

that are prepared, the Bureau regularly lists them in the *Bureau of the Census Catalog*. Some examples of these special tabulations that might be interest to marketers are:

Establishment and sales data for grocery stores by State, county, city, and standard metropolitan statistical areas, provided on one reel of tape, based on the 1963 Census of Business.

Establishment and sales data for passenger car dealers and automotive repair shops by State, county and city.

Number of retail stores by census tracts and kinds of business.

New gasoline service stations and repair garages authorized by building permits by States and SMSAs by month for 1965.

Construction plans of State and local governments concerning construction projects not yet begun as of June 1, 1965, and providing nationwide data on number and dollar volume of construction projects, by type of government, size of project, function, estimated date of construction start, interval for planning, interval from start of planning to start of construction, and interval from completion of planning to start of construction.

These are only a few of the several hundred special tabulations that become available each year.

Source Books

In talking about Census Bureau statistics for marketing, I think it would be helpful to describe the major source and data guides that provide a summary of the various types of data available and how you may obtain them.

At the outset let me suggest that the best way to keep informed of what is being produced by the Census Bureau is to subscribe to the *Bureau of Census Catalog*. The subscription price is \$1.75 for four consecutive quarterly issues—each quarterly issue cumulates to an annual volume in the fourth quarter. In addition you receive 12 monthly supplements to keep you up-to-date. Subscriptions are available from the Superintendent of Documents at the Government Printing Office. In addition I would suggest that you write to the Bureau of Census and ask to have your name placed on the mailing list for all publication announcements and order forms. This may flood you with paper for a bit, but after you have become familiar with them you can begin to discriminate and ask to be sent only those covering subjects which you feel will be of particular interest and value to you.

Turning to Census Bureau data source books, I should point out that the *U.S. Statistical Abstract* is up-dated annually to reflect the changes and developments in the social, political, and economic structure of the United States. For example, the latest issue contains 66 entirely new tables and significant inclusions in many of the other 1,200 odd summaries. To name just a few new items of value in the field of marketing—salaries in private industry, income of the aged population, reasons for retirement, income of white and negro families, sales of capital assets by individuals, mergers and acquisitions in manufacturing and mining.

Shortly after the close of the year, the Bureau will issue the 1967 edition of the *County and City Data Book*. This source book is compiled about three times a decade. Its primary purpose is to provide a selection of recent statistical information for counties, cities, and other relatively small geographic areas. More than 160 statistical items are presented for each county and city of 25,000 or more. They are also shown for regions, divisions, States and the standard metropolitan statistical areas. Descriptive text and source notes are included to help the user better interpret the figures shown.

To cite just a few possibilities for marketing purposes, this source book provides data on the population, education, employment, aggregate and median income, housing, bank deposits, time and demand; savings capital of savings and loan associations; local government finances; employment and payrolls in manufacturing; retail sales, employment and payrolls; agriculture—size of farms, value of products sold, etc. In summary, it provides a detailed picture of the situation social and economic in each county and city of the country and represents an informative book for marketing needs. This source book is available also on magnetic tape and punch cards for those users who wish to take advantage of further analytical manipulations of the data in combination with other information they may have in machine-readable form.

Beginning with the 1964 issue, the Bureau now publishes *County Business Patterns* annually. In addition to a U.S. Summary report, a separate report for each State is published. These reports, show first quarter employment and taxable payrolls and the number of reporting units (i.e., establishments) by employment size class by major industrial classification. Here is a frequent and timely pulse