

feeler of the economic situation in each county and for the standard metropolitan statistical areas in each State. It is especially useful for analyzing market potentials, establishing areas in which to assign customer cultivation and advertising efforts, comparing past sales volume with present volume by area to detect potential areas for expansion of sales efforts, and to analyze the economic mix of various areas for new possibilities for services and sales expansion. This information is also available at cost on punch cards and computer tapes.

CENSUS DATA GUIDES

In trying to provide better service to and communication with potential users of Census data and at the same time reduce the amount of time required to determine whether certain statistics are available, we are providing various data guides. They should be of particular interest to the marketing profession.

We have just recently published a *Directory of Federal Statistics for Local Areas*. This guide contains no statistics, rather it is intended to serve as a comprehensive finding guide to current sources of Federally published statistics for governmental and socio-economic areas below the State level. It provides information useful to city, county or State planning agencies; marketers interested in firm location and marketing possibilities; and organizations concerned with local or urban problems. It includes a description of sources for data on population characteristics, health and vital statistics, construction and housing, labor and employment, income and earnings, prices, banking, commerce and trade, manufacturing, transportation and communications, agriculture and fisheries, mining, governments, law enforcement and other data.

Leading Census Programs is a tabular summary of the major Census programs. In 30 pages we have shown when the program was initiated; the subject matter included; the kind of coverage—complete census, sample surveys, or estimates; how the data are collected; the frequency and reference period, the timing of publications, the content; the special tabulations and unpublished data available; the use and users; and qualifications, if any. We believe it is an exceedingly useful document to have on any marketer's desk. It is available from the Bureau without cost.

We have found the *Guide to Census Bureau Statistics—Subjects and Areas* to be another type of source information popular with marketers. Interestingly, it evolved out of discussions and conferences such as this one in response to questions about what the Census collected and published. It also describes the various types of geographic areas, some 20 in all, observed by the Census, and contains a section on how to obtain Census materials and services. It's free.

USES OF CENSUS DATA FOR PINPOINTING MARKETS

One of the major values of Census data for marketing purposes is the wealth of small area detail available which allows the marketer to pinpoint and compare sales potentials by geographic units ranging from city blocks or combinations thereof to tracts, cities, and counties.

Census Tracts are now regular divisions of all of the standard metropolitan statistical areas. Many smaller cities also have been divided into Census Tracts. In the 1970 Census data for some 45,000 of these will be published covering all of the SMSAs. These tracts provide a useful framework for studying of land-use data, for marketing surveys, for the study of neighborhood housing conditions and the distribution of various types of housing equipment, and for determining facility locations and other business decisions. The Census publishes more limited statistics by city blocks within Census Tracts.

This wide range of data published by Census Tracts permits the marketing researcher or planner to select those areas where it is evident that his product or service or resource will be readily sought. Another important use of Census Tract data is the study of various combinations of contiguous tracts made by the marketer to determine the most suitable location for a branch unit in terms of the neighborhood he seeks to serve.

Census tracts are a unique tool in that they permit historical comparability for small areas within the urban complex so that the amount of change within small areas of the complex can be measured. The fact that they are defined in the same manner using the same general rules in all SMSAs permits a measure of statistical stability in comparing the small area characteristics of several different SMSAs in determining sales potentials, investigating site locations and changes in market outlets.