

than nine one-hundredths of one percent of total new obligational authority is earmarked for statistical programs.

I often wonder how much we could save in federal expenditures if we had available improved statistics to provide better guidance to policy-makers in developing new programs or operating old ones. I would guess that billions could be saved compared to the relatively small outlays that would be necessary for additional progress on our statistical programs.

Barring any such breakthrough, we shall have to satisfy ourselves with what we have available. Our progress will be slow, but I hope it will be steady. The interest on groups such as your own is certain to have an impact, and I wish you well in your efforts to speed up progress in this important work.

CENSUS TOOLS FOR MARKETING¹

Robert B. Voight, Special Assistant, Office of the Assistant Director for Research and Development, Bureau of the Census

INTRODUCTION

The Bureau of the Census has enjoyed a long and fruitful relationship with the American Marketing Association. We have benefited greatly from the advice and counsel of the AMA Census Advisory Committee established in 1946. As one of the four major Federal statistical agencies, the Census is a basic producer of data, the use of which can lead to more intelligent marketing judgments and the better functioning of the economic system. We are interested in making Census statistics better working tools for the marketing profession both from the practical level of helping the marketer increase or keep his present market share to improving and enriching his marketing research efforts and to aiding and strengthening the decisions and planning of marketing directors and corporate planning officers.

Before discussing in detail the various types of Census data and services useful for marketing and presenting some examples of the application of Census information to marketing problems, let me mention briefly the subjects of the Census Bureau covers. We take censuses of population and housing every 10 years; every five years we take census of agriculture, business, manufactures, mineral industries, transportation, and State and local governments. We produce a great many monthly, quarterly, annual and special reports covering these subjects and a substantial amount of foreign trade statistics showing values and quantities of exports and imports by commodity detail and by country. Many of you, I am sure, are familiar with some of these. In addition we assemble and summarize statistics from a variety of sources—Government and private, and publish them in a convenient source books such as the recently introduced Pocket Data Book and the U.S. Statistical Abstract. The 88th annual edition of this best seller will be issued this summer. It will contain more than 500 pages of information bearing on some aspect of marketing.

Unpublished Data and Computer Tapes

Although many of you may be familiar with the Census Bureau's published reports, it may be of interest to know that these represent only a small portion of the total data resources in the Bureau. We have on file a variety of data on computer tapes and punch cards which represent almost limitless possibilities of subject cross-classifications and selections of geographic areas. Only the most essential and most widely useful data are presented in the published reports. In some instances, the tabulation programs of the major censuses and surveys have provided, as a by-product or adjunct to the preparation of the published figures, statistics in unpublished form showing additional subject or geographic detail. These tabulated but unpublished materials are available at nominal prices which cover the cost of making copies. More and more of the unpublished statistical aggregates are now being made available on magnetic tape compatible with the customers computing equipment or on punch cards. Another sizable data source is to be found in the special compilations and tabulations which have been prepared by the Bureau at the request of various Federal agencies and private organizations. In order to keep the public informed of special tabulations

¹ Given at a conference on "Purpose and Uses of Federal Statistics," sponsored by the American Marketing Association, Washington, D.C., April 11, 1967.