

It is anticipated that the 1967 Census of Business will expand this particular data series to all the standard metropolitan statistical areas, thus providing information for more than 100 additional Central Business Districts and an estimated 200 to 300 additional major retail centers.

MANUFACTURING STATISTICS

The Censuses of Manufactures and Mineral Industries provide key measures of activity in manufacturing and in the various mineral industries. The area bulletins are used primarily to answer questions regarding the range and magnitude of industrial activities in specific geographic areas. Industry bulletins show nationwide totals for each industry and indicate its geographic spread. Finally, there are subject reports dealing with such topics as inventories, capital expenditures, and size of establishment. These meet many specialized needs for information regarding trends and developments in our industrial system.

Two special series of reports on the *Location of Manufacturing Plants* of the 1963 Census of Manufactures have been issued recently by the Census Bureau. These reports provide information on the number of manufacturing establishments in each of the approximately 430 manufacturing industries classified according to their employment size in the State and county within which they are located. The information will be available on computer tape also.

The Annual Survey of Manufactures carries forward the key measures of manufacturing activity that are covered in more detail every five years in the Census. It provides, during intercensal periods, basic statistics which serve as benchmarks for current business comparisons and as measures of industrial production and productivity of interest to marketers.

NEW MARKETING TOOLS IN FUTURE CENSUSES

In the next series of Population and Housing Censuses we undertake, we expect to provide much greater geographic flexibility. We expect to identify data down to the individual side of a city block in urban areas so that it can be grouped into any geographic configuration you call for. Also we expect to identify these block sides by coordinates of latitude and longitude. This will open up a whole new area of potential values to marketers. For example, you could ask us to give the characteristics of the population and housing in one mile circles from one of your branches or from a prospective future branch location you are considering. We will be in a position to map cities for you in square mile grids or other configurations on the computer to graphically display the characteristics of such areas to provide an income and housing value chart, commuting patterns, new housing, old housing, deteriorated housing, etc. Some of the future possibilities are quite exciting since you will be in a position to insert your own data into such matrices by using a Census address coding guide and derive certain ratios and percentages, densities, etc., based on the Census aggregates.

For assigning geographic codes in the major urban areas we are preparing computerized address coding guides which will include street names, block face identification, intersecting streets, the range of address numbers for each block face according to census tract and zip code area, and the area identification codes required for Census Bureau tabulations. These block face coding guides will provide great flexibility in making it possible to tabulate Census and other information for any desired areas. Both computer tapes and printouts of these address coding guides will be made available along with Census maps, as tools for small area identification.

Through the use of address coding guides the Census will be able, for the first time, to record information for geographic units ranging in size from one side of a city block to an entire urbanized area. Tabulations will be possible, for example, for both sides of a street or streets through a city or area. The limit to the flexibility of the information available for various areas will be disclosure rules and the cost of tabulation. We do not plan to provide this capability for all city delivery areas but hope to accomplish this for entire urbanized areas and for cities of 25,000 or more inhabitants (not all of which may be possible), or for the bulk of such areas. It may be necessary to cut back on some of the smaller cities and urbanized areas. A further limitation is the extent of city delivery postal service; beyond these areas we do not plan to code on the block face level, although reporting by block is expected to be feasible to the boundaries of urbanized areas. In any event, Census data will be available in far more geographic detail than ever before.