

## WHO ARE THE USERS OF THE 1970 CENSUS SUMMARY TAPES?

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Data from the 1970 Census of Population and Housing are now available for every town, village, city, county and State in the country. At this writing, 100-percent census tract data for over three-quarters of the Standard Metropolitan Statistical Areas (SMSA's) are also completed. In addition to the printed census reports, data are being disseminated widely on computer summary tapes. The Census Bureau alone has sold over 1,300 reels of the first count summary information. Approximately 140 different organizations purchased these materials; 28 percent of these purchasing organizations were summary tape processing centers, and as such, represent likely sources for the further proliferation of summary tape copies. Feedback indicates that three of these centers alone have produced over 2,500 copy reels of first count data for their customers. Based on these statistics, a minimum of about 3,800 first count summary tapes have been distributed around the U. S.

With respect to the major types of organizations that have purchased summary tapes from the Bureau, our records identify 38 percent of these groups as State and local government agencies or regional and local planning commissions. Colleges and universities account for another 32 percent of the Bureau's purchasers. About 17 percent were classified as computer and related services groups. The remaining 13 percent was made up of retail organizations, newspapers and magazines, and Federal government agencies.

At this writing, the Bureau has orders from 87 organizations for approximately 6,800 reels of data from the second through the sixth counts. Almost 30 percent of these organizations are classified as State and local government agencies or regional and local planning commissions. Of the remaining organizations that have placed advance orders, universities represent 32 percent; Federal government agencies account for another 8 percent; 10 percent are identified as computer and related services groups; and retail organizations, newspapers and magazines make up the final 20 percent.

### EXAMPLES OF USERS OF SUMMARY TAPE DATA

The planning department of one State has embarked upon a program aimed at meeting the needs of many State and local planning groups. Using a widely available software retrieval system, this State planning department is offering courses in the maintenance and utilization of the first count summary tapes to local planners who have access to computers. For users without computer capability, this organization is making available printed publications containing extracted summary tape statistics for each county and county subdivision in the State, and in some cases, maps which graphically portray this information.

In addition to these educational and data dissemination functions, this State planning depart-

ment is serving as a clearing house for information about census tabulations available from various city and regional planning departments throughout the State. This clearing house effort is being carried out through seminars and newsletters.

As another example, a regional medical and social services program in one State is already making extensive use of the first count summary data in the form of special printed reports. Through the services of a local summary tape processing center, the State-wide staff of this program has been supplied with special publications for each county showing measures of "dependent" population groups based on age distributions; estimates of the incidence of "broken homes" based on marital status and household relationship statistics; and general demographic profiles based on age, race, and sex distributions. Using the second count summary tapes, this summary tape center plans to prepare similar types of statistical measures for each minor civil division and census tract in the State. These small area data will be used to perform a more detailed analysis of the medical and social services needs of the local areas.

From the perspective of the academic users, one large university has provided us with a description of how they are using the first count summary tapes. Utilizing several custom-designed computer programs, this university has developed a file maintenance and retrieval system which allows terminal access to the first count data from various academic departments on the main campus and from terminals located on the campuses of a number of affiliated schools throughout the State.

In terms of substantive work with the first count data, this university has prepared printed reports on social indicators for each county and city and in the State. These reports, which provide measures of housing conditions and demographic characteristics in various areas, are being made available to public libraries and local government agencies.

These data will be used also in sociology and political science courses to be taught in the forthcoming school year. To this end, this social indicator information will be stored "on-line" in the university's computer system. The students will be given assignments concerning the relationships of the demographic characteristics of various areas in the State to the sociological implications of these characteristics. Using a "conversation" mode of communication with the computer, the students will then be able to retrieve specific area summary statistics relevant to their assignments.

#### MICROFILM AND PAPER COPIES OF CENSUS DATA

In addition to the first count summary tapes themselves, the Bureau has received a significant number of orders for these data in the form of 16mm microfilm and paper printouts of the microfilm. As of July 1, we had filled over 330 orders for paper copies of first count data for selected counties, county subdivisions and enumeration districts throughout the country. Approximately 150 orders for microfilm copies of the first count data had also been filled.

Copies of the 100-percent census tract tabulations (census tract report tables P-1, H-1, and for tracts with at least 400 Negroes, table H-3) are also becoming available. By late July, the Central Users' Service had distributed about 275 copies of the tables available for 175 SMSA's. This distribution included copies provided to the census tract key person in each SMSA as well as the copies purchased directly from the Bureau by other users.