

ITEM	14
MANAGER'S REPORT NO.	41
COUNCIL MEETING	1980 06 02

RE: LETTER FROM THE CITY OF TORONTO WHICH APPEARED ON THE AGENDA FOR THE
 1980 MAY 26 MEETING OF COUNCIL (5e)
AVAILABILITY OF 1981 USER SUMMARY TAPES FROM STATISTICS CANADA

Appearing on last week's agenda was a letter from the City of Toronto regarding User Summary Tapes. Following is a report from the Director of Planning on this matter.

RECOMMENDATION:

1. THAT a copy of this report be sent to the City of Toronto and the Greater Vancouver Regional District.

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TO: MUNICIPAL MANAGER
 FROM: DIRECTOR OF PLANNING
 SUBJECT: AVAILABILITY OF 1981 USER SUMMARY TAPES FROM STATISTICS CANADA

PLANNING DEPARTMENT
 1980 May 28

RECOMMENDATION:

1. THAT a copy of this report be sent to the City of Toronto.

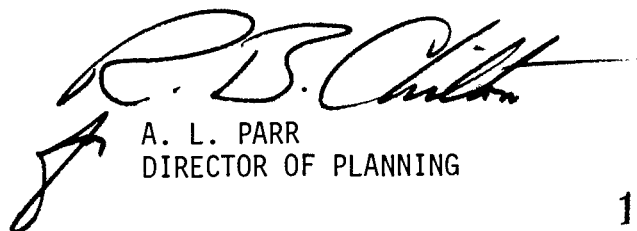
REPORT

Appearing on the Agenda for the 1980 May 26 meeting of Council was an item of correspondence from the Department of the City Clerk of the City of Toronto concerning the availability of 1981 User Summary Tapes from Statistics Canada.

The User Summary Tapes from the census contain more detailed raw data than is published by Statistics Canada and allow more complex computer manipulation of census results. For example, Statistics Canada publishes data on the marital status of all persons living in 24 Census Tracts in Burnaby. The User Summary tapes contain the same information except that the data is broken down by sex and is available for 163 Enumeration Areas in Burnaby. A Census Tract is comprised of a number of Enumeration Areas. Therefore, the tapes allow users to examine Census Tract data at a more detailed level. All statistics on the tapes are random-rounded by Statistics Canada's computer so that the last number of all figures is either a "0" or a "5". Exact figures are not disclosed and the anonymity of individuals is protected. At no time is it possible to be lot specific using these tapes.

In the past, Burnaby has not acquired the User Summary Tapes from Statistics Canada for use on its computers and does not have plans to do so in the future. The Greater Vancouver Regional District has these tapes on its computer and Burnaby has had access to the data at no cost.

Attached is a press release (retyped for clarity) dated 1980 May 26 from the Honourable Donald J. Johnston, Minister responsible for Statistics Canada, announcing that the decision not to make these tapes available has been reversed. These tapes will now be available to the G.V.R.D. as well as to the City of Toronto.


 A. L. PARR
 DIRECTOR OF PLANNING

EP:lf

Attachment

(RETYPE FOR CLARITY)

1981 CENSUS
OF CANADA

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I N F O R M A T I O N FOR RELEASE: Noon EDT - May 26

News Release Subject: Dissemination of 1981 Census Products to the
Private Sector

OTTAWA, May 26, 1980 - The Honourable Donald J. Johnston, Minister responsible for Statistics Canada, announced today that information from the 1981 Census of Population and Housing will be made available to the private sector on substantially the same basis as in 1976 and 1971. This reverses an earlier plan that machine-readable products and other compilations of 1981 information would not be sold to marketing firms, planning consultants and others for re-packaging and resale to end users of Census data. Implementation of this plan would have obliged such users to deal with Statistics Canada with each request being handled as a special order. This move had been planned as part of a broader cost-recovery strategy under which particular segments of the user community were in effect being called upon to underwrite the costs of collecting Census information of special interest to them.

"We received strong expressions of concern from the private sector about this policy which would have changed earlier practice," noted Mr. Johnston, "and there seems to be considerable merit in their argument that market research firms and others provide a useful service for the end user by acting as secondary distributors of Census information." Mr. Johnston cautioned, however, that cost-recovery remained a very important objective for Statistics Canada, not just for the 1981 Census, but for all of the agency's products and services.

A marketing strategy will be worked out by Statistics Canada in consultation with the private sector and others for advice as to what is a feasible approach. In any case, prices for 1981 Census products will be higher than those for their 1976 counterparts, and a system of royalty charges on secondary distribution is being seriously considered.

Further information: Michael Blagg
Census Information Officer
(613) 993-8609

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Canada