month views in the past three years.**

Top Family Profiles of 2024

The most-viewed Family Profile of 2024 was Divorce Rate in the U.S.: Geographic Variation, 2022.

Divorce Rate in the U.S.:

Geographic Variation, 2022 by recent BGSU graduate Jaden Loo was the most viewed Family Profile of 2024 and one of the University's most viewed pages. Loo estimated refined divorce rates (# divorces per 1,000 currently married women aged 15+) for each state in the U.S. using data from the American Community Survey (ACS). The profile was viewed more than 79,000 times in 2024!

Table 1. Top Five Family Profiles, 2024

Rank	Title	Author(s)	Views
1.	Divorce Rate in the U.S.: Geographic Variation, 2022	Jaden Loo	79,139
2.	Marriage Rate in the U.S.: Geographic Variation, 2022	Jaden Loo	19,423
3.	Median Duration of Marriages in the U.S., 2018	Krista K. Westrick-Payne	17,382
4.	Age Variation in the Divorce Rate, 1990 & 2021	Krista K. Westrick-Payne & I-Fen Lin	14,172
5.	Divorce: More than a Century of Change, 1900-2018	Valerie Schweizer	13,788

The second most viewed Profile was Marriage Rate in the U.S.: Geographic Variation, 2022, also written by BGSU alum Jaden Loo using the ACS to examine state-level refined marriage rates among women aged 15 and older. Jaden's profile was viewed 19,423 times in 2024.

Ranked third, Median Duration of Marriages in the U.S., 2018 was authored by NCFMR's assistant director, Krista K. Westrick-Payne, and viewed 17,382 times. This profile used data from the ACS to estimate the average duration of current marriages in the year 2018 and then examined sociodemographic variation.

Coming in the fourth slot with 14,172 views was a collaboration between Westrick-Payne and BGSU Sociology Professor I-Fen Lin - Age Variation in the Divorce Rate, 1990 & 2021. Drs. Westrick-Payne and Lin tapped Decennial Census and ACS data from IPUMS-USA to investigate age differences in refined divorce rates between 1990 and 2021.

Rounding out the top five was Divorce Rate in the U.S.: Geographic Variation, 2017, written by BGSU Sociology alum, Valerie Schweizer. An update of our yearly releases of rates in the U.S., Valerie used the ACS to enumerate estimates of the number of divorces occurring in the last year among married women. The profile was viewed over 13,000 times in 2024.

Visit <https://www.bgsu.edu/ncfmr/resources/data/family-profiles.html> to view and read all of our Family Profiles!

Geographic Variation

Family Profile Readership

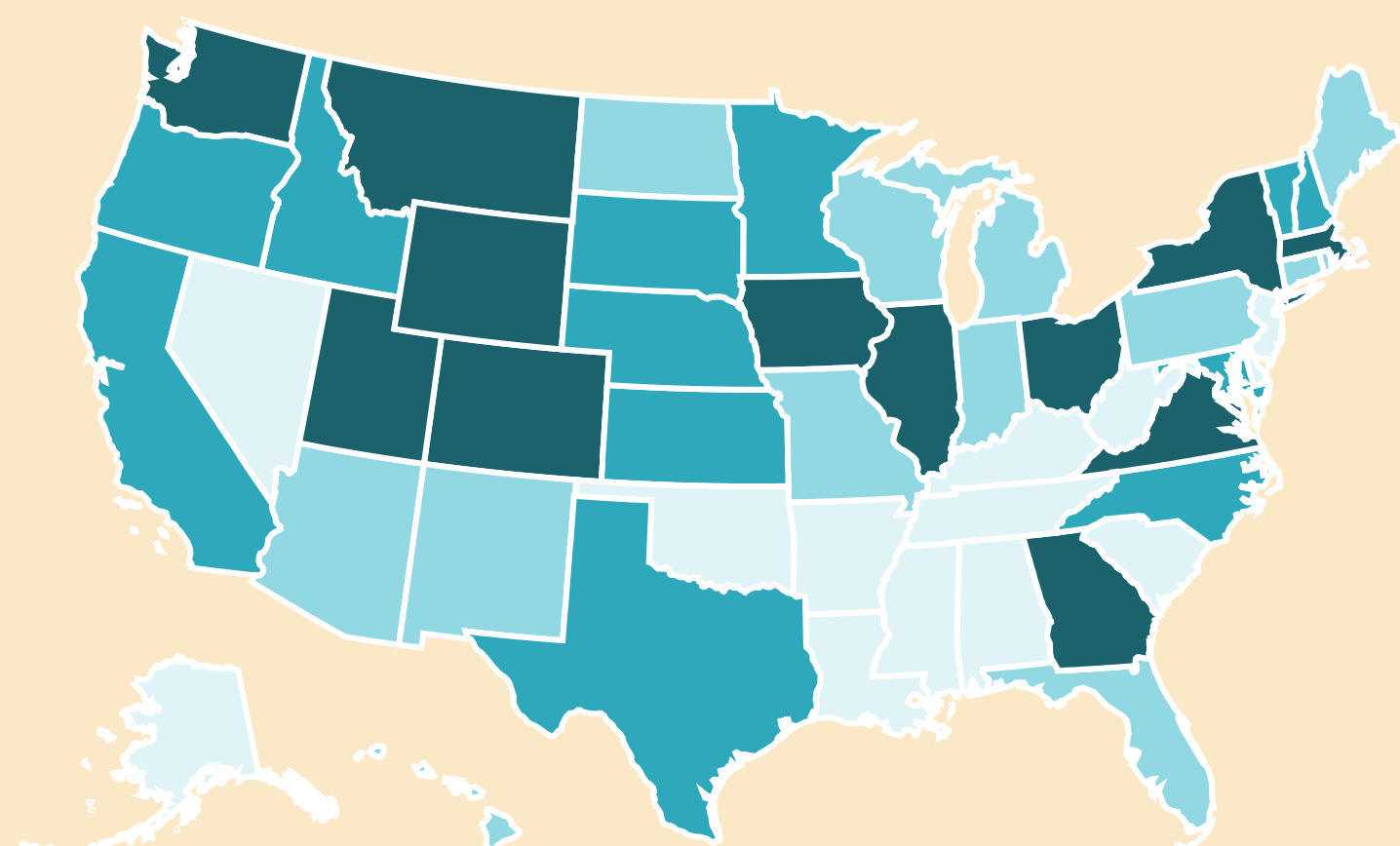
Readers of NCFMR profiles could be found all over the planet in 2024 spanning **6 continents** and at least **115 countries**.

- The most happened in **the United States** with over **295,000** views.
- The next largest number of views was in **Canada** with over **7,000** in 2024.
- Views from the **UK** reached over **5,700**.

Readers of NCFMR Family Profiles spanned the globe in 2024.



Figure 2. Geographic Variation in NCFMR Family Profile Readership Rate by Quartile, 2024



Across the U.S. the highest readership rate was in Virginia at 470.4 per 100,000 population

Readership rates were calculated per 100,000 population and ranged from a high of **470.4** in **Virginia** to a low of **34.8** in **Louisiana**.

- The readership rate in **Washington DC** was the second highest at **271.6** per 100,000 population.
- Ranked 3rd was **Ohio** with a rate of **132.6** per 100,000 population.

Source: National Center for Family & Marriage Research Usage Report, Google Analytics GA4 Report

Family Profile Topics of 2024

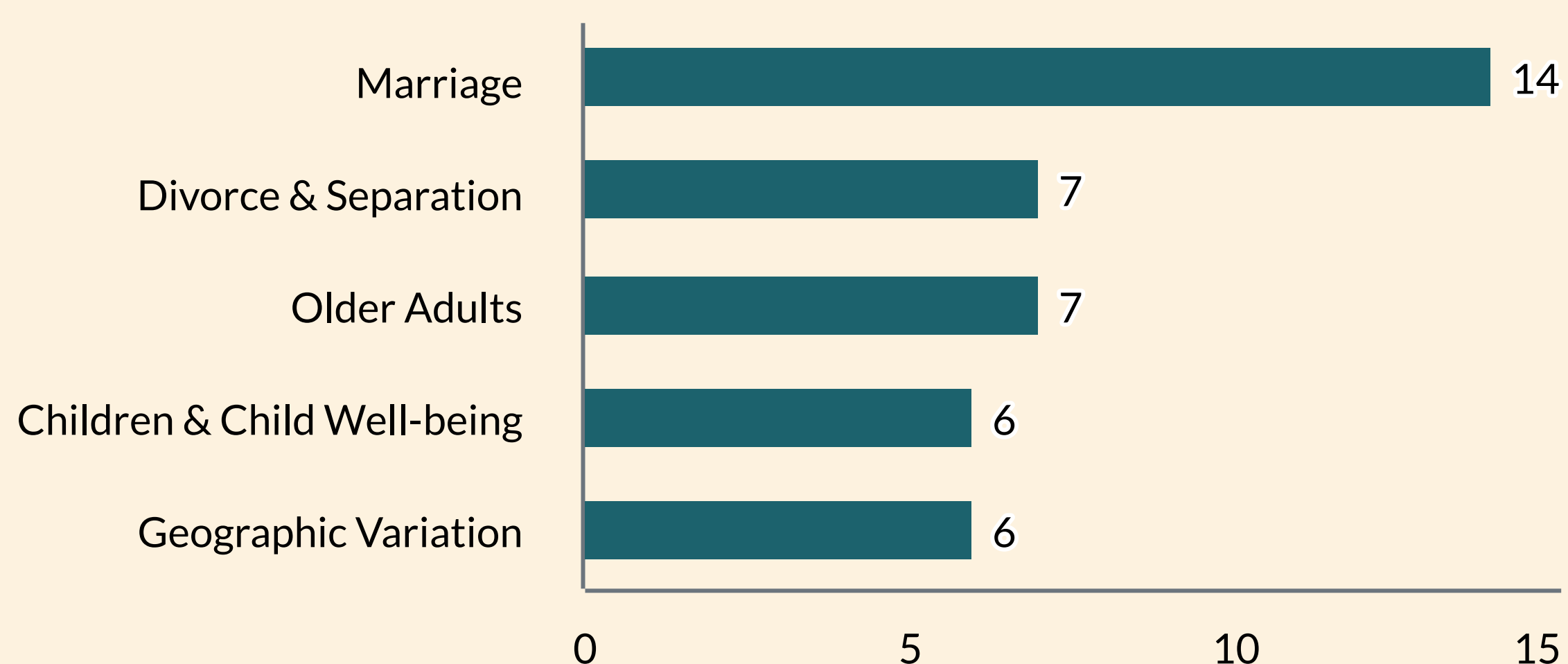
Resources by Topic

The NCFMR covers a number of different topics in their Family Profiles. In 2024 alone, **nineteen** different topics were explored.

- Of all topics **Marriage** was the one written on most often with **14** different profiles.
- The next popular topics were **Divorce & Separation** and **Older Adults** with **7** profiles covering these topics.
- Rounding out the five most popular, there were **6** profiles written on **Children & Child Well-being** and **Geographic Variation**.

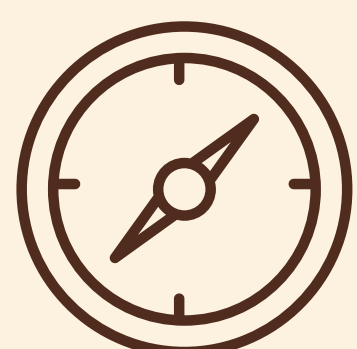
The NCFMR covered 19 different topics in 2024.

Figure 9. Distribution of the Top Five Family Profile Topics, 2024



Visit <https://www.bgsu.edu/ncfmr/resources/data/resources-by-topic.html> to view all our different topics.

New Data | Marriage and Divorce Data Compass



Data updated with the **NCFMR @BGSU Marriage and Divorce Data Compass**. The Data Compass is an archive of contextual data focusing on administrative counts of marriages and divorces occurring in the United States.

County-level administrative counts of marriages and divorces in the United States for the years 1867-2010 are now offered as a machine readable file in the Data Compass.

[County-Level Marriage & Divorce Data 1867-2010](#)

Visit <https://www.bgsu.edu/ncfmr/resources/data/original-data/data-compass.html> to view all available contextual data.