



2001 Census Dissemination Consultation Guide

Working Document



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Purpose of This Guide

This Consultation Guide marks the beginning of the dissemination process for the 2001 Census. It has been developed to help users convey their ideas and suggestions to Statistics Canada regarding the 2001 Census products and services line. It contains a series of questions about specific dissemination issues and topics related to the 2001 Census dissemination strategy. The document covers many aspects of census dissemination. Readers are however welcome to focus on sections of particular interest to them. In addition, other census dissemination related issues that users would like to discuss may also be addressed in this consultation process.

How to make your views known?

If you wish to make a comment or proposal on the 2001 Census dissemination, please contact:

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Introduction

Thank you for your interest in the 2001 Census. In Canada, a census of population is conducted every five years and the next census is planned for May 15, 2001. During the last two censuses, many new developments were introduced to the data dissemination program for census data. The 2001 Census dissemination program will build on past successes to incorporate improvements in products and services, in light of evolving technology and users' needs. In order to ensure that Statistics Canada develops products and services that meets users' needs, a broad range of data users are invited to provide their requirements and recommendations. Participation includes representatives from every level of government, libraries, academia, non-government associations, the private sector, and licensed distributors of Statistics Canada data.

Statistics Canada will consider all comments and suggestions received. Due to financial constraints, trade-offs may become necessary between new and existing features or components of the products and services line. The existing line will also be re-evaluated in light of the limited demand for some of the features and components. It is therefore essential that users not only provide their requirements but also prioritize these requirements and provide the underlying rationale.

This Consultation Guide marks the beginning of the dissemination process for the 2001 Census. It has been developed to help users convey their ideas and suggestions to Statistics Canada regarding the 2001 Census products and services line. It contains a series of questions about specific dissemination issues and topics that Statistics Canada feels should be addressed for the 2001 Census. Background information on the 1996 Census dissemination experience is provided in text boxes throughout the document. A glossary of terms is included at the end of the document. Please note that this document covers many aspects of census dissemination. However, readers are welcome to focus on sections of particular interest to them. In addition, other census dissemination related issues that users would like to discuss may also be addressed in this consultation process.

One of the primary dissemination objectives for the 2001 Census is to increase the accessibility to 2001 Census data by, among other things, ensuring that:

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- Users are aware of 2001 Census products and services and know how to access them;
- The range of products and services as well as their media and formats meet the needs of census data users;
- Electronic products and services are more user-friendly; and
- Pricing and licensing conditions are in the best interests of both Statistics Canada and its users while at the same time permitting maximum access to the data.

To achieve these goals, Statistics Canada needs users' views! To contribute to the planning of the 2001 Census dissemination, **please submit comments by September 30th 2000.**

For up-to-date information on the progress of the 2001 Census and for information on all of Statistics Canada's products and services:

- Visit the Statistics Canada Web site at www.statcan.ca or,
- Consult a Statistics Canada Regional Reference Centre listed at the end of this guide.

Chapter 1: Census Release Schedule

- ✎ **Accessibility to 1996 Census data.** 1996 Census data were released by groups of variables via Statistics Canada's official release vehicle, The Daily. This approach will be continued for the 2001 Census. Table 1 presents data release dates for the 1996 Census. Were users well informed of the 1996 Census release schedule and how to access census data? Was it easy for users to find and obtain the census data of interest to them? Table 2 on the next page presents tentative data release dates for the 2001 Census. Do users have comments or recommendations to make with respect to the 2001 Census data release dates schedule?

Table 1: 1996 Census Release Dates

▪ Population and Dwelling Counts	April 15, 1997
▪ Age and Sex	July 29, 1997
▪ Marital Status/Common-law Unions and Families	October 14, 1997
▪ Immigration and Citizenship	November 4, 1997
▪ Mother Tongue, Home Languages, Official and Non-Official Languages	December 2, 1997
▪ Aboriginal	January 13, 1998
▪ Ethnic Origin, Visible Minorities	February 17, 1998
▪ Labour Market Activities, Occupation and Industry, Unpaid Work, Place of Work, Mode of Transportation	March 17, 1998
▪ Education, Mobility and Migration	April 14, 1998
▪ Sources of Income, Earnings and Total Income, Family and Household Income	May 12, 1998
▪ Families: Social and Economic Characteristics, Occupied Private Dwellings, Shelter Costs	June 9, 1998

Table 2: 2001 Census Release Dates (tentative)

▪ Population and Dwelling Counts, Occupied Private Dwellings, Collectives	April 2002
▪ Age and Sex	July 2002
▪ Marital Status, Common-law Unions, Families, Dwellings and Households	October 2002
▪ Language, Mobility and Migration	December 2002
▪ Citizenship, Immigration, Birthplace, Birthplace of Parents, Ethnic Origin, Visible minorities	January 2003
▪ Labour Force Activity, Occupation, Industry, Place of Work, Mode of Transportation, Language of Work, Unpaid Work	February 2003
▪ Education, Field of Study, Highest Level of Education, Earnings	March 2003
▪ Aboriginal, Aboriginal Peoples Survey	April 2003
▪ Total Income of Individuals, Families and Households Income after Tax, Social and Economic Characteristics of Individuals, Families and Households, Shelter Costs, Religion	May 2003

- ✍ **Census information available for each release.** Table 3¹ on the next page outlines the 1996 Census information that was available for each release, either at no charge through Statistics Canada's Internet site or on a cost recovery basis. Was enough data available for each release? Should anything be done differently for the 2001 Census?
- ✍ **Release schedule of the different levels of geography.** As a result of users' requests and improved technology, census data at lower levels of geography were made available much sooner for the 1996 Census. On each release day, Census Area Profiles data were available on a cost recovery basis for areas at the community level (census subdivision and census division). One month later, data for areas as small as census tracts, enumeration areas and forward sortation areas followed. Did the strategy adopted for the different levels of geography address users' needs? Should the same multi-phase approach for the different levels of geography be implemented for the 2001 Census?

¹ 1996 Census products and services are described in further detail in Chapter 2, tables 5 to 15.

Table 3: 1996 Census Information Available for Each Release

Accessible at no charge through Statistics Canada's Internet site:

- The Daily contained highlights and analysis as well as three or four tables for each group of variables.
- Tables inspired by the Nation Series (Canada, provinces, territories, and some tables also providing data at the census metropolitan area level).
- Tables found in the Canadian Statistics module. This module contains over 200 tables of continuously updated statistics on aspects of Canada's economy, land, people and government (Canada, provinces, territories and some tables also provide data at the census metropolitan area level).

Available on a cost recovery basis:

- All data from the Nation Series.
- Components of the Census Area Profiles were available at the community level (census subdivision and census division).
- Custom tabulation services.

✍ **Release schedule of products and services.** Table 4² on the following page presents the 1996 Census products and services release dates. Given the increased shift to electronic products for the 1996 Census and the time constraints surrounding the production of census standard data products overall, it was decided that priority would be given to products delivered in electronic format and that paper products would be released later in the process. Did this release schedule meet users' needs? Among the comments received to date, some users expressed concerns about the timing of the paper version of the Census Area Profiles. If the paper version was released earlier in the 2001 Census cycle, what trade-offs would users find acceptable given the time constraints surrounding the production of census products? What content would users find essential to have in an earlier print product? The Statistical Profile of Canadian Communities was added to the 1996 Census products and services line and introduced on Statistics Canada's site later in the cycle as a way to increase accessibility to census data for lower geographic areas. If the Statistical Profile of Canadian Communities was disseminated and updated on the Internet as releases occurred, would a paper copy produced from the Internet version address the concerns related to the timing of the paper version of the Census Area Profiles?

² 1996 Census products and services are described in further detail in Chapter 2, tables 5 to 15.

Table 4: The 1996 Census Products and Services Release Dates

Reference Products

▪ Preview of Products and Services		November 1996
▪ Dictionary	Paper	Preliminary: March 1997 Final: October 1999
	Internet	Final: April 1999
▪ Catalogue	Paper	Preliminary: October 1997 Final: August 1999
	Internet	Final: March 1999
▪ Handbook		June 1997
▪ Technical Reports		April to December 1999

Standard Data Products

▪ Nation Series		July 1997 to September 1998
- Diskettes and CD-ROMs		
- Subsets available through the Internet		
▪ Basic Summary Tabulations		July 1997 to September 1998
- Diskettes		
▪ Census Area Profiles		October 1997 to December 1998
- Diskettes and CD-ROMs		
- Statistical Profile of Canadian Communities disseminated through the Internet		November 1998
- Paper product		February to March 1999
▪ Dimensions Series		October 1998 to April 1999
- Diskettes and CD-ROMs		
▪ Public Use Microdata Files		April to July 1999
- CD-ROMs		

Analytical Products

▪ The Daily on the Internet	Each day of release
▪ Articles appearing in Canadian Social Trends	December 1997 – March 2000

Custom Services

▪ 100% data	From 3rd quarter 1997
▪ 20% data	From 4th quarter 1997

Chapter 2: Census Products and Services Line

The complete 1996 Census line of products and services is divided into five categories: reference products, standard data products, analytical products, custom services, and census geography products.

Reference Products

- Preview of Products and Services
- Census Dictionary
- Census Catalogue
- Census Handbook
- Technical Reports

Standard Data Products

- Nation Series
- Census Area Profiles
- Basic Summary Tabulations
- Dimensions Series
- Public Use Microdata Files

Analytical Products

- Highlights in The Daily
- Articles in Canadian Social Trends

Custom Services

- Custom tabulations
- Semi-custom profiles
- User-defined geographic areas

Census Geography Products

- Population and Dwelling Counts
- GeoSuite
- Postal Code Counts
- Reference Maps
- Digital Boundary Files and Digital Cartographic Files
- Street Network Files and Skeletal Street Network Files
- Postal Code Conversion File and Postal Code/Federal Riding File
- Block-face Data File

Note to Readers About Consultation on Geography Products and Services

Geography forms the cornerstone of the census in that it defines the geographic areas used to collect, process and release census data. Census data are produced for a variety of geographic levels ranging from the country as a whole to individual communities and neighborhoods.

The 2001 Census will see more changes to standard geographic areas than any previous census. In some instances, these changes are the result of explicit actions taken by Statistics Canada in response to users' suggestions for improving the census dissemination geography. They are also a direct result of legislated changes (mainly provincial) and, in some cases, actions taken by Statistics Canada to control for some of the effects these changes have on data users.

Public consultations on the standard geographic areas were conducted as part of the 2001 Census Content Determination process during the fall and winter of 1997-1998. All standard geographic areas were reviewed as part of the consultation process. In some instances, changes were made, while in other cases, Statistics Canada maintained the status quo. Consultations on the concepts and definition of geographic areas for the 2001 Census are now essentially complete and the proposals are being implemented.

If the first step was to implement these changes based on input from the 2001 Census Content Determination process, then the next step is to plan appropriate output for these areas.

A first series of consultations for the 2001 Census geography products and services was held with Statistics Canada regional offices staff during the summer of 1999. A wide range of comments was received reflecting the needs of clients. A user study was also undertaken in which a sample of each market sector was surveyed with regard to their level of satisfaction with existing geography products, and their needs for the future including what they would like to see changed.

This information is being used in the planning for the 2001 Census geography products and services. Further sessions will be held with data users in Autumn 2000 to inform them of these plans.

For more information on the planning of the 2001 Census geography products and services, please contact Robert Monet at (613) 951-6429, e-mail: robert.monet@statcan.ca or Bruce Mitchell at (613) 951-5347, e-mail: bruce.mitchell@statcan.ca.

For the reasons noted above, this document focuses on the first four categories of products and services described on page 7. A description of them as well as points for discussion for each product and service can be found on the following pages.

2.1 Reference Products

2.1.1 Preview of Products and Services

Table 5: 1996 Census Preview of Products and Services

Major characteristics

- Information for users and potential users on the direction for the 1996 Census products and services line (description, media, planned release date, planned price, levels of geography)

Media

Internet, Paper

Price

Accessible at no charge

Availability

November 1996

∞ **Content.** Do users have comments or recommendations on the content of the Preview of Products and Services? Is there additional content that users would like to see?

∞ **Media.** The 1996 Census Preview of Products and Services was released in paper format and on Statistics Canada's Internet site. Could the electronic copy replace the paper version? Would it be acceptable for users to print a paper copy from the electronic version? Would they be interested in a print-on-demand service? (Please see glossary for an explanation of the print-on-demand service).

2.1.2 Census Dictionary

∞ **Content.** Do users have comments or recommendations on the content (definitions, index, etc.) of the 1996 Census Dictionary?

∞ **Media.** The 1996 Census Dictionary was released in paper format and on Statistics Canada's Internet site. Statistics Canada is considering developing a "first edition" of the Census Dictionary in electronic format only. Would this be acceptable to users? What are users' needs for a paper copy of the preliminary and/or final edition(s) of the Census Dictionary? Would it be acceptable for users to print from the electronic version? Would they be interested in a print-on-demand service?

∞ **PDF version on the Internet.** The 1996 Census Dictionary posted on Statistics Canada's Internet site is a PDF version of the paper edition. Does this format meet users' needs? Would users prefer another format, such as HTML?

∞ **Updates.** Would users welcome having continued access to an online Census Dictionary on Statistics Canada's Internet site containing the most up-to-date information?

Table 6: 1996 Census Dictionary

Major characteristics

- Definition of census universes, concepts and geographies
- Provides remarks on some historical comparability of variables

Media

Internet, Paper

Price

Accessible at no charge through Statistics Canada's Internet site; \$25 for a print version

Availability

Preliminary: March 1997
Final (Internet): April 1999
Final (paper): October 1999

- ✎ **Census terminology.** With more information disseminated to the public through the Internet, Statistics Canada has incorporated simpler notes and definitions for census data disseminated on its Internet site. Should more user-friendly terms be incorporated and linked to traditional census *jargon*? Should these terms be included in the Census Dictionary?
- ✎ **Pricing.** An electronic version of the 1996 Census Dictionary was accessible at no charge through Statistics Canada's Internet site, while a print copy was available for \$25. Do users have comments on the pricing of this product?

2.1.3 Census Catalogue

- ✎ **Content.** Do users have comments or recommendations on the content of this product?
- ✎ **Media.** The 1996 Census Catalogue was released in paper format and on Statistics Canada's Internet site. Statistics Canada is considering developing a "first edition" of the Census Catalogue in electronic format only. Would this be acceptable to users? What are users' needs for a paper copy of the preliminary and/or final edition(s) of the Census Catalogue? Would it be acceptable for users to print from the electronic version? Would they be interested in a print-on-demand service?
- ✎ **Changes to the planned product line.** Some census data products that were advertised in the 1996 Census Catalogue were cancelled. Other products, not advertised in the Catalogue, were introduced. Were users aware of these changes? Did these changes cause any problems for users? What would be the best avenues for communicating such changes? Would users welcome having continued access to an online Catalogue on Statistics Canada's Internet site containing the most up-to-date information?
- ✎ **PDF version on the Internet.** The 1996 Census Catalogue posted on Statistics Canada's Internet site is a PDF version of the paper edition. Does this format meet users' needs? Would users prefer another format, such as HTML?
- ✎ **More information about the tables listed.** Would users welcome online access to information about the level of detail of variables and geographies contained in the tables listed in the Census Catalogue? How useful would it be to provide a link to the Dictionary to obtain definitions of variables and geographies included in the tables listed in the Census Catalogue?

Table 7: 1996 Census Catalogue	
Major characteristics	
<ul style="list-style-type: none"> ▪ Description of the 1996 Census products and services ▪ Contains prices, release dates and describes the content of all the 1996 Census products 	
Media	
Internet, Paper	
Price	
Accessible at no charge through Statistics Canada's Internet site; \$15 for a print version	
Availability	
Preliminary:	October 1997
Final (Internet):	March 1999
Final (paper):	August 1999

- ✎ **Pricing.** An electronic version of the 1996 Census Catalogue was accessible at no charge through Statistics Canada's Internet site, while a print copy was available for \$15. Do users have comments on the pricing of this product?

2.1.4 Census Handbook

- ✎ **Content.** Do users have comments or recommendations on the content of this product?

- ✎ **Supplemental tutorial content.** From feedback received throughout the 1996 Census cycle, some users would have welcomed more exercises, tutorials and even a teacher's kit based on the Census Handbook. Would this be of value to users? Should these additional features be added to the Handbook or to another census product?

- ✎ **Supplemental information on census concepts and variables.** For the chapter on census variables, would users welcome a structure similar to the Census Dictionary that would incorporate case studies to enhance the understanding of census concepts/variables?

- ✎ **Media.** What are users' needs for a paper copy? Would users welcome access to an online electronic version? Would it be acceptable for users to print from an electronic version? Would they be interested in a print-on-demand service?

- ✎ **Pricing.** A paper copy of the 1996 Census Handbook was available for \$25. Do users have comments on the pricing of this product?

Table 8: 1996 Census Handbook	
	Major characteristics
	<ul style="list-style-type: none"> ▪ Non-technical overview of the complete census process, from content determination to the dissemination of products and services ▪ Discusses each census question and compares the 1996 questions with questions from previous censuses
	Media
Paper	
	Price
\$25	
	Availability
June 1997	

2.1.5 Technical Reports

- ✎ **Content.** For the 1996 Census, only three Technical Reports were produced: 1) Age, Sex and Marital Status, 2) Coverage and 3) Sampling and Weighting. Is there a need for additional reports for the 2001 Census?

Table 9: 1996 Census Technical Reports

Major characteristics

- Detailed information on variables and data quality issues including definitions, explanations on concepts, collection, edit and imputation, data quality and historical comparability

Media

Internet, Paper

Price

Accessible at no charge through Statistics Canada's Internet site; \$25 for a print version

Availability

April to December 1999

✎ **Demand.** According to the feedback from previous cycles, demand for these reports from users outside Statistics Canada is limited. Are users aware of the existence of these reports? Are Technical Reports required by external users? Should they be modified to better meet users' needs? Do users have comments or recommendations?

✎ **PDF version on the Internet.** The 1996 Census Technical Reports posted on Statistics Canada's Internet site are PDF versions of the paper editions. Does this format meet users' needs? Would users prefer another format, such as HTML?

✎ **Media.** The 1996 Census Technical Reports were released in paper format and on Statistics Canada's Internet site. Would users welcome the continuing availability of the Technical Reports in electronic format? Could an electronic version replace the paper format? What are users' needs for a paper copy? Would it be acceptable for users to print from the electronic version? Would they be interested in a print-on-demand service?

- ✎ **Pricing.** An electronic version of the 1996 Census Technical Reports was accessible at no charge through Statistics Canada's Internet site, while a print copy was available for \$25. Do users have comments on the pricing of this product?

2.1.6 Potential New Reference Product

Statistics Canada is considering creating **hyperlinks** from the table titles found in the Census Catalogue to a document listing the breakdowns for all variables used in the standard data products' tables.

As shown in the following example, a user would be able to click on a variable such as [Sex \(3\)](#) or [Place of Work Status \(5\)](#) in the table title in order to get the breakdown for the variable:

Catalogue number: 93F0027XDB96017

Employed Labour Force 15 Years and Over by [Sex \(3\)](#), showing [Place of Work Status \(5\)](#), for Canada, Provinces and Territories, Census Metropolitan Areas, 1996 Census (20% Sample Data)

[Sex \(3\)](#)

1. Total – Sex
2. Male
3. Female

[Place of Work Status \(5\)](#)

1. Total employed labour force - Place of work
2. Worked at home
3. Worked outside Canada
4. No fixed workplace address
5. Usual place of work

✎ **Usefulness.** Would users welcome such a reference tool?

✎ **Search.** How would users want to be able to search this document? Would it be useful to build an interface allowing users to search this new document by theme (e.g. labour, education, housing)?

2.2 Standard Data Products

- ✎ **Indexing.** Indexing census output has been a continuing challenge and this was no exception for the 1996 Census. There were many standard data products produced (e.g. Nation Series, Dimensions Series), each with several tables. Each table was separately registered and described in the Online Catalogue of Statistics Canada Products and Services. However, these tables were not individually indexed and some users have said that this made finding appropriate tables difficult in a search mode. Others have asked for a specific, easy to browse, subject-oriented list of table titles online. Some users, such as libraries, have developed their own search innovations to improve access. Is there a need for improved indexing and access for the 2001 Census? What search mechanisms should be developed to facilitate access to 2001 Census data? Would an Internet search tool suit users' needs?

- ✎ **Integration of standard data products.** Statistics Canada is investigating the option of enabling users to install all 2001 Census standard data series on CD-ROMs in such a way that all tables could be stored in one single directory, thereby making searching and access possible across all standard data products. Would users find this useful in accessing 2001 Census standard data products? Do users have additional recommendations on ways to improve access to census data? Would users welcome an integrated access to census standard data products via the Internet accompanied by searching capabilities by themes or geographic areas?

- ✎ **Naming convention.** The names of the standard data products have been in use for many censuses. There has also been a strict naming convention to describe the content of census data tables. Census table titles were initially developed for paper output. As more and more information becomes available electronically, the naming convention could be modified. How important is it to users that the name of the series remain unchanged? What information is required by users to understand the content of a data table? Would it be helpful if the variables were listed first in the table titles? Do users have additional recommendations to make regarding the naming convention?

- ✎ **Meta information.** Supporting text (definitions, notes on methodology,...) is an important component of all census data products. Do users feel that too little/too much information is provided with the data products? Is this meta information easy for users to locate? Is the text easy to understand?

- ✎ **Electronic commerce of census data.** Census data products and services available on a cost recovery basis have traditionally been accessible through Statistics Canada Regional Reference Centres and licensed distributors of Statistics Canada data. Would users welcome the option to use the Internet to select and purchase subsets of census standard data products?

- ✎ **Changes to standard geographic areas.** As previously mentioned, as a result of consultation on the 2001 Census Geography (please refer to catalogue no. 92-126-SIB), many changes will take place with regard to standard geographic areas. Would users have comments or

recommendations on the type of standard data products they would like for the following geographic areas (see glossary for definitions):

Dissemination Areas;

Designated Places;

Urban Areas;

Statistical Area Classification: Census Metropolitan Area and Census Agglomeration Influenced Zone (MIZ) and North-South;

1996 Census Subdivisions: Since the 1996 Census, many municipalities have been restructured. In order to facilitate comparison of the 1996 and 2001 Census data and to buffer the transition to the 2001 Census municipal structure, Statistics Canada is considering the possibility of providing 2001 Census standard data products on the 1996 Census subdivisions as they existed on January 1, 1996. Do users have any comments?

2.2.1 Nation Series

✎ **Release Timing/Access.** On each day of release, components of the 1996 Census Nation Series data were available on CD-ROM and diskette. A subset of these data was also accessible on the Internet on each day of release. Later on in the 1996 Census cycle, as releases occurred, four standard CD-ROM products were released containing cumulative data; the last CD-ROM contained the full set of 1996 Census Nation Series data. Feedback gathered so far from the 1996 Census seems to indicate that the demand was quite limited for the first three cumulative CD-ROMs; the fourth one being more popular, given that it contained all Nation Series data released for the 1996 Census. Did the 1996 Census release strategy for Nation Series data meet users' needs? For the 2001 Census, what are users' needs regarding the way Nation Series data are disseminated, associated standard data products are packaged, and their availability is timed? How would users prioritize the value of the data/products released as part of Nation Series?

Table 10: 1996 Census Nation Series

Major characteristics

- Gives a picture of Canada, provinces, territories and census metropolitan areas
- Detailed information on variables collected by the census
- Many tables include a historical perspective from previous censuses

Geography

Canada/Provinces/Territories/Census metropolitan areas

Media

Diskette, CD-ROM, Internet

Price

\$60 per diskette or CD-ROM;
Subsets accessible at no charge through Statistics Canada's Internet site

Availability

Tables: July 1997 to June 1998
CD-ROMs: January to September 1998
Editions 1, 2, 3 and 4 contained cumulative data throughout their releases.

✎ **Volume of data.** The content of the Nation Series increased dramatically with the 1996 Census, creating very large tables. Did the data provided in this product meet users' needs? Did the increase in content make it difficult for users to work with the Nation Series tables? If Statistics Canada were to reduce the volume of these tables, which content (variables/geographical breakdowns) should be eliminated or reduced? Which content is essential to users?

✎ **Pricing.** The 1996 Census Nation Series was available for \$60 per release. Some subsets of data were accessible at no charge through Statistics Canada's Internet site. Do users have comments on the pricing of this product?

2.2.2 Census Area Profiles

- ✎ **Content of the print product.** Did the content of the print Census Area Profiles meet users' requirements in terms of the design, variables and geographic breakdowns provided?
- ✎ **Census Area Profiles available on electronic media.** For the 1996 Census, for the first time the components of a profile were available electronically at the census division and subdivision level on the same day as the data were released. One month later, profiles data for areas as small as census tracts, enumeration areas, forward sortation areas, followed. Later in the cycle, two standard CD-ROMs were available: one containing profiles for all geographic levels in Canada, except forward sortation areas and enumeration areas, and the other containing profiles of all geographic levels for Canada or for individual provinces or territories. Did the release strategy for the 1996 Census Area Profiles data meet users' needs? For the 2001 Census, what are users' needs regarding the way Census Area Profiles data are disseminated, associated standard data products are packaged and their availability is timed? How would users prioritize the value of the data/products released as part of the Census Area Profiles Series? Do users have comments or recommendations in terms of the content of the electronic Census Area Profiles?

Table 11: 1996 Census Area Profiles	
Major characteristics	
<ul style="list-style-type: none">▪ Provides small area information▪ Wide range of census variables covered in limited details	
Geography	
FED CD/CSD CMA/CA CT FSA EA See glossary for explanations on the abbreviations	
Media	
Paper, diskette, CD-ROM, Internet	
Price	
\$65-\$8,100; Subsets accessible at no charge through Statistics Canada's Internet site	
Availability	
Paper:	February to March 1999
Diskettes:	October 1997 to July 1998 (subsets of Profile data)
CD-ROMs:	October to December 1998
Internet:	November 1998

- ✎ **Content of the Internet version.** A subset of the standard Census Area Profiles was redesigned and introduced on Statistics Canada's Internet site. The Statistical Profile of Canadian Communities continues to be one of the most successful areas of Statistics Canada's site. The mapping application is dynamically linked to the data and therefore allows searching for data by a map or by the name of a community. Should Statistics Canada expand the content of the Statistical Profile of Canadian Communities so that it includes more data from census and non-census sources? Which set of additional data would be most valuable to users? For example, would users welcome health and health system information such as births, deaths, life expectancy or number of physicians per capita at the health regions level? Would users be interested in other sources of data such as education, justice, or agriculture?

- ✎ **Release timing of print/electronic/Internet versions.** Given the increased shift to electronic products and the time constraints surrounding the production of census standard data products overall, for the 1996 Census, Statistics Canada concentrated on making electronic Census Area Profiles available earlier in the 1996 Census cycle and releasing the print Census Area Profiles at the end. Among the comments received to date, some users expressed concerns about the timing of the paper version of the Census Area Profiles. If a paper version was to be released earlier in the 2001 Census cycle, what trade-offs would users find acceptable given the time constraints surrounding the production of census standard data products? What content would users find essential to have in an earlier print product? The Statistical Profile of Canadian Communities was added to the 1996 Census products and services line and introduced on Statistics Canada's Internet site later in the cycle as a way to increase accessibility to census data for lower geographic areas. If the Statistical Profile of Canadian Communities was disseminated and updated on the Internet as releases occur, would a print copy produced from the Internet version address the concerns related to the timing of the paper product?

- ✎ **Pricing.** The 1996 Census Area Profiles were priced from \$65 to \$8,100, depending on the level of geography and content requested. Some subsets were made available at no charge through Statistics Canada's Internet site. Do users have comments on the pricing of this product?

Table 12: 1996 Census Basic Summary Tabulations	
Major characteristics	
<ul style="list-style-type: none"> ▪ Provides small area information ▪ Series of tabulations featuring two or more interrelated variables 	
Geography	
<ul style="list-style-type: none"> ▪ FED ▪ CD/CSD ▪ CMA/CA/CT ▪ FSA ▪ EA 	
Media	
Diskette	
Price	
Flat fee of \$60 plus \$1 for each of the first 100 geographic areas, and \$0.05 for each additional area	
Availability	
July 1997 to Sept. 1998	

2.2.3 Basic Summary Tabulations

✎ **Users' requirements.** For the 1996 Census, the Census Area Profiles data at the census division and census subdivision level were available on the day of release of each variable; the Basic Summary Tabulations were released later in the cycle (three months later with the exception of age and sex data). Did users still have a requirement for the Basic Summary Tabulations given that they were available later in the 1996 Census cycle? Do users have recommendations in terms of the content of the Basic Summary Tabulations?

✎ **Pricing.** The 1996 Census Basic Summary Tabulations were priced at a flat fee of \$60 plus \$1 for each of the first 100 geographic areas, and \$0.05 for each additional area. Do users have comments on the pricing of this product?

2.2.4 Dimensions Series

Table13: 1996 Census Dimensions Series

Major characteristics

- Shows analytical depth of census information
- Packaged to allow users to do their own analysis
- Provides information on special interest subjects such as labour force and household activities of Canadians, demography, official languages, aboriginal community data, ethnocultural and social characteristics, income and earnings and place of work
- Profiles subpopulations

Geography

- Canada/Provinces/Territories
- Lower level of geography for a limited set of variables

Media

Diskette, CD-ROM

Price

\$60 per diskette or CD-ROM

Availability

Diskettes: October 1998 to February 1999

CD-ROMs: December 1998 to April 1999

⌘ **Users' requirements.** According to the feedback from previous census cycles, the demand for the Dimensions Series is limited. Are users aware of the existence of this product? Is this product useful to users? Are there any changes or additional features that users would welcome to ensure that the Dimensions Series suits their analytical needs? For example, should highlights be added to the data tables? Should this product be eliminated from the standard data products and replaced by another analytical product?

⌘ **Volume of data.** The content of the Dimensions series increased dramatically in the 1996 Census, resulting in very large tables. Did the increase in content make it difficult for users to work with the Dimensions Series? If Statistics Canada were to reduce the volume of data in this product, which variables/level of geographic details should be eliminated or reduced? What content is essential to users?

⌘ **Pricing.** Each diskette and CD-ROM of the 1996 Census Dimensions Series was priced at \$60. Do users have comments on the pricing of this product?

2.2.5 Public Use Microdata Files

Table 14: 1996 Census Public Use Microdata Files

Major characteristics

- Non-aggregated information allowing clients to group data to suit their own requirements
- Contains three files (Individuals; Families; Households and Housing) based on a 2.8% sample of the 1996 Census database

Geography

- Canada/Provinces/Territories
- Selected Census metropolitan areas and Census subdivisions

Price

\$1,000 for the first, \$300 for the second, \$200 for the third, or \$1,500 for all three files.

Media

CD-ROM

Availability

April to July 1999

⌘ **Ease of use.** Does this product need to be more useful/easy to use? Do users have suggestions? For example, do users find the associated documentation sufficient?

⌘ **Hierarchical file.** In the past, a hierarchical file was requested by users to allow linkages from the Households and Housing to the Families to the Individuals files. If such a file were produced, in order to protect confidentiality, it would contain reduced coverage and levels of geographic detail. Would this type of file still be useful to users?

⌘ **Beyond 20/20™ and flat file.** For the 1996 Census, Statistics Canada introduced a Beyond 20/20™ version of the Public Use Microdata Files in addition to an ASCII version. Should both versions be retained for the 2001 Census? Are there any suggested improvements for this product? Should Statistics Canada continue to release the ASCII version first followed by the Beyond 20/20™ version?

⌘ **Pricing.** The 1996 Census Public Use Microdata Files were priced at \$1,000 for the first file, \$300 for the second, \$200 for the third, or \$1,500 for all three files. Do users have comments on the pricing of this product?

2.3 Analytical Products

- ✎ **Additional products.** For the 1996 Census, The Daily was used to publish analysis of major releases and a summary of key trends. Some articles were also published in Canadian Social Trends. From the feedback gathered to date, users would have welcomed more of an analytical component to the 1996 Census products and services line. Should additional analytical components be added to the products and services line for the 2001 Census? If additional components are offered, what would users like to see? Would users welcome more in-depth studies such as the 1991 Census monograph series and/or more reader-friendly articles such as the 1991 Census Focus on Canada series?
- ✎ **Release timing.** Should a multi-stage approach be adopted where some initial analysis is disseminated on release day using the variables available, followed by a more comprehensive analysis (incorporating additional variables) as releases occur?

2.4 Custom Services

- ✎ **Recommendations on the service.** Do users have recommendations with regards to the service that Statistics Canada offers for the production of custom tabulations from census databases?
- ✎ **Beyond 20/20™.** The 1996 Census was the first that used the Beyond 20/20™ software to disseminate custom tabulations. Was this useful to users? Should Statistics Canada continue to use Beyond 20/20™ for the 2001 Census?
- ✎ **Pricing.** Do users have feedback in terms of the price charged for custom tabulations?

Table 15: 1996 Census Custom Services

Major characteristics

- Produced from both 100% and 20% databases
- Using databases from the 1971 to 1996 Censuses

Custom tabulations

- Client specifies content, geography, format and media

Semi-custom profiles

Basic Profiles

- Predetermined content and format
- Client specifies geography and media

Target Group Profiles

- Predetermined content and format
- Client specifies target group, geography and media

Geography

Standard geography as well as geocoded areas (custom)

Price

Starting at approximately \$1,000 per table for custom services

Availability

100% data	From the 3 rd quarter 1997
20% data	From the 4 th quarter 1997

-
- ✎ **Potential new service.** Some users have said that the sample of microdata present on the Public Use Microdata Files was too limited and consequently, restricted them in the type of analysis they could conduct. In particular, they expressed interest in a service where users would provide Statistics Canada with their SAS or SPSS programs for regression, correlation and analysis. Statistics Canada would then run these requests against a customized microdata file and deliver the results to users for their analysis. Would such a service be of value to users? The price charged for this service would be at least as expensive as the price of custom tabulations given that it would involve both the cost of building the customized microdata files and executing the SAS/SPSS programs. Would this service be of interest to users?

2.5 Any Gaps?

- ✎ Are there any products or services that should be added to the products and services line for the 2001 Census? As mentioned in the introduction of this document, due to financial constraints, trade-offs may become necessary between new and existing components of the products and services line. It is therefore essential that users prioritize their requirements and provide underlying rationale.

Chapter 3: Census Output Media

In response to customer requests identified throughout the 1991 Census cycle, the number of electronic products offered for the 1996 Census increased substantially. However, key products continued to be available in paper format for specific market sectors, such as the libraries. More specifically, this migration to electronic dissemination resulted in a 60% reduction in print products and an increase from less than 5 standard CD-ROMs for the 1991 Census to more than 30 for the 1996 Census. This strategy made it possible to release approximately fifteen times more data from the 1996 Census. The CD-ROM was selected as the main electronic output medium for standard data products given its significant storage capacity for data, reference information and presentation software. For the first time, some 1996 Census Area Profiles and Nation Series data were accessible at no charge through Statistics Canada's Internet site. Table 16 provides a comparison of output media between the 1991 and 1996 Censuses.

Table 16: Comparison of Output Media Between the 1991 and 1996 Censuses

	Print Publication		CD-ROM		Diskette		Tape		Internet
	1991	1996	1991	1996	1991	1996	1991	1996	1996
Reference Products									
Preview	x	x							x
Dictionary	x	x			x				x
Catalogue	x	x							x
Handbook	x	x							
Technical Reports	x	x							x
Standard Data Products									
Nation Series	x		x	x	x	x			x ³
Census Area Profiles	x	x	x	x	x	x			
Basic Summary Tabulations			x		x	x			
Dimensions Series	x			x		x			
Public Use Microdata Files			x	x			x	x	
Statistical Profile of Canadian Communities									x
Custom Services									
Custom Tabulations	x	x	x	x	x	x	x	x	
Semi-Custom Profiles	x	x	x	x	x	x	x	x	

³ These tables were subsets of the larger tables from the Nation Series.

3.1 Paper Format

Table 17 lists the 1996 Census products and services provided in paper format.

- ✎ **Format of paper products.** Should the format (page layout, font, etc.) of standard paper products be modified?

- ✎ **Users' requirements.** Is there a need for some key print products for the 2001 Census? Did the 1996 Census print program meet users' needs? Whenever a census product exists only in electronic format, would it be acceptable for users to print from the electronic version? Would they be interested in a print-on-demand service?

Table 17: 1996 Census Paper Products and Services

- Population and dwelling counts for most standard levels of geography, including forward sortation areas, except census tracts and enumeration areas
- Reference products (Preview of Products and Services, Dictionary, Catalogue, Handbook and Technical Reports)
- Area Profiles for census divisions and census subdivisions/census metropolitan areas, census agglomerations and census tracts
- Custom tabulation services

3.2 CD-ROM and Diskette

Table 18 presents the 1996 Census products that were disseminated on CD-ROM and diskette.

- ✎ **Front-end interface.** The front-end interface that was used for the 1996 Census CD-ROMs posed many challenges for users. Would using an Internet browser as the front-end interface be favored by users instead of that used for the 1996 Census? Given that most users have already used Internet Explorer or Netscape, would this significantly decrease the learning curve? Should Statistics Canada offer other options? If so, which ones?
- ✎ **Beyond 20/20™.** The initial reaction to Beyond 20/20™, the display software that accompanied census standard data products on electronic format, was quite critical. However, over the past two years, many users have indicated to Statistics Canada that they are now using it and becoming much more comfortable and familiar with its features and capabilities. Does Beyond 20/20™ meet users' expectations? Should it be used for 2001 Census electronic products? Do users have additional recommendations to make?

Table 18: The 1996 Census Electronic Dissemination via CD-ROM and Diskette

- Nation Series: On day of release, Nation Series tables were available on CD-ROM and diskette. Four cumulative CD-ROMs were offered at a later stage in the process.
- Census Area Profiles: On day of release, the census subdivision/census division component profile was available on CD-ROM and diskette. One month later, profile data for areas as small as census tracts, enumeration areas and forward sortation areas were also available on CD-ROM and diskette. More comprehensive CD-ROMs complemented the product line later in the process.
- Dimensions Series: Components were available on diskette. Seven thematic CD-ROMs were also produced.
- Public Use Microdata Files (PUMF): Three CD-ROMs were developed.
- Basic Summary Tabulations and custom tabulations were also available on CD-ROM and diskette.

✎ **Volume of data on CD-ROMs.** The content of the 1996 Census standard data products increased substantially in size in comparison to the 1991 Census. Did the increase in the size of the data tables meet users' demand? If Statistics Canada were to reduce the content of the tables, would users have recommendations to make?

✎ **Integration of standard data products.** Statistics Canada is investigating the possibility of providing users with the option to install all 2001 Census standard data series on CD-ROMs in such a way that all tables could be stored in one single directory making access and searching possible across all the different standard data products. There would no longer be any need to access individual products as was the case with the 1996 Census CD-ROMs. Is this an avenue that users would welcome as a way to access 2001 Census data? Would this create potential problems?

✎ **Electronic Products Helpline.** For the 1996 Census, a toll-free helpline was made accessible to resolve users' problems with the Census CD-ROMs. Were users aware of this service? Was this useful to clients?

3.3 Internet

Table 19 describes the 1996 Census information that was accessible, at no charge, through Statistics Canada's Internet site.

Table 19: 1996 Census Information Accessible at no Charge on Statistics Canada's Internet Site

- Information relative to each data release was made available to the public through The Daily. Some tables inspired by the Nation Series were also added to the site on the day of release to complement the tables presented in The Daily. Moreover, census data at the census metropolitan area level could be found as part of the tables offered in the Canadian Statistics module of Statistics Canada's site.
- The Statistical Profile of Canadian Communities offers access to basic overview data for every Canadian municipality or metropolitan area. The information is provided under four headings: Demographic characteristics; Education; Income and work; and Families and dwellings. Users can search for a community by its name or through maps. These profiles also contain some non-census data, such as vital statistics data, more specifically, births and deaths at the community level.
- Reference products (Preview of Products and Services, Catalogue, Dictionary, and Technical Reports) were made available on the site, in PDF format.

✎ **Information available on day of release.** Was enough information made accessible on the Internet on the day of release? What changes should be made?

✎ **The Statistical Profile of Canadian Communities.** The Statistical Profile of Canadian Communities application on Statistics Canada's web site provides easy and quick access to census data for a specific geographic area. This application continues to be one of the most successful areas of Statistics Canada's web site. The mapping application is dynamically linked to the data and therefore allows searching for data by a map or by the name of a community. Should Statistics Canada expand the content of the Statistical Profile of Canadian Communities so that it includes more data from census and non-census sources? Which set of additional data would be most valuable to users? For example, would users welcome health and health system information such as births, deaths, life expectancy, number of physicians per capita at health regions level? Would users be interested in other sources of data such as education, justice, agriculture? Would users have additional recommendations on the Statistical Profile of Canadian Communities?

✎ **Mapping.** Mapping is rapidly becoming an integral part of dissemination on the Internet. This is evidenced by the use of the mapping feature on the Statistical Profile of Canadian Communities. What enhancements or other applications would users recommend for this mapping feature?

✎ **Meta information.** Statistics Canada is constantly faced with the challenge of balancing the amount of data provided with the amount of supporting text. Are there recommendations in light of the quantity of supporting text present on Statistics Canada's Web site for 1996 Census data? Is the supporting text associated with census data useful? If yes, how "close" to the associated data should this text reside (for instance, direct links, appendixes, full document, "readme" file)? Specific examples from users would be welcomed.

-
- ✎ **Format of census reference products.** The 1996 Census reference products posted on Statistics Canada's Web site are PDF versions of the paper edition. Does this format meet users' needs? Would users prefer a different format such as HTML?

 - ✎ **Integration of census standard products.** With the advent of electronic dissemination, the integration of all tables, regardless of the traditional standard data products they are found in, becomes possible. Would users welcome integrated access to census standard data products via the Internet accompanied by searching capabilities such as themes or geographic areas? Do users favour searching by place name or by theme/variable?

 - ✎ **Electronic commerce of census data.** Census data products and services available on a cost recovery basis have traditionally been accessible through Statistics Canada Regional Reference Centres or licensed distributors of Statistics Canada data. Would users welcome the possibility to use the Internet to select and purchase subsets of census standard products?

 - ✎ **Accessibility.** If Statistics Canada were to disseminate more census data through the Internet, would this pose a problem for users? Would users such as libraries, be in a position to provide Internet access at a capacity that would meet the demand of their patrons?

 - ✎ **Census terminology.** With more information being disseminated to the public through the Internet, Statistics Canada incorporated simpler notes and definitions to census data disseminated on Statistics Canada's site. Should more user-friendly terms be incorporated and linked to traditional census *jargon*?

3.4 Additional Output Media

- ✎ Should Statistics Canada be adopting other output media choices to disseminate 2001 Census data, such as DVD or FTP?

Chapter 4: Additional Points for Discussion

4.1 Long-term Access and Preservation

- ✎ **Long-term access.** Long-term access refers to the ability of a user to access historical census data. In this regard, the history of the Canadian census has been stellar since earlier censuses are available to users on library shelves, and are being actively used. Print product access is “permanent” whereas electronic product access becomes more problematic in the long-term. Given the recent migration to electronic output for census data, some users, such as librarians, have indicated that long-term access and preservation is of paramount importance and should be addressed as soon as possible. Should specific “generic” versions (e.g. ASCII files) of Census tables be developed and archived? Should a central data archive be established to house these files? Do users have additional comments or recommendations?

- ✎ **Access tools.** Should access tools be designed to create a foundation that could be built on in the future and that could include historical electronic files, where appropriate? Should the access tools be developed so that they could be extended to include other Statistics Canada electronic resources?

4.2 Training and After-sales Support

- ✎ **Training.** For users who have participated in the training activities on the 1996 Census, are there recommendations or comments?

- ✎ **After-sales support.** Do users have recommendations or comments to provide on after-sales support?

Appendix A: Questions About Users' Technical Environment

Statistics Canada would like to know more details about users' current and future technical environment in order to ensure that census products are suitable from a technical perspective.

- ✎ What band width are users' workstations connected to (telephone line, ISDN, T3, etc.)?

- ✎ Is lack of disk space a problem on users' workstations or server?

- ✎ What operating system do users have (Win 95, 98, 2000, Linux, Mac, Win NT, etc.)?

- ✎ What version of browsers do users have? Do all workstations have browsers installed?

- ✎ Do users have a target application for census data that they typically import data into (Excel, Access, Word, SAS, SPSS, others)? If so, are their requirements being met? If not, could census output be better tailored to accommodate users' target application?

Appendix B: Glossary

Census agglomeration (CA)

A census agglomeration (CA) is a large **urban area** (known as the **urban core**) together with adjacent urban and rural areas (known as **urban** and **rural fringes**) that have a high degree of economic integration with the urban core. A CA has an urban core population of at least 10,000, based on the previous census. However, if the population of the urban core of a CA declines below 10,000, the CA is retired. Once a CA attains an urban core population of at least 100,000, based on the previous census, it is eligible to become a CMA. CAs that have urban cores of at least 50,000, based on the previous census, are subdivided into **census tracts**. Census tracts are maintained for CAs even if the population of the urban cores subsequently falls below 50,000.

Census division (CD)

A census division is the general term applied to areas established by provincial law which are intermediate geographic areas between the municipality (census subdivision) and the province level. Census divisions represent counties, regional districts, regional municipalities and other types of provincially legislated areas.

In Newfoundland, Manitoba, Saskatchewan and Alberta, provincial law does not provide for these administrative geographic areas. Therefore, census divisions have been created by Statistics Canada in cooperation with these provinces for the dissemination of statistical data. In the Yukon Territory, the census division is equivalent to the entire territory.

Census metropolitan area (CMA)

A census metropolitan area is a very large **urban area** (known as the **urban core**) together with adjacent urban and rural areas (known as **urban** and **rural fringes**) that have a high degree of social and economic integration with the urban core. A CMA has economic integration with the urban core. A CMA has an urban core population of at least 100,000, based on the previous census. Once an area becomes a CMA, it is retained as a CMA even if the population of its urban core declines below 100,000. All CMAs are subdivided into **census tracts**.

Census subdivision (CSD)

Census subdivision is the general term applying to municipalities (as determined by provincial legislation) or their equivalent (for example, Indian reserves, Indian settlements and unorganized territories). In Newfoundland, Nova Scotia and British Columbia, the term also describes geographic areas that have been created by Statistics Canada in cooperation with the provinces as equivalents for municipalities for the dissemination of statistical data.

Census tract (CT)

Census tracts are small geographic units representing urban or rural neighbourhood-like communities created in census metropolitan areas and census agglomerations (with an urban core population of 50,000 or more at the previous census).

Designated Place (DPL)

Designated place refers to areas created by provinces to provide services and to structure fiscal arrangements for submunicipal areas which are often within unorganized areas.

The concept of designated place generally applies to small communities for which there may be some level of legislation, but the communities fall below the criteria established for municipal status, that is, they are “submunicipal” or unincorporated areas.

Dissemination Area (DA)

A Dissemination Area (DA) is the smallest standard geographic area for which census data are reported. All the territory of Canada is covered by DAs. Dissemination Area delineation rules are designed to meet census dissemination requirements. Five criteria were selected in the design of the DA:

1. Temporal stability: giving users the ability to do longitudinal studies at a low level of geography.
2. Reduced area suppression: reducing the impact of area suppression rules by setting the target population to a minimum of 500. For example, in 1996 27% of the EAs had a population count under 250; in 2001 only 4% of DAs will be under 250.
3. Uniformity: again helping us reduce area suppression by setting a target population to a maximum of 500 and setting a target population around which to design output.
4. Intuitive boundaries: increasing the number of visible and easily identifiable boundaries.
5. Compact shape: reducing the number of oddly shaped DAs. This will be especially important for users who try to create a “best fit” of their area of interest by aggregating DAs.

Note: It is important to mention that in 2001, the 1996 EAs will be used to build DAs in areas that fall outside CMAs. Due to operational constraints, the DA will only be fully implemented in 2006.

More information on this topic can be found in a working paper posted on Statistics Canada’s Internet site.

Enumeration area (EA)

An enumeration area is the geographic area canvassed by one census representative. It is the smallest standard geographic area for which census data are reported. All the territory of Canada is covered by EAs.

Forward sortation area (FSA)

An area represented by the first three characters of the Postal Code. An urban FSA is served by approximately 25 postal walks; a rural FSA encompasses not more than 199 rural postal offices. Rural FSAs are identified by the presence of a "0" in the second position of the FSA code.

Meta information

Textual information on numeric data which may describe associated concepts and/or methodology of the data set.

Print-on-demand

This is a service provided on a cost-recovery basis for clients requesting that Statistics Canada print an electronic publication available via Statistics Canada’s Internet site.

Rural area

Rural areas are sparsely populated lands lying outside urban areas.

Statistical Area Classification: Census Metropolitan Area and Census Agglomeration Influenced Zone (MIZ) and North-South

The statistical area classification is a blend of CMA/CA, MIZ and North zones. The “Census metropolitan area and census agglomeration influence zones” or MIZ is a classification that applies to census subdivisions (municipalities) that lie outside census metropolitan areas and census agglomerations. The MIZ classification shows the influence of census metropolitan areas (CMA) and census agglomerations (CA) on surrounding census subdivisions as measured by commuting flows based on 1991 census place of work data:

- Strong MIZ = 30% or more of the total labour force living in the CSD work in any CMA/CA urban core
- Moderate MIZ = CSDs with commuting flow percentage >5% and <30%
- Weak MIZ = CSDs with commuting flow percentage >0% and <5%
- No MIZ = no commuting flow, 0%

Since the MIZ classification did not apply as well in the northern areas as in the south, Statistics Canada set out to determine a north-south divide that would differentiate the north from the south. After some extensive research, 16 indicators were chosen to delineate the North. These were combined to create one north zone reflecting the combined social, biotic, economic and climatic aspects of all the indicators.

The combination of the MIZ classification and the north concept provides a new statistical area classification that can serve as a common denominator to assist internal and external users in the study of Canada and to promote understanding of the north and its characteristics.

More information on this topic can be found in a working paper on Statistics Canada’s Internet site.

Urban area

Urban areas have minimum population concentrations of 1,000 and a population density of at least 400 per square kilometre, based on the previous census population counts. All territory outside urban areas is considered rural. Taken together, urban and rural areas cover all of Canada.

Urban core, urban fringe and rural fringe

The urban core, urban fringe and rural fringe distinguish between central and peripheral urban and rural areas within a census metropolitan area (CMA) and census agglomeration (CA).

Urban core is a large urban area around which a CMA or a CA is delineated. The urban core must have a population (based on the previous census) of at least 100,000 in the case of a CMA, or between 10,000 and 99,999 in the case of a CA.

Urban fringe is the urban area within a CMA or CA that is not contiguous to the urban core.

Rural fringe is all territory within a CMA or CA not classified as urban core or urban fringe.

Appendix C: Regional Reference Centres

ATLANTIC REGION REFERENCE CENTRE

Serving the provinces of Newfoundland and Labrador, Nova Scotia, Prince Edward Island and New Brunswick.

Statistics Canada

Advisory Services

1741 Brunswick Street

2nd Floor, Box 11

HALIFAX, Nova Scotia

B3J 3X8

Toll-free number: 1-800-263-1136

Local calls: (902) 426-5331

Fax number: (902) 426-9538

E-mail: atlantic.info@statcan.ca

QUEBEC REGION REFERENCE CENTRE

Serving the province of Quebec (except the National Capital Region) and the territory of Nunavut

Statistics Canada

Advisory Services

200 René Levesque Blvd. W.

Guy Favreau Complex

4th Floor, East Tower

MONTREAL, Quebec

H2Z 1X4

Toll-free number: 1-800-263-1136

Local calls: (514) 283-5725

Fax number: (514) 283-9350

E-mail: real.lortie@statcan.ca

NATIONAL CAPITAL REGION REFERENCE CENTRE

Serving the National Capital Region

Statistics Canada

Statistical Reference Centre (National Capital Region)

R.H. Coats Building, Lobby

Holland Avenue

OTTAWA, Ontario

K1A 0T6

Toll-free number: 1-800-263-1136

Local calls: (613) 951-8116

Fax number: (613) 951-0581

E-mail: infostats@statcan.ca

ONTARIO REGION REFERENCE CENTRE

Serving the province of Ontario except the National Capital Region

Statistics Canada

Advisory Services

Arthur Meighen Building, 10th Floor

25 St. Clair Avenue East

TORONTO, Ontario

M4T 1M4

Toll-free number: 1-800-263-1136

Local calls: (416) 973-6586

Fax number: (416) 973-7475

E-mail: toronto.info@statcan.ca

PRAIRIE REGION REFERENCE CENTRES

This region has 4 Reference Centres serving the provinces of Manitoba, Saskatchewan and Alberta as well as the Northwest Territories.

Serving the province of Manitoba:

Statistics Canada

Advisory Services

Via Rail building, Suite 200

123 Main Street

WINNIPEG, Manitoba

R3C 4V9

Toll-free number: 1-800-263-1136

Local calls: (204) 983-4020

Fax number: (204) 983-7543

E-mail: statswpg@Solutions.net

Serving the province of Saskatchewan:

Statistics Canada

Advisory Services

Park Plaza, Suite 440

2365 Albert Street

REGINA, Saskatchewan

S4P 4K1

Toll-free number: 1-800-263-1136

Local calls: (306) 780-5405

Fax number: (306) 780-5403

E-mail: statcan@sk.sympatico.ca

Serving Northern Alberta and the Northwest Territories:

Statistics Canada
Advisory Services
Park Square, 15th Floor
10001 Bellamy Hill
EDMONTON, Alberta
T5J 3B6
Toll-free number: 1-800-263-1136
Local calls: (780) 495-3027
Fax number: (780) 495-5318
E-mail: johane.tremblay@statcan.ca

Serving Southern Alberta:

Statistics Canada
Advisory Services
Discovery Place, Room 201
3553 - 31 Street N.W.
CALGARY, Alberta
T2L 2K7
Toll-free number: 1-800-263-1136
Local calls: (403) 292-6717
Fax number: (403) 292-4958
E-mail: hubert.denis@statcan.ca

PACIFIC REGION REFERENCE CENTRE

Serving the province of British Columbia and the Yukon Territory.

Statistics Canada
Advisory Services
Library Square Office Tower
600-300 West Georgia Street
VANCOUVER, British Columbia
V6B 6C7
Toll-free number: 1-800-263-1136
Local calls: (604) 666-3691
Fax number: (604) 666-4863
E-mail: stevan@statcan.ca